



COVID-19 : Vaccine Hesitancy

By: Tira Hanrahan, BSW, MPH

The intention of this presentation is to provide you with education and resources about the COVID-19 vaccine(s) and vaccine hesitancy.

This is by no means MMA/MIIA's stance on vaccination.

About me....

- Bachelor of Social Work; UNCW
- Masters of Public Health; UT
- Adolescent Immunization Coordinator for Virginia Department of Health
- Managed agency wide Adolescent Immunization Program during the year of when Virginia had the largest increase in up-to-date HPV vaccination status, 201617, of all Centers of Disease Control and Prevention (CDC) awardees and when Virginia had the largest average annual increase in > 1 HPV vaccination of all awardees.
- Developed policies and procedures consistent with the CDC and the vision, objectives, and associated metrics pertaining to adolescent immunization in VDH strategic plan.
- Served as the primary contact person with the granting agency (CDC) on all adolescent projects.
- Developed and implemented training on adolescent issues and strategies for health care providers, the public, stakeholders, and health district immunization staff.
- Coordinated statewide activities, evaluated effectiveness, and modified programs and trainings as needed.
- Led the Virginia HPV Immunization Taskforce (VHIT) comprised of over 40 active stakeholders across the state



Overview

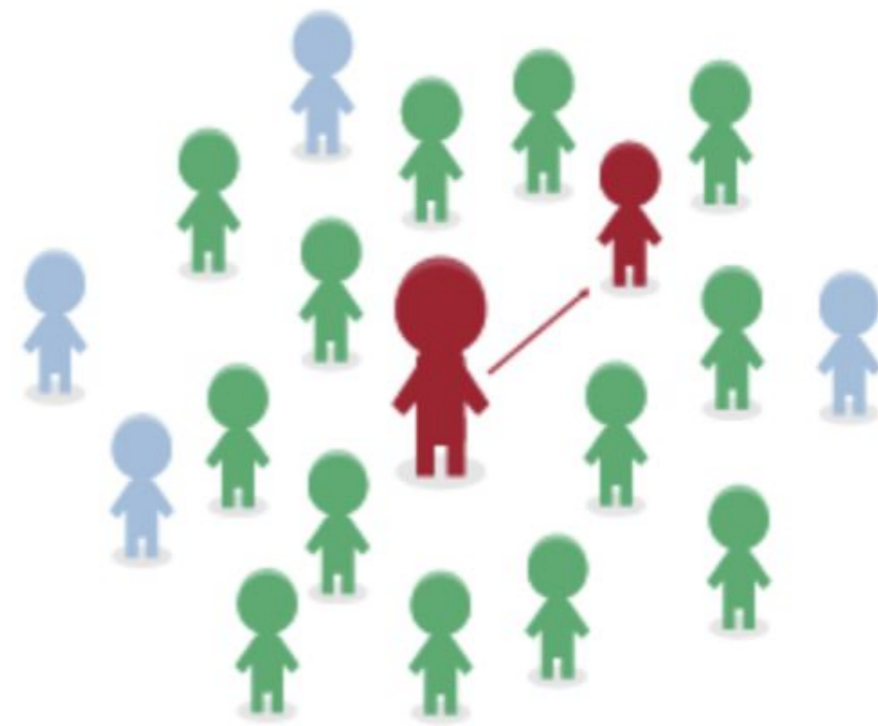
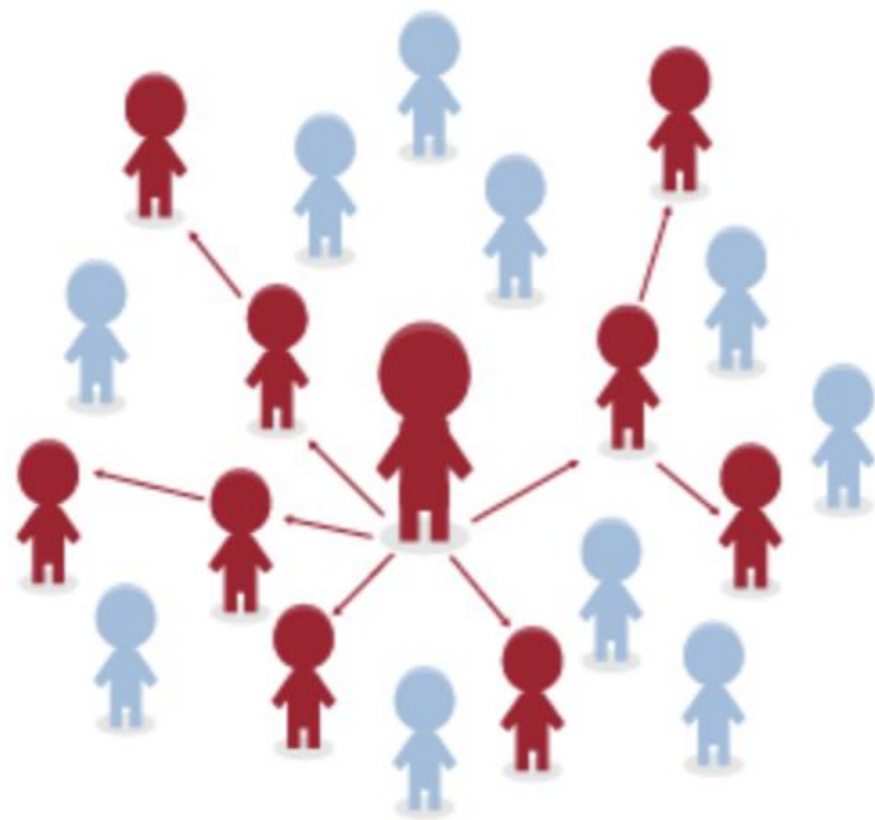
- Herd Immunity
- Vaccine Hesitancy
- Vaccine Hesitancy in USA & MA
- Common Reasons for Vaccine Hesitancy
- Moveable Middle
- Community Level Strategies
- Individual Strategies
- Tools and Resources



Herd Immunity

- ▶ Community Immunity
- ▶ Describes the instance when enough people become immune to a disease to make the spread unlikely
- ▶ The community protects the most vulnerable populations, even those who are not immune, who are susceptible and cannot get vaccinated because the virus cannot “find” those who are susceptible.

Herd-Immunity



No herd immunity

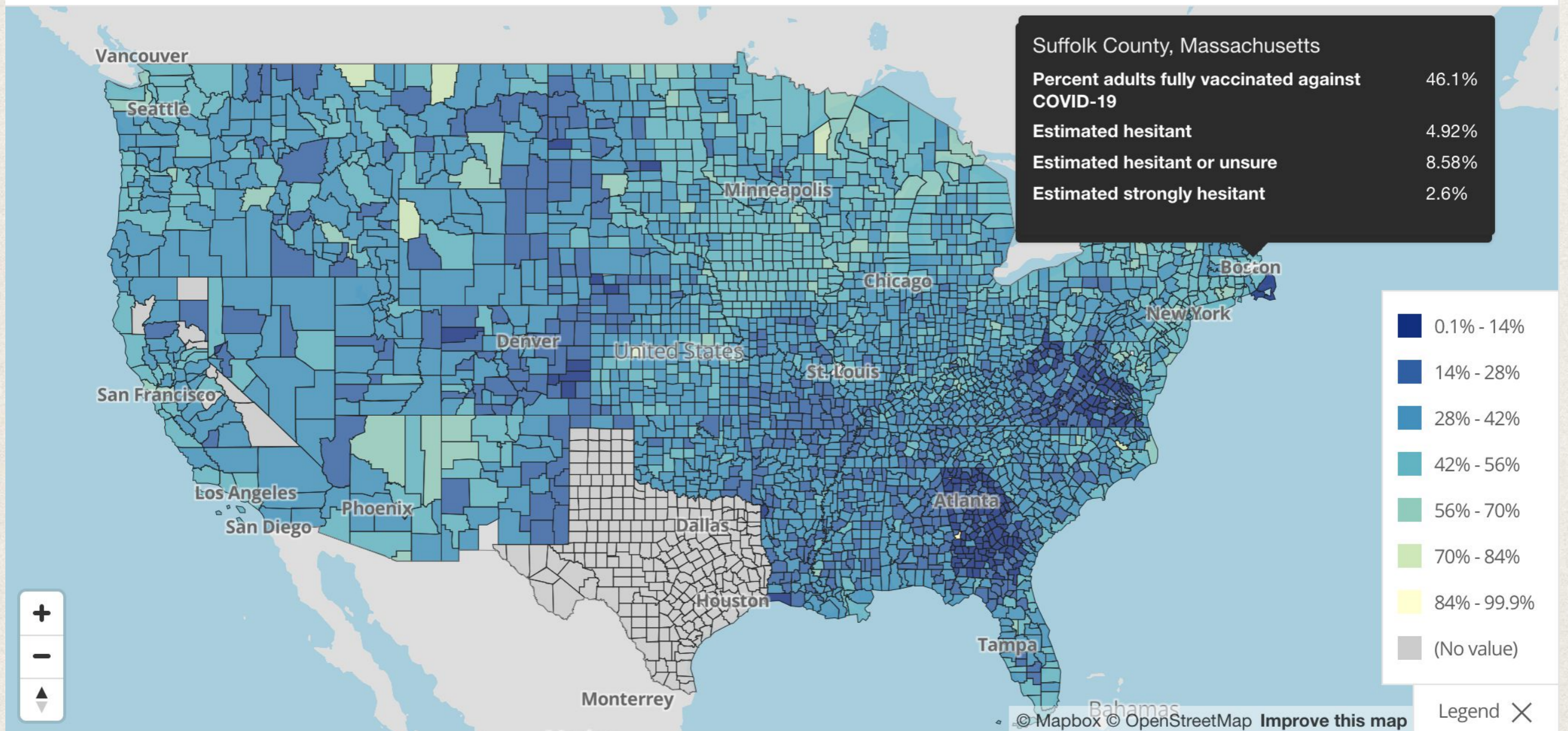
Herd immunity achieved

● Susceptible ● Infected ● Immune → Disease transmission

Source: GAO adaptation of NIH graphic. | GAO-20-646SP

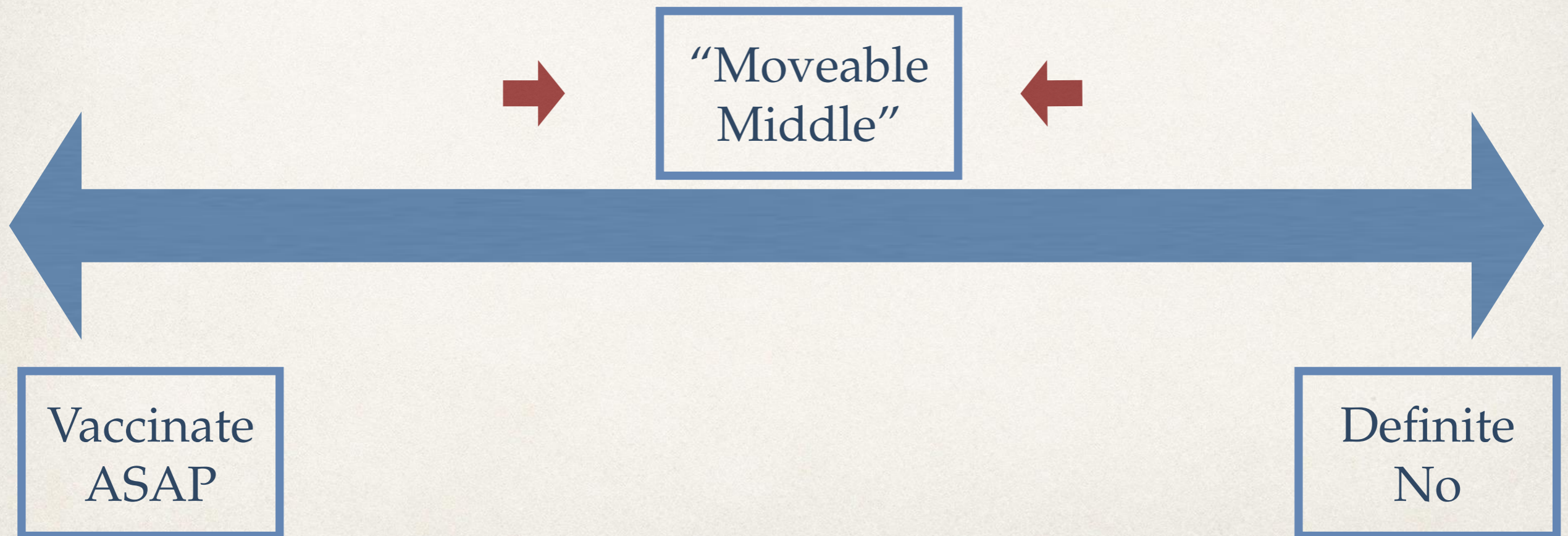
Vaccine Uptake in U.S.

Fully Vaccinated Adults as of 5/9/21



Vaccine Hesitancy

- Describes someone who has access to a vaccine(s) but delays the acceptance or refusal of vaccines
 - Spectrum



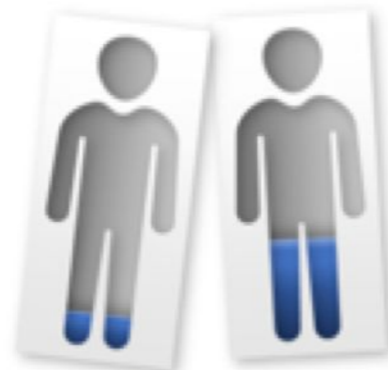
Vaccine Hesitancy

- Describes someone who has access to a vaccine(s) but delays the acceptance or refusal of vaccines
 - Spectrum
- Complex and context specific varying across time, place and vaccines
 - Distrust of science
 - 1932 - 1972 Tuskegee Study of Untreated Syphilis
 - Misinformation and disinformation
 - Mischaracterization of the disease or protective measures that are needed
 - False treatments or medical interventions
 - Scapegoating of groups of people
 - Conspiracy theories

71% of Black Americans know someone who has been hospitalized or died because of COVID-19

yet only **42%** would get a vaccination.¹

18% of Black Americans and...  **40%** of Latinx Americans trust the vaccine's effectiveness.²



14% **34%**

14% of Black Americans and 34% of Latinx Americans trust the safety of the vaccine.²



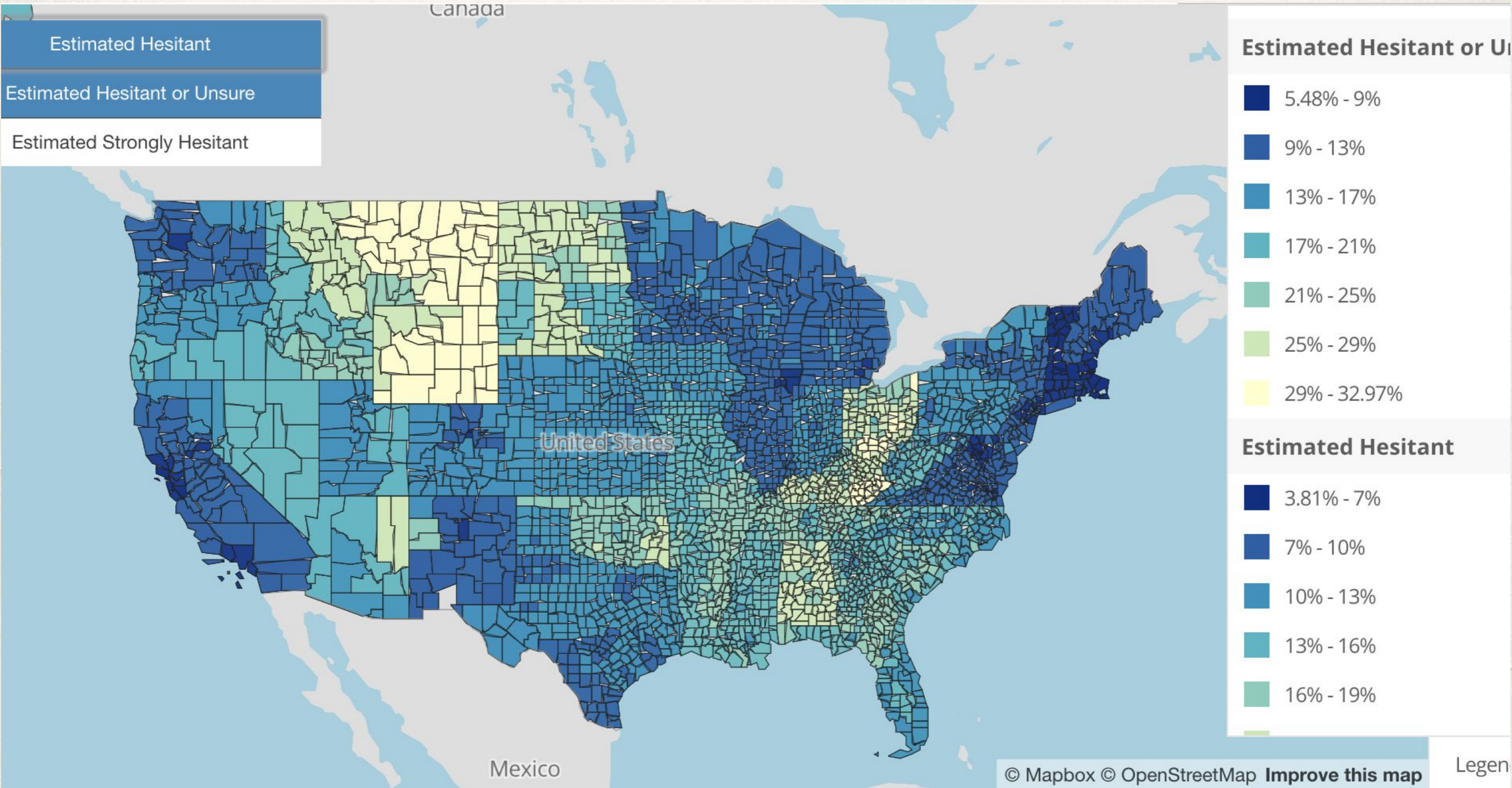
Black Americans are **2x more likely** to trust a messenger of their own racial or ethnic group in their community compared to a white counterpart.²

¹ Pew Research Center, Dec. 2020 <https://pewrsr.ch/3qO9yiq>

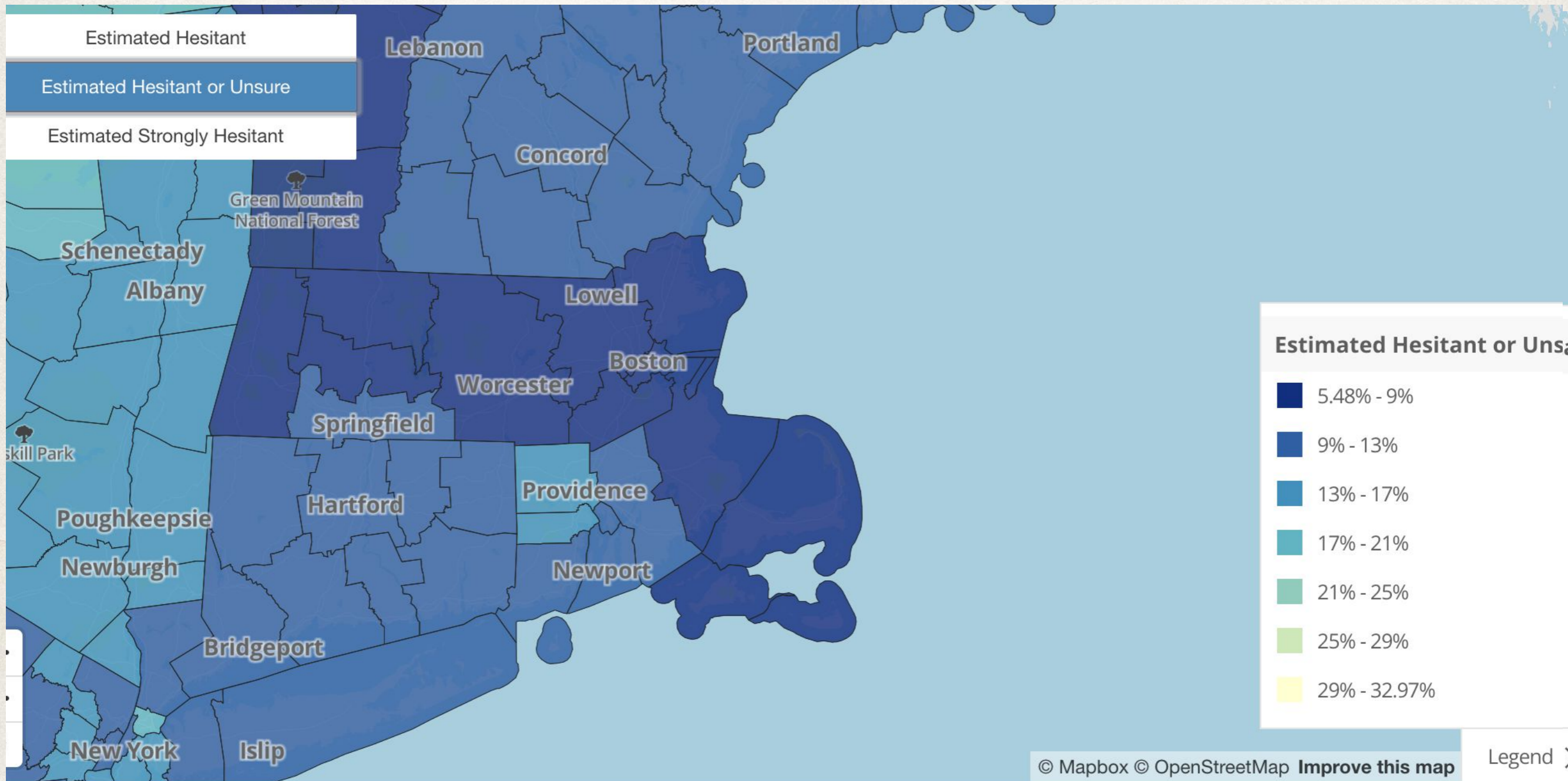
² COVID Collaborative, Fall 2020 <https://bit.ly/2KLUJa>

This research was before any vaccines were authorized for use the U.S.

Vaccine Hesitancy in USA



Vaccine Hesitancy in MA



Common Reasons for Vaccine Hesitancy

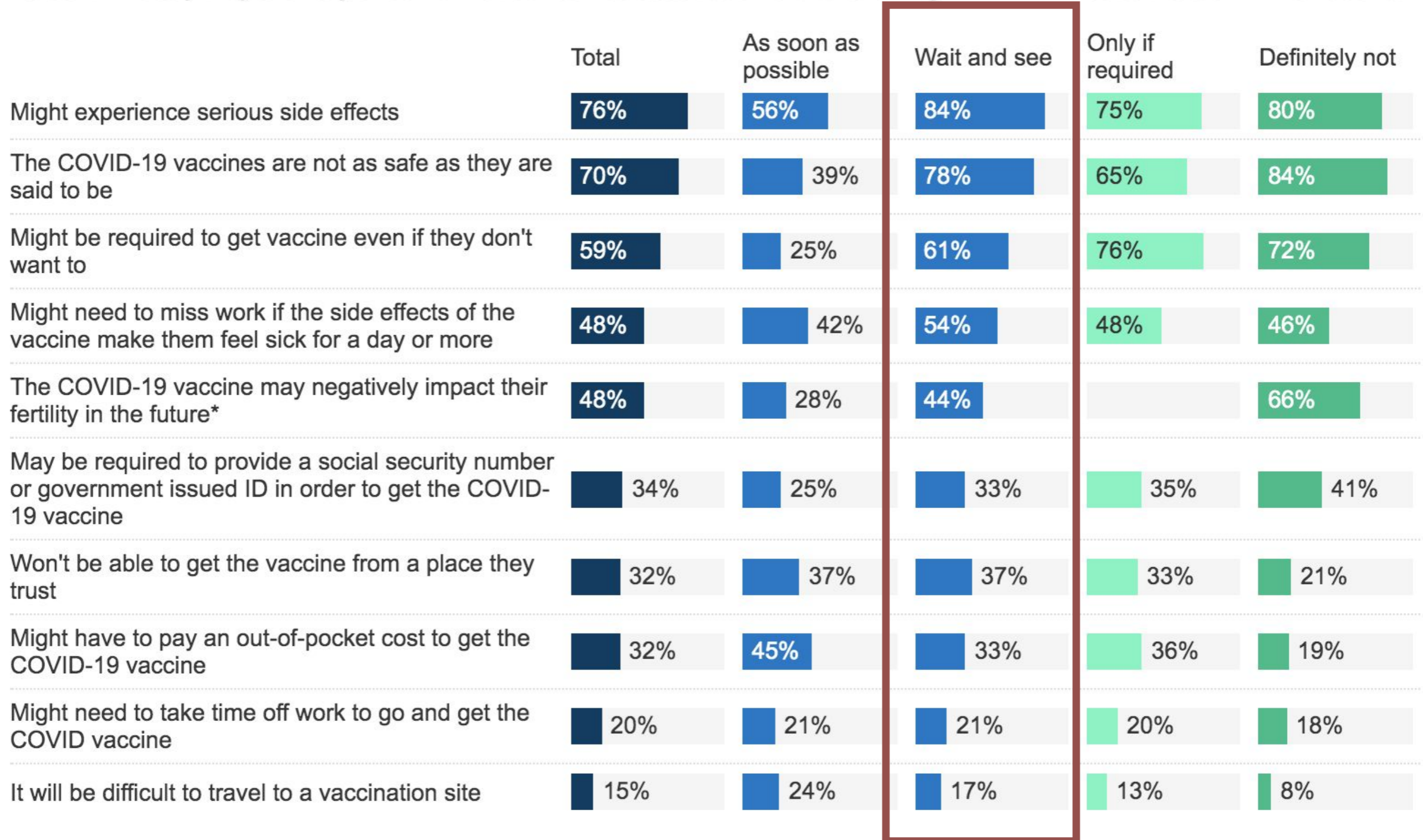
- Safety of the vaccine/ speed of development
- Allergies
- Won't get the vaccine from a place they trust
- Side effects of the vaccine
- Fertility concerns
- Already had COVID-19
- Immigration status
- Access*
 - Miss work from side effects
 - Cost of paying for the vaccine
 - Don't know where to get information
 - Might be required even if they don't want it



Figure 12

Concerns About COVID-19 Vaccines Vary By Vaccination Intention

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:



NOTE: Among those who have not been vaccinated for COVID-19. *Item only asked of those ages 18-49 and had too small a sample size to show the "Only if required" group. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021) • [Download PNG](#)

Side Effects

Figure 9

Concern About COVID-19 Vaccine Side Effects Increased From March To April, Particularly Among Women

Among those who are not yet convinced to get the vaccine right away, percent who are concerned they might experience serious side effects from the vaccine:



NOTE: Based on those who don't want to get the vaccine "As soon as possible." See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (March 15-22, 2021; April 15-29, 2021) • [Download PNG](#)

[KFF COVID-19
Vaccine Monitor](#)

Top Reasons for not making a COVID-19 Vaccine appointment

Table 1: Top reasons why individuals have not tried to get a COVID-19 Vaccine appointment by vaccination intention (Open-end)

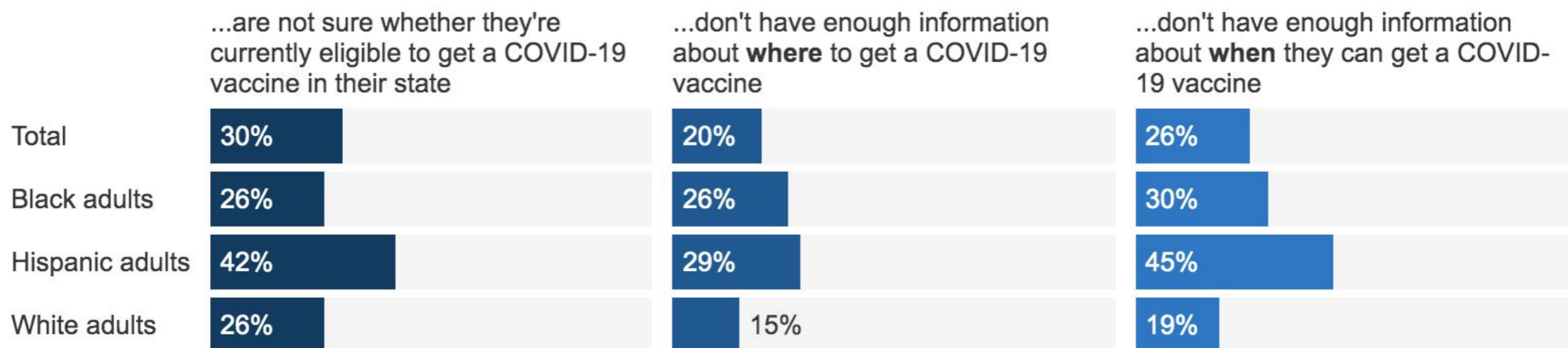
As soon as possible		Wait and see		Only if required	
Busy/didn't have time/schedule conflict	14%	Want to wait until more people have gotten it	23%	Don't want it/need it (general)	26%
Can't take time off work/conflicts with work hours	12%	Concerned about safety and/or side effects	14%	Concerned about safety and/or side effects	10%
Just haven't gotten around to it	9%	Vaccine is too new/not enough research	9%	Vaccine is too new/not enough research	6%
Don't have proper documentation/not sure if eligible	8%	Don't want it/need it (general)	8%	Already had COVID	5%
Lack of information about how to get the vaccine	7%	Waiting for medical reason	6%	Don't have proper documentation/not sure if eligible	4%

Need more information

Figure 14

Many Unvaccinated Adults Remain Unsure About Their Eligibility, Lack Information About When Or Where They Can Get Vaccinated For COVID-19

Percent of unvaccinated adults who...



NOTE: Based on those who have not been vaccinated for COVID-19. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021) • [Download PNG](#)

*What strategies can we use to
increase COVID-19 vaccine
uptake?*

Community Level Strategies: Overcome Vaccine Hesitancy

- Focus messaging on the concerns highlighted in the Kaiser Family Foundation
 - Safety of the vaccine
 - Side effects of the vaccine
 - Fertility concerns
 - Access
 - Might miss work from the side effects
 - Cost of paying for the vaccines
 - Need Social Security Card or ID

Community Level Strategies: Overcome Vaccine Hesitancy

- Focus messaging on the concerns highlighted in the Kaiser Family Foundation
- Increase education around how to combat misinformation and disinformation

Combating Disinformation

DON'T GET TRICKED BY ONLINE MISINFORMATION

Remember these checks when browsing social media

Source

Look at what lies beneath. Check the about page of a website or account, look at any account info and search for names or usernames.

History

Does this source have an agenda? Find out what subjects it regularly covers or if it promotes only one perspective.

Evidence

Explore the details of a claim or meme and find out if it is backed up by reliable evidence from elsewhere.

Emotion

Does the source rely on emotion to make a point? Check for sensational, inflammatory and divisive language.

Pictures

Pictures paint a thousand words. Identify what message an image is portraying and whether the source is using images to get attention.

Think **SHEEP** before you share

Community Level Strategies: Overcome Vaccine Hesitancy

- Focus messaging on the concerns highlighted in the Kaiser Family Foundation
- Increase education to combat disinformation and misinformation
- Implement developed campaign materials
- U.S. Department of Health and Human Services : [wecandothis.hhs.gov](https://www.hhs.gov/we-can-do-this/)

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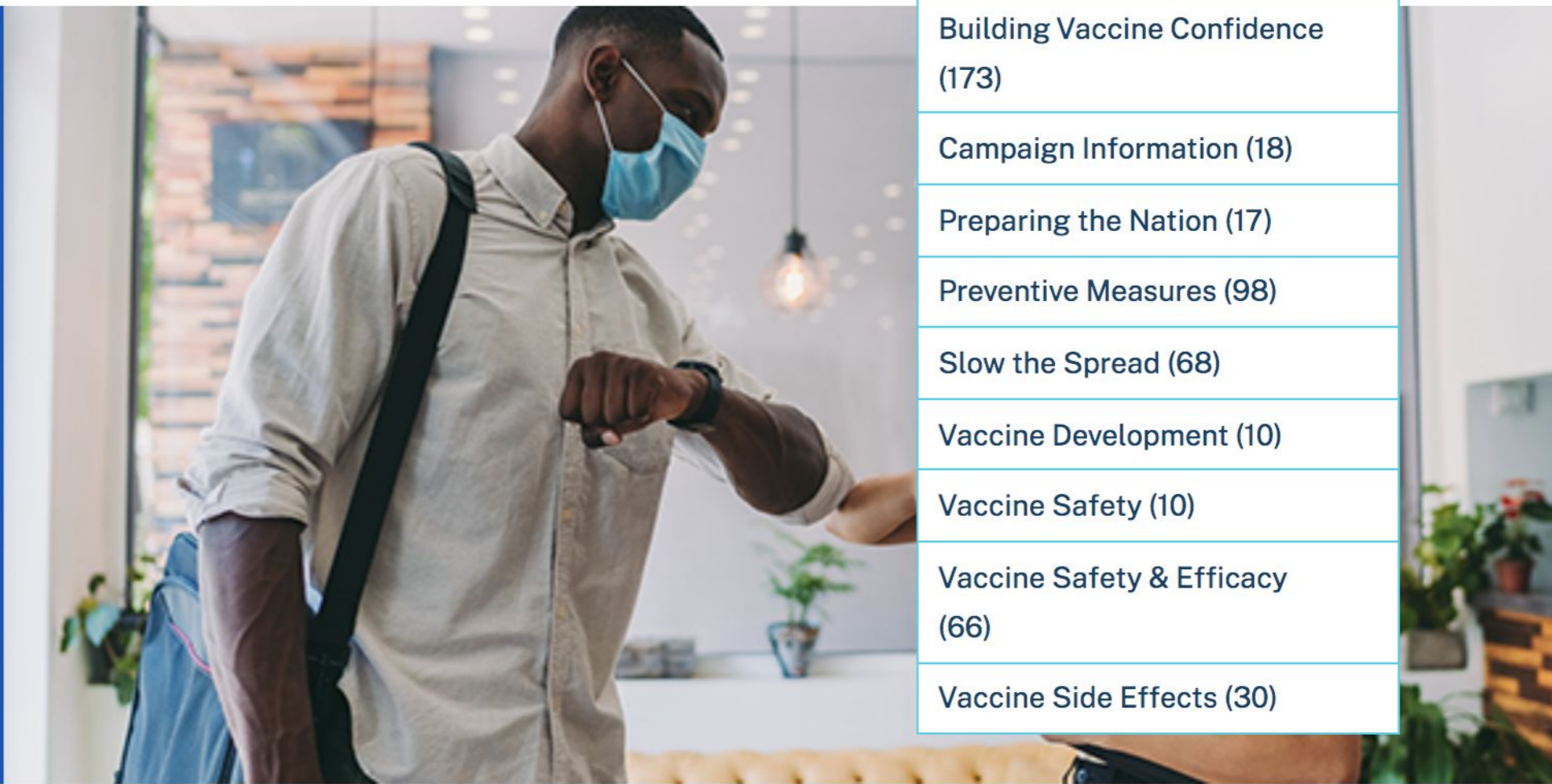
Social Media (121)

Language

Topic

out the Campaign

n how we're working to
note COVID-19 vaccine
idence, encourage prevention,
support our partners' efforts
ach their communities.

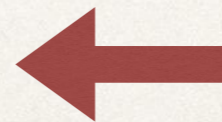


- All
- Building Vaccine Confidence (173)
- Campaign Information (18)
- Preparing the Nation (17)
- Preventive Measures (98)
- Slow the Spread (68)
- Vaccine Development (10)
- Vaccine Safety (10)
- Vaccine Safety & Efficacy (66)
- Vaccine Side Effects (30)



Community Level: Strategies to Overcome Vaccine Hesitancy

- Focus messaging on the concerns highlighted in the Kaiser Family Foundation
- Increase education to combat disinformation and misinformation
- Implement developed campaign materials
- HHS : [wecandothis.hhs.gov](https://www.hhs.gov/we-can-do-this/)
- CDC Toolkits for :
 - Essential workers
 - Community-based organizations
 - Education
 - Long-term facility
 - Health Departments and other Public Health Partners
 - People with disabilities
 - Social media toolkits



What do I need to know about Johnson & Johnson's Janssen COVID-19 Vaccine (J&J/Janssen) now?

There is a risk of a rare but serious condition involving blood clots and low platelets in people after receiving the J&J/Janssen COVID-19 Vaccine. **This risk is very low.**

This problem is rare and happened in about 7 per 1 million vaccinated women between 18 and 49 years old.

For women 50 years and older and men of any age, this problem is even more rare.

This problem has not been linked to the other two COVID-19 vaccines (Pfizer-BioNTech and Moderna).



SHOULD I STILL GET VACCINATED with this or other vaccines to protect against COVID-19?

YES, experts agree that all COVID-19 vaccines help prevent COVID-19 disease, especially severe illness and death.

The known and potential benefits of all COVID-19 vaccines outweigh the known and potential risks. You need only one dose of the J&J/Janssen vaccine. You need two doses of the other two vaccines (Pfizer-BioNTech and Moderna).

"mRNA vaccines teach our cells how to make a piece of a protein, without interacting with our DNA, to trigger an immune response and build immunity to the virus that causes #COVID19. Learn about mRNA vaccines and how they work:

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines/mrna.html>"



"While getting COVID-19 may offer some natural protection or immunity, the risk of severe illness and death from COVID-19 far outweighs any benefits of natural immunity. Getting a COVID-19 vaccine will help protect you without having to be sick. Learn about the benefits of COVID-19 vaccination:

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-benefits.html>"

"Having symptoms like fever after you get a #COVID19 vaccine is normal and a sign your immune system is learning to fight the virus. Learn more about side effects after getting vaccinated:

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html>"

Communicate with Your Community

- Adapt [key messages](#) about COVID-19 vaccination to educate your communities in the language, tone, and format that will resonate with the people who live there.
- Use [frequently asked questions \(FAQs\)](#) to help answer questions about COVID-19 vaccines.
- Organize a [COVID-19 Vaccine Presentation](#)  [9MB] (also available in [Spanish](#)  [4MB]) in your community for virtual town halls or other informational meetings. Record these presentations and post on your websites. Have open discussions. Create and publicize a feedback mechanism for questions about COVID-19 vaccination (email inbox, phone number, point of contact).
- Acknowledge that certain communities and groups have been disproportionately affected by COVID-19 illness and severe outcomes, and that some communities might have had previous experiences that affect their trust and confidence in the healthcare system.
- Provide accurate information about [benefits](#), [safety](#), [side effects](#) and [vaccine effectiveness](#).
- Encourage social support. Encourage vaccine recipients to wear [stickers](#) once they have been vaccinated and post vaccination selfies on social media.
- Learn more about [finding credible vaccine information](#). Get the facts to respond to misinformation you might

Other COVID-19 Communication Resources

- [COVID-19 Resources: Videos, Social Media, PSAs, Print Resources, Checklists, FAQs, and Web Resources](#)
- [Communication Resources for Health Departments](#)
- [COVID-19 Racial and Ethnic Health Disparities](#)
- [Communication Toolkit for Migrants, Refugees, and Other Limited-English-Proficient](#)

Community Level: Strategies to Overcome Vaccine Hesitancy

- Focus messaging on the concerns highlighted in the Kaiser Family Foundation
- Increase education to combat disinformation and misinformation
- Implement developed campaign materials
- HHS : [wecandothis.hhs.gov](https://www.hhs.gov/we-can-do-this/)
- CDC Toolkits for :
 - Essential workers
 - Community-based organizations
 - Education
 - Long-term facility toolkit
 - Health Departments and other Public Health Partners
 - People with disabilities
 - Social media toolkits
- MA Department of Health : “Trust the Facts, Get the Vax”

MA DPH: “Trust the Facts, Get the Vax”

- TV ads
 - Spanish
 - ASL
 - English
- Animated videos
 - Safety
 - Vaccine development
 - What you need to know
 - Protect yourself and your community
- Print Ads



The COVID-19 Vaccine: Safe & Effective

When it's your turn,
Get the Vax

The COVID-19 Vaccine was developed



The same safety steps that were followed for the COVID-19 vaccine



Tens of thousands of people have been vaccinated to prove the vaccine is safe

Vaccine was able to be developed quickly



When the pandemic began, scientists started working on a vaccine for over 20 years, giving them a head start



Companies started producing the vaccine immediately upon approval.

Protéjase. Proteja a Su Familia

Vacúnese

- La vacuna es segura y se han realizado pruebas exhaustivas.
- Cuando sea su turno, vacúnese contra el COVID para protegerse usted y proteger a sus seres queridos
- Aunque usted haya tenido COVID-19, igualmente debería vacunarse

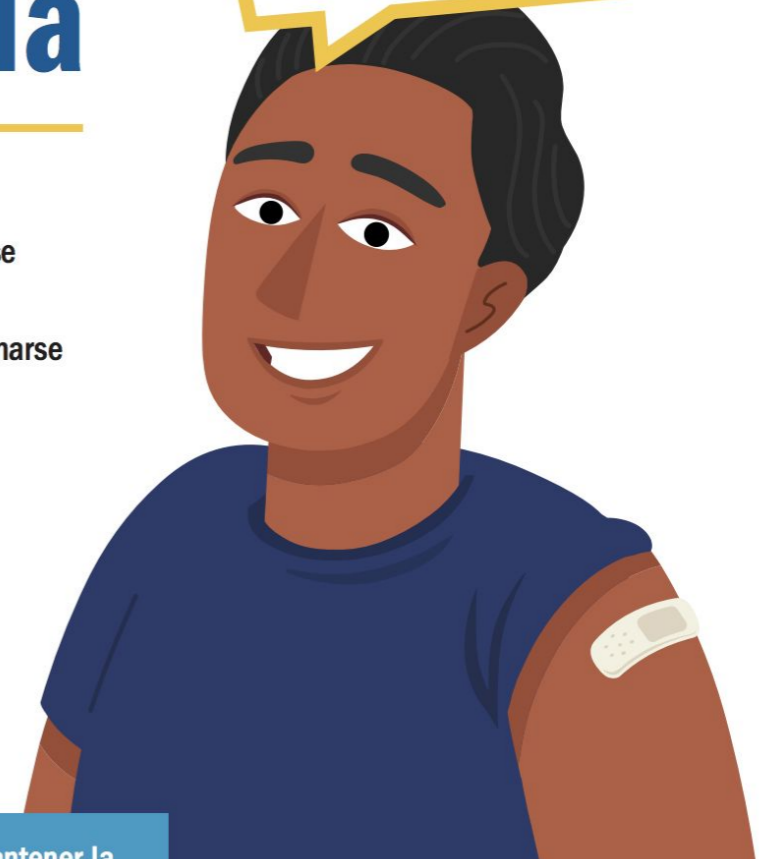
Es gratis

- La vacuna es gratis para todos
- No es necesario tener un seguro médico
- No se pide identificación

Dosis

- La mayoría de las vacunas requieren 2 dosis para estar totalmente protegidos.
- Pregúntele al proveedor sobre los detalles cuando reciba la inyección.

Cuando sea su turno,
Vacúnese

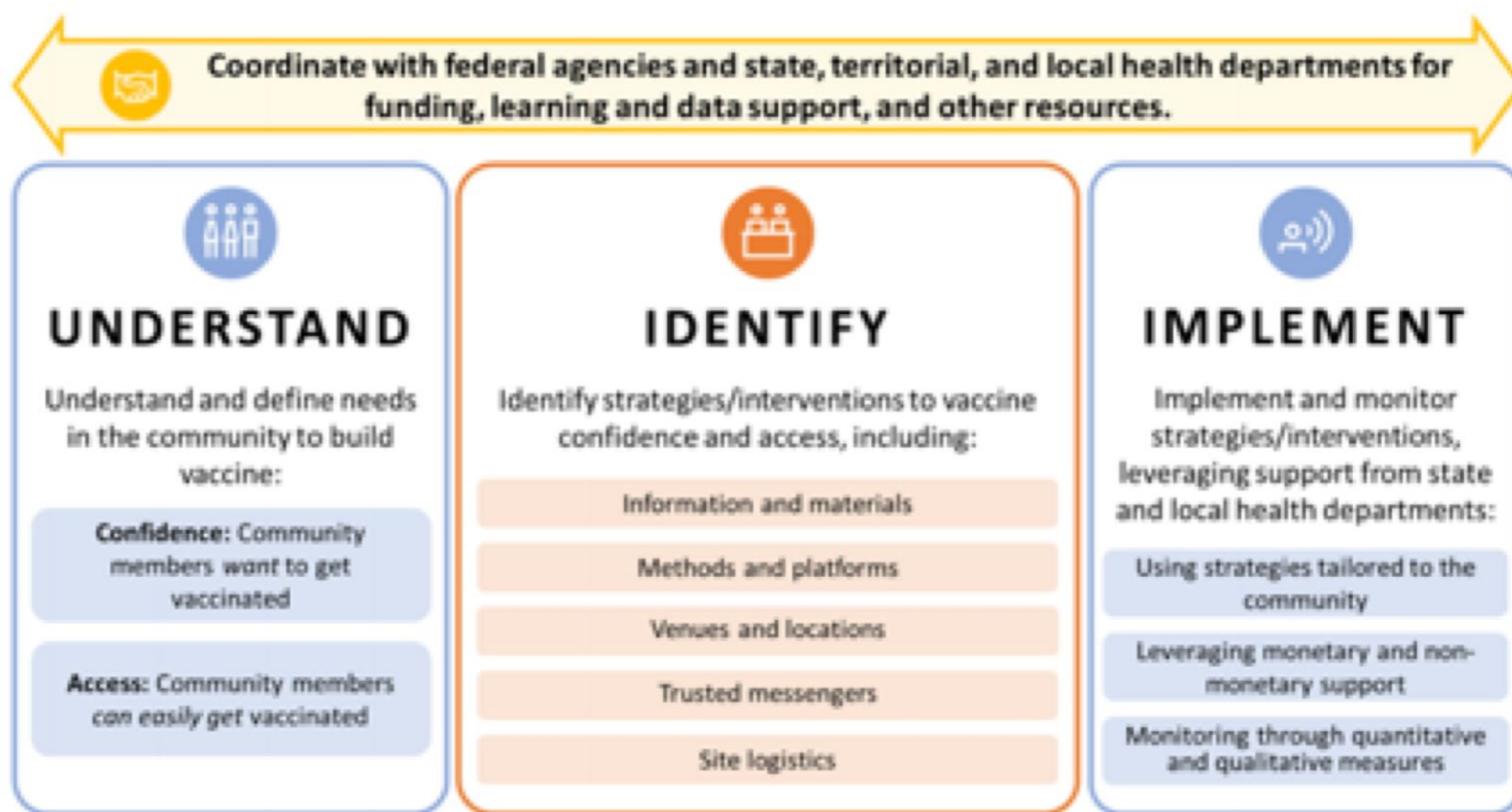


Después de recibir la vacuna, debe seguir usando la mascarilla y mantener la distancia. *Esto protegerá a las otras personas que están esperando su turno.*

Trust the **FACTS**



How to use resources:



Note: This Guide uses the term vaccine “confidence” to address both people’s trust in vaccines (“hesitancy”) and people’s desire to protect against the risks of COVID-19 (“complacency”).¹

Individual Strategies: Overcome Vaccine Hesitancy

- Listen with empathy
 - Find common ground
 - Understand mistrust, safety concerns, etc.
- Ask open ended questions to :
 - What the person needs/wants to accept the vaccine(s)
- Ask permission to share resources
- Help them to find their “why” to get vaccinated
 - Think of others
 - Focus on the future
- Encourage them to talk to their doctor or someone respected in the community
- Offer help



The COVID-19 vaccine(s) were developed too fast.

- ~~• The technology behind the vaccines has been around for more than a decade. While federal funding helped accelerate the process, all of the steps were still completed. Like with any other vaccine, the COVID-19 vaccines were tested in clinical trials that enrolled tens of thousands of people to make sure they meet safety standards and effectively protect people.~~
- COVID-19 is new, so we need new vaccines to protect against it, but vaccines have been saving lives and protecting us for many years.
- The vaccine developers didn't skip any testing steps, but conducted some of the steps on an overlapping schedule to gather data faster.
- Scientists had years of research on how to make effective coronavirus vaccines when they began developing COVID-19 vaccines in 2020.
- Social media helped companies find and engage study volunteers, and many were willing to help

I already had COVID-19 so I do not need the vaccine.

- *People who have gotten sick with COVID-19 can benefit from getting vaccinated. Due to the severe health risks associated with COVID-19 and the fact that re-infection with COVID-19, especially with new variants, is possible, people may be advised to get a COVID-19 vaccine even if they have been sick with COVID-19 before.*
- *There is not enough information currently available to say if or for how long people are protected from getting COVID-19 after they have had it. More studies are needed to better understand this. Several subjects in the Pfizer trial who were previously infected got vaccinated without ill effects. Some scientists believe the vaccine offers better protection for coronavirus than natural infection.*

Infertility

- *All FDA-authorized vaccines for use in the US have met rigorous standards for quality, safety, and effectiveness - and they continue to be monitored carefully through multiple systems. There is no evidence that any vaccines cause fertility issues.*
- *A false report on social media, said the spike protein on this coronavirus was the same as another spike protein that is involved in the growth and attachment of the placenta during pregnancy. The false report said that getting the COVID-19 vaccine would cause a woman's body to fight this other spike protein and affect her fertility. The two spike proteins are completely different and distinct, and getting the COVID-19 vaccine will not affect the fertility of women who are seeking to become pregnant, including through in vitro fertilization methods. During the Pfizer vaccine tests, 23 women volunteers involved in the study became pregnant, and the only one who suffered a pregnancy loss had not received the actual vaccine, but a placebo. Getting COVID-19, on the other hand, can have potentially serious impact on pregnancy and the mother's health.*

Side effects of the COVID-19 vaccine(s).

- ▶ *Tens of thousands of diverse volunteers participated in clinical trials to ensure safe and effective COVID-19 vaccines.*
- ▶ *COVID-19 vaccines protect individuals from severe illness, hospitalization, and death.*
- ▶ *The vaccines can have side effects, but the vast majority are very short term —not serious or dangerous. The vaccine developers report that some people experience pain where they were injected; body aches; headaches or fever, lasting for a day or two. These are signs that the vaccine is working to stimulate your immune system. If symptoms persist beyond two days, you should call your doctor.*

Strategies to Increase Vaccine Acceptance

- Community Level
 - Focus on the concerns highlighted in the Kaiser Family Foundation
 - Increase education to combat disinformation and misinformation
 - Implement developed campaign materials
- Individual Level
 - Listen with empathy
 - Ask open ended questions
 - Ask permission to share resources
 - Help them to find their “why” to get vaccinated
 - Encourage them to talk to their provider or someone respected in the community
 - Offer help

Any Questions?
