

STRATEGIES FOR BUILDING COVID-19 VACCINE CONFIDENCE

Strong confidence in the vaccines within communities leads to more people getting vaccinated, which leads to fewer COVID-19 illnesses, hospitalizations and deaths. Vaccine confidence is the trust that patients and providers have in recommended vaccines, the providers who administer vaccines, and the processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use. **By far, the single most potent intervention for increasing vaccine uptake is a provider recommendation** (e.g., Newman et al., 2018). Patients consistently rank health care providers as their most trusted source for vaccine information.

STRATEGIES FOR PROVIDERS TO BUILD VACCINE CONFIDENCE



Get a COVID-19 vaccine.



Listen to their concerns in a nonjudgmental way. This will play a major role in building trust in you and your recommendation.



Share your experience and your personal reasons for getting vaccinated with your patients, family and friends. Show you received the vaccine by wearing a sticker, button or lanyard and sharing on social media or other communication channels.



Provide clarification and reassurance that the vaccine is safe.



Answer their questions. Explore some of the most common questions about the vaccine and find tips for how to answer their questions.



Start conversations with patients early, from a place of empathy and understanding. Assume patients will want to be vaccinated but be prepared for questions.

MESSAGES TO CONVEY KEY FACTS

Older adults and people with certain health conditions are more likely to get very sick from COVID-19.

COVID-19 vaccines are safe and effective at protecting people from getting seriously ill, being hospitalized and dying. Getting a COVID-19 vaccine is a safer, more reliable way to build protection than getting sick from COVID-19.

COVID-19 vaccines can offer added protection to people who had COVID-19, including protection against being hospitalized from a new infection.

Although COVID-19 vaccines were developed quickly, research and development of vaccines like these has been underway for decades. To ensure vaccine safety and effectiveness, the COVID-19 vaccines were tested in clinical trials, meet the Food and Drug Administration's (FDA) standards and were granted Emergency Use Authorization or full FDA approval and continue to be monitored using Vaccine Monitoring Systems.

There are side effects of this vaccine, but this indicates a good immune response. Side effects generally go away in a few days. The risks of the vaccine are much lower than that of severe illness from COVID-19. **The benefits of the vaccine outweigh the risks.**

Staying up to date with the recommended number of doses, including bivalent boosters, when eligible, provides the best protection against COVID-19.



RESOURCES FOR PROVIDERS

- [Building Vaccine Confidence, Acceptance, and Advocacy among Health Care Workers](#) – Equip hospital leaders with information, strategies and tools to increase vaccine acceptance among health care workers and help them to become confident advocates for COVID-19 vaccination in the communities in which they live and work.
- [Conversation Guide to Improve COVID-19 Vaccine Uptake](#) – Intended to help health care leaders and staff have conversations with patients about their feelings and reasons for not getting vaccinated and increase their potential to get vaccinated.
- [Motivational Interviewing Tip Sheet](#) – Includes examples of Motivational Interviewing in action.
- [Motivational Interviewing Strategies for Vaccination Readiness](#) – Intended to help health care providers identify an individual’s motivation to get the COVID-19 vaccine.
- [Ask-Tell-Ask Motivational Interviewing Tool](#) – Created to help health care providers effectively give health care information and advice.
- [CMS QI Voices: Improving COVID-19 Outcomes in Nursing Homes Across America](#) – Audio series featuring actionable information to increase COVID-19 vaccination and use of available treatments in nursing home and long-term care settings.
- [How to Address COVID-19 Misinformation](#) – Strategies for communicating accurate information about COVID-19 vaccines, responding to gaps in information, and confronting misinformation with evidence-based messaging from credible resources.



RESOURCES FOR PATIENTS, FAMILIES AND THE GENERAL PUBLIC

- [Staying Up to Date with COVID-19 Vaccines, Including Boosters](#) – The latest information from the Centers for Disease Control and Prevention about COVID-19 vaccines.
- [Find COVID-19 Vaccines or Boosters Near You](#) – Offers multiple ways to search for the COVID-19 vaccine near you.
- [Safety of COVID-19 Vaccines](#) – Information about the safety of COVID-19 vaccines including how they were evaluated for safety, common side effects and rare, but serious safety problems people have experienced after COVID-19 vaccination.
- [Myths and Facts about the COVID-19 Vaccines](#) – Provides accurate vaccine information to stop common myths and rumors about COVID-19 vaccines.



SOURCES/REFERENCES

- <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/LTCF-residents.html>
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- <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>
- <https://globalhealth.duke.edu/news/many-faces-vaccine-hesitancy>
- <https://static1.squarespace.com/static/5d4d746d648a4e0001186e38/t/5f7597a2fcfe7968a6b82efd/1601542158415/sabin+aspen+report+2020+meeting+the+challenge+of+vaccine+hesitancy>
- <https://www.aafp.org/afp/2016/0715/p94.html>
- Newman, P. A., Logie, C. H., Lacombe-Duncan, A., Baiden, P., Tepjan, S., Rubincam, C., ... Asey, F. (2018). Parents’ uptake of human papillomavirus vaccines for their children: A systematic review and meta-analysis of observational studies. *BMJ Open*, 8(4), e019206. <https://doi.org/10.1136/bmjopen-2017-019206>