

# OPTIMIZING VACCINE RECIPIENT EDUCATION

**COVID-19 vaccination will help keep you from getting COVID-19.** Getting vaccinated yourself may also protect people around you, particularly people at increased risk for severe illness from COVID-19.

**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** when it is available to you.



**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.



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



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



**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.

## MESSAGES TO CONVEY KEY FACTS

COVID-19 vaccines cannot give you COVID-19.

People who have already been sick with COVID-19 may still benefit from being vaccinated.

Available vaccines were tested in trials that included 80,000 people. No significant safety concerns were identified in these trials. Vaccine safety is a priority and continues to be monitored closely by both the FDA and CDC. COVID-19 vaccines are held to the same safety standards as other vaccines.

The vaccines authorized by the FDA for emergency use were tested on a diverse group of people, including communities of color and older adults. About 30% of U.S. participants were Hispanic, African American, Asian or Native American. About half were older adults. There were no significant safety concerns identified in these or any other groups.

COVID-19 vaccines will not cause you to test positive on COVID-19 tests.

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.**

Although the risk of COVID-19 transmission from vaccinated persons to others is not known for sure, vaccination does prevent symptomatic COVID-19. The combination of getting vaccinated and following CDC's recommendations to protect yourself and others will offer the best protection from COVID-19. Stopping a pandemic requires the use of all the tools we have available.



## 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
- [CMS COVID-19 Vaccination Toolkits](#) - A centralized resource with specific information for providers, health plans, and state programs
- [Need Help Responding to Vaccine-Hesitant Parents?](#) - List of organizations that offer science-based materials for the public on common vaccines
- [Provider Resources for Vaccine Conversations with Parents](#) - Resources on having conversations with parents, can be applied more broadly
- [Interim Clinical Considerations for Use of COVID-19 Vaccines Currently Authorized in the United States](#) - Post-vaccine protection and quarantine guidance
- [Locate your QIO](#) – Quality Innovation Network (QIN)-QIOs are responsible for working with health care providers and the community on data-driven projects to improve patient safety, reduce harm and improve clinical care at the local level



## RESOURCES FOR PATIENTS, FAMILIES AND THE GENERAL PUBLIC

- [Flu.gov](#) – U.S. government resources related to flu and flu vaccination
- [U.S. Centers for Disease Control and Prevention: Vaccines and Immunizations](#) - Provides an excellent, authoritative source of information on immunization schedules, side effects and safety of vaccines and answers to many common questions
- [Vaccines Knowledge Project](#) - Provides information about vaccines, their recommended schedules, ingredients and other safety concerns
- [Vaccine Safety Net](#) - Established by the WHO, a network of resources and organizations providing scientific and accurate information about vaccine safety



## SOURCES/REFERENCES

- <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/LTCF-residents.html>
- [https://www.cdc.gov/vaccines/covid-19/downloads/VaccinateWConfidence-TipsForHCTeams\\_508.pdf](https://www.cdc.gov/vaccines/covid-19/downloads/VaccinateWConfidence-TipsForHCTeams_508.pdf)
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- <https://www.vaccineconfidence.org/resources>