



## PROVIDERS AS TRUSTED MESSENGERS

# Three Ways to Increase Patient Acceptance of COVID-19 Vaccines

### 1. Reassure patients that no corners were cut in COVID-19 vaccine development.

Operation Warp Speed (OWS), a public-private partnership, was launched to accelerate the timeline of COVID-19 vaccine development. Some patients may have concerns that accelerating the development of the vaccine compromised safety. Patients can be reassured that this is not the case:

- Rather than skipping steps, OWS made it possible for steps in vaccine development to be done simultaneously.
- All vaccines made publically available must be thoroughly tested and reviewed by experts. In particular, the gold standard test of a new vaccine — the randomized, placebo-controlled phase III clinical trial — is required by the FDA as part of the approval of any new vaccine, regardless of how rapidly it has been developed.
- The coronavirus that causes COVID-19 is a new virus that is similar to SARS and MERS — coronaviruses that previously were transmitted from animals to people. This means that experts were not starting completely from scratch when it came to quickly developing a vaccine.

### 2. Share findings from the diverse vaccine trial pool.

Due to structural and institutional racism, minorities are more likely to experience medical mistrust. According to a [Pew Research Center survey](#), although about 60% of Americans say they will definitely or probably get a COVID-19 vaccine, only about 42% of Blacks would do so—compared to 83% of Asian, 63% of Latinx and 61% of white adults. To overcome this mistrust, consider sharing the following information with your minority patients:

- Pfizer and Moderna recruited a diverse pool of participants for their vaccine clinical trials. Hispanics made up 20% of those participating in the [Moderna vaccine trial](#) and 28% of the [Pfizer vaccine trial](#), with 13% of Hispanic participants [residing in the U.S.](#) African Americans comprised 10% of both the Moderna and Pfizer trials.
- The National Medical Association (NMA) – the largest



organization for African American physicians – deemed these percentages to be large enough to engender confidence in the vaccine clinical trials. Upon reviewing [clinical outcome data](#) from the CDC and FDA, the NMA COVID-19 Task Force on Vaccine and Therapeutics supported the FDA's recommendations to approve emergency use authorization for both vaccines.

### 3. Confront misconceptions.

- The mRNA vaccines do not contain a live virus. People who get the vaccine cannot get COVID-19 from it.
- The mRNA vaccine does not affect, alter, or interact with our DNA. Here is how it works:
  - mRNA vaccines give instructions for our cells to make a harmless “spike protein.”
  - After the protein piece is made, the cell breaks down the instructions and gets rid of them.
  - Next, our immune systems recognize that the protein doesn't belong there and begin building an immune response and making antibodies.
  - At the end of the process, our bodies have learned how to protect against future infection.

*continued*

## Three Ways to Increase Patient Acceptance of COVID-19 Vaccines (continued)

### 3. Confront Misconceptions. (continued)

- ▶ The benefit of mRNA is those vaccinated gain this protection without ever having to risk the serious consequences of getting sick with COVID-19.
- People who have experienced side effects serious enough to require medical attention are a small fraction of those who have received the vaccine.
- The more people who receive the vaccine, the quicker we will reach herd immunity, keep people safe, and return to normal. It will take time, so it is important to continue to wear masks and practice social distancing.
- Even those who have tested positive for COVID-19 still need to get vaccinated.
- Once people get vaccinated, they still need to [take precautions](#) as researchers are still learning how the vaccines will affect the spread of COVID-19.
- While fewer children have been sick with COVID-19 compared to adults, children can be infected with and spread the virus. COVID-19 in children has been associated with a rare but serious medical condition called [Multisystem Inflammatory Syndrome in Children \(MIS-C\)](#). Adults should be vaccinated to protect children.
- Statistically, the survival rate from COVID-19 is high. We still need to get vaccinated. Some people have developed severe complications from COVID-19. The virus has long-term health implications, including damage to the lungs, heart and brain, that experts are still working to understand.

The Centers for Medicare & Medicaid Services Office of Minority Health (CMS OMH) has compiled a [comprehensive list of federal resources](#) in multiple languages for health care professionals, partners and patients.

Check out these resources to support your messaging:

#### [FDA: The Path for a COVID-19 Vaccine from Research to Emergency Use Authorization](#)

This infographic outlines the steps from vaccine research to FDA approval for Emergency Use Authorization. Available in English, Spanish, Chinese, Tagalog, Korean, Vietnamese, Cherokee and Navajo.

#### [CDC: Building Confidence in COVID-19 Vaccines Among Your Patients](#)

Tips for the healthcare team on building patients' confidence in COVID-19 vaccines.

#### [CDC: COVID-19 Vaccination Communication Toolkit](#)

Materials to help inform healthcare teams and staff in medical centers, pharmacies, and clinics about on the COVID-19 vaccines.

#### [Trusted Sources of Vaccine Information](#)

This Immunization Action Coalition (IAC) website provides information and links to trusted sources of vaccine information, including the American Academy of Pediatrics, the Centers for Disease Control and Prevention (CDC) and the U.S. Department of Health and Human Resources (HHS).

#### [How mRNA COVID-19 Vaccines Work](#)

This infographic from the Centers for Disease Control and Prevention (CDC) and targeted to the general public, explains how the mRNA Covid-19 vaccine works.



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