

COMMUNITY VACCINE CHAMPION

Resource Guide for Adults

COVID & FLU Vaccinations

Developed by 🥩 CAI

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To access all our REACH Community Vaccine Champion Resources, scan this



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Note:

This guide is designed for Community Vaccine Champions to strengthen important facilitation and communication skills and provide resources to encourage open, honest, authentic, and engaging conversations about COVID-19 and Influenza vaccinations.

Published January 2022. The information provided in this report is the most recent data on this subject at the time of publishing. Changes in information will not be reflected past this date. To access the most current information in the field, please refer to the websites listed on page 22 for updated information.



The Ferry Street Health & Wellness Project

Understanding the Role of the Community Vaccine Champion



Community Vaccine Champions (CVCs) play a significant role facilitating real and authentic conversations around receiving COVID-19 and/or Influenza vaccinations within the community. The approach CVCs have with individuals who are hesitant about receiving a vaccine is extremely important. The goal of this conversation is to help vaccine hesitant individuals manage any mixed feelings they may have and make an informed decision.

The focus of this guide is to help you gain skills to have an open and engaging conversation with individuals in your social circles about receiving vaccinations. Your role is not to push facts, statistics, or any specific agenda. You are not expected to forcefully convince someone to get vaccinated, but to assure individuals that there is accurate information available, coming from a trusted source.

Sharing your own personal experience or reasoning for receiving the vaccine seems to resonate well with others. Sharing a non-biased story from someone within the community is important, and community members have identified this as a possible way to increase confidence and vaccination rates. Effective discussions around vaccinations may be in either one-on-one, or group settings, and are best received in a casual but private area so it is important to carefully choose the right time and place to talk. Casual settings might be a community center, place of worship, or even at home.

For example, a one-on-one conversation with a close family member or friend might be most successful at mealtime, while a group conversation might be most successful at a church or place of worship. Wherever you talk, we hope the following skills and information will help you speak your truth, in your own unique way and encourage your community to make their own important decisions about their health.

Critical Communication Skills

When someone is hesitant about getting vaccinated, drawing out their concerns, without judgement, is key to helping the conversation move forward. It will be more likely they will trust you if you understand their fears, respect their perspective, and feel you are genuinely concerned about their health and well-being. When speaking with someone regarding vaccines, focus on using independent-supportive language. When our conversations encourage change, be aware of how the information is being presented. Using motivational interviewing skills like asking open-ended questions, normalization, reflective listening and asking for permission, often helps move the conversation in a forward direction.

Open-Ended Questions

Open-ended questions encourage answers that are not limited to yes-or-no responses. These types of questions can help you understand what an individual is worried about, possibly where they have learned any misinformation, and if they have tried to get answers to their questions. Open-ended questions allow for a conversation rather than an interrogation and provides you with more information than closed-ended questions. Conversations using open-ended questions can make people feel at ease rather than putting them on the defensive. Open-ended questions can help you understand someone's underlying fears and concerns about vaccines and resolve feelings of uncertainty.

Open-ended questions typically begin with, who, what, how, or tell me. Also, your tone has a significant impact on these conversations. Asking open-ended questions and using a non-judgmental tone will keep someone from feeling defensive to the questions.

Here are some examples of open-ended questions:

- How did you feel when you read that post?
- Help me understand more about how your family reacted?
- What do you already know about COVID-19/Flu vaccine?





Normalizing

Normalizing is when you make someone's experience seem like you've heard it before. Normalizing a person's feelings helps them feel validated, heard, and accepted in a non-judgmental manner.

Telling someone that they are not the only person who has heard, thought, or felt something does **not** mean that you agree with them—it only continues the conversation so that you can help the person think through their concerns out loud. When you normalize, you are only confirming that you have heard the same concern, statement, or opinion before from someone else.

Some examples to normalize a conversation regarding vaccine hesitancy:

- You are not alone; I've heard the same thing from a lot of people.
- I have heard many people say they feel the vaccine was rushed for approval.
- Your concerns are really normal, I had them myself and I know other people have them as well.

Reflective Listening

Reflective listening is restating and clarifying the message you feel the other person is saying to check your understanding and show that you were listening. It is a communication skill which allows you to focus on the message, ideas, and concerns being shared by the other person. It's also important to take notice of a person's body language, hand expression, and tone, since those can all be important clues to help you best understand what they are really saying. Reflective listening establishes rapport and demonstrate understanding by reflecting the thoughts and feelings that you've heard and observed.

Some examples of reflective listening:

- I understand you are concerned about the safety of the vaccines and if they are effective. I also heard you say you are worried about possible side effects.
- I am hearing you say that you are concerned that you are at risk of getting COVID-19 if you get vaccinated.





Asking Permission

In Motivational Interviewing, whenever we start a conversation, share information, or ask questions of another person, a respectful way to do this is by first asking for permission. In addition, we want to focus on using independent-supportive language as much as possible. When our conversations encourage change, we need to be aware of how we present information. This can include the tone in our voice, the way we communicate non-verbally, and the signals we pick up from the person we are speaking to. All these factors can make a difference in how the information is received, especially our language since it can often either feel supportive or aggressive to the person you're speaking to.¹

Some examples of asking permission

- Would it be okay with you if we talked about this a little more?
- I recently learned about the different types of vaccines available that I can share, is this ok with you?
- Might I provide you with some information about common symptoms and side effects, if you decide to get vaccinated?
- What I know about <u>that</u> is a little different, do you mind if I talk about it now?

When you ask permission before providing information you will help the person or group you're speaking with feel:

- Like they are in control of the information they receive.
- More respected and valued and that their time is important.
- Recognition that they are the authority in their own lives, and you are not.
- Like they have their own needs, wants, concerns, fears, hopes, wishes, and desires.

Educational Messaging



Coronavirus (COVID-19) Background

The Coronavirus disease (COVID-19) is a seriously infectious disease that is caused by the SARS-CoV-2 virus. Most people who become infected with COVID-19 will experience mild to moderate symptoms and will recover without requiring special treatment. However, many individuals, particularly older individuals, and those with underlying medical conditions like cardiovascular disease, diabetes, chronic respiratory disease, or cancer are more likely to develop serious illness. However, it is important to know that anyone can get sick with COVID-19 and become seriously ill or die at any age.

The best way to prevent and slow the spread of COVID-19 is to be well informed about the disease and how the virus spreads. Protect yourself and others from infection by staying at least 6 feet apart from others, wear a washable or disposable properly fitted mask, and wash your hands or using an alcohol-based hand sanitizer frequently. Get vaccinated when it's available to you and follow local guidance.

Currently, there are three vaccines for COVID-19 that are being administered in the United States.

These vaccines include:

- Pfizer-BioNTech
- Moderna
- Johnson & Johnson

The FDA has authorized, and the CDC has approved, booster shots for all three vaccines, along with a "mix-and-match" approach that would allow people to choose a different vaccine for their booster than the one they started with.²



The Possibility of COVID-19 after Vaccination: Breakthrough Infections

Research provides evidence that COVID-19 vaccines are effective at preventing infection, serious illness, and death. COVID-19 vaccination is an important tool to help stop the COVID-19 pandemic. The recommendation is everyone 5 years and older get vaccinated as soon as one is available to them.³

A COVID-19 infection in a fully vaccinated person is referred to as a "vaccine breakthrough infection". Currently, most people who are getting COVID-19 are unvaccinated, however; since vaccines are not 100% effective at preventing infection, some people who are fully vaccinated will still get COVID-19.⁴

Evidence shows that fully vaccinated people with a vaccine breakthrough infection are less likely to develop serious illness than those who are unvaccinated. Even when fully vaccinated people develop symptoms, they tend to be less severe symptoms and are much less likely to be hospitalized or die than people who are not vaccinated. People who get vaccine breakthrough infections can spread the virus to others.



VACCINE DEVELOPER APPROVAL⁵

Pfizer-BioNTech (COMIRNATY)	Moderna	Johnson & Johnson		
Full FDA Approval Aug. 23, 2021	Emergency Use Authorization Dec. 18, 2021	Emergency Use Authorization Feb. 27, 2021		
WHO CAN GET THE VACCINE ⁶				
5 years and older ⁷	18 years and older	18 years and older		
NUMBER OF SHOTS				
2 doses given 3 weeks (21 days) apart	2 doses given 4 weeks (28 days) apart	1 dose		
FULLY VACCINATED				
2 weeks after second dose	2 weeks after second dose	2 weeks after first dose		
EFFICACY				
95%	94.1%	66.3%		
BOOSTER				
Everyone 12 and older is eligible at least 5 months after the last dose in their primary series	Everyone ages 18 years and older is eligible at least 5 months after the last dose in their primary series	18 and older and were vaccinated 2 or more months ago		
Teens 12–17 years old may only get a Pfizer-BioNTech COVID-19 vaccine booster				

Any of the three COVID-19 vaccines can be used for the booster dose.

COVID-19 What to Expect After Vaccination

Possible side effects after receiving a COVID-19 Vaccine include pain, redness, and swelling around the injection side. Throughout the rest of the body some may experience tiredness, headache, muscle pain, chills, fever, or nausea. Side effects may affect the ability to do normal, daily activities however they should go away within a few days. Millions of people have received COVID-19 vaccines, and no long-term side effects have been detected.⁸



COVID-19 Educational Messaging

Below are some educational messages from medical experts that can be used to weave into a conversation in response to common concerns voiced from your community.

• Concern:

The vaccine will give me COVID-19.

Educational Message:

COVID-19 vaccines work by teaching our bodies to make a protein to fight the virus. They do not contain the virus so the vaccine cannot infect someone.⁹

Concern:

The vaccine will cause me to become magnetic.

Educational Message:

COVID-19 vaccines do not contain ingredients that can produce an electromagnetic field at the site of your injection. All COVID-19 vaccines are free from metals.

Concern:

The vaccine will alter my DNA.

Educational Message:

The vaccine does not interact with our DNA in any way. The vaccine doesn't enter the part of our cells where our DNA is located, so it cannot change or influence our genes.

Concern:

The government just wants to track our information.

Educational Message:

COVID-19 vaccines do not contain microchips. Vaccines are developed to fight against disease and are not **administered** to track movement.¹⁰

Concern:

I'm afraid of dying from the vaccine.

Educational Message:

Hundreds of millions of doses of COVID-19 vaccine have been given in the U.S. alone. To date, only two serious types of health problems after vaccination have been found. A small number of people have had a severe allergic reaction after vaccination, and after receiving the J&J/Janssen COVID-19 Vaccine, there is risk for blood clots with low platelets. Both health problems are extremely rare.

Concern:

The vaccine was developed too quickly.

Educational Message:

All steps to assure the safety and effectiveness of the COVID-19 vaccines were completed. Scientists used their experience making safe and effective vaccines for other viruses to help speed up the initial development of the current vaccines.¹¹





Influenza (Flu) Background

The flu is a potentially serious disease that can lead to hospitalization and sometimes even death. Every flu season is different, and flu can affect people differently. Yearly, millions of people get the flu, hundreds of thousands of people are hospitalized and thousands to tens of thousands of people die from flu-related causes.

Complications of flu can include bacterial pneumonia, ear infections, sinus infections and worsening of chronic medical conditions, such as congestive heart failure, asthma, or diabetes.

An annual seasonal flu vaccine is the best way to help protect against flu. Vaccination has been shown to have many benefits including reducing the risk of flu illnesses, hospitalizations and even the risk of flu-related death in children.

While some people who get a flu vaccine may still get sick, flu vaccination has been shown in several studies to reduce severity of illness.

It is recommended that everyone 6 months of age and older should get a flu vaccine every season, with rare exception. Vaccination to prevent flu and its potentially serious complications is particularly important for people who are at higher risk of developing serious flu complications.¹²

Flu vaccination is the best protection against flu and its potentially serious complications and there are many reasons to get a flu vaccine each year.

Benefits of Getting the Flu Vaccination

- ✓ Keeps people from getting sick with flu.
- ✓ Prevents millions of illnesses and flu-related doctor's visits each year.
- Has been shown in several studies to reduce severity of illness in people who get vaccinated but still get sick.
- ✓ Can reduce the risk of flu-associated hospitalization.
- ✓ Helps protect pregnant people during and after pregnancy.
- ✓ Can be lifesaving in children.
- Has been shown to reduce the risk of having to go to the doctor with flu by 40 percent to 60 percent.¹³



Script Writing and Practice

The following is the transcription of the Vyond video that was presented during the Community Vaccine Champion training for your reference.



Maxine:

Hey, Shadé, how are you?

Shadé:

Oh! Hi, Maxine, I'm good, I'm good. I haven't seen you around—how are you? How's your daughter? I would hug you but, you know.

Maxine:

Oh, I don't care, I missed you. I'll take a hug. She's good, always sick, but you know how it is. They get around other children and it's just terrible.

Shadé:

I know, it's awful. I just wanted to make sure I was respecting you, whether you wanted a hug or not. I'm sorry to hear that she's been sick. I wish more children were vaccinated so we wouldn't have to worry about this as much.

Maxine:

Well, yeah, I don't know. I don't know about that. I don't really know if it's safe for them.

Shadé:

Yeah, I know. You want your daughter to be safe. I hear you. We're living in a difficult situation. I had to get vaccinated myself for work. To be honest, I wanted to get it anyway. I just don't want to feel as worried about it anymore.

Key component: Reflective listening, normalizing.

Maxine:

I hope my job doesn't do that. I'm the only income for my daughter and I would be so mad if someone made me get vaccinated. I've heard so many things about it I don't even know what to believe anymore. I just want to move on and hope I don't have a bad reaction if I get sick.

Shadé:

I understand wanting to move on. I do, too. What kinds of things have you heard?

Key component: Normalizing, open-ended question.

Maxine:

I just know of some people who have had a bad reaction to the shots, and it makes me wonder what's in it. It seems like they're really pushing it on people, and I don't appreciate that. It's one thing after another on Facebook. I'm at the point where I don't even know if I want to hear anything more about it. I'm struggling to have the energy and the time. I'm a single parent. I'm busy.

Shadé:

Right, right. I understand it's a lot to take in. I'm feeling the misinformation fatigue in a big way, too. I didn't want to risk losing my job but I also wanted to get vaccinated so I knew I could be there for my family. I've seen a few things about people my age getting really, really sick. It scared me. If I got sick like that, who would take care of my kids? You know, I learned a little about the history of the vaccine before I made my appointment and that made a big difference for me.

Key component: Normalizing, reflective listening.

Maxine:

Oh, you did?

Shadé:

Yeah. You know, Maxine, I'd be happy to talk to you a little more about what I learned if you want. Maybe the next time we get the kids together. Would that be alright with you? I know you're busy. And you know, I didn't actually have any side effects from either shot.

Key component: Normalization, reflective listening, asking permission.

Maxine:

You didn't? Really? Wow, that's not what I've heard. That would be great, yeah. We can catch up. I don't think I considered who would take care of my daughter if I got sick. But this is so depressing. I hate this.

Shadé:

I know. I'm here for you to help you sort this out, Maxine. I'll send you a text later. It was so good to see you. Maybe we can meet for coffee or something or go to the playground this weekend with the kids. And what do you mean who would take care of your daughter? I'd swap her for mine any day, she's a total gem.

Maxine:

Ha-ha, I'd let you have her! Sounds good, Shadé. I'm going to steal another hug before I go. I'll talk to you later.



Script Writing Practice

Please use the space below to formulate and practice writing custom open-ended questions, asking permission, reflective listening and normalizing. Feel free to draw inspiration from the samples provided in this guide, however; we encourage you to use your own words to make the conversation feel natural.

Scenario:

Your co-worker shares with you that they do not plan to get the flu vaccine because they have never received it before, and they don't think they need to get it now.

What kind of open-ended questions might you use in this conversation?

Examples:

- "Help me understand your brother's reasoning for refusing vaccination?"
- "Tell me more about why staying unvaccinated is important to you?"
- "What are your thoughts about your risk level if you choose not to vaccinate?"

What normalizing statements might you use in this conversation?

Examples:

- "You are not alone; I've been talking to a lot of people, and it seems like many feel the same way."
- "I have heard a lot of people are feeling the same way."
- "That's a pretty common reaction."

What reflective listening statements might you use in this conversation?

Examples:

- " "You feel the flu vaccine is not helpful in stopping the spread of the flu."
- " "It sounds like you don't think the flu vaccine would prevent you from getting the flu."

What kind of asking permission questions might you use in this conversation?

Examples:

- "Mind if I share some information with you that I have learned about the different vaccines?"
- "Might I provide you with some information about common symptoms and side effects, if you decide to get vaccinated?"

Resources for Facilitators

Additional Web-based Resources:

- Myths and Facts about COVID-19 Vaccines
 <u>https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html</u>
- COVID-19 Educational Resources
 - https://www.fda.gov/emergency-preparedness-and-response/coronavirusdisease-2019-covid-19/covid-19-educational-resources
- Frequently Asked Questions about COVID-19 Vaccination
 <u>https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html</u>





Acknowledgements



The Ferry Street Health & Wellness Project

Racial and Ethnic Approaches to Community Health

CAI, in partnership with the African American Health Equity Task Force (AAHETF), administers the CDC-funded REACH grant in Buffalo, New York whose goal is to identify, implement, evaluate, and continuously improve a set of strategies to address enduring disparities in rates of chronic disease for Black/African American residents residing in select zip codes in Buffalo. Partnering with Calming Nature Doula Services, and GBUAHN, the REACH initiative received supplemental funds to develop, implement, evaluate, and continuously improve CAI's community centered approach to addressing disparities in chronic disease to increase COVID-19 vaccine availability, accessibility, and confidence among Black and Latinx adults living in Buffalo, with a specific focus on high-risk groups such as the elderly, people with chronic conditions, pregnant women, and young adults.



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Notes



Handout

What to Expect after Getting a COVID-19 Vaccine

The COVID-19 shot may cause side effects in some people. Side effects should go away in a few days.

COMMON SIDE EFFECTS

On the arm where you got the shot:

- Pain
- Redness
- Swelling

- In the rest of your body:
- Fever
- Chills
- Tiredness
- Ask the facility healthcare provider (or facility staff) for help if:
- The redness or pain where you got the shot gets worse after 24 hours
- Your side effects are worrying you
- Your side effects do not seem to be going away after a few days

HELPFUL TIPS

If you have pain, headache, or fever, ask a healthcare provider (or facility staff) if you can have medicine.

If you are sore where you got the shot:

- Apply a clean, cool, wet washcloth over the area
- Use or move your arm gently

If you have a fever:

• Headache

Nausea

Muscle pain

- Drink a lot of water
- Get plenty of rest
- Dress lightly

REMEMBER

Side effects may make you feel a little sick or even make it hard to do daily activities, but they should go away in a few days. Some COVID-19 vaccines need 2 shots to work. You should get the second shot even if you have side effects after the first shot, unless a doctor tells you not to. COVID-19 vaccines may not fully protect you until a week or two after your final shot. It takes time for your body to build protection after any vaccination.



Even after your COVID-19 vaccination, when you are in a correctional facility, it's important to continue wearing your mask, try to stay at least 6 feet away from others as much as possible, and wash your hands often.



cdc.gov/coronavirus

CS3241





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