

Vaccine Outreach Champion

TRAINING



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



Note

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



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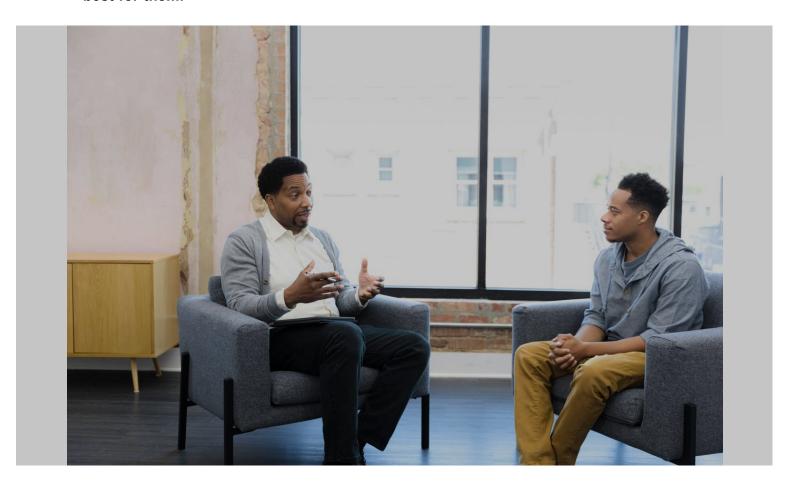
Introduction

Vaccine Outreach Champions play a significant role in facilitating real and authentic conversations regarding COVID-19 and/or flu vaccinations with community members. The way these conversations are approached is extremely important. The goal of these conversations is to help vaccine hesitant individuals sort through any mixed feelings they may have and make an informed decision that is best for them.

The focus of this guide is to help outline skills essential to having open and engaging conversations with community members about vaccinations. Your role is not to push facts, statistics, or any specific agenda. You are not expected to convince someone to get vaccinated, but to provide accurate, up-to-date information on vaccines to those who are interested. You are a trusted source of information for community members.

Sharing your own personal experience or reasoning for receiving a vaccine seems to resonate well with others. Sharing a non-biased story from a community member is another possible way to increase vaccine confidence.

We hope the following skills and information will help you share information, in your own unique way, so that community members can make an informed decision that is best for them.



Critical Communication Skills

When a community member is hesitant about getting vaccinated, drawing out their concerns, without judgment, is key to helping the conversation move forward. It's 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 community members regarding vaccines, use language that shows you support their thoughts and concerns. When our conversations encourage change, be aware of how the information is being presented.

Using good communication skills like engagement, asking open-ended questions, normalization, reflective listening and asking for permission, often helps move the conversation in a forward direction.



Engagement

When you are working an event like a health fair, mobile van, or other setting in which part of your goal is to interact and engage with community members—the most important part of the entire conversation is how you begin.

Engagement is the process of creating a connection with another person which is comfortable and easy, so they are willing to continue the conversation with you. From the moment you connect with a community member, engagement must be purposeful and properly maintained throughout the interaction.

The three main pieces of engagement we're going to focus on today include:

1 2 3
Starting the conversation Engaging in small talk Introducing the topic

Some conversation starters you might use:

What brings you to this event?

Are you enjoying to the health fair?

I like the theme they picked for this event, about this event?

what do you think?

After starting the conversation, and engaging in small talk, is when you can introduce the topic of vaccinations. Introducing the topic means how you transition from small talk into the purpose of engaging the individual.

Small talk, loosely defined for our purposes is, "Engaging in polite conversation about unimportant or uncontroversial matters."

Also, keep in mind the language used during a conversation. The topic of vaccinations has become controversial since the start of the current pandemic. So, it's important to frame the topic as part of a person (or communities) overall health and wellbeing.

Share that you are talking with many community members about vaccinations, to normalize the conversation, so the community member doesn't feel like they're being targeted.

Open-Ended Questions

Open-ended questions encourage responses that are not limited to yes-or-no answers. 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 provide you with much more information than closed-ended questions do, and they allow for a conversation rather than an interrogation.

Conversations using open-ended questions can make people feel more at ease rather than putting them on the defensive. They can also help you understand someone's underlying fears and concerns about vaccines and help resolve feelings of uncertainty.

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

Examples:

?

What do you already know about COVID-19/

?

Tell me what you've heard about how COVID-19 affects people?

?

How does you feel about the vaccine during your pregnancy?

Normalizing

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

Telling someone they are not the only person who 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 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 concern from others.



I have heard many people say they feel the vaccine was rushed for approval.



Your concerns are normal, I had them myself and I know other people have them as well.

Reflective Listening (*Not covered in virtual training)

Reflective listening is restating and clarifying the message you feel the other person is sharing 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, facial expressions, and tone, since they can be important clues to help you best understand their concerns. Reflective listening establishes rapport and demonstrates 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 heard you say you are worried about possible side effects from getting the vaccination."



It sounds like you are concerned that you are at risk of getting COVID-19 if you get vaccinated."

Asking Permission

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 language that respects autonomy 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 other person. 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.²

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, would you mind if I share them with you?"



"Might I provide you with some information about some possible side effects, if you decide to get vaccinated?"



"What I know about that 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:

 \checkmark

Like they are in control of the information they receive.

 \checkmark

More respected, valued, and that their time is important.

 \checkmark

Recognition they are the authority in their own lives, and you are not.



They have their own needs, wants, concerns, fears, hopes, wishes, and desires.

Explore-Offer-Explore³ (*Not covered in virtual training)

A technique that can be used to help share information in a respectful way. Using these steps can help you quickly determine what is important to the community member, and what their concerns are, so that you can provide information in a way that is most helpful. You may use these steps multiple times within one conversation.

⇒ Explore

In this first step, explore, we want to find out what a person already knows about vaccines so we can tailor the information to be most relevant. Start by asking an open-ended question to find out what they already know or would like to know regarding the topic of vaccines.

Examples:

?

"What have you heard about vaccines?"

?

"What would you like to know about the COVID-19/flu vaccine?"

?

"Tell me your thoughts on getting vaccinated during your pregnancy."

> "Would you mind telling me what you already know about the

COVID-19/flu vaccine?"

→ Offer

In this second step, offer, is where you can normalize the community members feelings, ask permission to share information, and then share information, if permission is given.

Examples:

Normalize

"Many people are worried about vaccine safety."

Ask permission to share information

"Would it be okay with you if we talked about this a little more?"

Share information

"This type of vaccine is new, but research and development on it has been underway for decades."

⇒ Explore

In this third step, the second explore is where you ask another open-ended question to check in and invite feedback to find out what they think about the information you shared.

Examples:



"Tell me your thoughts about what I just shared with you."



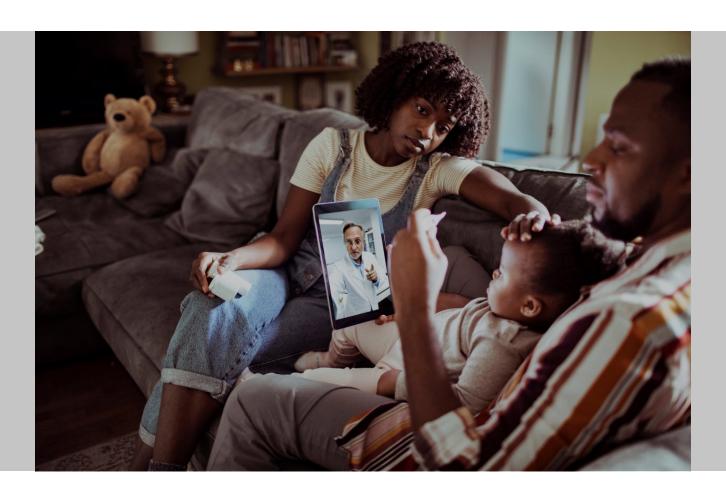
"Tell me what this all means to you."

COVID-19 and Flu 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.

General

- Messenger RNA (mRNA) COVID-19 vaccines teach our cells how to make a protein that will trigger an immune response inside our bodies.⁴
- 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.⁵
- COVID-19 vaccines do not change or interact with your DNA in any way. The genetic material delivered by mRNA vaccines never enters the nucleus of your cells, which is where your DNA is kept.⁶



Pregnancy, Lactation and Postpartum

- Getting COVID-19 or the flu during pregnancy increases your risk of pregnancy complications, such as having a premature baby.⁷
- COVID-19 vaccination is recommended for people who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future. This includes getting a booster dose.8
- COVID-19 and flu vaccines are safe during pregnancy and keep both you and your baby protected from illness and serious complications.9
- When you get vaccinated during pregnancy, your body creates antibodies that pass to your baby, so that after they're born, they're protected from illness while they are still too little to be vaccinated.¹⁰
- Doctor permission is not required to get a COVID or flu vaccination.

Children 6 Months - 5 Years Old

- The U.S. Food and Drug Administration (FDA) determined COVID-19 vaccines are safe and effective for everyone 6 months and older.¹¹
- CDC recommends COVID-19 vaccines for everyone 6 months and older and boosters for everyone 5 years and older, if eligible.¹²



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Skills Practice

Please use the space below to create and practice writing engaging statements, custom open-ended questions, normalizing, reflective listening and asking permission regarding COVID-19/flu vaccinations. Feel free to draw inspiration from the samples and video transcription provided in this guide, however; we encourage you to use your own words to make the conversation feel natural.

Scenario:

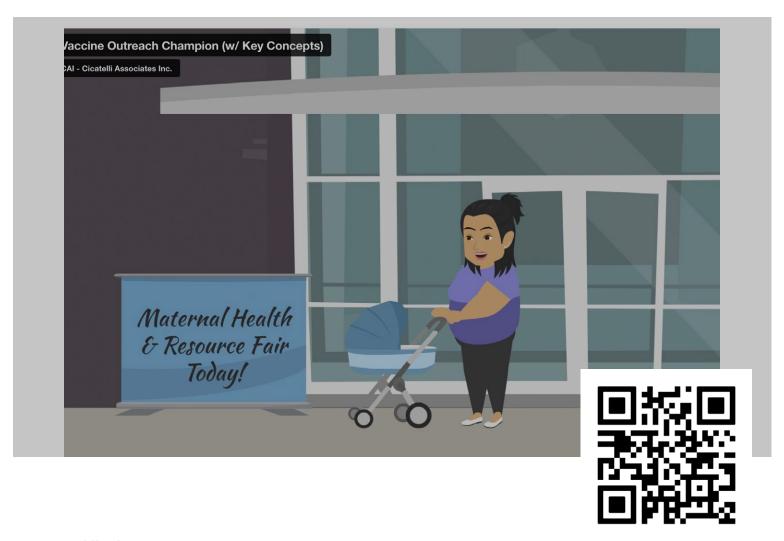
	mmunity member shares with you that they do not plan to get the flu vaccine because ave never received it before, and they don't think they need to get it now.			
What kind of engaging statement might you use to open this conversation?				
Examp	oles:			
⊡	Are you enjoying the health fair?			
	I like the theme they picked for this event. What do you think?			
•	How did you hear about this event?			
What k	kind of open-ended questions might you use in this conversation?			
Examp	oles:			
⊡	"What have you heard about the flu vaccine and pregnancy?			
	"Tell me why not getting vaccinated is important to you."			
•	"What have you heard about getting the flu while you're pregnant?"			
What r	normalizing statements might you use in this conversation?			
What r	normalizing statements might you use in this conversation?			

Exam	ples:
•	"You are not alone; I've been talking to a lot of my 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?
(See p	og. 6 of the guide)
	"Getting the flu vaccine would be a new experience for you."
•	"It sounds like you're feeling it's not worth it to get the flu vaccine."
What	kind of asking permission questions might you use in this conversation?
Exam	ples:
	"Mind if I share some information with you that I have learned about the different vaccines?"
•	

Video Transcription

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

To view the Vyond video again as a reminder of the communication skills discussed in the training, scan the QR code with your smart phone.



Aliyah

Hello, how are you? Would you like a granola bar?

San

Yes, thank you. I'm so hungry.

Aliyah

Of course. What brings you to the health fair today?

Key concept: Engagement: Conversation starter

San

Oh, I'm a new mom so I've been stuck inside for a while, and I thought this might be a good way to get out of the house.

Aliyah

Oh, wow, congratulations! How old is the baby? Do you mind if I take a peek?

Key concept: Engagement: Small talk

San

Of course, you can. He's 6 weeks today actually.

Aliyah

What a cutie-pie!

San

Thank you so much.

Aliyah

You're welcome. My name is Aliyah, I'm a public health intern. Do you mind telling me your name?

Key concept: Engagement: Small talk

San

I'm San and this is Jasper.

Aliyah

Hi San and Jasper! Those are really great names. It's so nice to meet you both. I'm actually here today as a resource for people who may have questions about vaccinations.

San

Oh, yeah?

Aliyah

Don't worry. I'm not a salesperson I promise. I'm only here to help answer questions and give out accurate information. Since you've got Jasper here, I'm curious if you're aware that COVID-19 vaccines have been approved?

Key concept: Engagement: Introducing the topic

San

Well, that's a relief.

Aliyah

The only thing I'm curious about, is if you know that the COVID-19 vaccine is now available for children ages 6 months and up? I know Jasper won't be eligible for a little while, but, I don't want to see you here and not say anything if that's something you've been thinking about.

Key concept: Engagement: Introducing the topic

San

Actually, I did hear that. Honestly, I wasn't thinking much about it. I guess I just think it's still really new. I also know a lot of people who have had COVID and said it was no big deal. So, why would I put myself or my baby through something that isn't actually a concern? It seems like most people I know think it's just a way for the government to track people.

Aliyah

First, I'm glad that you did hear about the availability of shots for children, and I want to thank you sincerely for your honestly. Many parents I've spoken to recently feel the exact same way. Yes, this is new. You are so thoughtful to be thinking about what you've heard and your concerns.

Key concept: Normalizing

San

Thank you.

Aliyah:

Would you mind if I shared what information I have about vaccine safety for infants?

Key concept: Asking permission

San

You could, but, I'm actually not vaccinated either.

Aliyah

That's completely fine, San. Don't worry. I only ask because I want to make sure I'm giving you information that you're interested in. The last thing I want to do is bombard you with pamphlets you're never going to look at.

San

Thank you, I do appreciate that. I just, I don't know, I'm still so on the fence about things.

Aliyah

I hear you. I absolutely do. Many people I know are on the fence. Don't worry about that. You stay there as long as you want until you feel completely comfortable with your decision. You are a good parent, to make sure that you're making the best choices for your family.

Key concept: Normalizing

San

Thank you. I think if I did consider vaccination, it would be for me before him. I just don't trust it yet. And, I'm breastfeeding so I don't even think I can get vaccinated.

Aliyah

Thank you for sharing that with me, San. Breastfeeding is a real sacrifice for your baby, it's obvious how much you care about keeping him healthy. Since you are breastfeeding, I think I might have good news for you. Would you like me to tell you more?

Key concept: Asking permission

San

Oh, sure!

Aliyah

Heath experts have found that women who are fully vaccinated pass antibodies on to their baby through breastmilk. These antibodies fight back against COVID and help protect the baby while they are too little to be vaccinated themselves.

Key concept: Sharing information.

San

Oh, wow. I didn't know that. That's interesting.

End.



Resources

Myths and Facts about COVID-19 Vaccines

https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html

COVID-19 Educational Resources

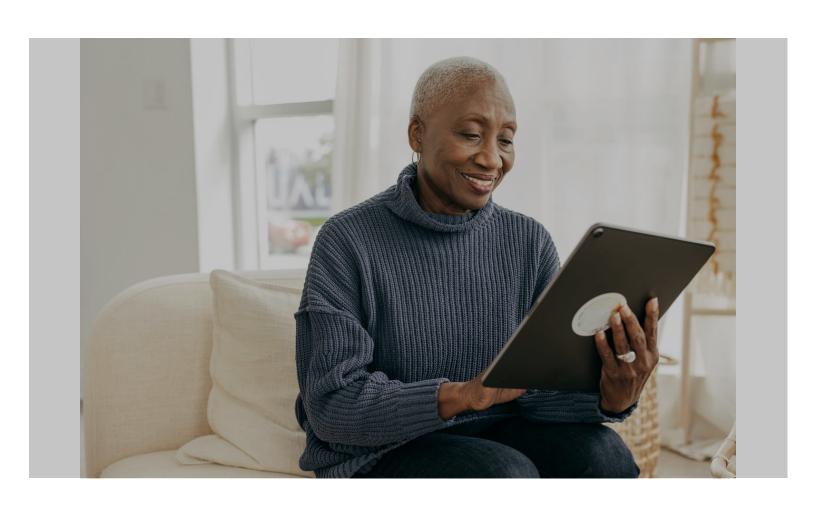
https://www.fda.gov/emergency-preparedness-and-response/coronavirus-diease-2019-covid-19/covid-19-educational-resources

Frequently Asked Questions about COVID-19 Vaccination

https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fag.html

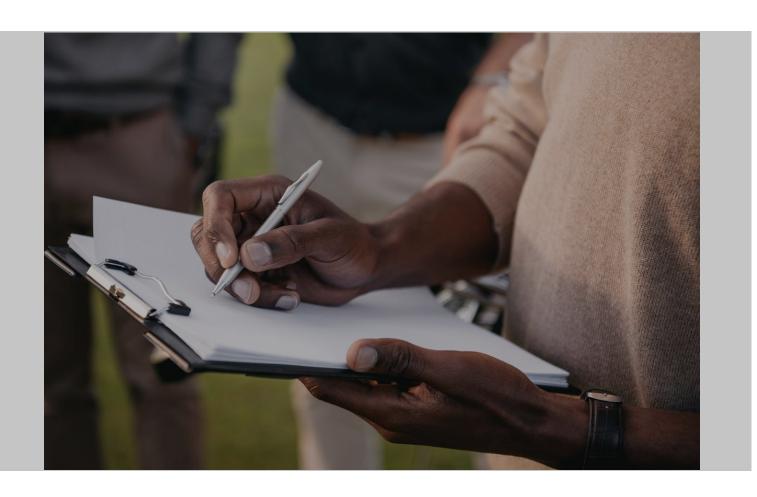
DONA Code of Ethics

https://www.dona.org/wp-content/uploads/2017/08/COESOP-2020-FINAL-Birth.pdf



Handouts

- What to Expect After Getting a COVID-19 Vaccine
- Protect Yourself and Your Baby from COVID-19. Get vaccinated.
- Pregnant or Just Had a Baby? Take These Steps to Protect Yourself from COVID-19
- Pregnant? You Need a Flu Shot!
- No More Excuses: You Need a Flu Vaccine



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
- Headache
- Chills
- Muscle pain







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:

- · 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.

Increase COVID-19 vaccination rates and ensure that staff and residents stay up to date on their COVID-19 vaccines. 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 a well-fitting mask, try to stay at least 6 feet away from others as much as possible, and wash your hands often.



cdc.gov/coronavirus

Protect yourself and your baby from COVID-19. Get vaccinated.



- COVID-19 vaccination is recommended for people who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future.
- There is currently no evidence that any vaccines, including COVID-19 vaccines, cause problems with becoming pregnant.
- Getting a COVID-19 vaccine while pregnant can protect you from getting very sick from COVID-19.
- If you are pregnant or breastfeeding, COVID-19 vaccination builds antibodies that can transfer to and help protect your baby.
- The COVID-19 vaccine has gone through the same strict development studies that all vaccines go through to ensure they are safe.

Ask your healthcare provider about the COVID-19 vaccine.

cdc.gov/coronavirus

PREGNANT OR JUST HAD A BABY? TAKE THESE STEPS TO PROTECT YOURSELF FROM COVID-19 | COVID-19 |

Pregnant and recently pregnant people are more likely to get severely ill from COVID-19 compared to people who are not pregnant.

Severe illness means that a person with COVID-19 may need:

- Hospitalization
- Intensive care
- A ventilator or special equipment to help them breathe

People with COVID-19 who become severely ill can die.



If you are pregnant or recently had a baby, here's what you can do to protect yourself:



Get a COVID-19 vaccine. The CDC recommends that people who are pregnant, breastfeeding, trying to get pregnant or might become pregnant in the future stay up to date with their COVID-19 vaccines.

Avoid interacting in person with people who might have been exposed to COVID-19 as much as possible. If you or someone in your household is sick with COVID-19, follow recommendations for isolation.









If you go out or interact with people who don't live with you, you should:

- Wear a mask.
- Stay at least 6 feet away from anyone who doesn't live with you.
- Wash your hands frequently with soap and water for at least 20 seconds. If soap and water are not available, use a hand sanitizer with at least 60% alcoho
- Avoid crowds and indoor spaces that do not offer fresh air from the outdoors.
- Keep all of your recommended healthcare appointments during and after your pregnancy including your prenatal care appointments.
 - Some of these appointments can be done virtually, like on a phone or on a computer.
- Get recommended vaccines, including the flu vaccine and the whooping cough (Tdap) vaccine.
- Ask your healthcare provider if you can get a 30-day (or longer) supply of your medicines, so you can make fewer trips to the pharmacy.
 - If possible, ask someone to go to the pharmacy for you.
- **Call your healthcare provider if you have any health concerns.**
 - If you need emergency help, call 911 right away. Don't delay getting emergency care because of COVID-19.





cdc.gov/coronavirus

Pregnant? You Need a Flu Shot!



Information for pregnant people



Because you are pregnant, CDC and your ob-gyn or midwife recommend you get a flu shot to protect yourself and your baby from flu.

You should get vaccinated by the end of October, if possible. Early vaccination can also be considered for people who are in the third trimester of pregnancy, because this can help protect their infants during the first months of life. Talk to your ob-gyn or midwife about getting a flu shot.

Flu can be a serious illness, especially when you are pregnant.

Getting flu can cause serious problems when you are pregnant. Even if you are generally healthy, changes in immune, heart, and lung functions during pregnancy make you more likely to get severely ill from flu. Pregnant people (and people up to two weeks postpartum) who get flu are at higher risk of developing serious illness, including being hospitalized.

Flu shots are the best available protection for you – and your baby.

When you get your flu shot, your body starts to make antibodies that help protect you against flu. Antibodies are also passed on to your developing baby, and help protect them for several months after birth. This is important because babies younger than 6 months old are too young to get a flu vaccine. If you breastfeed your infant, antibodies also can be passed through breast milk. It takes about two weeks for your body to make antibodies after getting a flu vaccine. Talk to your doctor, nurse, or clinic about getting vaccinated by the end of October.

Flu shots are safe for people who are pregnant or breastfeeding.

You can get a flu shot at any time, during any trimester, while you are pregnant. Millions of pregnant people have gotten flu shots. Flu shots have an excellent safety record. There is a lot of evidence that flu vaccines can be given safely during pregnancy, though these data are limited for the first trimester.

If you deliver your baby before getting your flu shot, you should still get vaccinated. Flu is spread from person to person. You, or others who care for your baby, may get sick with flu, and spread it to your baby. It is important that everyone who cares for your baby get a flu vaccine, including other household members, relatives, and babysitters.

Common side effects of a flu vaccine are mild

After getting your flu shot, you may experience some mild side effects. The most common side effects include soreness, tenderness, redness and/or swelling where the shot was given.

Sometimes you might have a headache, muscle aches, fever, and nausea or feel tired. The flu is a serious illness, especially when you are pregnant.

Last Updated 1/10/2018

No More Excuses: You Need a Flu Vaccine

Get the Facts

- Flu vaccines have an excellent safety record, do not cause flu not cause flu, and can protect the ones you love.
- Spread the word and GET VACCINATED!





Even healthy people need a flu vaccine.

Influenza (flu) is a contagious disease which affects the lungs and can lead to serious illness, including pneumonia. Even healthy people can get sick enough to miss work or school for a significant amount of time or even be hospitalized. Flu vaccines are recommended for everyone 6 months of age and older. Pregnant people, young children, older people, and people with certain chronic medical conditions like asthma, diabetes and heart disease are at increased risk of serious flu-related complications, so getting a yearly flu vaccine is especially important for them.

Is the flu vaccine safe?

Yes. Flu vaccines have an excellent safety record. They have been given to hundreds of millions of people for more than 50 years and have a very good safety track record. Each year, CDC works closely with the U.S. Food and Drug Administration (FDA), and other partners to ensure the highest safety standards for flu vaccines.

The most common side effects of flu vaccines are mild.

Flu vaccines cannot cause flu illness; however, it can cause mild side effects that may be mistaken for flu. For example, people vaccinated with the flu shot may feel achy and may have a sore arm where the shot was given. People vaccinated with the nasal spray flu vaccine may have a stuffy nose and sore throat. These side effects are NOT flu. If experienced at all, these effects are usually mild and last only 1-2 days.

Even if I get sick, won't I recover quickly?

Not necessarily. Influenza can be serious and anyone can become sick with flu and experience serious complications. But even if you bounce back quickly, others around you might not be so lucky. Older people, young children, pregnant people and people with medical conditions like asthma, diabetes, heart disease and lung disease are at especially higher risk from the flu. Kids, teens and adults who are active and healthy also can get very sick from flu and spread it to others. Some people can be infected with the flu virus but have no symptoms. During this time, you can still spread the virus to others. Don't be the one spreading flu to those you care about.



Authors



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.



Cicatelli Associates Inc.

CAI's mission is to use the transformative power of education and research to foster a more aware, healthy, compassionate, and equitable world. Working in numerous health and social service areas, CAI tackles the toughest health and social issues that confront populations and communities most impacted by health disparities. We work as trusted partners with numerous funders to foster and inspire change that improves the health and well-being of communities. Over more than three decades, CAI has evolved into an internationally recognized and respected organization that continues to adapt and improve, using innovative strategies to address emerging issues.

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Notes