



Building Vaccine Confidence

WE CAN DO THIS!

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What is Vaccine Confidence?



Vaccine confidence is the trust that patients, their families, and providers have in:

- Recommended vaccines
- Providers who administer vaccines
- Processes and policies that lead to vaccine development, licensure or authorization, manufacturing, and recommendations for use

Why Is It Important? (as of 7/27)



Total Vaccine Doses

Delivered 395,460,845

Administered 342,607,540

Learn more about
the **distribution of
vaccines.**

163.3M
People fully
vaccinated

People Vaccinated	At Least One Dose	Fully Vaccinated
Total	188,996,475	163,312,474
% of Total Population	56.9%	49.2%
Population ≥ 12 Years of Age	188,773,621	163,183,082
% of Population ≥ 12 Years of Age	66.6%	57.6%
Population ≥ 18 Years of Age	178,478,720	155,178,182
% of Population ≥ 18 Years of Age	69.1%	60.1%
Population ≥ 65 Years of Age	48,958,631	43,644,066
% of Population ≥ 65 Years of Age	89.5%	79.8%

- SLOW
- THE
- SPREAD

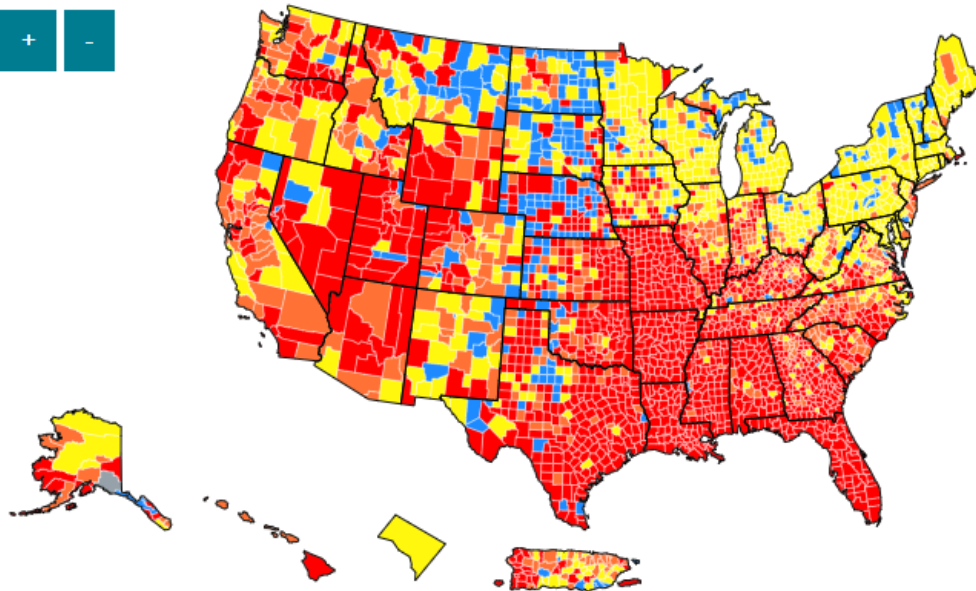
Data as of 7/27/2021
<https://covid.cdc.gov/covid-data-tracker/#vaccinations>

About these data

CDC | Data as of: July 27, 2021 6:00am ET. Posted: Tuesday, July 27, 2021 3:05 PM ET

Community Transmission

Time Period: Mon Jul 19 2021 - Sun Jul 25 2021

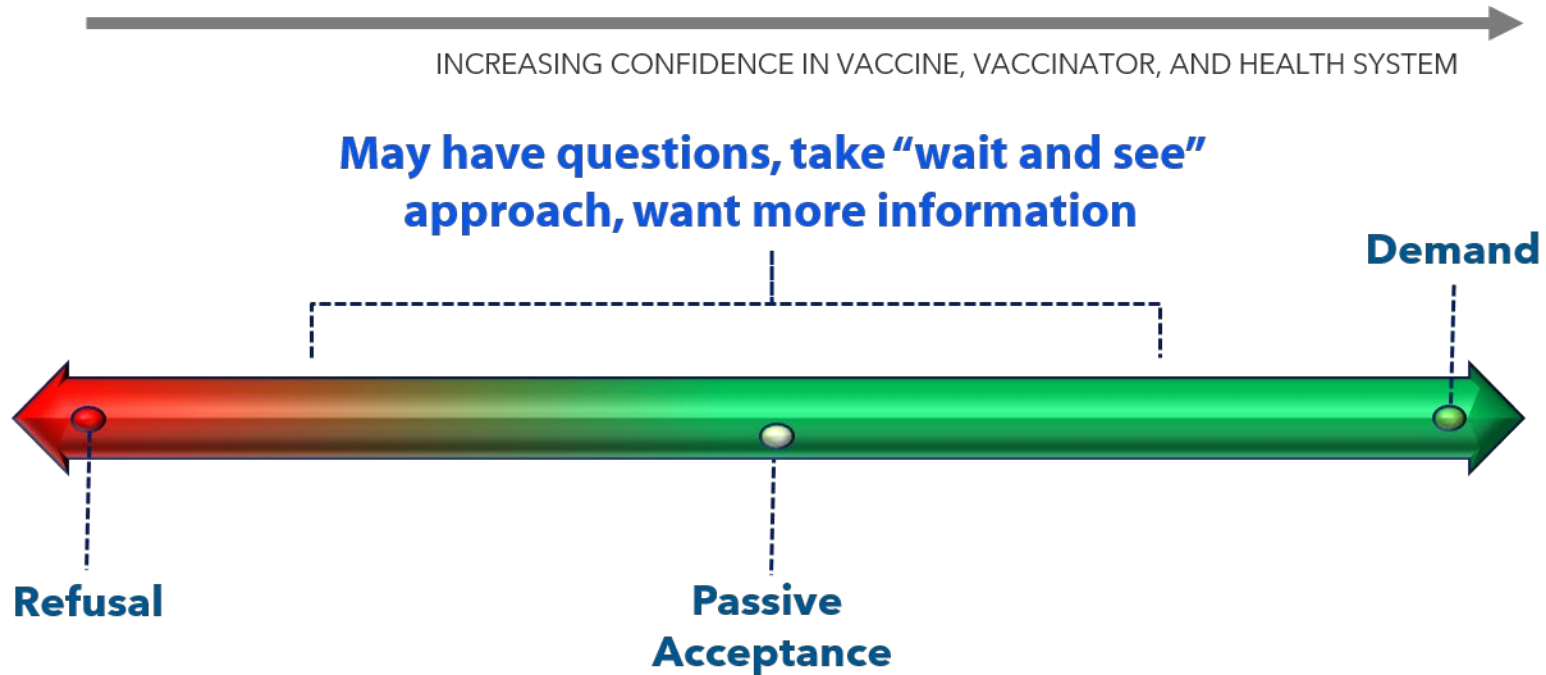


● High ● Substantial ● Moderate ● Low ● No Data

- **HIGH**
- **SUBSTANTIAL**
- **MODERATE**
- **LOW**
- No Data

- <https://covid.cdc.gov/covid-data-tracker/#county-view>

Why Is It Important?



Six Ways to Build COVID-19 Vaccine Confidence



1. **Encourage leaders** in your family, community, or organizations to be vaccine champions.
2. **Have discussions** with your friends and family about vaccination to understand their perspective and encourage their decision to vaccinate.
3. **Share key messages** that promote action through multiple trusted channels.
4. **Help educate people** about COVID-19 vaccines, including how they were developed and their intense safety monitoring, and how you can talk to others about the vaccines.
5. **Learn more** about finding credible vaccine information. When you come across COVID-19 information, cross-check with [CDC.gov](https://www.cdc.gov) and learn how to respond to misinformation you encounter.
6. **Make your decision** to get vaccinated visible and celebrate it!

Vaccinate with Confidence



Vaccinate with **Confidence**

Strategy to Reinforce Confidence in Covid-19 Vaccines

- Build Trust
- Empower Healthcare Personnel
- Engage Communities and Individuals



Build Trust



Build Trust

Share clear, complete, and accurate messages about [COVID-19 vaccines](#) and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

Action Steps:

- Communicate transparently about the process for [authorizing](#)  , approving, [making recommendations](#) for, [monitoring the safety](#) of, [distributing](#)  , allocating, and [administering](#) COVID-19 vaccines, including [data handling](#).
- Provide regular updates on: [benefits](#), [safety](#), [side effects](#) and [effectiveness](#); clearly communicate what is not known.
- [Proactively address](#) and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.

- Communicate
- Update
- Be Proactive


Empower Healthcare Personnel



Empower Healthcare Personnel

Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients.

Action Steps:

- Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and [approval processes](#)  , [new vaccine technologies](#), and the [benefits of vaccination](#).
- Ensure healthcare systems and medical practices are equipped to [create a culture that builds confidence](#) in COVID-19 vaccination.
- Strengthen the capacity of healthcare professionals to have empathetic [vaccine conversations](#), address myths and [common questions](#), provide [tailored vaccine information](#) to patients, and use motivational interviewing techniques when needed.

**[Personnel](#) = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, support staff, and community health workers.*

- Engage
- Ensure
- Strengthen



Engage Communities and Individuals

Engage communities in a sustainable, equitable, and inclusive way—using two-way communication to listen, build trust, and increase collaboration.

Action Steps:

- Empower vaccine recipients to [share](#) their personal stories and reasons for vaccination within their circles of influence.
- Work with health departments and national partners to [engage communities](#) around vaccine confidence and service delivery strategies, including adaptation of vaccination provider sites to meet community needs.
- Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.

- Empower
- Partner
- Collaborate

We Can Do This!



U.S. Department of Health & Human Services public education campaign to increase public confidence in and uptake of COVID-19 vaccines.

<https://wecandothis.hhs.gov/>

Strategy and Goals



- Explain how Americans can protect themselves from COVID-19.
- Strengthen public confidence in the vaccines so those who are hesitant will be more willing to consider vaccination
- Increase vaccine uptake by informing Americans about how and where to get vaccinated

The COVID-19 Community Corps



As a Corps member, you'll get resources to help you build vaccine confidence in your community, including:

- Fact sheets on vaccine safety, tips on how to talk with friends and family about the importance of vaccination, and hints for planning and attending community events
- Social media content to share with your followers
- Regular email updates with the latest vaccine news and resources to share
- <https://wecandothis.hhs.gov/covidcommunitycorps>

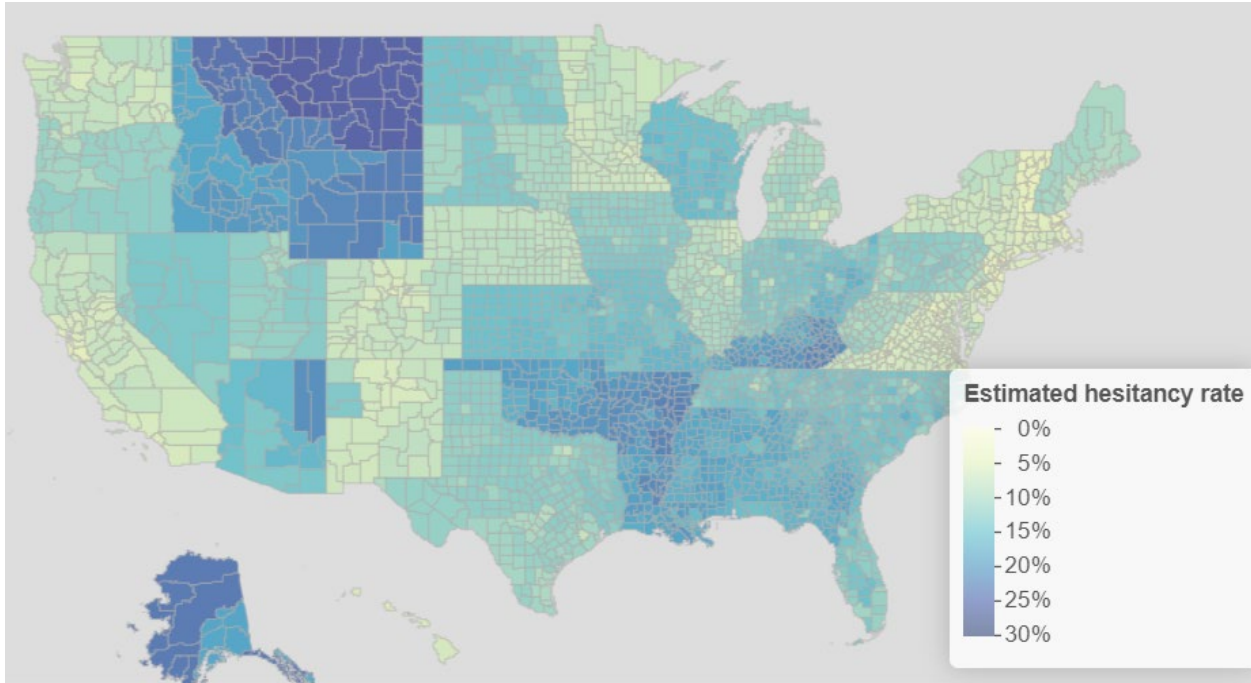
Public Education Activities



Three themes:

1. Slow the Spread
2. Building Vaccine Confidence
3. Preparing the Nation

Vaccine Hesitancy Map



Vaccine hesitancy rates are derived from surveys conducted by the U.S. Census Bureau

<https://wecandothis.hhs.gov/vaccine-hesitancy-your-community>

Resources and Toolkits



- Audience
- Language
- Resource Type
- Topic

Messages per Audience



- General (99)
- Black – African American (52)
- Latino – Hispanic (49)
- Health Care Professionals (47)
- Faith-based Communities (24)
- Agricultural workers (22)
- LGBTQ+ (20)
- Public Transport Workers (20)
- AAPI (10)
- American Indians, Alaska Natives (6)
- Rural Communities (6)
- People with Disabilities (5)
- Parents (2)
- Young Adults (2)
- Older Adults (34)
- Community Health Workers (29)

(xx) = number of resources available by audience type

Materials by Language



- English (274)
- Spanish (114)
- Chinese (4)
- Japanese (2)
- Korean (2)
- Filipino (1)
- Vietnamese (1)

(xx) = number of resources available by language

Resource Type



- Social Media (141)
- Informational Content (114)
- Posters & Flyers (63)
- Video (33)
- Toolkits (31)
- Campaign Ads (26)
- Audio (7)

(xx) = number of resources available by type

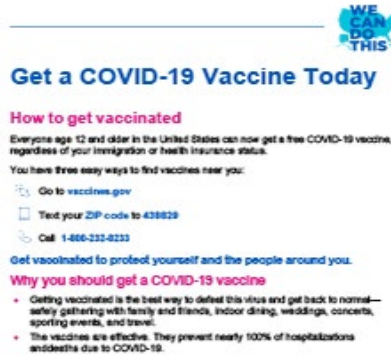
Resource Examples



Let's Make
COVID History

Social media
graphic

Also search by key word



Get a COVID-19
Vaccine Today

Flyer



Party Like It's 2019

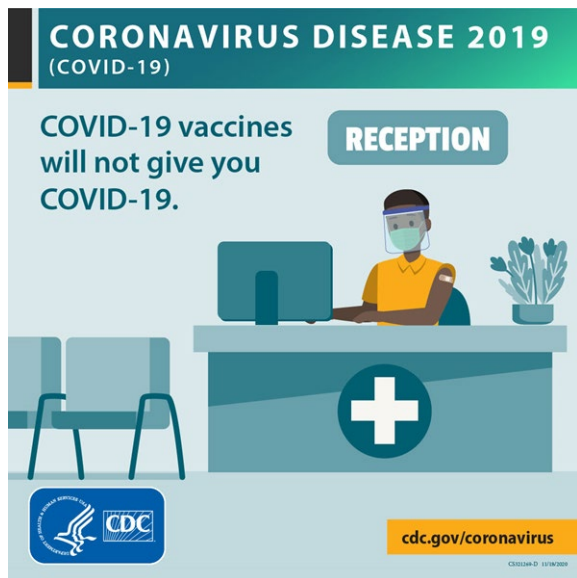
15 second
advertisement
targeting young
adults

- Getting Vaccinated (132)
- Preventive Measures (104)
- Outreach Support (93)
- Vaccine Safety (60)
- Vaccine Benefits (21)
- COVID-19 Information (8)
- Vaccine Development (6)
- Campaign Information (2)

(xx) = number of resources available by topic

- CDC: Vaccinate with Confidence - <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html>
- CDC: Vaccinate with Confidence - https://www.cdc.gov/vaccines/covid-19/downloads/VaccinateWConfidence-TipsForHCTeams_508.pptx
- HHS: We Can Do This - <https://wecandothis.hhs.gov/>

HHS Notice of Funding Opportunity (NOFO)



Promoting Vaccine Confidence in Local Communities through Partnership with Regional Health Offices

- Eligible Entities
- Technical Assistance Webinar-July 22, 2021 @ 3:00 CT
- Closing Date- August 17, 2021

<https://www.grantsolutions.gov/gs/preaward/previewPublicAnnouncement.do?id=93994>

Questions or Comments?

Feedback

Please include title:

“5-CMS Chicago
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Confidence July 22”

