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TRAINING OVERVIEW

Welcome to the California Virtual Training Academy’s COVID-19 Vaccine Communications Training.

The goal of this training is to prepare staff of local health departments to effectively communicate information about COVID-19 vaccines to members of the public during telephone interviews.

LEARNING OBJECTIVES

By the end of this training, you will be able to:

- Provide accurate and non-judgmental answers to FAQs about COVID-19 vaccines.
- Describe barriers and enablers to vaccination, especially among communities most impacted by the pandemic.
- Apply principles of health coaching and cultural humility to support people with their decisions and planning for vaccination.
BEFORE THE SESSION

Prior to attending the live webinar, you must:

🔗 Take the pre-training survey. *Click the icon to take the survey.*

🔗 Complete the online self-study modules. *Click the icon to visit the online training.* The online self-study will take approximately 3 hours to complete.

دانایی

Download the Student Activity Guide, PowerPoint Presentation Slides, and COVID-19 FAQ Job Aid.

✔️ Have these materials available and open (printed, on your computer, or on your mobile device) when the training begins.

📅 Review the schedule for the live webinar below.

✔️ Learners are encouraged to arrive five minutes before the start of the live webinar to get settled into the Zoom link and address any last-minute IT Issues.
Module 1: Barriers and Enablers to Vaccination
This module will focus on the recent and long-standing historical context of individual and community barriers to vaccination with an emphasis on the Black, Indigenous, and people of color (BIPOC) most impacted by the pandemic. We’ll also discuss individual motivations and strength-based enablers of vaccination that you can keep in mind when talking about options for a vaccination with your clients.

In this module you learned to:
• Describe individual and structural barriers to COVID-19 vaccination.
• Assess individuals’ readiness to be vaccinated based on the Stages of Vaccine Acceptance Model.

Module 2: Responding to Frequently Asked Questions
This module will summarize some of the most common questions that people may have about vaccines and introduce best practices for responding to Frequently Asked Questions (FAQs). You will view a series of short role-play videos demonstrating best practices.

In this module you learned to:
• Identify and prioritize key talking points for the most common FAQs about vaccines.
• Describe best practices for responding to FAQs

In this module, you will discover how health coaching tools can support your work as you talk to people about the COVID-19 vaccine. This module includes role-play videos demonstrating best practices of health coaching for discussing individual and community barriers to vaccination and action planning.

In this module you learned to:
• Describe the “HEAR” and “pros & cons” techniques to discover people's motivations and address vaccine skepticism.
• Describe the “Ask-Tell-Ask” technique to assess and build on people’s knowledge to respond to Vaccine Curiosity.
• Describe “Action Planning” to help people overcome access barriers as they take action to get vaccinated.
• Discuss how to address experiences of grief that come out during a vaccine outreach call.
# AGENDA FOR LIVE WEBINAR

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
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<tr>
<td>Welcome and Introduction</td>
<td>9:00-9:15</td>
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<tr>
<td>COVID-19 Vaccine Basics</td>
<td>9:15-10:00</td>
<td>45 Minutes</td>
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<td>Responding to FAQs (breakouts)</td>
<td>10:00-11:00</td>
<td>60 Minutes</td>
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<td>BREAK</td>
<td>11:00-11:15</td>
<td>15 Minutes</td>
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<tr>
<td>Responding to FAQs (report back)</td>
<td>11:15-11:30</td>
<td>15 Minutes</td>
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<tr>
<td>Health Coaching for Vaccine Outreach (breakouts)</td>
<td>11:30-12:30</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>Health Coaching (report back)</td>
<td>12:30-12:45</td>
<td>15 Minutes</td>
</tr>
<tr>
<td>Review and Closing</td>
<td>12:45-1:00</td>
<td>15 Minutes</td>
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</table>
COVID-19 VACCINE BASICS
Discovering the Facts

Learning Objectives
- Describe basic information about current vaccine safety, efficacy, and availability

Use the space below to record your notes during the presentation “COVID-19 Basics”
RESPONDING TO FAQS

Learning Objectives

• Prioritize key talking points for most common FAQs about vaccines.
• Practice responding to FAQs

Use the space below to record your notes during the presentation "RESPONDING TO FAQS"
BREAKOUT 1:
Module 5: Responding to FAQs about the COVID-19 Vaccines

PURPOSE
To provide learners with an opportunity to practice responding to Frequently Asked Questions (FAQs) about the COVID-19 vaccine and the vaccination process.

LEARNING OBJECTIVES
- Prioritize key talking points for most common FAQs about vaccines.
- Practice responding to FAQs

INSTRUCTIONS
- Keep video cameras on when possible.
- Start with a brief round of introductions including your name and where you work.
- Have your list of frequently asked questions at hand. Here are a few additional resources that you reviewed for your self-study course and may find useful.
  - CDC Frequently Asked Questions about COVID-19 Vaccination
  - SFDPH COVID-19 Vaccines FAQ
  - NNDITC COVID-19 Vaccines Frequently Asked Questions (FAQ)
- The facilitator will direct each question below to one of the group members, who will respond to the best of their ability. Then the facilitator will ask other group members to add key points and discuss the highest priority messages to share in response to that question.

NOTES
In the past when I got the flu vaccine, I think I ended up getting the flu. Will the COVID-19 vaccine give me COVID?

I have diabetes. Is it ok for me to get the vaccine?

I take a blood thinner for a heart arrhythmia (or irregular rhythm of the heart). Is the COVID-19 vaccine safe?

Is this vaccine safe? Wasn’t the development kind of rushed?

I read something online that said the vaccine can sterilize women. Is that true? My partner and I are trying to have a baby right now.

I am available to get the first dose but then will be away taking care of my father for 5 weeks. Is it okay to wait to get the second dose until I get back?

After I get the vaccine, can I stop masking and see my friends again?

I've already had COVID-19, so I don't need to get vaccinated, right?

I heard from a friend that they got very sick after the vaccine. Is that normal? What should I expect after getting the vaccine?

How are these vaccines different?
## BREAKOUT 1:
Responding to FAQs about Vaccines

<table>
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<tr>
<th>11</th>
<th>Doesn’t this vaccine have some kind of microchip?</th>
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<td>12</td>
<td>Didn’t they temporarily stop the Johnson &amp; Johnson vaccine because it was unsafe?</td>
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<td>13</td>
<td>I heard that the Pfizer and Moderna vaccines are more effective and that the Johnson &amp; Johnson one is less effective. Why would I want to get the Johnson &amp; Johnson vaccine?</td>
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<tr>
<td>14</td>
<td>Why do youth (ages 12-17) need to get vaccinated if they have an extremely low risk of any negative outcomes?</td>
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<td>Do the vaccines protect against the Delta variant or other new variants?</td>
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<tr>
<td>16</td>
<td>I keep hearing about booster shots. Will we need a booster shots?</td>
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HEALTH COACHING TO SUPPORT VACCINE OUTREACH

Learning Objectives

• Practice using the following health coaching techniques to support individuals through the stages of vaccine readiness and action.
  o “HEAR” & “pros & cons”
  o Ask-Tell-Ask”
  o “Action Planning”

Use the space below to record your notes during the presentation "HEALTH COACHING TO SUPPORT VACCINE OUTREACH"
BREAKOUT 2:
Module 6: Health Coaching for COVID-19 Vaccine Outreach

PURPOSE
To provide Learners with an opportunity to practice eliciting and responding to contacts’ beliefs, concerns, questions, and access challenges related to the COVID-19 vaccine and the vaccination process.

BACKGROUND
Learners will practice communication techniques for talking about individual and community barriers to vaccination via structured role-play scenarios for each stage of vaccine consideration:
1) vaccine skepticism
2) vaccine curiosity
3) vaccine readiness

LEARNING OBJECTIVES
At the end of this session, learners will be able to:
• Use the HEAR technique and pros/cons to respond to someone expressing vaccine skepticism
• Use ask-tell-ask to assess and build on the knowledge of someone expressing vaccine curiosity
• Help someone expressing vaccine readiness to develop a specific action plan to get vaccinated

INSTRUCTIONS
• Quickly decide who will start the first role play as VACCINE OUTREACH SPECIALIST and CONTACT, and who will serve as OBSERVERS.
• After each role-play + debrief, switch roles. Ideally, your group should be able to practice each stage of vaccine readiness at least once. If you have extra time, see the scenarios at the end for additional practice.

THE HEALTH COACH TOOLBOX

VACCINE SKEPTICISM
HEAR Technique and Pros/Cons

VACCINE CURIOSITY
Ask-Tell-Ask

VACCINE READINESS
Action Plan

ACTION

VACCINE OUTREACH SPECIALIST

Your contact tells you they do not want to get the COVID-19 vaccine right now. Use the HEAR technique and pros/cons to elicit and respond to the contact's beliefs and concerns.

CONTACT

You are a healthy, middle-aged adult who hasn’t received any vaccines since you were a child. You do not see why you should do anything differently for COVID-19. You only know a few people who have been infected, and they either had mild symptoms or none at all. You're willing to take a small risk to avoid putting unnatural things into your body. The only reason you can think of to get the COVID-19 vaccine is that your partner asked you to.
**BREAKOUT 2: ACTIVITY A**
Responding to Vaccine Skepticism – HEAR TECHNIQUE & Pros/Cons

### HEAR TECHNIQUE & PROS/CONS: OBSERVATION CHECKLIST

**START WITH THE QUESTION:** Are you interested in getting the COVID-19 vaccine?

- **HEAR:** Ask *open-ended questions* to understand contact’s beliefs/concerns. Use *reflective statements* to echo them back

  **SAMPLE LANGUAGE:**
  - What do you think about getting the COVID-19 vaccine?
  - Tell me more about that?
  - You are really concerned about…

- **EXPRESS GRATITUDE:** Thank the contact for sharing their thoughts

  **SAMPLE LANGUAGE:**
  - Thank you for sharing that.

- **ASK about Pros and Cons:** Ask contact to share their *reasons for not getting vaccinated* (Cons) and then *reasons why they would get vaccinated* (Pros)

  **SAMPLE LANGUAGE:**
  - What reasons might you have to not want to get vaccinated?
  - What reasons might you have to want to get vaccinated?

- Use the balance scale to summarize contact’s reasons for/against getting vaccinated

  **SAMPLE LANGUAGE:**
  - So, on one hand, you _______(Cons), while on the other hand, you _______(Pros).

- **RESPOND:** Share information that builds on the reasons the contact gave for getting the vaccine.

  **SAMPLE LANGUAGE:**
  - Would it be okay to share some information about [topic of concern to them], so that you have that information as you think about what’s best for you?
BREAKOUT 2: ACTIVITY B
Eliciting and Responding to Vaccine Curiosity – Ask-Tell-Ask

14 MINUTES

VACCINE OUTREACH SPECIALIST

Your contact is open to learning more about the COVID-19 vaccine to help them decide whether to get vaccinated, but they have heard certain things that make them feel uncertain. Use the skill of ask-tell-ask to learn more about the contact’s knowledge of and perspective on the vaccine, share relevant information, and assess for understanding.

CONTACT

You want to be protected from COVID-19 and are considering getting vaccinated, but you heard the vaccine wasn’t thoroughly tested among people of your racial/ethnic group and age. You also have asthma and allergies. You want to know if the vaccine is safe for people like you.
## ASK-TELL-ASK: OBSERVATION CHECKLIST

**START WITH THE QUESTION:** Are you interested in getting the COVID-19 vaccine?

- **ASK** open-ended questions to assess what they know and what their questions and concerns are

  **SAMPLE LANGUAGE:**
  - What have you heard about the COVID-19 vaccine?
  - What do you know about how the vaccine works?
  - What concerns do you have about getting vaccinated?

- **TELL** information or advice ONLY when the contact asks or doesn’t know

  **SAMPLE LANGUAGE:**
  - That’s great! [Confirm information that is correct.]
  - Here are a few additional things that public health experts want everyone to know about the vaccine [share information to respond to contact’s specific questions/concerns]

- **ASK** another open-ended question

  **SAMPLE LANGUAGE:**
  - What do you think about that?
  - What other questions are on your mind right now?
  - What are some of your personal reasons to get the vaccine?
BREAKOUT 2: ACTIVITY C
Supporting Vaccine Readiness – Action Planning

14 MINUTES

VACCINE OUTREACH SPECIALIST

Your contact is interested in receiving the COVID-19 vaccine but faces access challenges that make the process of getting vaccinated more difficult. Use **action-planning** to help the contact make a plan to get vaccinated.

CONTACT

You want to get the vaccine, but you cannot take time off work. On weekends, you take care of your three kids and wouldn’t want to put them at risk by bringing them to the vaccination site.
## ACTION PLANNING: OBSERVATION CHECKLIST

START WITH THE QUESTION: Are you interested in getting the COVID-19 vaccine?

- **Ask permission** to talk about the challenge together

  **SAMPLE LANGUAGE:**
  - It sounds like you are not sure how you will ________ [name the problem].
  - Would it be okay to talk more about that?

- **Create a menu of options together:**
  
  - Ask about what options/solutions the contact is already considering
  - Ask permission to share what other people do

  **SAMPLE LANGUAGE:**
  - What are some possible options that could help you_____ (i.e. Get an appointment, get to the vaccination site, etc.)?
  - May I share some things that have worked for other people? [wait for response].
    Some people______.

- **Ask the contact which option will work best for them.**

  **SAMPLE LANGUAGE:**
  - Which option do you think would work best for you?

- **Ask open-ended questions** to get specific about the plan

  - What (First step)
  - Who
  - When

  **SAMPLE LANGUAGE:**
  - What is the most important thing to do first?
  - Who might be able to help you with that?
  - When will you do that?
START WITH THE QUESTION: Are you interested in getting the COVID-19 vaccine?

- **Ask the contact about their level of confidence**
  
  **SAMPLE LANGUAGE:**
  
  - On a scale of 1-10, where 1 is not at all confident and 10 is very confident, how confident are you that you will be able to carry out this plan?
    - [If below 7, ask]: How might you change your plan to get you to a 7 or higher?

- **Ask** if it’s okay for you to follow up
  
  **SAMPLE LANGUAGE:**
  
  - Would it be okay for me to call you in a few days to check in?

- **Ask** contact to restate new information in their own words
  
  **SAMPLE LANGUAGE:**
  
  - We’ve talked about a lot today! Would you mind describing in your own words what your plan is?
    - Check for understanding (close the loop)
You are a college freshman and have remained healthy throughout the COVID-19 pandemic. You don't see the point of getting vaccinated since you've heard from your school that when in-person classes re-start in the fall, everyone on campus will still have to wear a mask and socially distance, even if they've been vaccinated. On the other hand, you don't want to put your older professors at risk.
Scenario #2

You really want to get the vaccine. You work in a meat processing plant where there have been several outbreaks of COVID. You don’t want to bring the virus home to your daughter who has a condition that weakens her immune system. However, you are undocumented and have not tried to make a vaccination appointment because you don’t want to risk deportation or having the use of public services count against you if you apply for residency in the future.
**Scenario #3**

You want to get vaccinated and to bring your sister, Lyla, to get the vaccination. Lyla is autistic and non-speaking. You accompanied Lyla to her vaccine appointment at the convention center last week. When you got there, the noise and lights were overwhelming, and she had to leave before she could get vaccinated. Lyla really wants to get the vaccine and has given you permission to speak with the person calling today to see if they could figure out how she can get the vaccine at a more accessible site.

**Scenario #4**

You have received vaccinations before but are not too sure you will get this one. You worry about side effects from the COVID-19 vaccine such as fever or feeling tired. On the one hand, you cannot afford to miss work and would rather wait until more people get vaccinated before you do. On the other hand, if you got severely sick from COVID-19, you would probably miss even more work and end up spending a lot of money on hospital bills.
Scenario #5

You have heard that the Moderna vaccine is “the good one” and that the other ones aren’t as good. You want to know if there is a way to guarantee that you will get the Moderna vaccine specifically.

Scenario #6

You want to get the vaccine and take your grandfather to get his, but he uses a wheelchair, and you don’t drive. The bus ride is just too much for him.
REVIEW AND CLOSING

Take Home Messages
• COVID-19 vaccines are safe.
• COVID-19 vaccines are effective.
• COVID-19 vaccines are free and available to everyone aged 12 years and up.

Barriers and Enablers to Vaccination
• Disparities in COVID-19 impact and COVID-19 vaccination rates exist due to individual / community level factors or operational / structural factors.
• Justifiable concerns exist about the vaccine due to historical and current racism and discrimination within the government and medical and public health communities.
• Attitudes towards the vaccine change. People initially unwilling to get the vaccine have many reasons for changing their mind; they may not directly relate to the barriers they cite.

Responding to Vaccine FAQs
• Both our understanding and public perception of the vaccine are rapidly evolving. It is okay to say, “I don’t know”, and seek help/advice from your colleagues, team clinicians, and other trusted sources.
• Understanding the type of question being asked (e.g., general information, personal health questions, misinformation) can help you think about how best to respond.
• COVID-19 vaccines are recommended for MOST people -- in fact, the ONLY absolute disqualifying criteria is if you’ve had a severe allergic reaction to the first dose of the COVID vaccine.
• Being able to develop a dialogue with the person being called is vital to understand and address the person’s underlying questions and concerns.

Health Coaching
• For people in Vaccine Skepticism, a key goal is to understand their personal concerns and what might motivate them to get vaccinated. We use the HEAR technique to defuse emotion and Pros/Cons to understand what is on each side of their personal balance scale.
• For people in the stage of Vaccine Curiosity, the key goal is to assess and build on their knowledge and motivation using Ask-Tell-Ask.
• For people in the stages of Vaccine Readiness and Action, Action Planning is a tool to help identify and break down barriers to accessing the vaccine.