



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, staff should be able to:

- Provide accurate and non-judgmental answers to frequently asked questions about the safety, benefits, and availability of COVID-19 vaccines.
- Describe barriers to vaccination and facilitators of vaccination, especially among the Black, Indigenous, and people of color (BIPOC) most impacted by the COVID-19 pandemic.
- Apply principles of health coaching, motivational interviewing, and cultural humility to support people with their decision making around if, when, and how to get vaccinated.

Training Approach

This training includes 3 hours of online self-study and 4 hours in a live web-meeting. The online self-study introduces theory and concepts about COVID-19 vaccines and best-practice communication techniques. **The online self-study must be completed before coming to the live webinar.** The live webinar includes live question and answer sessions about COVID-19 vaccines and small-group interactive skill development activities, such as role-play interviews and practice responding to frequently asked questions.

Before coming to the live webinar, learners must:

1. Complete the Pre-Course Survey - **The Pre-Course Survey is due by 5pm, two business days before your training date and is required to access all materials.**
2. Complete the online self-study modules. Please note -- this will take approximately 3 hours to complete.
3. Download the Learner Guide, Live-Training Presentation, and COVID-19 Vaccine FAQ Sheet.
4. Review the Course Syllabus.

Zoom Meeting

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. The link is provided to learners upon submitting the Pre-Course Survey.

Collaboration on Training Design and Implementation

To ensure inclusion of diverse viewpoints, this training was designed and implemented in collaboration with faculty, staff, and community-based subject matter experts representing the BIPOC communities impacted by COVID-19. We emphasize the use of existing research and communications tools developed through ongoing engagement with communities and "listen-and plan" sessions as a tool to frame COVID-19 vaccination communications in communities' own terms.

VTA COVID-19 Vaccine Communications Training: **Syllabus**

Overview of Self-Study Modules, to be completed before coming to the live webinar.

Module and Topic	Time	Overview	Learning Objectives
<p>Mod 1. Barriers and Enablers to Vaccination</p>	<p>60 min</p>	<p>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.</p>	<ul style="list-style-type: none"> • Describe individual and structural barriers to COVID-19 vaccination. • Assess individuals' readiness to be vaccinated based on the <i>Stages of Vaccine Acceptance Model</i>.
<p>Mod 2. Responding to Frequently Asked Questions</p>	<p>60 min</p>	<p>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.</p>	<ul style="list-style-type: none"> • Identify and prioritize key talking points for the most common FAQs about vaccines. • Describe best practices for responding to FAQs
<p>Mod 3. Health Coaching for COVID-19 Vaccination: <i>Tools to Support Decision-Making & Action</i></p>	<p>60 min</p>	<p>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 and motivational interviewing for discussing individual and community barriers to vaccination and action planning.</p>	<ul style="list-style-type: none"> • 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.

VTA COVID-19 Vaccine Communications Training: **Syllabus**

Agenda for Live-Training

Module and Topic	Time	Learning objectives	Training Approach
Welcome and Introduction	9:00-9:15	<ul style="list-style-type: none"> • Introduce the agenda for the live training • Review topics from the online self-study 	<ul style="list-style-type: none"> • Presentation with review of training goal, approach, agenda, and icebreakers
Mod 4 COVID-19 vaccine basics	9:15-10:00	<ul style="list-style-type: none"> • Describe basic information about current vaccine safety, efficacy, and availability. 	<ul style="list-style-type: none"> • Presentation (15 min) • Live Q&A (30 min)
Mod 5. Responding to FAQs about vaccines, part 2	10:00-11:15	<ul style="list-style-type: none"> • Prioritize key talking points for most common FAQs about vaccines. • Practice responding to FAQs 	<ul style="list-style-type: none"> • Introduction (5 min) • Breakout activity (55 min) • Report back on FAQ breakout activity (15 min)
Break	11:15-11:30		<ul style="list-style-type: none"> • Break (15 min)
Mod 6. Health Coaching and Motivational Interviewing, part 2	11:30-12:45	<ul style="list-style-type: none"> • Practice using the following health coaching techniques to support individuals through the stages of vaccine readiness and action; "HEAR"; "Pros & Cons"; Ask-Tell-Ask"; "Action Planning". 	<ul style="list-style-type: none"> • Introduction (5 min) • Breakout activity (55 min) • Report back & live Q&A (15 min)
Rapid review and closing	12:45-13:00	<ul style="list-style-type: none"> • Review all training objectives and discuss next steps. 	<ul style="list-style-type: none"> • Presentation (15 min)