



# COVID Vaccine Conversations

## Identifying and connecting with unvaccinated patients

Trusted healthcare professionals are instrumental in helping people who are unvaccinated receive their vaccines. Below are tips on how to effectively communicate with those who may have hesitations or questions about the vaccine. Also learn how to identify your unvaccinated population via the Collective Platform.



### When you are encouraging people to get vaccinated, remember:

Make It Personal 

Make It Empowering 

Make it Factual

Make it Connected 

#### Use a personalized approach

- **Tailor your conversation to the individual.** Help people make the choice to get vaccinated and feel good about that choice. Not all communication methods work for each person. Listen, understand their concerns, and respond with a personalized message.
- **Share your own experience.** Some people do not trust public health officials or large pharmaceutical companies, but they likely trust their personal health care providers. Let them know why you chose to get the vaccine, how you have felt since, what side effects you had, and how your life has improved since receiving the vaccine.
- **Appeal to personal values.** Perhaps a person feels deep loyalty to their family, is active in a church or faith, or has a strong work ethic. Help them see how getting vaccinated supports their values.
- **Consider culture and community.** Discuss the benefits that vaccination will have in their community. Talk about the diversity of people in the clinical trials and of those around the world that have received billions of doses. Help them see themselves in those who are vaccinated and doing well.
- **Pick a communication method that works for them.** Engage people in a way that feels comfortable and safe to them.

#### Examples:

"I felt a lot of relief after getting my vaccine. I have an elderly mother and I was able to hug her again and not worry that she might get sick"

"I know that you have always been a hard worker, we need everyone to get vaccinated so businesses can open fully, and we can get people back to focusing on their jobs."

"I would like to understand your concerns about getting a COVID vaccine – does it work better for you to chat in person, over the phone, or via email?"

#### Promote self-efficacy

- **Avoid fear-based or shock tactics.** Rather, help people understand that they are susceptible to infection. Let them know that though vaccination, they are taking the most effective action they can to prevent this from happening to them.
- **Frame vaccination as a means of taking back control.** People have felt helpless and frustrated through the pandemic. Focus on vaccination as a way to empower people and take control away from the virus. Let them know they have the ability to be part of the solution, help their community return to normal, and prevent this from happening again.

#### Examples:

"We have seen severe and long-term illness in all age groups, including yours. You can now choose to protect yourself from it happening to you."

"Everyone's life has changed in some way because of COVID, but now we have the opportunity to fight back with vaccines. You can help us win this fight."

## ✓ Provide evidence-based information

- **Clearly communicate the facts.** Many people are not necessarily opposed to vaccination but are confused by misinformation in the media and want more information. People are particularly concerned about side effects and efficacy. Know detailed facts and data from vaccine development, clinical trials, and ongoing research findings. Address their fears with compassion and straightforward information.
- **Compare vaccination to infection.** Discuss the uncertainty of long-term COVID symptoms versus side effects of vaccination.
- **Do not bring up or restate misinformation or misconceptions.** This may unintentionally reinforce these ideas.
- **Do not dismiss myths that people bring up.** Instead of simply saying “that’s not true”, respond by providing factual information with a credible source.
- **Remind people that the vaccine is free.** If you do not offer the vaccine, have a list of nearby, low-barrier places where they feel comfortable and can receive one. Help them make a plan to get there.

### Examples:

“We know that these vaccines are over 90% effective. We can clearly see that vaccines are saving lives in countries with high rates, like the US and Israel”

“We are seeing as many as 1 out of every 3 people have long lasting effects of COVID. We are not sure yet what is causing this or how to fix it. However, there are people from trials that were vaccinated over a year ago and we have not seen any concerning long-term effects”



## Emphasize community & collective healing

- **Highlight the collective impact.** Remind them that beyond illness, people have lost their jobs, are financially unstable, and people’s mental wellness has been severely impacted. They can be part of helping to start healing and fixing these issues.
- **Reinforce vaccination as a social norm.** Let them know that vaccines, including the COVID vaccine, are common, safe practice and that most eligible people have chosen to receive them.
- **Have conversations across the healthcare continuum.** Primary care is not the only place for these discussions. If you are a member of the person’s health care team, use all opportunities to have these conversations, whether it is at the lab, getting an x-ray, at a specialty appointment, or at the pharmacy.

### Examples:

“We are all in this together. We can’t make it to the other side without everyone doing their part.”

“Over 70% of adults in the state have chosen to protect themselves and others by getting vaccinated.”

## The role of the care team

Personal health care professionals are a key piece of the current phase of COVID vaccinations. As trusted sources of guidance, it is through one-on-one conversations that we can convey truthful information, provide support, and address vaccine fears and questions. We can help build trust through listening, compassion, and sharing. Encourage vaccination by using facts, narratives and personal stories that are relevant to a person’s own concerns and values. Help each person see the part they can play in saving lives and reviving their community.

If resources are limited, focus on having conversations with those who are persuadable and more likely to be vaccinated. People who are more strongly opposed may not agree to discussions with health care professionals but may become more open if they see their friends and family start to get vaccinated.

All members of the health care team can share these messages. Encourage your colleagues to use any opportunity to start the conversation.

## References & Resources

- Lillian Labs. Vaccine Messaging Research with Boost Oregon: Overcoming Vaccine Hesitancy. <https://youtu.be/aSWdIOH9Ne4>
- Oregon Health Forum. Vaccine Confidence: Choosing Messages and Messengers to Bolster Community Immunity. <https://vimeo.com/556300585>
- UNICEF. Vaccine Messaging Guide. December 2020. <https://www.unicef.org/documents/vaccine-messaging-guide>
- United Nations Children’s Fund. Vaccine Misinformation Management Field Guide. New York, 2020. <https://vaccinemisinformation.guide/>



## Identify people who are unvaccinated

Proactive outreach to people who need their first or second dose of COVID vaccine is an effective way for health systems, clinics, and health plans to have conversations with those who may have hesitations, answer any questions they have, and assist them with accessing a vaccine.

### Health care organizations with access to Collective Medical can determine their patient or members' vaccine status via the Collective Platform.

- Through an agreement between the Oregon Health Authority (OHA) and Collective Medical, Oregon's statewide immunization registry (ALERT IIS) sends a weekly file to Collective Medical of all COVID-19 vaccinations administered to Oregon residents and reported to ALERT IIS the previous week.
- Using the ALERT IIS data, **Collective provides Flag(s) indicating an individual has received one or more doses of COVID-19 vaccine shown in the image below:**

**Patient, Sample**  
 DOB: 07/15/1940 Age: 80 Male ID: 88440011  
 Phone: (503) 867-5309 Address: 2815 NE 23rd Ave. Portland, OR 97212

Tags: COVID-19 Vaccine Pfizer Dose 1, COVID-19 Vaccine Pfizer Dose 2

Care Team: showing all - 2 years

**COVID-19 Vaccine Pfizer Dose 2**  
 Description: Collective Medical has received information that this patient has been administered a COVID-19 vaccine. Please check your state immunization registry to learn more.  
 Attributed on: 03/25/2020  
 Attributed by: Collective Medical

(Note: the "Attributed on" date is the date of the most recent file Collective Medical received from OHA ALERT IIS – and is within 7-10 days of vaccine administration date.)

- **COVID-19 Vaccine Population Reports are also available and updated weekly** to assist with population-wide vaccine status tracking and outreach (see image below). The reports provide full-member/patient population vaccination status (i.e., none, partial, full) **to assist with prioritizing outreach to unvaccinated individuals.**

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Scheduled Reports

Description	Status	Date
COVID-19 Vaccine Weekly Population Report	✓	04/23/2021 2:29PM

### How to Request Vaccine Population Reports

- **There are no costs to Collective Network users** for the Flags and Vaccine Population Reports as currently built.
- **The COVID-19 Vaccine Flags on patient records are loading and updating automatically** in all Oregon Collective Platform portals and are visible on the Patient Record Page.
- **Vaccine Population Reports for Health Plans and CCOs** are posting and updating every Tuesday and Wednesday since late April 2021.
- **Primary care and behavioral health clinics can request Vaccine Population Reports** by emailing the Collective Support Team at [support@collectivemedical.com](mailto:support@collectivemedical.com)

### Contacts

- If you have questions about Oregon Health Leadership Council, please email: [Jill@orhealthleadershipcouncil.org](mailto:Jill@orhealthleadershipcouncil.org)
- If you have general questions about the Collective Platform use in Oregon, please email: [Liz@orhealthleadershipcouncil.org](mailto:Liz@orhealthleadershipcouncil.org)
- If you have technical or contract questions related to your instance of the Collective Platform, please email: [support@collectivemedical.com](mailto:support@collectivemedical.com)