



VACCINE HESITANCY

BEST PRACTICES IN MOVING TOWARDS

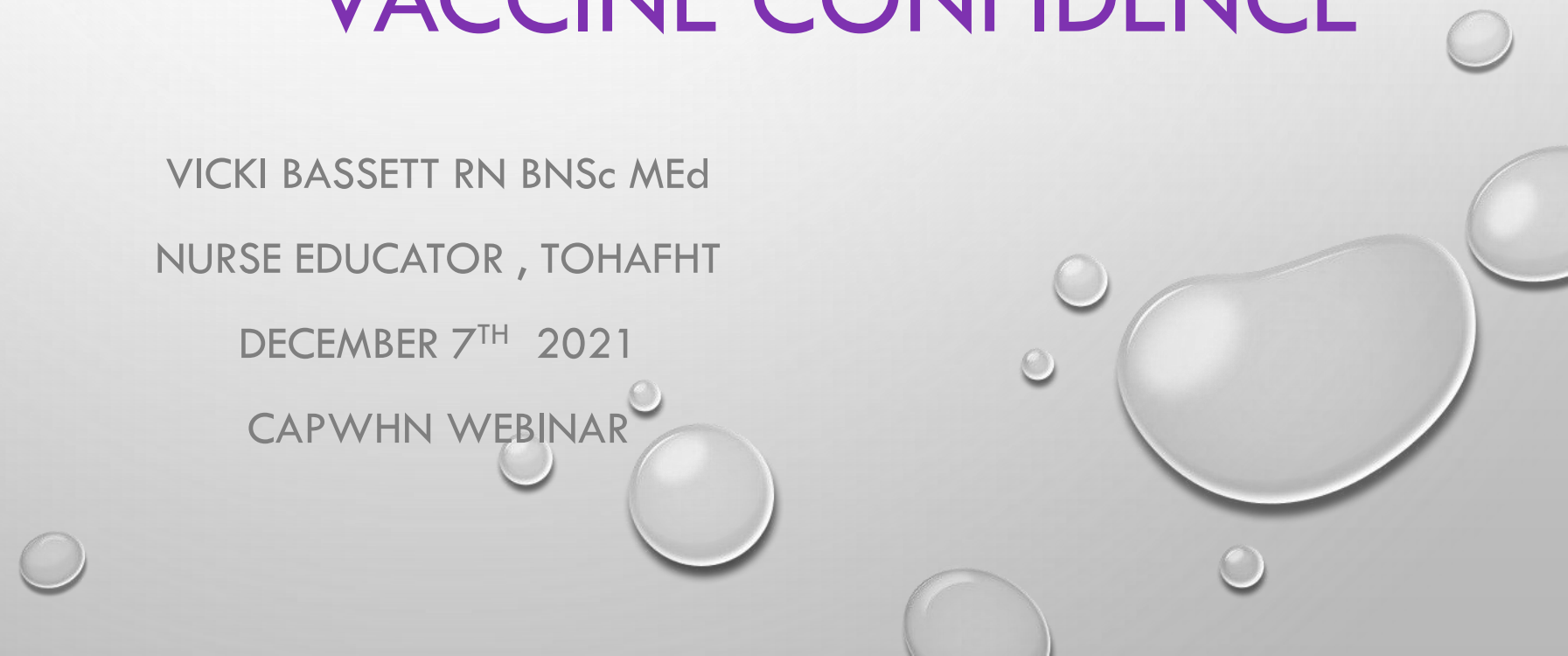
VACCINE CONFIDENCE

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NURSE EDUCATOR , TOHAFHT

DECEMBER 7TH 2021

CAPWHN WEBINAR



ACKNOWLEDGEMENTS



- ELIANA CASTILLO, LAURA IDARRAGA, REBECCA WOOD, ÈVE DUBÉ, ARNAUD GAGNEUR-
DEVELOPERS OF SOGC IMMUNIZATION IN PREGNANCY ON-LINE MODULE
- LAUREL O'CONNOR – IMMUNIZE CANADA
- DR. NONI MACDONALD - DALHOUSIE UNIVERSITY- DEPARTMENT OF PEDIATRICS
- DR. TARA KIRAN – UNIVERSITY OF TORONTO
- DR. CORA CONSTANTINESCU- UNIVERSITY OF CALGARY- DEPARTMENT OF PEDIATRICS

IMMUNIZE CANADA AND CAPWHN

- **WHAT/WHO IS IMMUNIZE CANADA?**



- A NATIONAL COALITION OF NON-GOVERNMENTAL, PROFESSIONAL, HEALTH, GOVERNMENT AND PRIVATE SECTOR ORGANIZATIONS WITH A SPECIFIC INTEREST IN PROMOTING THE UNDERSTANDING AND USE OF VACCINES RECOMMENDED BY THE NATIONAL ADVISORY COMMITTEE ON IMMUNIZATION. (NACI)
- CAPWHN IS A MEMBER ORGANIZATION OF IMMUNIZE CANADA
- THE GOAL OF IMMUNIZE CANADA:
 - TO CONTRIBUTE TO THE CONTROL/ELIMINATION/ERADICATION OF VACCINE-PREVENTABLE DISEASES IN CANADA
 - ACHIEVE THIS GOAL THROUGH EDUCATION, PROMOTION, MEDIA RELATIONS, AND ADVOCACY



AT THE END OF THIS PRESENTATION PARTICIPANTS WILL:

- UNDERSTAND TERMS RELATED TO VACCINE ACCEPTANCE
 - IDENTIFY EFFECTIVE COMMUNICATION STRATEGIES FOR PEOPLE WHO ARE VACCINE HESITANT
 - BE AWARE OF RESOURCES TO PROMOTE VACCINE CONFIDENCE
- 

TRUE OR FALSE ?

IN 2019 THE WORLD HEALTH ORGANIZATION STATED THAT VACCINE HESITANCY WAS ONE OF THE TOP 10 HEALTH THREATS FACING THE WORLD.

TRUE OR FALSE?

THE MOST IMPORTANT PREDICTOR OF A PATIENT'S RESPONSE TO VACCINATION IS A STRONG RECOMMENDATION FROM THE PATIENT'S HEALTH CARE PROVIDER.

CASE

- JANE IS PREGNANT FOR THE FOURTH TIME. YOU WOULD LIKE TO DISCUSS BOTH THE TDAP (TETANUS, DIPHTHERIA, ACELLULAR PERTUSSIS) AND INFLUENZA VACCINE WITH JANE.
- YOU ARE AWARE SHE DELAYED VACCINATION WITH HER CHILDREN AND HASN'T FOLLOWED THE FULL IMMUNIZATION SCHEDULE BECAUSE SHE BELIEVES THAT VACCINES CAN OVERWHELM THE IMMUNE SYSTEM.
- JANE HOME SCHOOLS HER 2 OLDER CHILDREN AND HER YOUNGER CHILD IS NOT IN DAYCARE OR EXPOSED TO MANY OTHER CHILDREN.
- SHE ALSO BELIEVES THAT BY BREASTFEEDING AND KEEPING HER BABY CLOSE TO HER, THE CHANCES OF HER BABY BEING EXPOSED TO WHOOPING COUGH OR FLU ARE VERY LOW.

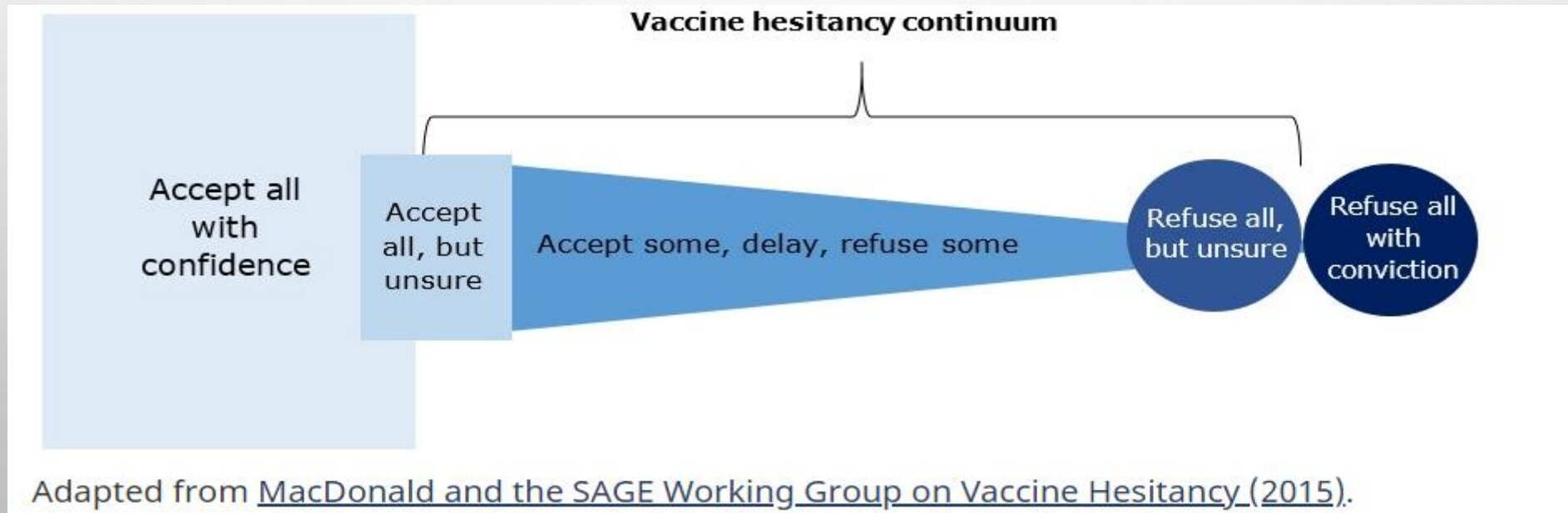


Which of the following is/are FALSE regarding the best communication approach with patients like Jane who have doubts and concerns about vaccines?

- a. Giving facts about vaccination and vaccine-preventable disease is the key when talking to a patient who does not trust in vaccination.
 - b. Inquire about the reasons why the patient is hesitant to receive vaccination.
 - c. Provide a strong recommendation about vaccination.
- 

DEFINITION OF VACCINE HESITANCY

- WHO: "THE RELUCTANCE OR REFUSAL TO VACCINATE DESPITE THE AVAILABILITY OF VACCINES".
- CONTINUUM:



DEFINITIONS

Vaccine Acceptors (70-75%)	Most individuals will accept vaccines because: - They consider vaccination is important and safe - They want to protect their children and themselves	
Vaccine Hesitant (25-30%)	These individuals can refuse or postpone the acceptance of a vaccine even when having access to vaccination services. There are 3 types of vaccine hesitant individuals: 1. Accept the vaccine but not convinced 2. Accept some vaccines, delay and refuse others 3. Decline the vaccine but unsure of their decision	
Vaccine Refusers (<2%)	They are NOT interested in receiving any type of vaccine. Some reasons for this are: - Personal beliefs/ religion - Believe in a “natural” approach to health	

Prior to COVID - famous quote from WHO:

“In absence of disease, fear of disease has been replaced by fear of vaccines for some people.”

Building Trust – WHO



HOW ARE WE DOING IN CANADA?

- **COVID -19 VACCINE** (DECEMBER 7TH , 2021)

Canada		
Doses given	Fully vaccinated	% of population fully vaccinated
62.2M	29.1M	76.6%

- PREGNANCY: NO NATIONAL DATA AVAILABLE
- ONTARIO – BORN DATA (DEC. 14, 2020 – SEPT. 30TH , 2021)
 - 64,234 PREGNANT WOMEN IN THIS PERIOD HAD RECEIVED AT LEAST 1 DOSE OF COVID VACCINE BEFORE OR DURING PREGNANCY
 - AMONG WOMEN PREGNANT IN SEPTEMBER 2021:
 - 58.7% HAD RECEIVED AT LEAST ONE DOSE OF COVID-19 VACCINE BEFORE OR DURING PREGNANCY
 - 52.1% HAD RECEIVED TWO DOSES OF COVID-19 VACCINE BEFORE OR DURING PREGNANCY
 - 41.3% STILL HAD NOT RECEIVED ANY DOSES OF COVID-19 VACCINE
 - AMONG WOMEN WHO WERE NOT VACCINATED, WHO GAVE BIRTH BY JULY 2021, 32% REMAINED UNVACCINATED AS OF SEPT. 30TH 2021
- 2019 NATIONAL SURVEY ON VACCINATION IN PREGNANCY (SEPT. 2018 -MARCH 2019)
 - **TDAP**- 44% REPORTED BEING VACCINATED N = 5091
 - 10% DIDN'T KNOW IF THEY HAD BEEN VACCINATED
 - **INFLUENZA**- 45% REPORTED BEING VACCINATED N = 2429

MAIN REASONS FOR NOT BEING VACCINATED

(2019 NATIONAL SURVEY)

- TDAP
 - 60% DID NOT KNOW VACCINE WAS RECOMMENDED IN PREGNANCY
 - 16% DID NOT WANT TO BE VACCINATED AGAINST PERTUSSIS DURING PREGNANCY
 - THIS VACCINE WAS NOT OFFERED BY MY HEALTH CARE PROVIDER – 11%
- INFLUENZA
 - 46% DID NOT WANT TO BE VACCINATED
 - 23% DID NOT KNOW THAT THIS VACCINE WAS RECOMMENDED DURING PREGNANCY

[HTTPS://WWW.CANADA.CA/EN/PUBLIC-HEALTH/SERVICES/PUBLICATIONS/VACCINES-IMMUNIZATION/SURVEY-VACCINATION-DURING-PREGNANCY.HTML](https://www.canada.ca/en/public-health/services/publications/vaccines-immunization/survey-vaccination-during-pregnancy.html)



COVID -1 9 VACCINE

- **STRONGEST PREDICTORS OF ACCEPTANCE:**
 - TRUST IN THE IMPORTANCE AND EFFECTIVENESS OF THE VACCINE
 - EXPLICIT COMMUNICATION ABOUT SAFETY FOR PREGNANT WOMEN
 - ACCEPTANCE OF OTHER VACCINES EG INFLUENZA
 - BELIEF IN THE IMPORTANCE OF VACCINES IN ONE'S OWN COUNTRY (GEOGRAPHIC DIFFERENCES)
 - ANXIETY ABOUT COVID
 - TRUST IN PUBLIC HEALTH AGENCIES/SCIENCE
 - COMPLIANCE TO MASK GUIDELINES

SYSTEMATIC REVIEW- 9 ARTICLES- 24 COUNTRIES – JUNE 2020- FEB 2021

- JANUSEK ET AL THE APPROACH OF PREGNANT WOMEN TO VACCINATION BASED ON A COVID 19 SYSTEMATIC REVIEW.
MEDICINA, 2021,57,997 (PUBLISHED SEPT. 2021)

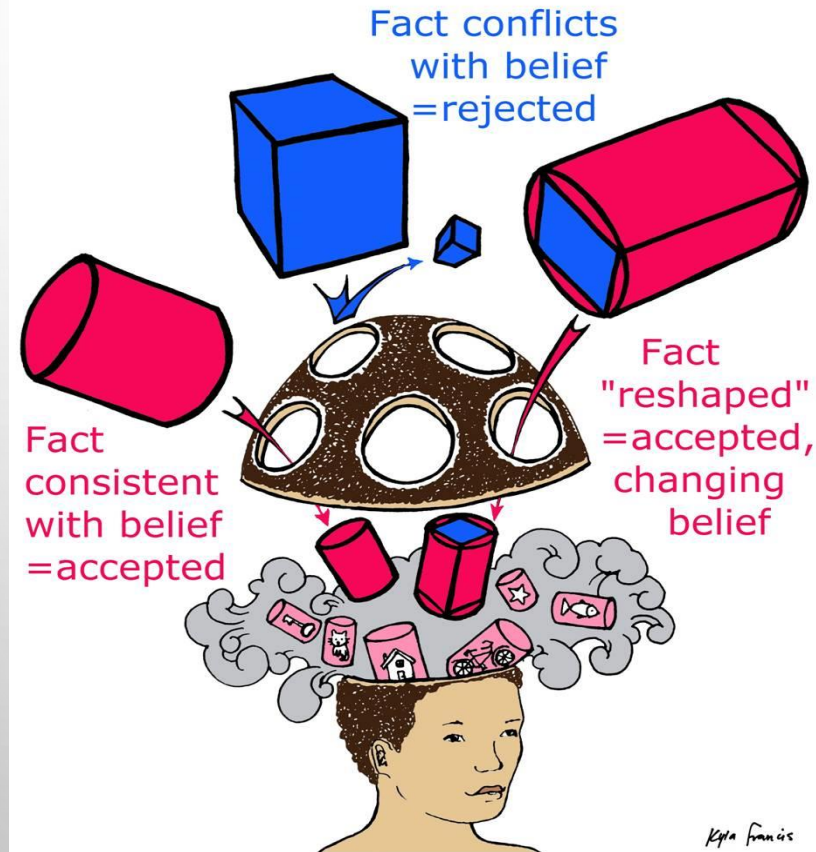
FACTORS CONTRIBUTING TO VACCINE HESITANCY

- ✓ Vaccine hesitancy is complex and varies through time.
- ✓ There are many reasons for vaccine hesitancy, the most common are:

COMPLACENCY	CONVENIENCE/Constrains	CONFIDENCE
Individuals might believe that: -They are not at risk of contracting a VPD -Other health issues are more important -Vaccines are not vital	Access to vaccine might be limited due to: -Geographic barriers -Affordability/ Costs* - Availability*	Trust in the reliability of: -Vaccines eg. safety concerns* -Health care system -Health care provider

VPD: Vaccine Preventable Disease

UNDERSTANDING RISK PERCEPTION AND HEALTH CARE DECISIONS



Drawn towards sources that share their world view (**assimilation bias**) Kahan. Sci 2013; 342: 53-4



Risk perceptions are intuitive, automatic and often unconscious



Emotions play a role in how people make decisions



Emotions play a role in how people interpret numerical information

SOGC Statement on COVID-19 Vaccination in Pregnancy

POLIQVIN, V; CASTILLO, E; BOUCOIRAN, I; WONG, J; WATSON, H; YUDIN, M; MONEY, D; VAN SCHALKWYK, J; ELWOOD, C on behalf of the Infectious Disease Committee of the Society of Obstetricians and Gynaecologists of Canada

Original date: December 18th, 2020

Revised and reaffirmed date: November 4th, 2021

CONSENSUS STATEMENTS:

1. COVID-19 vaccination is *recommended* during pregnancy in any trimester and while breastfeeding.
2. All available COVID-19 vaccines approved in Canada can be used during pregnancy and breastfeeding, but the SOGC recommends following provincial and territorial guidelines on type of vaccine to prioritize for pregnant and breastfeeding individuals.
3. Individuals should not be precluded from vaccination based on pregnancy status or breastfeeding.
4. Given that pregnant people are at increased risk of morbidity from COVID-19 infection, all pregnant persons should be prioritized to receive a COVID-19 vaccination.

COVID-19 Vaccines While Pregnant or Breastfeeding

Updated Nov. 19, 2021

Languages ▼

Print

What You Need to Know

- People who are pregnant or recently pregnant are more likely to get severely ill with COVID-19 compared with people who are not pregnant.
- Getting a COVID-19 vaccine can help protect you from severe illness from COVID-19.
- COVID-19 vaccination is recommended for people who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future.
- People who are pregnant may receive a COVID-19 vaccine booster shot.
- Evidence about the safety and effectiveness of COVID-19 vaccination during pregnancy has been growing. These data suggest that the benefits of receiving a COVID-19 vaccine outweigh any known or potential risks of vaccination during pregnancy.
- There is currently no evidence that any vaccines, including COVID-19 vaccines, cause fertility problems in women or men.

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/pregnancy.html>



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NEWS / Pfizer And BioNTech Commence Global Clinical Trial To Evaluate COVID-19 Vaccine In Pregnant Women

PFIZER AND BIONTECH COMMENCE GLOBAL CLINICAL TRIAL TO EVALUATE COVID-19 VACCINE IN PREGNANT WOMEN

Thursday, February 18, 2021 - 01:30pm EST

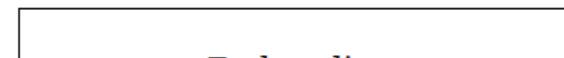
New York, USA and Mainz, Germany, February 18, 2021 — [Pfizer Inc.](#) (NYSE: PFE) and [BioNTech SE](#) (Nasdaq: BNTX) announced today that the first participants have been dosed in a global Phase 2/3 study to further evaluate the safety, tolerability, and immunogenicity of the Pfizer-BioNTech COVID-19 vaccine(BNT162b2) in preventing COVID-19 in healthy pregnant women 18 years of age and older.

NACI releases new recommendation for vaccinating pregnant ...

May 3, 2021 — The National Advisory Committee on Immunization has updated its guidance on providing COVID-19 vaccines to pregnant women in eligible age ...

COVID-19 vaccine registry for pregnant and breastfeeding individuals in Canada

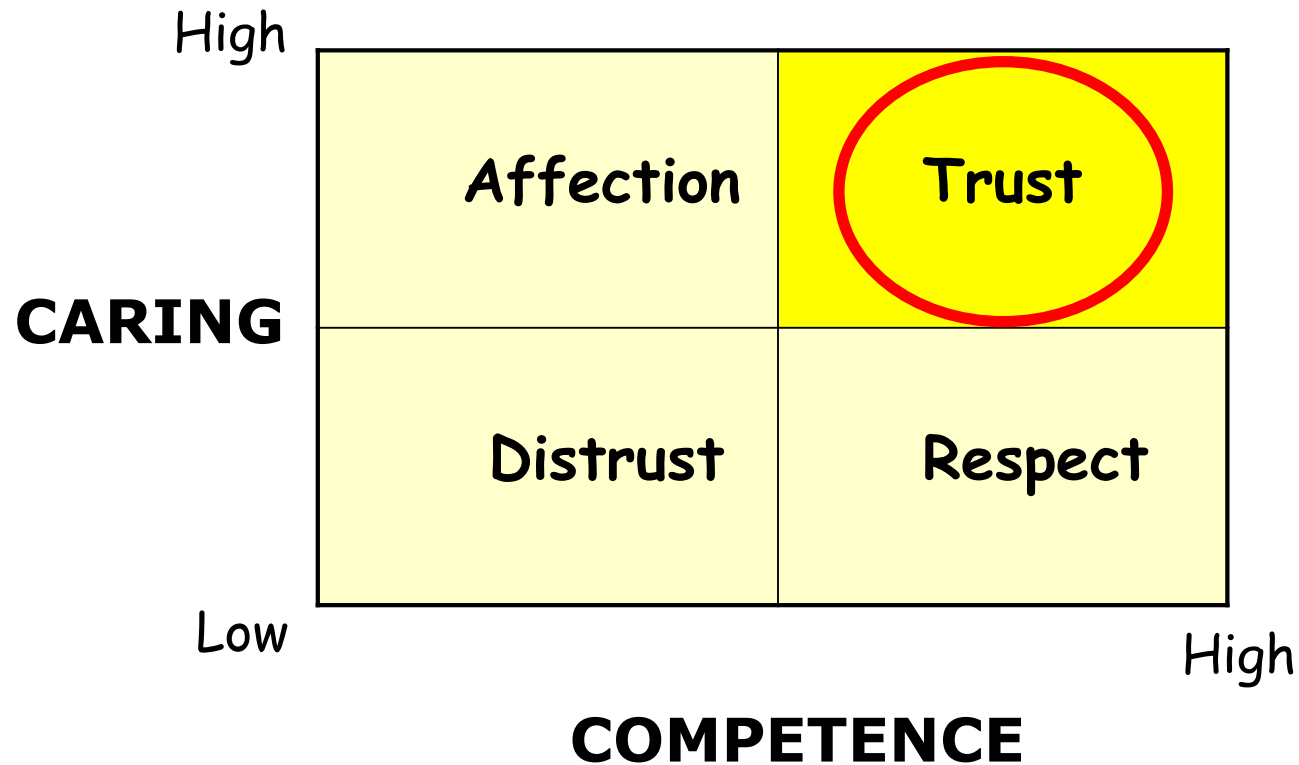
Issue: BCMJ, vol. 63, No. 63, **July August 2021**, Page 236 News COVID-19



<https://bcmj.org/news-covid-19/covid-19-vaccine-registry-pregnant-and-breastfeeding-individuals-canada>

BUILDING TRUST- CRITICAL ELEMENT: MANY STEPS

Trust = Competence + Caring





RaeAnn Davey

April 21 at 6:50 AM · 🌐

Well done and I hope helpful to you. For us - our doctor has never steered us wrong. When she said get your name on a list, protect yourself and your loved ones - we did.



CBC News: The National

April 2 at 4:57 PM · 🌐

Dr. Samir Gupta explains how the four COVID-19 vaccines now approved in Canada work and why efficacy rates aren't the most important number to look at.



Visit the COVID-19 Information Center for vaccine resources.

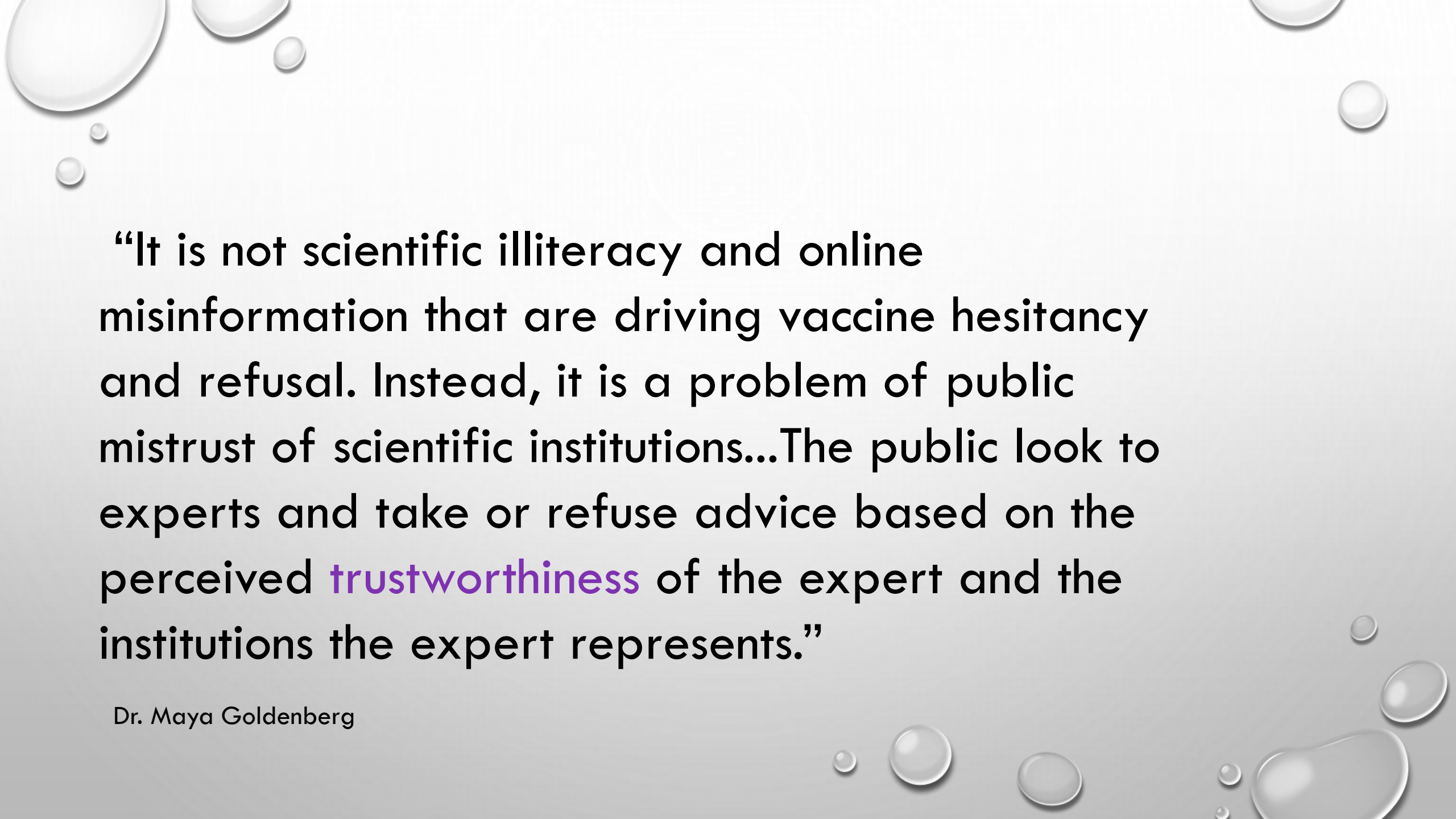
CITY



There is absolutely no danger. And no reason for anyone to be concerned.

PRIME MINISTER JUSTIN TRUDEAU, who offered his assurances Friday that this country's supply of the AstraZeneca COVID-19 vaccine is not affected by 'tainted' doses discovered in a Baltimore manufacturing plant.

Ottawa Citizen-
April 24th, 2021



“It is not scientific illiteracy and online misinformation that are driving vaccine hesitancy and refusal. Instead, it is a problem of public mistrust of scientific institutions...The public look to experts and take or refuse advice based on the perceived **trustworthiness** of the expert and the institutions the expert represents.”

Dr. Maya Goldenberg

BEST PRACTICES

- THERE IS NO “SILVER BULLET” - DEFINITION: A SIMPLE AND SEEMINGLY MAGICAL SOLUTION TO A COMPLICATED PROBLEM
- GIVEN THE COMPLEXITY OF THE REASONS FOR HESITANCY – NO ONE APPROACH OR SCRIPT WILL WORK FOR ALL
- BEST EVIDENCE RELATES TO A CONVERSATION STRATEGY THAT IS FOUNDED ON A TRUSTING RESPECTFUL RELATIONSHIP BETWEEN THE PATIENT AND THE HEALTH CARE PROVIDER

HOW TO ADDRESS VACCINE HESITANCY?

DO'S

- Gain the trust of your patients - credibility is key
- Use presumptive approach ie assume vaccination will be given:
“ We'll give you your flu shot today” vs. What do you want to do about the flu shot?
- Create a “safe space” for discussion
- Give a strong recommendation
- Assess the doubts about vaccination
- Reassure those that are hesitant about vaccination by providing **information* tailored to their doubts**
- Respect patient's viewpoint
- Use non-judgmental approach

DON'TS

- X Give patient unsolicited information i.e., do not plant doubts
- X Give patient facts about vaccines or VPDs not tailored to their needs (Can increase hesitancy)
- X Explore the reasons for being hesitant in too much detail
- X Dismiss or minimize the risks
- X Be argumentative
- X Use fear or shame to try to convince**
- X Assume you know the reason for hesitancy (common error)

SCRIPTS FOR STRONG RECOMMENDATION

- FOCUS ON THE POSITIVE EMOTIONAL VALUE OF IMMUNIZATIONS

HEALTH CANADA CAMPAIGN- “YOU PROTECT THEM EVERYDAY- SO DO VACCINATIONS”

- “VACCINATION DURING YOUR PREGNANCY IS THE BEST WAY TO PROTECT YOUR BABY FROM PERTUSSIS/WHOOPING COUGH – WHICH CAN BE VERY SERIOUS FOR BABIES.”
- “IMMUNIZATION IS THE BEST WAY TO PROTECT YOUR CHILD FROM DISEASES THAT COULD CAUSE SERIOUS COMPLICATIONS AND HARM. VACCINES ARE SAFE AND EFFECTIVE.”
- “ I CAN SAY WITH CONFIDENCE THAT HEALTH CANADA HAS VERY HIGH STANDARDS FOR VACCINE SAFETY. DECISIONS TO APPROVE VACCINES FOR USE IN CANADA ARE BASED ON SCIENTIFIC AND MEDICAL EVIDENCE SHOWING THAT VACCINES ARE SAFE AND EFFECTIVE.”
- “ I STRONGLY RECOMMEND COVID VACCINE FOR YOU- IT IS THE BEST WAY TO PROTECT YOURSELF AND YOUR BABY, FROM COVID DISEASE. THE BENEFITS OUTWEIGH THE RISKS. ”

PrOTCT Framework for the COVID-19 vaccine discussion



What do you think of the new vaccine(s)? Do you think I should get it? Is it safe?

When patients ask these questions, it may be tempting to dive into answering. This framework will help approach these conversations thoughtfully to achieve a positive, effective interaction that builds trust while sharing important information.

P: **Presume** they will get the vaccine with positive statements

Talking tip:

I will get/have already gotten the COVID vaccine and I am happy to help you get it too, so you can protect yourself and your loved ones.¹

O: **offer** to share your knowledge about the facts and your experience with having had the vaccine

Talking tip:

I have been thinking a lot about this vaccine for my patients and educating myself on the science around it. Can I share some of what I know with you?²

Provider resources:

- [Pfizer-BioNTech COVID-19 vaccine: What you should know \(Health Canada, December 11, 2020\)](#)
- [Addressing patient questions about vaccines \(CEP, Dec 2020\)](#)

T: **Tailor** the recommendation to their specific health concerns

Talking tip:

Here is why you are the right person to get this vaccine: [example: you have high blood pressure and diabetes but have a high quality of life. Because of your conditions, you are at high risk of being hospitalised with COVID, so we need to maintain the quality of life you have right now.]^{3,4}

Provider resources:

- [Recommendations on the use of COVID-19 vaccine\(s\) \(NACI, Dec 12, 2020\)](#)

C: Address specific **concerns** (should not be the bulk of the conversation)

Talking tip:

Are there any particular concerns about this vaccine you want me to address?²

Provider resources:

- [Addressing patient questions about vaccines \(CEP, Dec 2020\)](#)

T: **Talk** through a specific plan for where and when to get the vaccine

Talking tip:

You can do the following to get the vaccine...²

- Provide appointment time
- Provide patient vaccine information sheet
- Provide schedule (2 doses)

Provider resources:

- [COVID-19 vaccines \(CEP, Dec 2020\)](#)

References

1. Opel et al. Impact of Childhood Vaccine Discussion Format Over Time on Immunization Status. *Acad Pediatr*. 2018;18(4):430-436. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5936647/>
2. Shen, S. and Dubey, V. Addressing vaccine hesitancy: Clinical guidance for primary care physicians working with parents. *Can Fam Physician*. 2019 Mar; 65(3): 175-181. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6515949/>
3. Connors et al. Provider-parent Communication When Discussing Vaccines: A Systematic Review. *J. Pediatr Nurs* Vol 33, March-April 2017, Pages 10-15. <https://www.sciencedirect.com/science/article/abs/pii/S0882596316302895>
4. Kennedy et al. Development of vaccine risk communication messages using risk comparisons and mathematical modeling. *J Health Commun* 2008;13(December (8)):793-807. <http://www.ncbi.nlm.nih.gov/pubmed/19051114>

This Resource was developed by the Centre for Effective Practice and Alberta Department of Pediatrics. Clinical leadership and expertise provided by Cora Constantinescu, BSc, MD, FRCP, Noah Ivers MD, CCFP, PhD and Kelly Grindrod, BScPharm, PharmD, MSc

This Resource was developed for licensed health care professionals in Canada as a guide only and does not constitute medical or other professional advice. Primary care providers and other health care professionals are required to exercise their own clinical judgment in using this Resource.



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EGRIP APPROACH

- **EMOTIONS** – WHEN SOMEONE DENIES CLEAR FACTS; USE EMPATHETIC LISTENING
- **GOALS**- SHARED GOALS EG. ENSURING DECISION IS WELL-INFORMED
- **RAPPORT**
- **INFORMATION SHARING**
- **POSITIVE REINFORCEMENT**

- TSIPURSKY,G. HOW TO TALK TO A SCIENCE DENIER WITHOUT ARGUING. SCIENTIFIC AMERICAN. DEC.11,2017

THE A-S-K APPROACH

- **A- ACKNOWLEDGE YOUR PATIENT'S CONCERNS**
 - “ I HEAR WHAT YOU'RE SAYING- THAT'S A COMMON QUESTION I GET FROM PATIENTS. TELL ME MORE ABOUT WHAT YOU'VE HEARD.”
- **S- STEER YOUR CONVERSATION**
 - “ ACTUALLY THAT'S A COMMON MYTH. UNFORTUNATELY THE INTERNET CAN HAVE INACCURATE INFORMATION DEPENDING ON WHERE YOU LOOK.”
- **KNOWLEDGE- KNOW THE FACTS WELL* – PROVIDE INFORMATION TAILORED TO PATIENT'S NEEDS**
 - “ WOULD YOU LIKE A LIST OF GOOD IMMUNIZATION WEB SITES TO LEARN MORE? “

Ask-Provide-Verify

Ask

Ask information on what the client knows about vaccines

“So what do you already know about vaccination?”

Provide

Share information on vaccines

“Could I provide you with some information, based on what you just shared?”

Verify

Verify what they have understood and what they will do with this information

“Given our discussion, how do you view things now? Please remember that I am here to talk through any concerns that you may have.”

Be careful: do not to add potential concerns by mentioning issues not raised by the parent/caregiver.

METHODS TO ADDRESS VACCINE HESITANT PATIENTS: MOTIVATIONAL INTERVIEWING

- A PATIENT CENTERED, COLLABORATIVE, APPROACH IN WHICH THE PATIENT'S REASONS TO BE HESITANT ARE EXPLORED TO CREATE AND STRENGTHEN THEIR MOTIVATION FOR CHANGE
- SHIFT FROM "TALKING TO" TO "WORKING WITH"
- REMEMBER THAT WHEN COMMUNICATING WITH YOUR PATIENTS IT IS IMPORTANT TO:
 - ✓ LISTEN CAREFULLY TO WHAT THEY HAVE TO SAY
 - ✓ SHOW EMPATHY
 - ✓ ADAPT TO THE PATIENT'S NEEDS
 - ✓ ASK QUESTIONS WHEN APPROPRIATE
 - ✓ PROVIDE CLEAR MESSAGES
 - ✓ AVOID BEING ARGUMENTATIVE
 - ✓ GIVE INFORMATION WITH PERMISSION

A personal example....

HOW TO USE THE SKILLS OF MOTIVATIONAL INTERVIEWING

O= Ask Open ended questions

A= Affirm Strengths and Validate

R=Reflective Listening

ESE
(Elicit-Share-Elicit)

Eg. What are your concerns about the flu shot or the Tdap vaccine?
– What/why/how.

Eg. “ I don’t want to get any medications when I am pregnant as I don’t think it’s safe”.

“I understand that you are concerned about getting medications while you are pregnant.

“I understand you want to choose what is beneficial for you and your baby”

“I understand that you are concerned medications may be harmful to your baby.”

“It’s great that you are thinking about your health and your baby’s safety!”

1. E: “So what do you already know about vaccines?”

2. S: “ Could I provide you with more information based on what you just shared?”

*The flu shot significantly reduces the chance of getting the flu during pregnancy.

* There are cases where healthy pregnant women have gotten the flu and have become very sick and needed to be in the ICU for awhile.

*The Tdap shot protects your baby from getting whooping cough which can be quite serious.

3. E: “ Given our discussion, how do you view things now?”

Summarize

The aim isn't to chop off the negative, but rather to have the positive reveal itself. This takes conversation, close listening, empathy and above all, trust. Shifting out of the negative reason and into an expression of a positive aspiration is something that takes time, not argument. This, in motivational interviewing, is the key to moving from "I'm religiously opposed to the vaccine," to helping someone understand that vaccination may allow them to attend worship again soon.

<https://theconversation.com/how-better-conversations-can-help-reduce-vaccine-hesitancy-for-covid-19-and-other-shots-159321> May 10th, 2021

Myles, Leslie - Associate Professor, School of Public Policy, University of Calgary

Program that convinces new parents to vaccinate kids could work for COVID-19 shots, too, experts say



PromoVac puts vaccine counsellors in birthing centres across Quebec

By Brandie Weikle · Posted: Dec 19, 2020 4:00 AM ET | Last Updated: March 5



<https://www.cbc.ca/radio/program-that-convinces-new-parents-to-vaccinate-kids-could-work-for-covid-19-shots-too-experts-say-1.5842659>

“COLLECTIVE RESPONSIBILITY” WILL BE
A FACTOR WHEN WE TRY TO
MOTIVATE PARENTS TO VACCINATE
THEIR CHILDREN FOR COVID.

DR CORA CONSTANTINESCU
DEPT. OF PEDIATRICS, CALGARY





RESOURCES TO STRENGTHEN PRACTICE AND BUILD VACCINE CONFIDENCE

YOU MAY NOT HAVE ALL THE ANSWERS – BUT YOU KNOW WHERE TO LOOK! 😊



Excellent resource
Sample scripts for common concerns!



The screenshot shows a web browser window with the URL canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/health-professionals/vaccines/vaccine-hesitancy-primer.html. The page header includes the Government of Canada logo and the text "Government of Canada" and "Gouvernement du Canada". A search bar is visible with the text "Search Canada.ca". The main content area features a breadcrumb trail: [Canada.ca](#) > [Coronavirus disease \(COVID-19\)](#) > [For health professionals](#) > [COVID-19 for health professionals: Vaccines](#). Below the breadcrumb trail, the title "Addressing vaccine hesitancy in the context of COVID-19: A primer for health care providers" is displayed in a large, bold, black font.

Version no. 2, May 7, 2021 / Version n° 2, 7 mai 2021

COVID-19 Vaccination Resources
Ressources sur la vaccination contre la COVID-19

Tool Kit for Health Care Providers

Trousse à outils pour les fournisseurs de soins de santé

English



Français



Accessible versions of Government of Canada resources in this tool kit can be found at Canada.ca/covid-vaccine.

Vous trouverez les versions accessibles des ressources du gouvernement du Canada dans la présente trousse à outils sur le site Canada.ca/vaccin-covid.



Public Health
Agency of Canada

Agence de la santé
publique du Canada

Canada



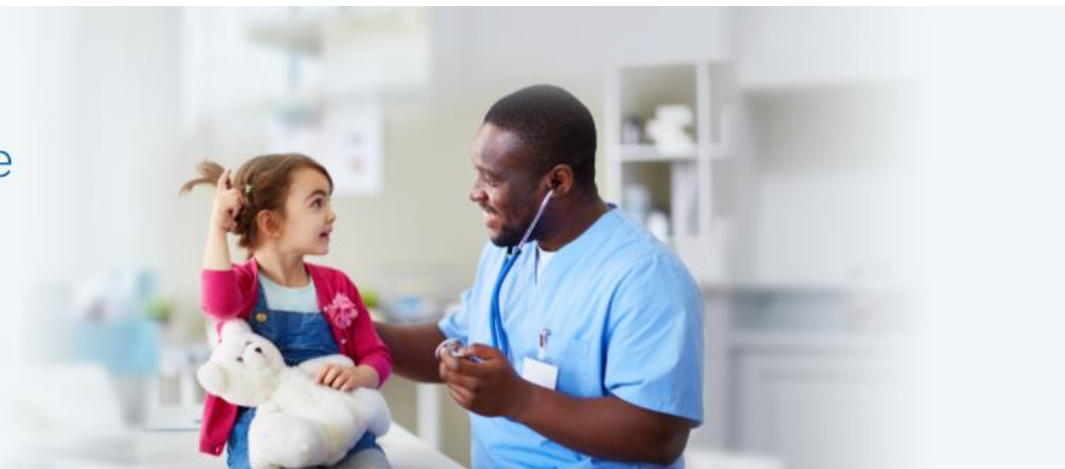
Great 2 minute video on
vaccine safety!

<https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/health-professionals.html>

<https://www.canada.ca/en/public-health/services/video/vaccine-safety.html>

Immunization protects individuals and communities by preventing the spread of disease.

As more people are immunized, the disease risk for everyone is reduced.



Get the Facts

In Canada, immunization has saved more lives than any other health intervention.



[Campaigns and Promotional Resources](#)

Learn how immunizations help protect you from vaccine-preventable diseases and their complications.

[Learn more ▶](#)



[COVID-19](#)

Answer your questions about COVID-19 immunization.

[More about COVID-19 disease and vaccines ▶](#)



[Diseases & Vaccines](#)

Learn about the diseases that vaccines protect against.

[Learn more ▶](#)

Developed by:



Centre
for Effective
Practice



Answering questions about **COVID-19 vaccines:** a guide for healthcare providers



As a healthcare provider, you are the key to a successful COVID-19 vaccination campaign. These evidence-based responses to common questions will help you in your role as a community ambassador to promote widespread vaccination.

In all patient encounters, communicate that you have already gotten or are planning to get vaccinated.

<https://tools.cep.health/tool/covid-19-vaccines/#specialpops>

Ensuring patient confidence in vaccines

Jump to concerns/questions related to:

- 🔗 The AstraZeneca vaccine
- 🔗 COVID-19 risk and transmission
- 🔗 mRNA vaccines
- 🔗 Viral vector vaccines
- 🔗 Special populations and contraindications
- 🔗 Vaccine efficacy
- 🔗 Religious beliefs
- 🔗 Preparing for vaccination
- 🔗 Vaccine availability
- 🔗 Vaccine development and approval process
- 🔗 Side effects
- 🔗 Vaccine safety and adverse events
- 🔗 Vaccine ingredients
- 🔗 Questions specific to Indigenous communities



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**BUILD TRUST.
CHANGE BEHAVIOUR.
SAVE LIVES.**

Vaccines don't save lives. Vaccinations do.

They're safe, they're effective, and they're rolling out now.

<https://www.19tozero.ca/healthcare-worker-resources>

COVID-19 Vaccination in Pregnancy: FAQs

November 15, 2021



Should pregnant women get the COVID-19 vaccine?

Yes! Pregnant people with COVID-19 are at higher risk for severe disease, hospitalization and pregnancy complications.

In a large multi-national study, pregnant women with COVID-19 were at higher risk for pregnancy-induced hypertension, preeclampsia/eclampsia, infections and admission to the ICU [1].

7-11%

of pregnant women will require **hospitalization** for COVID-19

22x

higher **mortality** rate for pregnant women with COVID-19

Is the COVID-19 vaccine effective in pregnant women?

The COVID-19 vaccines are very effective in protecting pregnant people from severe

Is the COVID-19 vaccine safe in pregnancy?

Yes. The vaccine does not increase the risk of miscarriage, preterm, stillborn or

For HCPs



The screenshot shows the CANVax website in a web browser. The browser's address bar displays 'canvax.ca'. The website's header includes the CANVax logo, navigation links for 'Français', 'HELP', 'CONTACT US', 'REGISTER', and 'LOGIN', and a search bar with the placeholder text 'Find immunization resources'. Below the header is a horizontal menu with categories: 'Topics', 'Resources', 'COVID-19', 'Podcasts', 'Webinars', 'In Brief', and 'About CANVax', each with a plus icon. The main content area features the title 'The Canadian Vaccination Evidence Resource and Exchange Centre'. Under this title are two links: 'COVID-19 Resources on Immunization' and 'COVID-19 Vaccine Questions & Answers'. The 'COVID-19 Resources on Immunization' link is accompanied by an image of hands typing on a laptop, and the 'COVID-19 Vaccine Questions & Answers' link is accompanied by an image of a large white question mark on an orange background. The website is decorated with colorful circles and water droplets.

CANVax

canvax.ca

Apps Sign in to your acco... What Is Advance Ca... Microsoft Office Ho... nurse educator vbassett Patient & Family En... Reading

Français | **HELP** | **CONTACT US** | **REGISTER** | **LOGIN**

CANVAX

Find immunization resources **Search**

Topics + | Resources + | **COVID-19 +** | Podcasts | Webinars + | In Brief + | About CANVax +

The Canadian Vaccination Evidence Resource and Exchange Centre

[COVID-19 Resources on Immunization](#) [COVID-19 Vaccine Questions & Answers](#)



VACCINE SAFETY NET

Look for this logo!



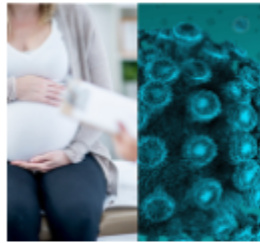
SOGC COVID-19 Vaccination in Pregnancy **FAQ for Health Care Providers**



SOGC Consensus Statement: Women who are pregnant or breastfeeding should be offered vaccination at any time during pregnancy, if they are eligible and there are no contraindications.

SOGC ON-LINE COURSES

COVID-19 Vaccination and Pregnancy



This online course offers a review of up-to-date information on the COVID-19 vaccination and pregnancy.

When: March 18, 2021 – December 31, 2025

Vaccination in Pregnancy



After completing this online course, learners will be able to describe the evidence for efficacy and safety of vaccination during pregnancy and the preconception and postpartum periods, to identify the indications and contraindications for various vaccines including travel vaccines during pregnancy and the preconception and postpartum periods, to demonstrate strategies to counsel patients about vaccination during pregnancy, to recognize reasons why patients choose not to vaccinate... [Details](#)

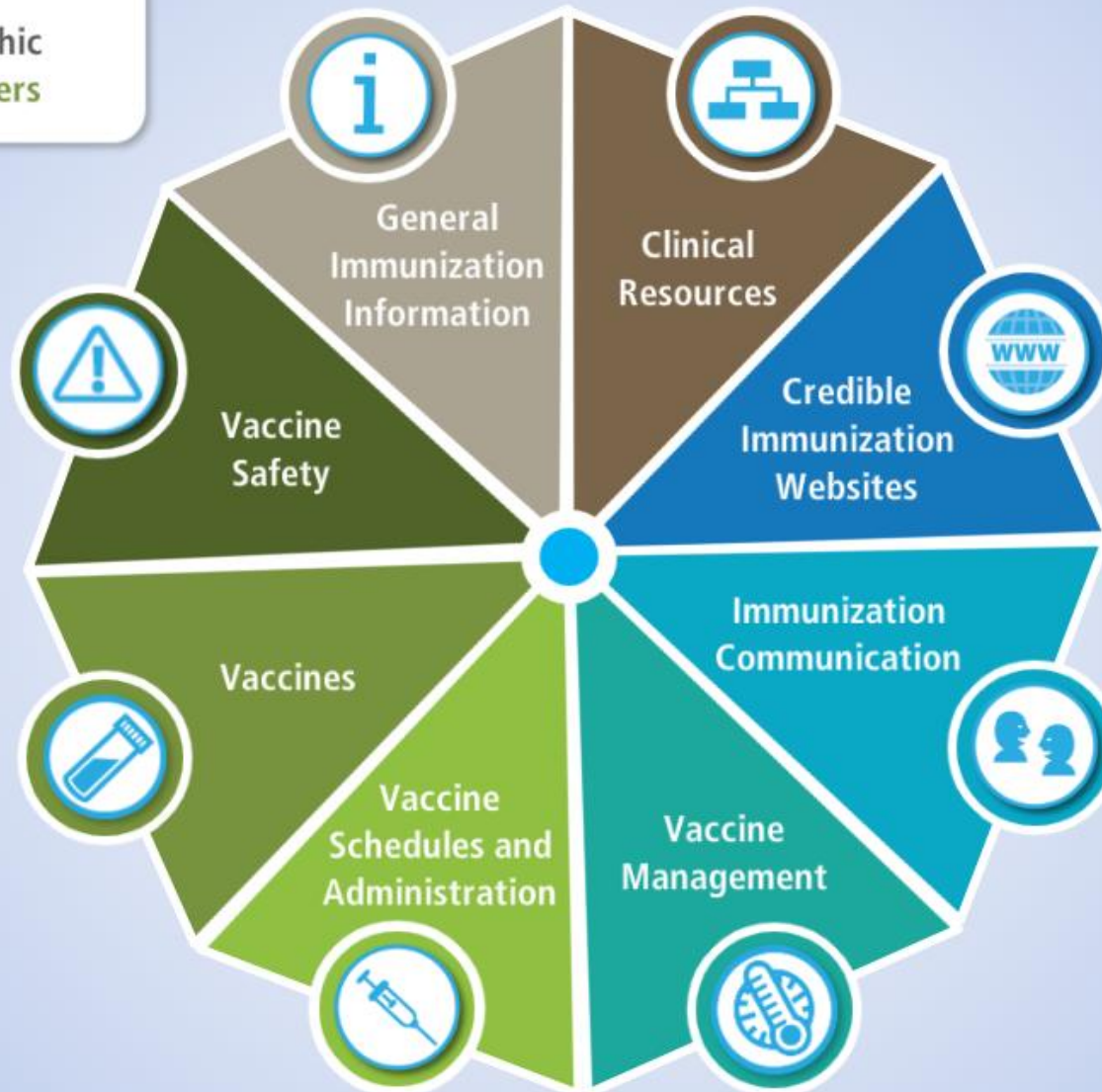
When: June 10, 2019 – December 31, 2025

Interactive Electronic Immunization Infographic For Health Care Providers

There is a wealth of credible and important immunization resources. This tool collates and highlights information and key national and provincial immunization resources for health care providers.

How to use the infographic:

Select the immunization topic of interest. This will display an array of applicable subcategories and corresponding resources. Select the resource of interest to you.



PATIENT RESOURCES – BUILDING VACCINE CONFIDENCE



- IMMUNIZE CANADA -MULTI-LANGUAGE VACCINE INFORMATION
- IBOOST/ KIDS BOOST IMMUNITY –IMMUNIZE BC - [HTTP://WWW.BCCDC.CA/OUR-SERVICES/PROGRAMS/I-BOOST-IMMUNITY](http://www.bccdc.ca/our-services/programs/i-boost-immunity)
 - [HTTPS://WWW.YOUTUBE.COM/WATCH?V=17JSLJUGX9A&FEATURE=Youtu.be](https://www.youtube.com/watch?v=17JSLJUGX9A&FEATURE=Youtu.be) (PARENT TESTIMONIAL)
- CANADIAN PEDIATRIC SOCIETY – CARING FOR KIDS – EXCELLENT IMMUNIZATION RESOURCES
- PUBLIC HEALTH AGENCY OF CANADA [HTTPS://WWW.CANADA.CA/EN/PUBLIC-HEALTH/TOPICS/IMMUNIZATION-VACCINES.HTML](https://www.canada.ca/en/public-health/topics/immunization-vaccines.html)

VACCINATION AND PREGNANCY

Vaccination during pregnancy protects both the mother and the fetus from infections that can be severe. It even protects infants after birth, while they are too young to be vaccinated!

MOST VACCINES CAN BE GIVEN DURING PREGNANCY

Like most inactivated vaccines, pertussis and influenza vaccines can be given during pregnancy. They are safe and provide adequate protection to pregnant women.

Only live vaccines such as the measles, mumps and rubella (MMR) vaccine and live influenza vaccines are generally contraindicated.



All pregnant women should be vaccinated for PERTUSSIS and INFLUENZA.

PERTUSSIS

Recommendation: All pregnant women should receive the tetanus, diphtheria and pertussis (Tdap) vaccine during every pregnancy, regardless of their past immunization history. The Tdap vaccine is highly effective in years following vaccination, but afterwards, immunity wanes.

Administration:

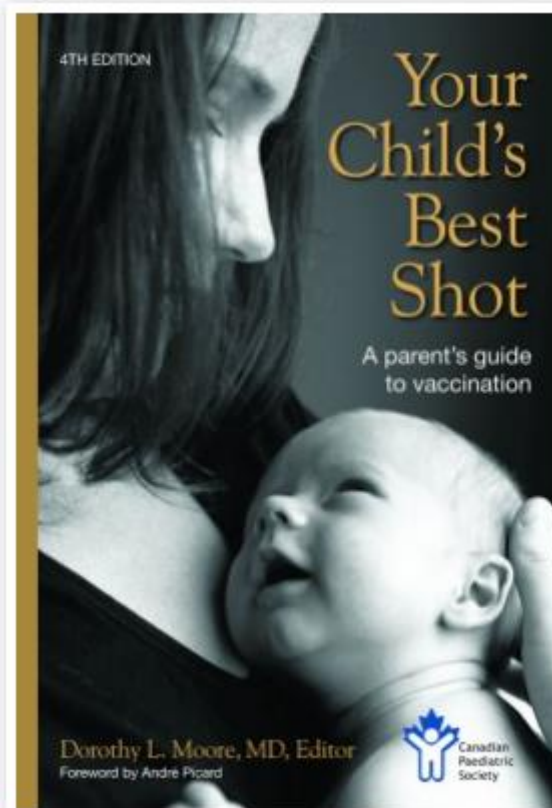
- Ideally, the vaccine should be administered between 27 and 32 weeks of gestation.
- Vaccination between 13 and 26 weeks of gestation may be considered due to the mother's condition (e.g., risk of preterm delivery) or to programmatic considerations (e.g., taking advantage of a prenatal check-up).
- It is preferable to vaccinate the mother at least four weeks before delivery to allow optimal transfer of maternal antibodies.

- Women who were not vaccinated during the optimal period can be vaccinated at any time until delivery.

Rationale: When Tdap is given in pregnancy, the mother produces antibodies that are transferred to the fetus and protect the newborn during the first months of life. Pertussis is particularly dangerous for infants who are too young to receive their first dose of vaccine, which is given at two months.

Safety: Tdap vaccination during pregnancy is safe for both the mother and the fetus.

Effectiveness: Tdap vaccination in pregnancy is estimated to protect 90% of infants less than 3 months of age against pertussis.



Available in multiple languages



Evaluating immunization information on the Internet: What can I believe?



THE MISINFORMATION WEB:

Learn How to Find and Trust Online Information about HPV Immunization.

Resource from Immunize Canada

MISINFORMATION



WHAT WHY HOW WHO ▾ SHARE LEARN MORE ▾ ENGLISH ▾



TOGETHER AGAINST MISINFORMATION

ScienceUpFirst is a national initiative that works with a collective of independent scientists, researchers, health care experts and science communicators. We share the **best available science in creative ways** to stop the spread of misinformation.

Right now, we're focused on the COVID-19 pandemic and vaccines.

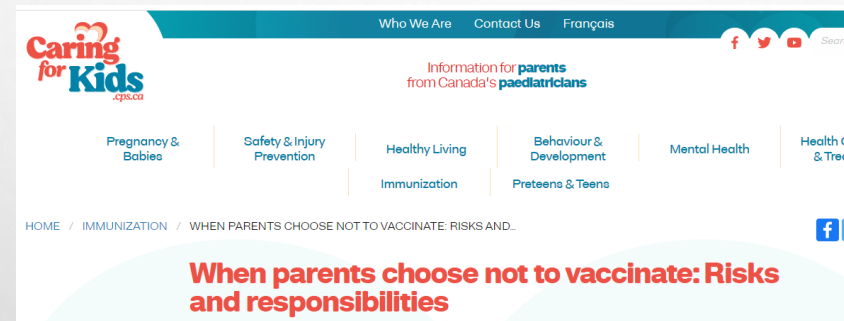
WHY SCIENCE UP FIRST?

Good science can cut through misinformation when it's packaged with creativity and empathy.

We combine expert scientific knowledge with social media know-how to create engaging content. By putting science up first, we inform, delight, and inspire people to make evidence-based decisions.

PARENT RESOURCES- CHOOSING NOT TO VACCINATE

- [HTTPS://WWW.CARINGFORKIDS.CPS.CA/HANDOUTS/WHEN-PARENTS-CHOOSE-NOT-TO-VACCINATE-RISKS-AND-RESPONSIBILITIES](https://www.caringforkids.cps.ca/handouts/when-parents-choose-not-to-vaccinate-risks-and-responsibilities)



- [HTTPS://IMMUNIZEBC.CA/IF-YOU-CHOOSE-NOT-VACCINATE-YOUR-CHILD](https://immunizebc.ca/if-you-choose-not-vaccinate-your-child)

COVID-19 PATIENT RESOURCES

- PUBLIC HEALTH AGENCY OF CANADA —

COVID-19: Pregnancy, childbirth and caring for a newborn

Government of Canada

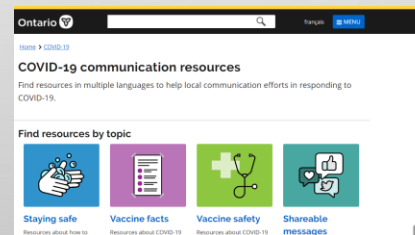
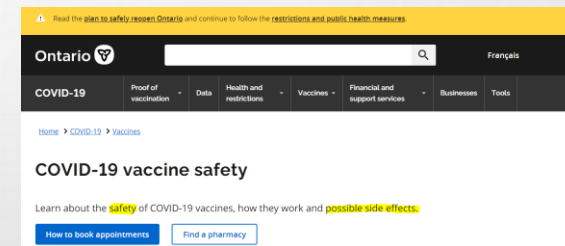
24 September 2021

[To learn more](#)

- IMMUNIZE CANADA
- PROVINCIAL WEBSITES
 - MOH ONTARIO

[HTTPS://COVID-19.ONTARIO.CA/COVID-19-VACCINE-SAFETY](https://COVID-19.ONTARIO.CA/COVID-19-VACCINE-SAFETY)

[HTTPS://WWW.ONTARIO.CA/PAGE/COVID-19-COMMUNICATION-RESOURCES#VACCINE-SAFETY](https://WWW.ONTARIO.CA/PAGE/COVID-19-COMMUNICATION-RESOURCES#VACCINE-SAFETY)



For the Public

[COVID-19 Info](#)
[Learn about Immunization](#)
[Questions & Answers](#)
[Diseases & Vaccines](#)
[Tips for Locating Old Immunization Records](#)
[Parents](#)
[Home > CARD for Adults](#)

CARD for Adults

Resources

Preparing for your COVID-19 vaccine: A guide for adults (HelpinKids&Adults | University of Toronto | Immunize Canada)

Preparing for your COVID-19 vaccine: A guide for older adults (HelpinKids&Adults | University of Toronto | Immunize Canada)

Preparing for your COVID-19 vaccine: A guide for caregivers of older adults (HelpinKids&Adults | University of Toronto | Immunize Canada)

Wonderful resources to reduce anxiety if that is an issue!

PLAY YOUR CARDS

COMFORT

C

Review information factsheets like this one to know what to expect and ways you can make your COVID-19 vaccination more comfortable.

What would make you more comfortable? For example, you can wear a short-sleeved or loose-fitting top that is easy to pull up. You can also sit up or lie down during vaccination.

C

ASK QUESTIONS

A

Talk to someone you trust. You can ask questions about the vaccine or about what CARDS you can play.

For example, *Can I use numbing creams?* These are medicines that dull the pain where the needle enters the skin. They take 20-60 minutes to work, depending on the product, so plan ahead.

A

RELAX

R

Think of ways that you normally keep yourself calm and relaxed.

For example, you can take slow deep breaths. This is like blowing up a balloon or blowing out candles. The belly should move out when breathing in and move in when breathing out.

R

DISTRACT

D

Do you like to be distracted or do you like to look at the needle?

If you like to be distracted, you can use an object to get your mind off the needle like reading a magazine or talk to the nurse about something else.

D



Should I get the COVID-19 vaccine while pregnant or breastfeeding? Experts explain the safety, evidence and clinical trials

<https://theconversation.com/should-i-get-the-covid-19-vaccine-while-pregnant-or-breastfeeding-experts-explain-the-safety-evidence-and-clinical-trials-164144>



The Mother's Program™

Mothers' Health Education, Research & Screening

[Home](#) [Before Pregnancy](#) [During Pregnancy](#) [Infant Care](#) [Postpartum Health](#) [Resources](#) [The Mother's™ Podcast](#)

The Mother's Program™ > [Before Pregnancy](#) > [Infectious Disease Risk](#) > [Coronavirus \(COVID-19\)](#)

Coronavirus (COVID-19)

Our goal is to help women who are contemplating pregnancy, are pregnant or are now new mothers, keep up-to-date on the latest medical information; healthy pregnancies lead to healthy children and healthy adults!

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Support SickKids



COVID-19 Vaccine Consult Service

Our team of paediatric Registered Nurses are ready to listen and answer your questions about the COVID-19 vaccines.

The SickKids COVID-19 Vaccine Consult Service is a by-appointment phone service that provides a safe, judgement-free space to have an open conversation about the COVID-19 vaccine for children and youth. It is available in multiple languages, using over-the-phone language interpretation.

SUMMARY

- VACCINE HESITANCY IS COMPLEX!
- THE MOST IMPORTANT PREDICTOR FOR VACCINATION IS A STRONG RECOMMENDATION FROM THE PATIENT'S HEALTHCARE PROVIDER.
- HOW HCPS CONVEY THEIR RECOMMENDATION AND THE WAY THEY INTERACT WITH THEIR PATIENTS INFLUENCE VACCINE ACCEPTANCE.
- TRYING TO CONVINCE VACCINE-HESITANT INDIVIDUALS BY EDUCATING THEM OR GIVING THEM FACTS ABOUT VACCINES AND VACCINE-PREVENTABLE DISEASES HAS BEEN SHOWN TO BE INEFFECTIVE.
- COMMUNICATION METHODS IN WHICH THE PATIENT'S CONCERNS ARE EXPLORED, CAN BE EFFECTIVE IN BUILDING MOTIVATION FOR CHANGE.
- SHOWING EMPATHY AND RESPECT FOR THE PATIENT IS KEY.



World Immunization Week: 24-30 April 2021

World Health Organization (WHO)

EVERY TIME SOMEONE GETS VACCINATED WE ARE CLOSER TO GETTING BACK THE THINGS WE'VE MISSED SO MUCH.

#MyWhy Campaign

Frontline Worker Stories: Why I got the COVID-19 Vaccine

<https://www.youtube.com/watch?v=aKwQ-9ZBJzM>



We should meet people where they are - Do our best to hear their concerns ...

Listening thoughtfully without condescension.
Dr. Eileen Barrett

Although the world is full of suffer- it also full of the overcoming of it.
Helen Keller



QUESTIONS?



REFLECTION

WHAT DO YOU NEED TO DO/CHANGE/LEARN?

