Vaccinating with Confidence: Strategies for Improving Vaccination Against COVID-19

April 7, 2022

CDC COVID-19 Response
Tribal Support Section/Vaccine Task Force/State, Tribe, Local and Territories Task Force
Defining Vaccine Confidence

Belief that vaccines work, are safe, and are part of a trustworthy medical system
Vaccine Confidence is Dynamic

Example Behaviors:

Considerations against accepting vaccination

Delay making a vaccination appointment with a “wait and see” attitude

Proactively scheduling a vaccination appointment

Refusal

Passive Acceptance

Seek Out or Demand

Source: Adapted from the WHO Global Vaccine Action Plan (GVAP): Strategic Advisory Group of Experts (SAGE) with Immunization Working Group on Vaccine Hesitancy for Objective 2 (2017)
# Trends in COVID-19 Nationwide Vaccination Intentions

<table>
<thead>
<tr>
<th>Month '20-'22</th>
<th>Already got</th>
<th>As soon as possible</th>
<th>Wait and see</th>
<th>Only if required</th>
<th>Definitely not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb ‘22</td>
<td>73%</td>
<td></td>
<td></td>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>Jan ‘22</td>
<td>77%</td>
<td></td>
<td></td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Nov ‘21</td>
<td>73%</td>
<td></td>
<td></td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Oct ‘21</td>
<td>72%</td>
<td></td>
<td></td>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>Sept ‘21</td>
<td>72%</td>
<td></td>
<td></td>
<td></td>
<td>12%</td>
</tr>
<tr>
<td>Jul ‘21</td>
<td>67%</td>
<td></td>
<td>10%</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Jun ‘21</td>
<td>65%</td>
<td></td>
<td>10%</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>May ‘21</td>
<td>62%</td>
<td></td>
<td>12%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Apr ‘21</td>
<td>56%</td>
<td></td>
<td>9%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Mar ‘21</td>
<td>32%</td>
<td></td>
<td>30%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Feb ‘21</td>
<td>18%</td>
<td></td>
<td>37%</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Jan ‘21</td>
<td>6%</td>
<td>41%</td>
<td>31%</td>
<td></td>
<td>7%</td>
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<tr>
<td>Dec ‘20</td>
<td>34%</td>
<td>39%</td>
<td>31%</td>
<td></td>
<td>9%</td>
</tr>
</tbody>
</table>

**NOTE:** December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. Jan-Apr 2021 question wording: “When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?” See topline for full question wording.

**SOURCE:** KFF COVID-19 Vaccine Monitor • Download PNG

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Source: Kaiser Family Foundation. KFF COVID-19 Vaccine Monitor: February 2022 | KFF
The Movable Middle is Becoming the Movable Sliver

- Significant variations by demographics and region
- To address: requires **sustained, localized interventions** implemented with **trusted messengers** with an enhanced “ground game” of more intensive direct outreach to reach pockets that are unvaccinated

Source: [CDC COVID Data Tracker](https://www.cdc.gov/covid-data-tracker), National Immunization Survey (n=16,157), March 13-19, 2022
Social and Behavioral Factors that Drive COVID-19 Vaccine Uptake

**What people think and feel**
- Confidence in vaccine benefits
- Confidence in vaccine safety
- Perceived risk – self
- *Perceived risk – others
- Hearing negative information

**Social processes**
- Influential others support vaccination
- *Vaccination norms
- *Workplace norms
- Trust in vaccine providers
- *Self-confidence in answering questions

**Motivation**
- Intention to get a COVID-19 vaccine
- *Willingness to recommend a COVID-19 vaccine

**Practical issues**
- Know where vaccine is available
- Previous uptake of adult vaccination
- Ease of access
- Preferred site
- *Availability of on-site vaccination

**Vaccination**
- Receives recommended vaccines

*Concept applies to healthcare workers

Barriers and Enablers on the Journey to Vaccination

- COVID-19 susceptibility & severity
- Vaccine safety & efficacy
- Vaccine recommendations

Knowledge Awareness & Beliefs

- Trust in institutions making, promoting, and administering vaccines
- Vaccination benefits
- Vaccination norms

Intent

Preparation Cost & Effort

- Appointment scheduling
- Vaccine/appointment costs
- Logistics to get to/from appointment
- Time spent at appointment

Point of Service

- Convenience
- Accessibility
- Safety

Experience of Care

- Education about vaccine
- Explanation of what to expect/do (side effects)
- Questions answered

After Service

- Ease of getting appointment for second dose
- Adverse event monitoring
- Positive reinforcement

Source: Modified from UNICEF Journey to Health, ESARO Network Meeting 2019
Generating Acceptance

**Vaccine Confidence**

Building trust in the vaccine, the vaccinator, and the system

**Increase Vaccine Uptake**

Mobilizing individuals and communities to seek, support, and recommend vaccines
Keys to Building Acceptance of COVID-19 Vaccines
Ways to Build Vaccine Uptake

Make vaccines:

- **Necessary** (indispensable for accessing things they want to get back to doing)
- **Normative** (presented as a social default)
- **Desirable** (appealing)
- **Convenient** (reduce out of pocket, social, and opportunity costs)
- **Beneficial** (health benefits outweigh risk of getting COVID-19 or perceived or real side effects from vaccination)
- **Accessible** (easy to get)
# Keys to Building Vaccine Acceptance: Examples

<table>
<thead>
<tr>
<th>Key</th>
<th>Strategies</th>
<th>Tribal Real-world Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenient</td>
<td>• Paid time off for vaccination and side effects&lt;br&gt;• Childcare offered at vaccination sites&lt;br&gt;• Evening and weekend vaccine clinics&lt;br&gt;• Schools offering vaccination clinics</td>
<td><strong>Northeast Tribe</strong>&lt;br&gt;Collaborated with IHS, CDC, Tribal clinic, and local school to provide easy access vaccine event for school age children.</td>
</tr>
</tbody>
</table>
| Beneficial| • Multi-media campaigns to educate the community about the benefits of vaccination<br>• Sharing data from recent vaccine studies<br>• Info available in native language | **Southern Plains Tribe**<br>Messaged culturally relevant vaccine information to build vaccine acceptance among native people. Putting fluent native speakers on the front line was the Tribe’s “biggest confidence builder”.
| Accessible| • Mobile vans and pop-up clinics<br>• Vaccines available at primary care provider offices and pharmacies<br>• Free rides to vaccination sites | **Northwest Tribe (like so many others)**<br>Collaborated with county, cities, and emergency medical services to deliver vaccine doses to tribal members and 15,000+ nearby residents at drive-through site. |
# Keys to Building Vaccine Acceptance: More Examples

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<thead>
<tr>
<th>Key</th>
<th>Strategies</th>
<th>Tribal Real-world Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Necessary</td>
<td>• Required for entry into bars or entertainment events</td>
<td>Midwest Tribe</td>
</tr>
<tr>
<td></td>
<td>• Required for travel</td>
<td>After canceling the annual celebration powwow in 2020, tribe required proof of vaccination and masks for participants and attendees this year. No cases occurred.</td>
</tr>
<tr>
<td></td>
<td>• Required for work or university</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Required for events</td>
<td></td>
</tr>
<tr>
<td>Normal</td>
<td>• Peer-to-peer campaigns</td>
<td>Northern Tribes in the Media</td>
</tr>
<tr>
<td></td>
<td>• Facebook selfies and photo frames</td>
<td>Nurse and grandfather promoted being the first vaccinated in their community. Tribal Chairman and Director of tribal health department endorsed vaccines that saved elder’s lives. Video of tribal members advocating for vaccine.</td>
</tr>
<tr>
<td></td>
<td>• Testimonials by vaccine ambassadors/champions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Info available in native language</td>
<td></td>
</tr>
<tr>
<td>Desirable</td>
<td>• Free food and music at vaccination events</td>
<td>Tribes Coast-to-Coast</td>
</tr>
<tr>
<td></td>
<td>• Free admission to entertainment events if people are vaccinated</td>
<td>Provided cash incentives and prepaid debit cards to tribal members and tribal employees from $100 per family to $500 per person. Tribe extended incentive to Mar. 2022</td>
</tr>
<tr>
<td></td>
<td>• Employer incentives for vaccination</td>
<td></td>
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</tbody>
</table>
Vaccine Confidence and Communication Resources
Vaccines for COVID-19

COVID-19 vaccines are safe, effective, and free. Get answers to frequently asked questions and bust myths about vaccines.

YOUR VACCINATION   BOOSTER SHOT   FOR CHILDREN

Getting Your Vaccine

- What different vaccines are available?
- Are they safe?
- What are possible side effects?
- Who needs a booster shot?
- Should I get vaccinated if I've had COVID-19?

Get Vaccinated

Find a free COVID-19 vaccine near you.

- Find a vaccine near you
- Call 1-800-232-0233
- Text your zip code to 438829

Message & data rates may apply. CDC Privacy Policy

COVID-19 Vaccine Data

<table>
<thead>
<tr>
<th>Total Doses Distributed</th>
<th>Total Doses Administered</th>
</tr>
</thead>
<tbody>
<tr>
<td>707,281,045</td>
<td>563,391,773</td>
</tr>
</tbody>
</table>

COVID-19 Data Tracker

View more data on number of vaccines distributed and administered

Source: Vaccines for COVID-19 | CDC
COVID-19 Vaccine Confidence Rapid Community Assessment (RCA) Guide

**Easy-to-use tools and guidance** to help you identify:

- barriers and facilitators to vaccine uptake.
- vaccine concerns and misinformation circulating in different population groups.
- trusted messengers and communication channels for reaching community members.
- and prioritize potential intervention strategies.

**Tools**: Interview guides, listening session guides, survey questions, data synthesis tables, and more!

Source: [How to Conduct a Rapid Community Assessment | CDC](https://www.cdc.gov/vaccines/programs/rapidcommunity-assessment/guide.html)
Rapid Community Assessment (RCA) Findings from Indiana (May 24 – 28, 2021)

- Kosciusko, Jasper, and LaGrange Counties
- Methods: Key informant interviews, listening sessions, observations, windshield tours
- Findings:
  - Mobilized, supportive, and trusted leadership
  - Good vaccine supply with low wastage
  - Multi-prong communication strategies to improve vaccine confidence
  - Distrust among community members who have felt dismissed or mistreated by government or healthcare professionals
  - Language and access barriers for some community members
  - Mis- and disinformation about COVID-19 vaccine
  - Low COVID-19 risk perceptions
  - Lack of vaccine endorsement by trusted messengers
COVID-19 Vaccination Field Guide

- Strategies are drawn from historical (non COVID-19) vaccination efforts.
- Strategies are supported by positive outcomes from evaluation research.
- Includes real-world applications.

Source: 12 COVID-19 Vaccination Strategies for Your Community | CDC
Engaging the Arts to Build Vaccine Confidence

Source: How to Engage the Arts to Build COVID-19 Vaccine Confidence | CDC
State of Vaccine Confidence Insights Reports

COVID-19 State of Vaccine Confidence Insights Reports

CDC regularly creates reports about the status of COVID-19 vaccine confidence in the United States, emphasizing major themes that influence vaccine confidence and uptake. The reports include analyses of multiple quantitative and qualitative data sources, ranging from social listening and web metrics to immunization survey data and CDC-INFO inquiries.

Recent Reports
The following reports seek to identify emerging issues of misinformation, disinformation, and places where intervention efforts can positively increase vaccine confidence across the United States.

- Rapid Report – Announcement of Pediatric COVID-19 Vaccines for Children ages 5-11 years old | November 15, 2021 (7 pages)
- Report 18 | November 10, 2021 (7 pages)
- Report 17 | October 26, 2021 (8 pages)

Email eocevent515@cdc.gov to subscribe.

Source: COVID-19 Vaccine Confidence | CDC
COVID-19 Vaccine Print Resources

Source: Print Resources | CDC
Trusted Messenger Engagement

Building trust and vaccine confidence among community members is critical to high vaccine uptake. As trusted messengers, you can:

- Effectively deliver messages and strategies
- Validate the credibility of information
- Address mis- and dis-information
- Help create a feedback loop for addressing questions and concerns

Source: Together We Can Do This Flyer Northwest Region (hhs.gov)
It Will Take More Than One Conversation to Change Minds

- Vaccine hesitancy, especially when rooted in lack of trust rather than lack of information, is best addressed through trusted messengers in trusted spaces.
- Encourage two-way dialogue and allow space for people to ask questions.

Source: Together We Can Do This Flyer Plains Region (hhs.gov)
Strategies for Building COVID-19 Vaccine Confidence

- Make the decision to get vaccinated visible and celebrate it!
- Encourage Tribal Elders, Tribal Chiefs and other trusted members of the community to be vaccine champions.
- Host talking circles where community members can provide input and ask questions.
- Share key messages with community members through social media, news media, storytelling, and other channels.
- Offer peer-to-peer counseling to encourage community members to get vaccinated.

Source: I Continue to Do My Part for All Our People | WE CAN DO THIS.HHS.GOV
Make Visible the Decision to Get Vaccinated and Celebrate it!

- Provide “I got my COVID-19 vaccine!” pins, stickers, masks, bracelets, etc.
- Post a photo gallery in common areas or online showing cheerful community members who just got vaccinated.
- Record testimonials on why members of your community decided to get vaccinated and share with the media.
- Share inclusive, positive, behind-the-scenes moments showing community members getting vaccinated.
Encourage Tribal Elders, Tribal Chiefs and Other Trusted Members of the Community to be Vaccine Champions

- Talk to your leaders about vaccine confidence and why it’s important.
- Ask leaders to lead by example and if they can be photographed while getting a COVID-19 vaccine.
- Invite leaders to share their personal reasons for getting vaccinated and the importance of vaccination using:
  - Short videos
  - Social media
  - Blogs or web articles
  - Community meetings
  - Family gatherings

Source: Together We Can Do This Flyer Southwest Region (hhs.gov)
Host Talking Circles Where Community Members Can Provide Input and Ask Questions

- Virtual talking circles offer public health professionals the ability to engage and disseminate vital information to the public.
- Designate a facilitator to navigate the flow of the discussion and assist with questions and answers from the audience.
- Consider inviting panelists or attendees to the meeting (vaccination communications professionals, health department professionals, healthcare professionals).
- Ensure all materials are provided in an email or on a website.
Address Mis and Disinformation Circulating on Social Media

- Work with your communication staff to take questions on social media, share accurate information, and debunk false claims or myths being spread online.

- Post shareable graphics and content, leveraging CDC and HHS social media toolkits, CDC COVID-19 Vaccine Myths and Facts, and CDC’s Guide to Finding Credible Vaccine Information.

- Link to credible fact checking resources such as FactCheck.org.

- Refer to CDC’s Tips for Addressing Misinformation and State of Vaccine Confidence Reports.
Share Key Messages with Community members

- Being fully vaccinated can help to protect your family, community, elders or those who cannot get vaccinated.
- Everyone ages 5 and older can get vaccinated against COVID-19.
- COVID-19 vaccines are effective at helping protect against severe disease and death from the virus that causes COVID-19, including the Delta variant.
- The benefits of COVID-19 vaccination outweigh the known and potential risks, which are rare.
- As with other vaccines, side effects may occur after vaccination. These are normal and should go away within a few days.
- People who are fully vaccinated can resume many activities they did before the pandemic.
- People who are moderately to severely immunocompromised are recommended to get an additional primary dose of an mRNA COVID-19 vaccine (Pfizer-BioNTech or Moderna)
- Everyone ages 12 and older should get a COVID-19 booster shot.
- People can get a COVID-19 vaccine and other vaccines, including flu vaccine, at the same time.
- Vaccine confidence starts with you. Building defenses against COVID-19 is a community effort.

Sharing Information about COVID-19 Vaccines
What We Know

- COVID-19 vaccines are effective at preventing COVID-19 disease, especially severe illness and death.
- COVID-19 vaccines reduce the risk of people spreading COVID-19 to others.

ARE VACCINES EFFECTIVE?

Yes! Getting vaccinated prevents severe illness, hospitalization, and death; it also helps reduce the spread of the virus in communities.

With the Delta variant, vaccination is more urgent than ever.

<table>
<thead>
<tr>
<th>Protected from</th>
<th>Vaccinated</th>
<th>Unvaccinated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Severe Symptoms</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>Hospitalization</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>Death</td>
<td>✔️</td>
<td>✗</td>
</tr>
</tbody>
</table>
Importance of Everyone Getting Vaccinated

- **Anyone**—even those who are young and healthy—*can spread and get seriously ill* from COVID-19.

- **Everyone ages 5 and older should get vaccinated against COVID-19. Everyone ages 12 years and older should get a booster dose.**
  - Vaccination to approximately 28 million children and 17 million adolescents can strengthen our nation’s efforts to **protect more people** from the negative effects of COVID-19.
  - Getting children and adolescents vaccinated means they can **get back to social activities** more quickly and can provide parents and caregivers peace of mind knowing their family is protected.
Should I Get a Booster?

- **Yes. Boosters prevent severe disease, including hospitalization and death**
  - Studies show after getting vaccinated against COVID-19, protection against the virus and the ability to prevent infections with the Omicron variant may decrease over time.
  - Boosters increase the immune response in people who received the primary series.

- **Everyone 12 years and older should get a booster dose.**

- Benefits of COVID-19 vaccination far **outweigh the known and potential risks.**

- **Vaccine-induced immunity is**
  - **More predictable** for individuals than disease-induced immunity, which varies from person to person.
  - **More protective** for a population than disease-induced immunity.

Source: [COVID-19 Vaccine Booster Shots | CDC](https://www.cdc.gov/covid19/boosters/index.html)
Can COVID-19 Make Me Sick with COVID-19?

- **No.** A COVID-19 vaccine cannot make you sick with COVID-19.
- Authorized and recommended COVID-19 vaccines do not contain the live virus that causes COVID-19.
  - COVID-19 vaccines teach our immune systems how to recognize and fight the virus that causes COVID-19.
  - Sometimes this process can cause symptoms, such as fever. These symptoms are normal and are signs that the body is building protection against the virus that causes COVID-19.
- If you had a severe allergic reaction after a previous dose or if you have a known (diagnosed) allergy to a COVID-19 vaccine ingredient, you should not get that vaccine.

Source: [Different COVID-19 Vaccines | CDC](https://www.cdc.gov/covid19/vaccines/index.html)
Will COVID-19 Vaccine Alter My DNA?

- **No.** COVID-19 vaccines do not change or interact with your DNA in any way.

- **Two types** of COVID-19 vaccines have been authorized and recommended for use in the United States:
  - Messenger RNA (mRNA) vaccines, Pfizer-BionNTech and Moderna
  - A viral vector vaccine, Johnson & Johnson’s Janssen

- Both types of vaccines teach our cells how to make a harmless piece of a protein that will trigger an immune response by delivering instructions (genetic material) to our cells.

- Genetic material delivered by both types never enters the nucleus of the cell, where the DNA is kept. **It does not integrate into a person’s DNA.**

Source: Understanding mRNA COVID-19 Vaccines | CDC, and Understanding Viral Vector COVID-19 Vaccines | CDC
Is it Safe for Me to Get a COVID-19 Vaccine If I Would Like to Have a Baby?

- Yes. COVID-19 vaccination prevents severe illness in people who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future.
  - People who are pregnant or recently pregnant are more likely to get severely ill from COVID-19 compared to those not pregnant.
  - People who have COVID-19 during pregnancy are at increased risk for preterm birth, stillbirth, and other pregnancy complications.
- 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 men or women.

Source: Pregnant and Recently Pregnant People | CDC
Should I Get My Child Vaccinated?

- **Yes.** Vaccination is important to **protect children against COVID-19 and reduce spreading the virus** to others.
  - COVID-19 can make children very sick and cause children to be hospitalized.
  - Children can have both short and long-term health complications from COVID-19.
- The Pfizer-BioTech COVID-19 vaccine is **safe and effective** against COVID-19 in children 5 years and older.
- Benefits of COVID-19 vaccination **outweigh the known and potential risks.**

Summary
Summary

- Vaccine confidence in the U.S. and in tribal nations is improving over time.
- Social and behavioral factors as well as practical access drive COVID-19 vaccine uptake. A community can address barriers and improve vaccination rates.
- Making COVID-19 vaccines accessible, beneficial, convenient, desirable, normal and necessary are keys to building acceptance of vaccines.
- CDC has resources to help assess barriers, build confidence, and address misinformation.
- Trusted messengers are vaccine champions that are critical to building confidence in COVID-19 vaccines. Open communication and trusted messengers make a difference.
- Address misinformation and share accurate messages about the vaccines.

Source: COVID-19 Vaccines for Children and Teens | CDC
Thank you!

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

For more information, contact CDC
1-800-CDC-INFO (232-4636)