

Talking with Family Planning Clients about COVID-19 Vaccination

November 18, 2021



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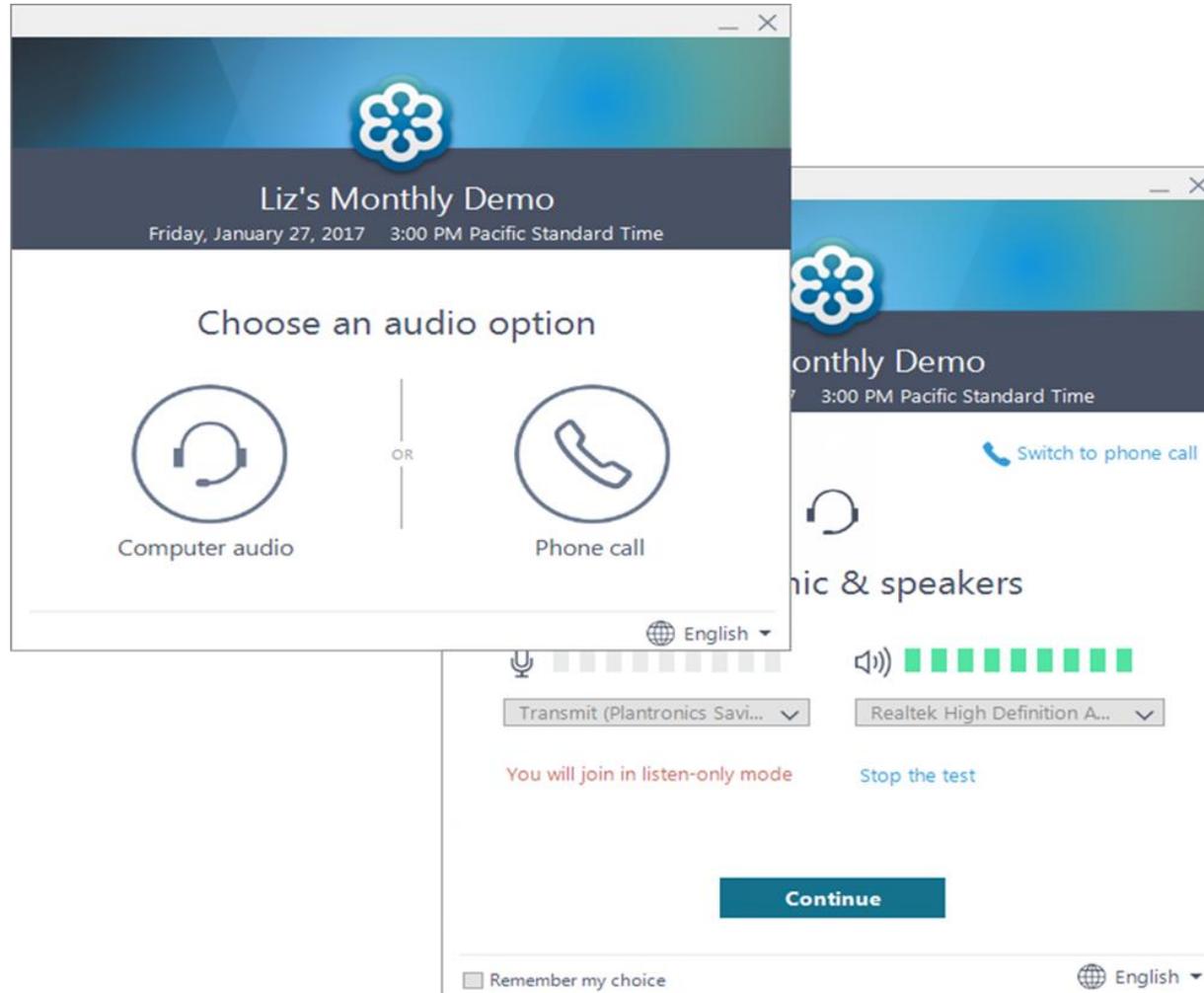


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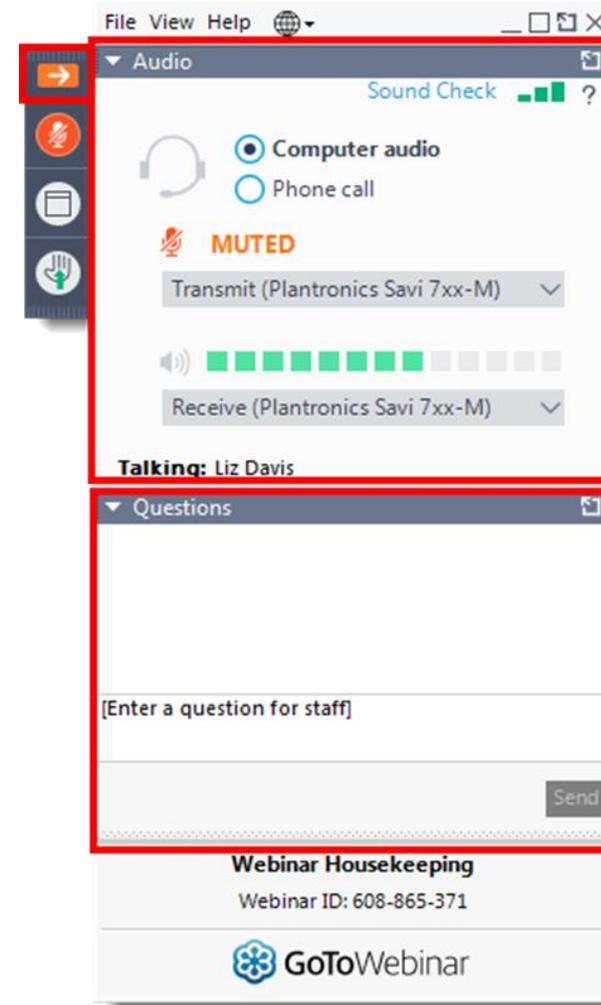
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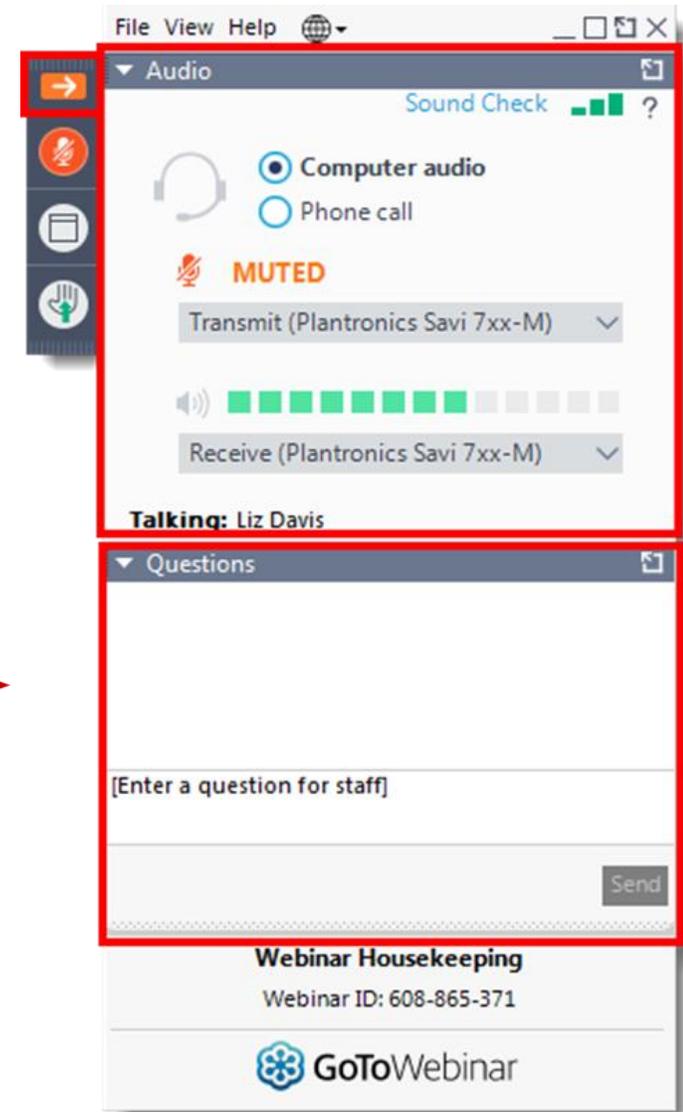
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Questions and Answers

Please use the Q&A panel to ask a question



Submit
Comments &
Questions



Webinar Objectives

Provide attendees with:

- Evidence regarding safety & efficacy of COVID-19 vaccines for family planning clients
- Key messages addressing common client concerns about COVID-19 vaccines affecting pregnancy and fertility
- Communication tips and resources to use with family planning clients



We appreciate your feedback

How confident are you in your ability to effectively speak with clients about COVID-19 vaccines?

1. Very confident
2. Confident
3. Somewhat confident
4. Not confident
5. Not applicable or I don't see clients

Agenda: November 18, 2021

| Topic | Speaker | Approximate Duration |
|---|--------------------------|----------------------|
| Welcome | Edgar Ednacot, EdD, MPH | 12:30PM – 12:35PM |
| Why Should Family Planning Providers Discuss COVID-19 Vaccination with Clients? | Michael Policar, MD, MPH | 12:35PM – 12:45PM |
| Safety & Efficacy of COVID-19 Vaccines and Tips for Effective Conversations | LaTanya Hines, MD, FACOG | 12:45PM – 1:10PM |
| Resources, Polls, and Q&A | Edgar Ednacot, EdD, MPH | 1:10PM – 1:30PM |

Why Should Family Planning Providers Discuss COVID-19 Vaccination with Clients?

Michael Policar, MD, MPH

Professor Emeritus, OB/GYN & Reproductive Sciences, UC San Francisco School of Medicine

Medical Consultant, California Department of Health Care Services, Office of Family Planning

Senior Medical Advisor, California Prevention Training Center

Clinical Fellow, National Family Planning and Reproductive Health Association (NFPRHA)



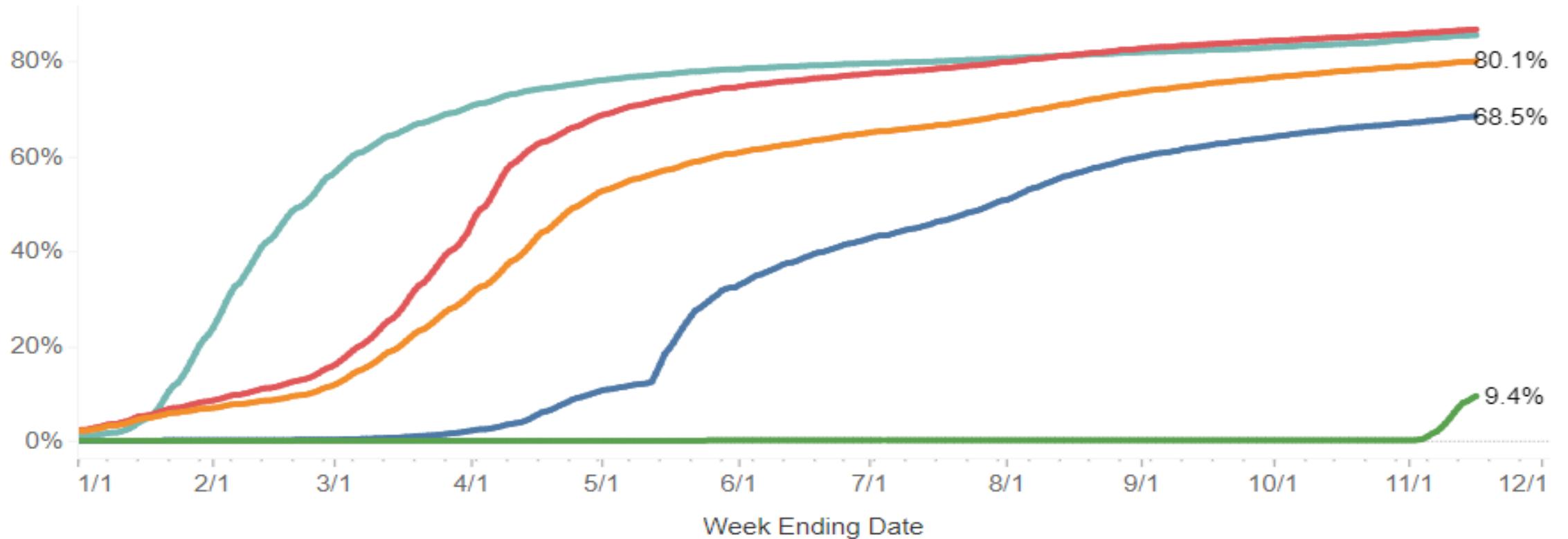
Why This Topic?

- The family planning provider response to the pandemic
 - Protection of staff and clients from viral exposure
 - Switch from in-person to telemedicine services whenever possible
 - Re-opening with the advent of vaccines and lower C-19 rates
- OFP response
 - Expansion of benefits for telemedicine visits
 - Coverage of telephonic-only telemedicine visits
- No guidance regarding COVID-19 vaccination of clients or staff

Why Now?

1+ dose by age over time

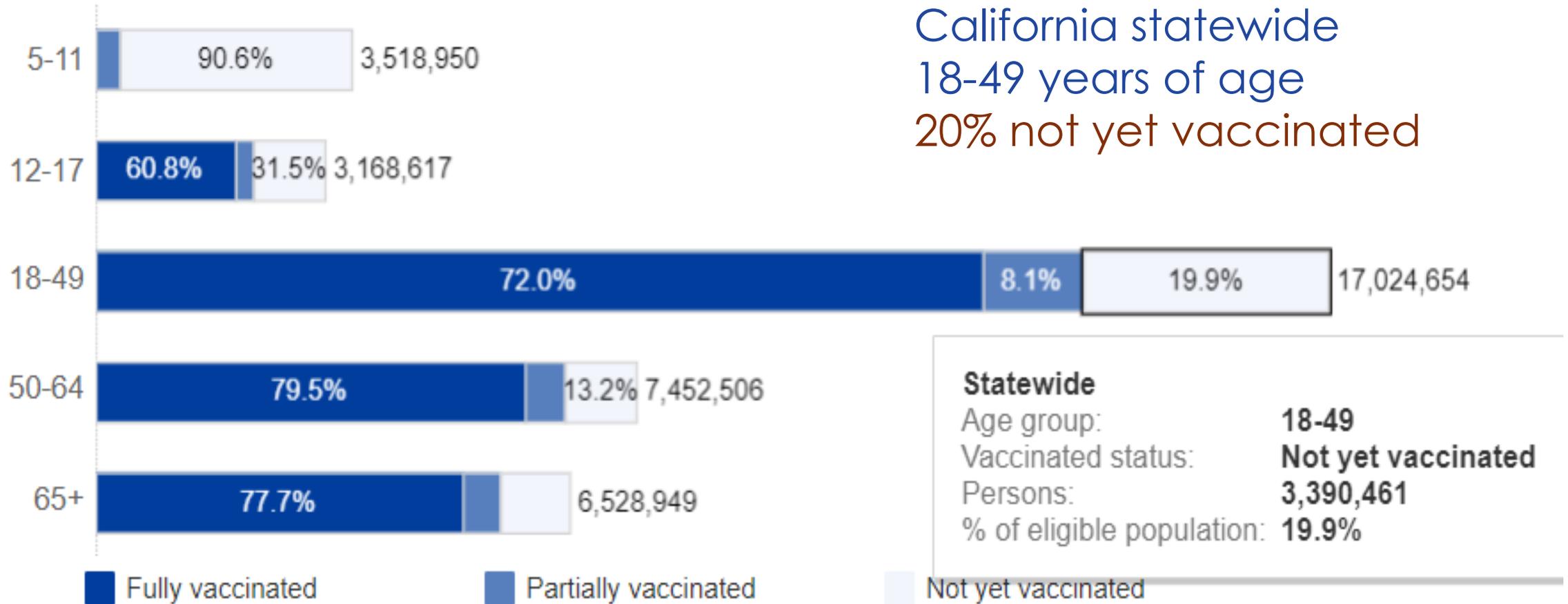
Select Metric



Note: Unknown age represents fewer than 0.01% of records and are therefore omitted. Where the county of residence was not reported, the county where vaccinated is used. Data is not shown where there are fewer than 11 records in a group.

5-11 12-17 18-49 50-64 65+

Vaccination progress by age

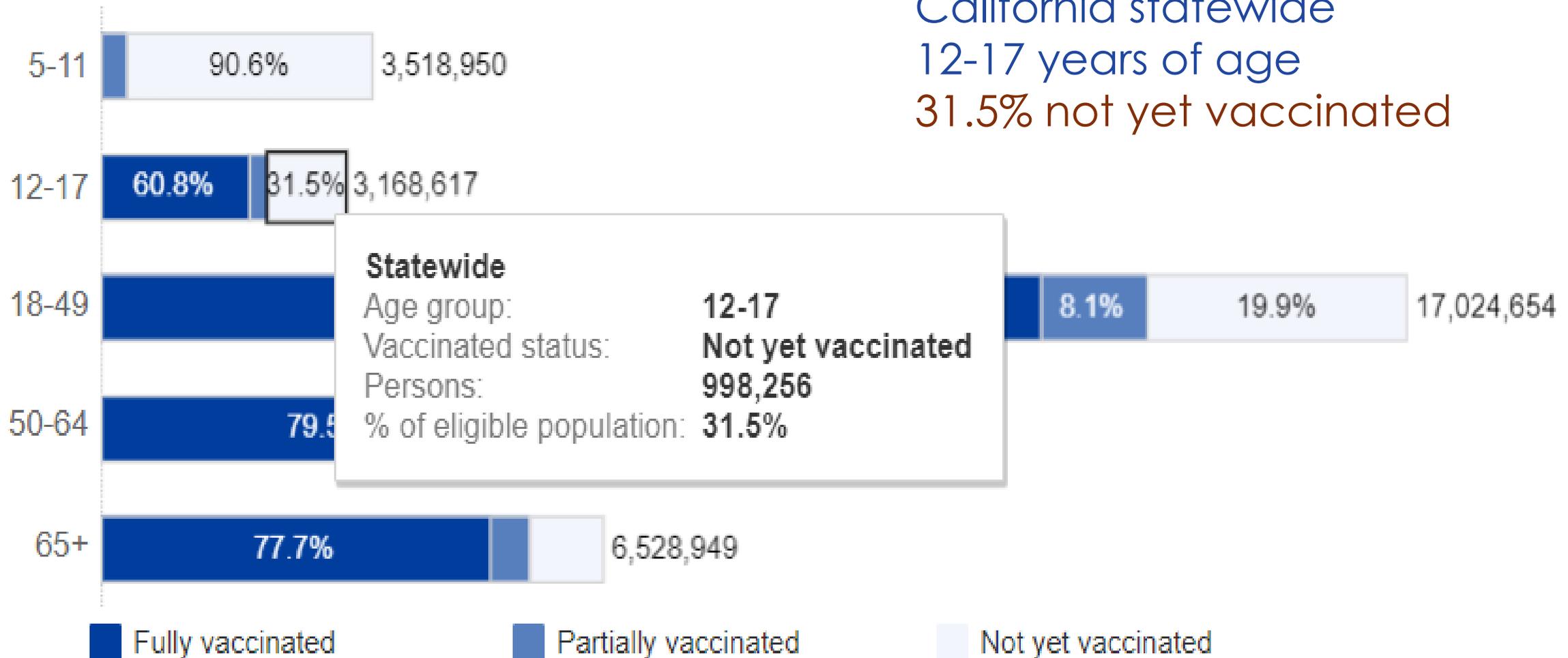


As of 11/17/21,
California statewide
18-49 years of age
20% not yet vaccinated

<https://covid19.ca.gov/vaccination-progress-data/#progress-by-group>

Vaccination progress by age

As of 11/17/21,
California statewide
12-17 years of age
31.5% not yet vaccinated



**Figure 1: Percent of Pregnant People Aged 18–49 Years Fully Vaccinated with COVID-19 vaccine Prior to and during Pregnancy, by Timing of Vaccination and Date Reported to CDC – Vaccine Safety Datalink*, United States
December 14, 2020 – November 13, 2021**

Figure 1

Figure 2

Figure 3

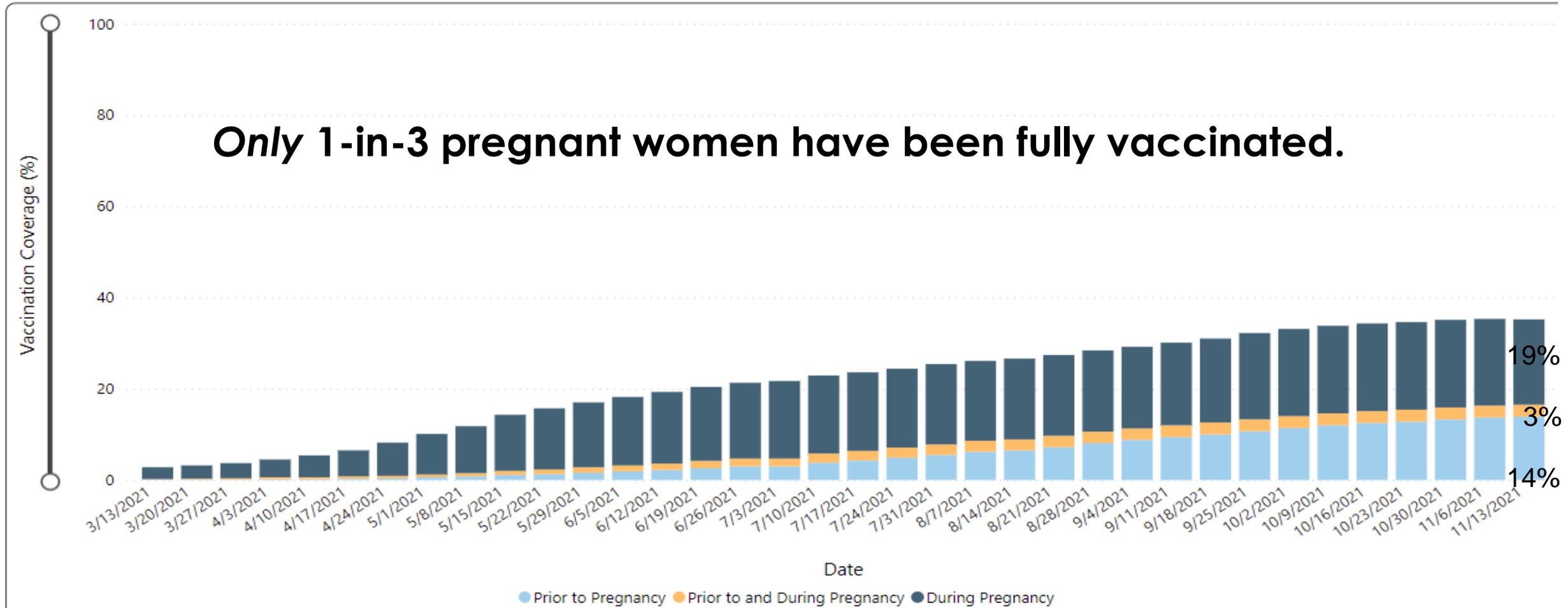
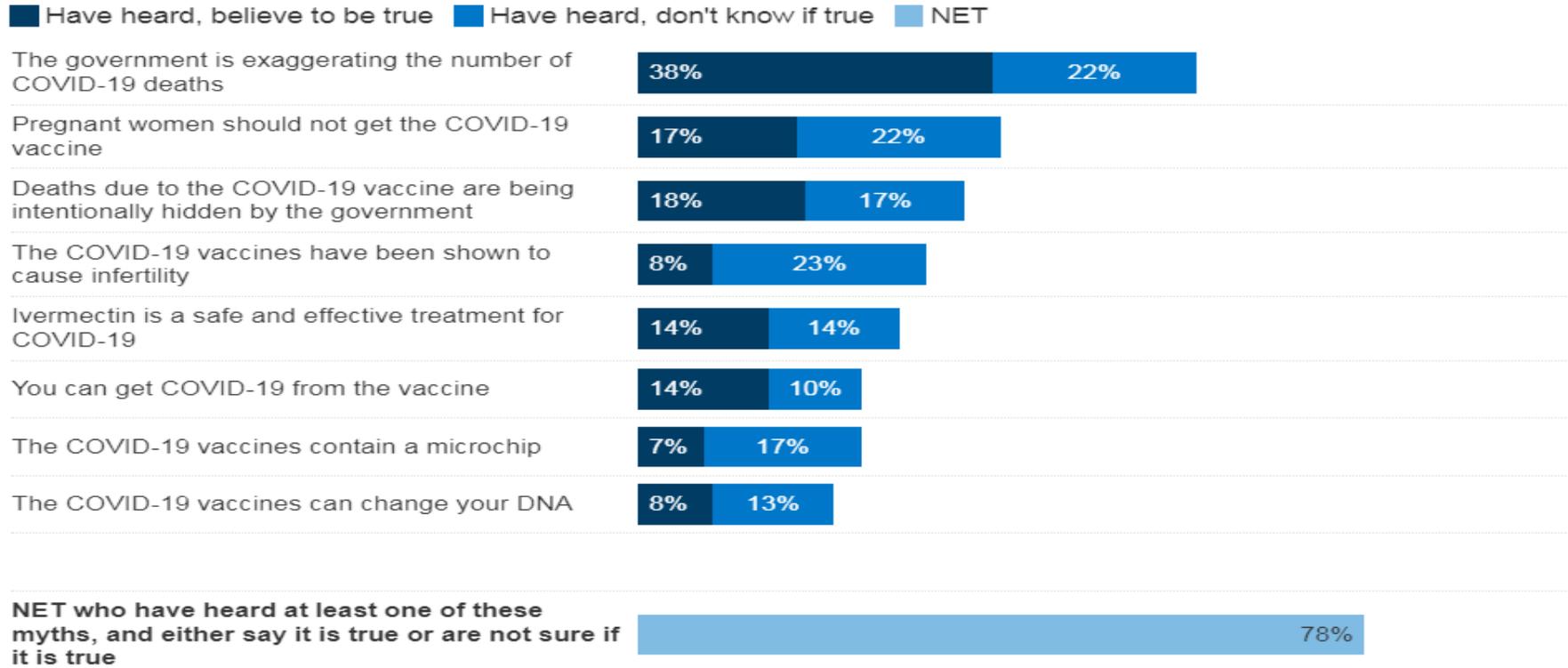


Figure 1

Nearly Eight In Ten Believe Or Are Unsure About At Least One Common Falsehood About COVID-19 Or The Vaccine

Have you heard anyone say or have you read anywhere that...? IF YES: To the best of your knowledge is that true or false, or do you not know whether it is true or false?



NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (October 14-24, 2021) • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

Why Not?

Why Not?

Percent who say each of the following is a **major** reason why they have not gotten the COVID-19 vaccine:

Percent who say each of the following is the **main** reason they haven't gotten the COVID-19 vaccine:

The vaccine is too new

53%



Worried about side effects

53%



Just don't want to get the vaccine

43%



Don't trust the government

38%



Don't think they need the COVID-19 vaccine

38%



NOTE: Based on those have not gotten the COVID-19 vaccine.

SOURCE: [KFF COVID-19 Vaccine Monitor \(June 8-21, 2021\)](#). • [Download PNG](#)

[KFF COVID-19
Vaccine Monitor](#)

Why Us?



“More than 80% of people say they would turn to their doctor or to another health care professional who cares for them to actually make a decision about whether or not they should get a vaccine.”

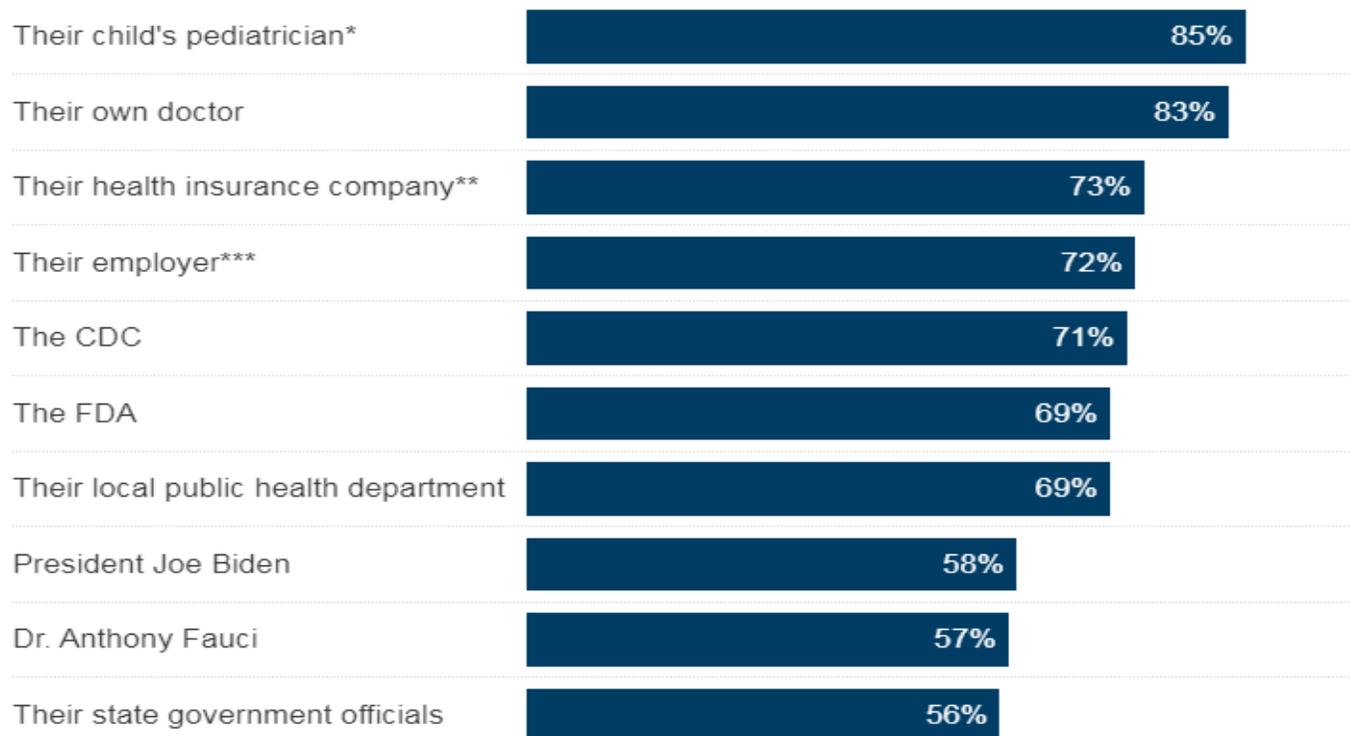
- **Vice Admiral Vivek H. Murthy, MD, MPH, U.S. Surgeon General, 2021 ACOG Annual Clinical and Scientific Meeting**

Obstetrician-gynecologists have the unique responsibility of counseling their patients, including people who are pregnant and lactating, through their COVID-19 vaccination decisions. OB/GYNs can:

- Communicate with patients about COVID-19 vaccination in ways that make them more likely to get vaccinated.
- Learn about becoming a COVID-19 immunization administrator or vaccinator, which follows a different process than other immunizations.
- Start thinking about COVID-19 vaccination as a potentially long-term element of clinical practice.

83% say the most trusted source of COVID-19 vaccine information is their own doctor.

Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about the COVID-19 vaccines:



NOTE: *Among those who are parents or guardians of children under 18. **Among those who are insured. ***Among those who are employed and not self-employed. See topline for full question wording.

SOURCE: [KFF COVID-19 Vaccine Monitor \(June 8-21, 2021\)](#) • [Download PNG](#)

[KFF COVID-19
Vaccine Monitor](#)

ACOG COMMITTEE OPINION

Number 829

(Replaces Committee Opinion Number 564, May 2013)

Committee on Ethics

This Committee Opinion was developed by the American College of Obstetricians and Gynecologists' Committee on Ethics in collaboration with committee members Jami Star, MD; and Kavita Shah Arora, MD, MBE, MS.

Ethical Issues With Vaccination in Obstetrics and Gynecology

ABSTRACT: The goals of vaccination are to preserve the health of individual patients as well as the health of the general public. Although interventions to promote individual and public health are usually aligned, ethical challenges may arise that require a balancing or compromise between these two objectives. Major challenges to increasing vaccine uptake and acceptance include widespread misinformation and disinformation on social media regarding safety; limited knowledge and awareness about recommended vaccinations; lack of trust in the medical system, especially in communities of color because of historic and ongoing injustices and systemic racism; prioritization of personal freedoms over collective health; and vaccination delay and refusal through nonmedical exemptions from state-mandated vaccination requirements. Obstetrician–gynecologists are in a unique position to help address these barriers by educating and counseling patients throughout their lifespans, administering vac-

ACOG Committee Opinion #829

- OB/GYNs have an ethical obligation to promote protection from infectious diseases among their patients and society in general.
 - Knowledgeable about current clinical guidelines regarding vaccines, including indications, benefits, and risks.
- Counsel patients about vaccination in an evidence-based manner that allows patients to make an informed decision.
- OB/GYNs should *recommend* routine vaccination in accordance with CDC and ACOG guidelines.

ACOG Committee Opinion #829

- If a patient continues to be unsure after counseling, OB/GYNs should inquire about the reasons for this hesitation and help to address questions and concerns.
 - If the patient declines, informed refusal should be respected.
 - Document discussion in medical record.
 - At subsequent visits, address ongoing questions and offer vaccination again if the patient seems amenable.
- Counsel pregnant and lactating patients about the safety and efficacy and *recommend* needed vaccines.
- OB/GYNs have an ethical obligation to be vaccinated unless they have a recognized medical contraindication.

Safety & Efficacy and Tips for Effective Conversations with Family Planning Clients

LaTanya Hines, MD, FACOG

Assistant Clinical Professor of OB-GYN, Kaiser Permanente
Bernard J. Tyson School of Medicine

Assistant PIC (Physician in Charge), Baldwin Hills,
Crenshaw Medical Offices

#ThisIsOurShot Health Care Hero



Hierarchy of Information Needs

As those undecided navigate the decision-making process, safety is the most important consideration.

Safety: How will the vaccine affect me? What side effects can I expect?

Efficacy: Do the vaccines work? If I already had COVID-19, why do I need to get the vaccine?

Development Process: How were the vaccines developed so quickly?

Access: Do I need insurance?



Key Messages for COVID-19 Vaccine Efficacy & Safety During Pregnancy

COVID-19 vaccines during pregnancy is effective and safe

- Does not increase risk of miscarriages or adverse pregnancy outcomes
- Prevents hospitalizations and severe disease in pregnancy
- Has the same side effect profile as non-pregnant persons
- Protective antibodies pass through the placenta and breastmilk
- Mounts a better response than natural infection



COVID-19 Vaccines & Pregnancy

Getting COVID-19 during pregnancy increases your risk of:

- ICU admission **6-fold**
- Intubation **14-fold**
- Death **15-fold**

A person who gets COVID-19 during pregnancy is more likely than a non-pregnant person to have:

- ICU admission **3-fold**
- Intubation **2-fold**
- ECMO **2.4-fold**
- Death **1.7-fold**

Getting COVID-19 during pregnancy makes you more likely to have pregnancy-complications:

- Preeclampsia **4-fold**
- Preterm birth **4-fold**
- Gestational diabetes **2-fold**
- Low birth weight **2-fold**



How do we know that vaccines are safe in pregnancy?

Multiple tracking mechanisms in place, and decades of vaccine safety data

- Vaccine Adverse Event Reporting System (VAERS): A long-standing mechanism to track all vaccine adverse events
- V-Safe: COVID-specific tracking mechanism
 - 160,000 pregnant persons who received COVID-19 vaccine in pregnancy
 - 5,000 enrolled in pregnancy registry
- Vaccine Safety Datalink (VSD): Network of health systems who share vaccine data



Common Concerns Among Family Planning Clients

“COVID-19 vaccines are not safe for pregnant women.”

- [Available data](#) shows vaccination during pregnancy has been safe and effective among the women who have received a COVID-19 vaccine in the U.S.
- To date, there has been no connection to any increased risk of complications after getting a COVID-19 vaccine during pregnancy.
- Getting infected with SARS-CoV-2 during pregnancy is much higher than any risk associated with COVID-19 vaccination.
- The American College of Obstetricians and Gynecologists and the Society for Maternal-Fetal Medicine [recommend COVID-19 vaccination](#) for pregnant and breastfeeding women.



Common Concerns Among Family Planning Clients

“COVID-19 vaccines cross the placenta.”

- When a vaccine is administered, it works in the muscle where the vaccine is given—It does not cross to the baby directly. The body then recognizes the vaccine and generates a response in the form of antibodies, which cross the placenta via the bloodstream to the baby or enter the breast and are passed on to baby through breastmilk.
- This process is not unique to COVID-19 vaccines. Influenza and pertussis (whooping cough) are recommended vaccines during pregnancy. Vaccination during pregnancy has been found to be very effective for protecting newborns from these diseases.



Common Concerns Among Family Planning Clients

“Breastfeeding women should wait to get a COVID-19 vaccine.”

- Breastfeeding women can get a COVID-19 vaccine and still breastfeed if they have already been vaccinated. According to [research about vaccination during pregnancy](#), protective antibodies stimulated by the vaccine can be passed through breastmilk and help protect a baby from harmful viruses.



Common Concerns Among Family Planning Clients

"The vaccine causes infertility."

- Many medical studies have shown no differences in pregnancy success rates in people who are vaccinated versus people who have not received the vaccine.
- Over 170,000 pregnant women have been monitored by the CDC v-safe system with no concerns about their pregnancies.
- A major study of over 35,000 pregnant women showed that the COVID-19 vaccine "did not show obvious safety signals among pregnant persons who received mRNA COVID-19 vaccines."



Common Concerns Among Family Planning Clients

“COVID-19 vaccines can make pregnant women sick.”

- Pregnant women have not reported different [side effects](#) from non-pregnant individuals after getting a COVID-19 vaccine.
- During pregnancy, women are more vulnerable to infections and viruses due to changes to their immune system. They tend to get sicker than people who are not pregnant. This is the case for influenza and also COVID-19.



Common Concerns Among Family Planning Clients

“I’m worried about long-term effects of the vaccine.”

- Historically, adverse effects of all vaccines almost always happen within 6 weeks of receiving a vaccine dose.
- Billions of people have received COVID 19 vaccines with no “long term” side effects noted (after almost a year and more than a year for trial participants).
- “Long haul COVID” has been described extensively in adults and children but studies of prevalence in children are ongoing.
- **If families are worried about long term effects, the vaccine is far safer than the effects of COVID disease.**



3-5-3 Methodology



3 Steps to Initiating Conversations with the Vaccine Curious

1. Ask and listen to the answer

- “What do you think about the vaccine?”
- “Why do you feel that way?”
- “What concerns do you have about the vaccine?”

2. Create an alignment of safety

- “I would be scared too. Let’s do what’s safe here.”
- “We both want what’s safest for you.”

3. Find common goals

- “We all want our kids back in schools.”
- “We all want to be able to safely be with our loved ones again.”
- “What reasons would motivate you to get vaccinated”
- **Find their personally motivating reason.**



5 Key Messages

1. The vaccine will keep you safer.

The vaccine will protect you from getting very sick. Over 176 million Americans have been safely vaccinated and are now protected.



5 Key Messages

2. Side effects are common.

Side effects are a sign your body is activating to protect you. For a few days after vaccination, many people temporarily feel:

- Sore arm (at administration site)
- Tired or fatigue
- Headache
- Muscle pain
- Joint pain



5 Key Messages

3. Vaccines are very effective.

Each vaccine is extremely effective at preventing hospitalization and death from COVID-19 and its variants. It will allow us to do the things we love and miss most. Vaccinated individuals can get a mild COVID-19 infection.



5 Key Messages

4. The vaccine is built on 20 years of research and science.

It is good to be careful when new things come along. Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.



5 Key Messages

5. Have questions? Please ask.

I'm glad that you want to know more. Ultimately, the choice is yours. If you have questions, talk with your doctor or healthcare provider soon. Go to myturn.ca.gov or text your zip code to GETVAX or VACUNA to get your free vaccine today.



3 Steps Post- Conversation

1. Acknowledge their agency and personal choice

- “I want you to get vaccinated today, but ultimately it’s your choice.”
- “I’m here as a resource to help you.”

2. Keep lines of communication open

Trust is a journey. Give folks a way to reach you that you are comfortable with as they consider their decision.

3. Offer to find a vaccine

Offer myturn.ca.gov or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.



Language to Use with Clients

| Do Say | Don't Say |
|--|---|
| Vaccination | Injection or shot |
| A safe and effective vaccine | A vaccine developed quickly |
| Authorized by FDA based on clinical testing | Approved by FDA; Operation Warp Speed; Emergency Use Authorization* |
| Get the latest information | There are things we still don't know |
| Keep your family safe; keep those most vulnerable safe | Keep your country safe |
| Public Health | Government |
| Health/medical experts and doctors | Scientists |
| People who have questions | People who are hesitant, skeptical, resistant, or "anti-vaxxers" |

* *The perceived speed of vaccine development is a current barrier among many audiences.*
These recommendations are based partly on research conducted by the de Beaumont Foundation

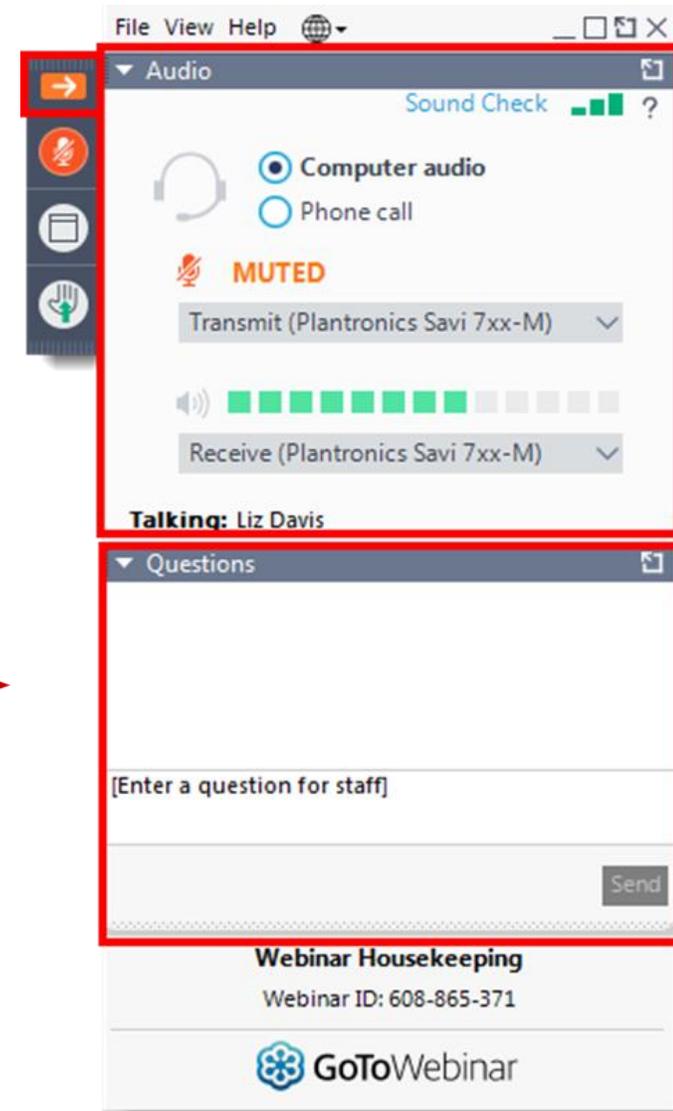


Questions and Answers

Please use the Q&A panel to ask a question



Submit
Comments &
Questions



Resources & Poll

Edgar Ednacot, EdD, MPH

We appreciate your feedback

Following this training, how confident are you in your ability to effectively speak with clients about COVID-19 vaccines?

1. Very confident
2. Confident
3. Somewhat confident
4. Not confident
5. Not applicable or I don't see clients

Patient Referrals

Unvaccinated Californians can go to myturn.ca.gov, call 833.422.4255, or text their zip code to GETVAX or VACUNA to schedule their appointment.



Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit 30 Conversations Campaign

#THIS IS OUR SHOT VACU NATE YA COVID-19 VACCINE CONVERSATIONS TOP 5 MESSAGES

SAFETY
The vaccine will protect you from getting very sick from COVID. Over 150 million Americans have been safely vaccinated and are now protected.

SIDE EFFECTS
Side effects are common. They are a sign your body is building up its defenses to protect you. Many people temporarily feel:
1. Sore arm (near site of vaccination)
2. Fatigue
3. Headache
4. Muscle pain
5. Joint pain

EFFECTIVENESS AND VARIANTS
Each vaccine is nearly 100% effective at preventing hospitalization and death from COVID and its variants! It will allow us to do the things we love and miss most. Vaccinated individuals can get a mild COVID infection.

SPEED
It's good to be careful when new things come along. Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.

QUESTIONS?
I'm glad you want to know more. Ultimately, the choice is yours. If you have questions, talk with your doctor or healthcare provider soon. Text your zip code to **GETVAX (438829)** to get your free vaccine today.

Help spread the truth about COVID vaccines.

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LANGUAGE DO'S & DON'TS

| Do Say | Don't Say |
|--|---|
| Vaccination | Injection or shot |
| A safe and effective vaccine | A vaccine developed quickly |
| Authorized by FDA based on clinical testing | Approved by FDA, Operation Warp Speed, Emergency Use Authorization ¹ |
| Get the latest information | There are things we still don't know |
| Keep your family safe; keep those most vulnerable safe | Keep your country safe |
| Public Health | Government |
| Health / medical experts and doctors | Scientists |
| People who have questions | People who are hesitant, skeptical, resistant, or 'anti-vaxxers' |

1. The perceived speed of vaccine development is a current barrier among many audiences. These recommendations are based partly on research conducted by the de Beaumont Foundation.

Messaging Elements That Resonate

- Validate Concerns & Answer Questions**
Acknowledge people's hesitancy rather than challenge it. Provide scientifically-based plain language answers.
- Moments Missed**
Reference things the people miss most. With many feeling COVID-19 fatigue, missed moments (especially human connections that we took for granted like visiting family and friends) serve as a powerful reminder of the ultimate end goal: vaccination as a pathway to the possibility of regaining these moments.
- Protection**
Emphasize "protecting myself, loved ones, and those in my community" (rather than "coming together as a nation").
- Positive Tone**
Be inviting and respectful as opposed to demanding. Acknowledge that the "choice is yours to make," which connects with the deeply rooted American value of liberty.

Messaging Elements That DON'T Resonate

- Negativity & Fear**
People push back when reminded of how difficult a year it's been—it tends to put them in a pessimistic, hopeless or frustrated frame of mind. Fear tactics are likely to backfire because this does little to generate trust or answer people's questions about vaccines.
- Guilt**
References to "many people already stepping up" can come off as pushy or accusatory. Those who are hesitant do not see themselves as "free riders" letting others take risks first, rather, they are worried about being "guinea pigs" for new COVID-19 vaccines.
- Overpromising**
Avoid claims that are unproven. Being overly rosy may cause concern. Be clear about the facts without any sugarcoating. Most people understand that mass vaccination is a long-term process. Avoid messages that inadvertently imply that vaccine availability will "flip the switch."
- "Back to Normal"**
Some just want things to "get back to normal," but for others, post-pandemic life will never be "the way it was." It's more about getting back to life rather than back to normal. Messages that focus on economic recovery—rather than public health—do not perform well.

Research, insights, & content provided by Kaiser Family Foundation, AdCouncil, & COVID Collaborative

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TOP 5 REASONS
Your Kids Should Get the COVID-19 Vaccine

With students heading back to in-person instruction, here are some things you need to know about protecting your children with the COVID-19 vaccine.

- Unvaccinated children are at risk of getting COVID-19**, and can suffer very serious complications, and potential long-term impacts that we are still learning about. The vaccine is safe and effective, and no long-term problems have been seen for any vaccine.
- The science behind the vaccine** has been under development and studied by The U.S. Department of Health and Human Services for over 20 years.
- Getting those who are eligible vaccinated** can help keep school communities safe.
- Kids have missed critical social and emotional milestones** with their school community. Getting them safely back to the classroom and their favorite afterschool activities helps support their mental health and wellness.
- Vaccines are safe, effective, and free**, regardless of insurance or immigration status.

Get your children back to school safely. Get them vaccinated against COVID-19 today! Learn more at [VaccinateALL58.com](https://www.vaccinateall58.com).

Additional Resources

- [ACOG and SFMF Recommend COVID-19 Vaccination for Pregnant Individuals](#)
- [COVID-19 Vaccines While Pregnant or Breastfeeding](#)
- [COVID-19 and Pregnancy: A Conversation Guide for Clinicians](#)
- [COVID-19 Vaccines and Pregnancy Factsheet](#)
- [Do COVID Vaccines Cause Infertility?](#)

COVID-19 Vaccine and Pregnancy

Are you pregnant or planning to become pregnant? COVID-19 vaccines are safe and protective for you and your baby.¹

If you are pregnant, you are at higher risk for severe COVID-19

Pregnant people are at higher risk for getting very sick with COVID-19 than people who are not pregnant.

If you contract COVID-19, it may complicate your pregnancy

Pregnant people who contract COVID-19 are at higher risk for pregnancy complications such as high blood pressure, bleeding disorders, death, and stillbirth.

If you are pregnant, you may receive the COVID-19 vaccine

Pregnant and lactating people may receive any of the three COVID-19 vaccines currently authorized for use in the U.S. For more about vaccines currently available in California visit our [Get the Facts on Vaccines](#).

The COVID-19 vaccine may provide your baby some protection from COVID-19

Recent studies show that vaccinated pregnant people pass antibodies to their developing baby in the womb, so the baby is born with some protection from day one.²

COVID-19 vaccines are effective

These vaccines use a small piece of the virus that can't cause infection, but triggers an immune response in the body – causing the body to produce protective antibodies. The vaccines DO NOT contain live virus, so CANNOT give someone COVID-19 disease. All three vaccines are very protective³.

COVID-19 vaccines are safe for you and your baby

CDC followed more than 35,000 people who were vaccinated during or just before pregnancy. Based on this information, and also based on what is known about how these vaccines work and their ingredients, researchers have found no obvious safety concerns for pregnant people receiving the COVID-19 vaccine.

Other considerations for vaccination during pregnancy

As with everyone who receives the COVID-19 vaccine, pregnant people may experience side effects such as body aches, chills, and tiredness – these are normal for everyone. Consult your doctor about any concerning side effects.



More Information

Visit this document on the CDPH website

¹Read our full [Guidance for Vaccination during Pregnancy](#).

²See the CDC's [COVID-19 Vaccines While Pregnant or Breastfeeding](#).

³See [Get the Facts on Vaccines](#).



We appreciate your feedback

I will commit to having 30 conversations with 30 clients in 30 days about COVID-19 vaccines.*

1. Yes

2. No

* By choosing yes, you will opt in to weekly #ThisIsOurShot “Hero Alerts” with the latest information on COVID-19 vaccine misinformation trends and conversation resources.

Special Thanks to

Today's Presenters:

Michael Policar, MD, MPH

LaTanya Hines, MD

Webinar Planning & Support:

Nicole Nguyen, Laura Ellerbe, Nicole Novero,
Leslie Amani, Michael Conrique, Edgar Ednacot,
Rachel Jacobs, Samuel Kerr



Thank you for your commitment to protect the health and well-being of all Californians



And for joining today's webinar!