

Helpful Resources For Primary Care Teams

You Are a [Trusted Source](#) of Information in Your
Community and for Your Patients

Fight Misinformation And
Promote Healthy Choices!

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5 Quick Statements Primary Care Teams Can Use

These straightforward and simple statements were created for you to use in clinical practice. They were designed using existing evidence on health communication and decision making.

Each statement has a link that you can click on (hold CTRL) to read the related evidence.

Helpful Tip #1: COMMUNITY LEADERS

Research shows that community leaders (e.g., clergy, pastors, police officers, etc.) are the most important avenue for spreading a message.

It may be particularly valuable to take time with your patients,
who serve as community leaders.

They, like you, are trusted voices who can have a significant impact in spreading the messages throughout the community.

Helpful Tip #2: LISTEN

Research shows the most important piece is LISTENING if the patients have questions or concerns.

Therefore, you need to:

- 1) Listen to the patient's concern
- 2) Ease the main concern
- 3) Strongly recommend the vaccine.

Consider Using With	Statements Worded at 6 th Grade Reading Level (click here if you want statements at higher reading level)
All Patients	<p>STATEMENT #1 By getting the COVID vaccine/shot and wearing a mask, you can stay healthy and help others stay healthy. We still do not know everything about COVID and its effects long-term to people who get it. Even if you are not worried about yourself, help protect others. {Consider Using Handout #1 or 2}</p> <p>STATEMENT #2* I know it’s been hard to sift through all the information out there. Here is what a patient told me recently... {insert emotional authentic story of a patient <u>from your community</u> that shares what they think about COVID}</p>
Anxious or Skeptical Patients	<p>STATEMENT #3a I was also worried about this new COVID vaccine/shot, so I read about what the doctors have done. While it’s a new vaccine/shot, it went through the same hoops as other medications I give you, and I can assure you it is safe and it works. I have seen people with COVID, and believe me, it is not something you want. My job is to help you stay healthy. Like other medications I give you, I believe this vaccine/shot is important for your health. {Consider Using Handout #1}</p>
Anxious or Skeptical Patients of Color , who mention medical mistrust due to prior injustices	<p>STATEMENT #3b I understand why you may feel unsure about getting the COVID vaccine/shot, and you want to keep your family and you safe. I would too. Would it be helpful for me to explain why I, as a doctor/nurse/provider, view this vaccine as safe and are recommending it to my patients? {If yes} I read about what the doctors have done. While the vaccine is new, it went through the same hoops as other medications I give you, and the doctors included a reasonable number of Americans from many different backgrounds in the research. I can assure you it is safe, and it works. My job is to help you stay healthy. Like other medications I give you, I believe this vaccine is important for your health. {Consider Using Handout #1}</p>
Anxious or Skeptical Patients Who Initially Refuse The Vaccine	<p>STATEMENT #3c I understand why you feel unsure about getting the COVID vaccine/shot, and you want to keep your family and you safe. I will respect whatever choice you make, even if it is different from my own. To help in making your choice, I read about what the doctors have done. While it’s new, it went through the same hoops as other medications I give you, and I can assure you it is safe, and it works. I believe this vaccine/shot is important for your health. However, it is up to you. I am here to answer any questions you might have.</p>
Patients Who are Vaccinated, but Don’t Want to Wear a Mask	<p>STATEMENT #4 Once you get the COVID vaccine/shot(s), it’s tempting to stop wearing a mask – these things are no fun to wear all day. However, it’s important to keep wearing the mask to help protect you and your loved ones. Please continue to protect yourself and others. {Consider Using Handout #2}</p>
Patients Who Think Vitamin D or Other Supplements Prevent COVID	<p>STATEMENT #5 I have also been confused by all the misinformation out there, like the stories about Vitamin D that might help prevent COVID. I’ve read the research by doctors, and the only way to stay safe is by getting the vaccine/shot and wearing a mask. My job is to help keep you alive and healthy. Similar to the other medications that I give you, I truly believe that getting the vaccine/shot is important for your health.</p>

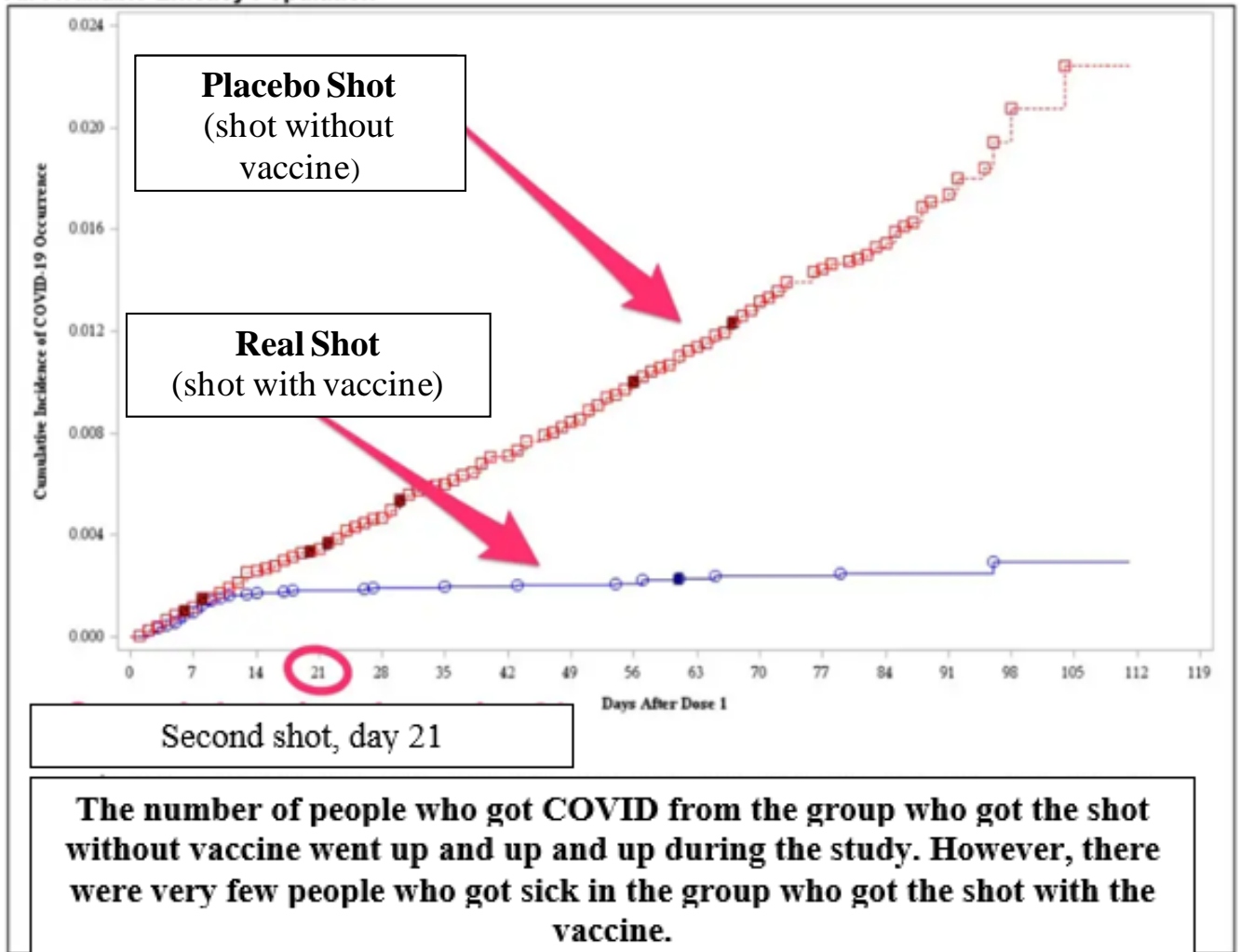
Helpful Handouts to Use With Patients

Helpful Information About COVID Vaccines

1. Research shows the COVID shot works:

Pfizer COVID Shot Outperforms Shot Without the Vaccine in Medical Research

Figure 2. Cumulative Incidence Curves for the First COVID-19 Occurrence After Dose 1, Dose 1 All-Available Efficacy Population



Citation: [CHART: How well Moderna vaccine prevents COVID-19 infections \(businessinsider.com\)](#); [FDA scientists endorse Pfizer/BioNTech Covid-19 vaccine before key panel \(statnews.com\)](#)

2. Nearly 6 in 10 Americans are willing to get the vaccine based on a Gallup survey: [More Americans Now Willing to Get COVID-19 Vaccine \(gallup.com\)](#)
3. Consider watching this vaccine video that describes how the new vaccine works: <https://abcnews.go.com/Health/video/covid-19-vaccines-work-74654465>

Helpful Handouts to Use With Patients

Protecting You and Your Loved Ones From COVID: Multiple Layers Improve Success

It's tempting to stop wearing a mask once you get the vaccine – but, don't stop yet!

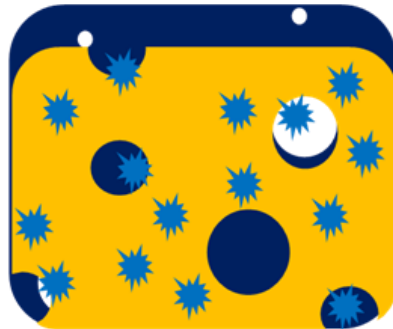
Think of each action like layering pieces of Swiss cheese to prevent the virus.

1. The mask is the first layer of protection, but it still is not perfect because it has holes in it.
2. The next layer of protection is hand washing, which covers some of the holes but there are still more.
3. The next layer of protection is vaccine and that helps a little bit more. Using all of the layers yields the best success.

Mask Only



Mask + Hand Washing



Mask + Handwashing
+ Vaccine



**Every layer of protection you add helps to stop the spread of COVID
and protect you and your loved ones.**

Additional layers of protection:

- Physical distancing
- Staying home when sick
- Staying outdoors when around others
- Limiting time in crowded places

Adapted from: <https://www.nytimes.com/2020/12/05/health/coronavirus-swiss-cheese-infection-mackay.html>

Consider Using With	Sample Statements Worded at High School Reading Level
All Patients	<p>STATEMENT #1 By getting the vaccine and continuing to wear a mask, you reduce the chance of contracting COVID and potentially suffering long-term consequences yourself. We still know very little about the long-term effects of the disease, and what the effect on health may be years from now. Even if you are not as concerned about yourself, you can help protect your loved ones. {Consider Using Handout #1 or 2}</p> <p>STATEMENT #2* I know it's been hard to sift through all the information out there. Here is what a patient told me recently... {insert emotional authentic story of a patient <u>from your community</u> that shares what they think about COVID}</p> <p><i>* useful for 18-21 years old, as they are more often not willing to wear a mask or get vaccinated but are swayed by normative feedback</i></p>
Anxious or Skeptical Patients	<p>STATEMENT #3a I was also concerned about this new vaccine, so I spent some time reading what the research medical experts and doctors have done on the vaccine. While the vaccine is new, researchers have been working on developing technology to make it this way for over 30 years. It went through the same evaluation as the other medications that I have prescribed to you, and I can assure you that it is safe and effective. I have seen what this virus can do, and believe me, it's not something that you want to experience. My job is to provide you with the best medical recommendations to keep you alive and healthy. Similar to the other medications that I have prescribed for you, I truly believe that getting the vaccine is critical for your health. {Consider Using Handout #1}</p>
Anxious or Skeptical Patients of Color , who mention medical mistrust due to prior injustices	<p>STATEMENT #3b I understand that you may feel very hesitant about this vaccine due to the past history of racism in research, and you want to keep your family and yourself safe. I would too if I were in your shoes. Would it be helpful for me to explain why I, as a doctor/nurse/provider, view this vaccine/shot as safe and recommending it to my patients? {If yes} I read about what the research medical experts and doctors have done on the vaccine. It went through the same rigorous evaluation as other medications that I have prescribed to you, and it included an equitable representation of patients by race/ethnicity. I can assure you that it is safe and effective. My job is to provide you with the best medical recommendations to keep you alive and healthy. Similar to the other medications that I have prescribed for you, I truly believe that getting the vaccine is critical for your health.</p>
Anxious or Skeptical Patients Who Initially Refuse The Vaccine	<p>STATEMENT #3c I understand that you may feel very hesitant about this vaccine, and you are trying to make the best decision to keep your family and yourself safe. I will respect whatever decision you make, even if it is different from my own. In case it helps your decision making, I spent some time reading what the research medical experts and doctors have done on the vaccine. It went through the same rigorous evaluation as other medications that I have prescribed to you, and I can assure you that it is safe and effective. Similar to the other medications that I have prescribed for you, I truly believe that getting the vaccine is important for your health. However, it is up to you. I am here to answer any questions you might have.</p>

Consider Using With	Sample Statements
Patients Who are Vaccinated, but Don't Want to Wear a Mask	<p style="text-align: right;">{Consider Using Handout #1}</p> <p>STATEMENT #4</p> <p>I know it's tempting to stop wearing a mask once you get the vaccine – these things are no fun to wear all day. However, it's important to keep wearing the mask to help protect your loved ones, friends, and neighbors. I have seen this virus devastate people in {insert name of your town or community}. I urge you to continue to wear a mask to help protect those you care about until everyone can get vaccinated and be safe.</p> <p style="text-align: right;">{Consider Using Handout #2}</p>
Patients Who Think Vitamin D or Other Supplements Prevent COVID	<p>STATEMENT #5</p> <p>I have also been confused by all the misinformation, like the stories about Vitamin D and other supplements that supposedly help prevent COVID. I've read the research by doctors, and the only way to stay safe is by getting the vaccine and wearing a mask. Similar to the other medications that I have prescribed for you, I truly believe that getting the vaccine is important for your health and the best step you can take to prevent you and your loved ones from getting COVID.</p>

Descriptions and References for The Fundamental Qualities

Each Statement is Aiming to Capture

Trusted source

- An important component of patient-provider relationships is trust. In past research, increased patient trust is related to increased use of preventive services (Gupta et al., 2014, <https://doi.org/10.1016/j.amepre.2014.04.020>).
- Research has shown that most patients trust physicians to act in their best interest (Pearson & Raeke, 2000, <https://doi.org/10.1046/j.1525-1497.2000.11002.x>)

Community leaders

- In order to obtain greater acceptance of research findings and increase engagement, it is important to develop strong connections to the targeted communities and its leaders (Liljas et al., 2017, <https://doi.org/10.1186/s12889-017-4241-8>).
- Research surrounding cancer screenings proposes a continuum framework that highlights the importance of community leaders and other stakeholders. (Winkfield et al., 2021, <https://doi.org/10.1200/OP.20.00630>).

Importance of Listening

- This general communication approach (listen, repeat back, and then present evidence) was shown to be effective in this large RCT on HPV vaccine (Brawer et al., 2017; <https://doi.org/10.1542/peds.2016-1764>).

Recommended to use the word vaccine, not shot

- Marketing research by the Ad Council suggests that vaccine is a recognizable and more acceptable word than shot; however, your patient population may resonate more with the word shot (www.adcouncil.org)

STATEMENT #1

- Gain-framed messages persuaded individuals who may underestimate their risk of HIV or view HIV testing as a behavior that confirms their healthy status. Gain-framed messages were more encouraging for self-reported HIV testing than loss-framed messages (Apanovitch et al., 2003, <https://doi.org/10.1037/0278-6133.22.1.60>).
- Gain-framed messages are more effective in the interest and use of prevention behaviors than loss-framed messages (Rothman et al., 2006, <https://doi.org/10.1111/j.1460-2466.2006.00290.x>; Gallagher & Updegraff, 2012, <https://doi.org/10.1007/s12160-011-9308-7>).

STATEMENT #2

- Patient narratives are valuable resources for patients in order to help them understand the experience and the impact the illness may have on their life and wellbeing. Previous research has shown that another patient's experiences are important to many patients in order to help them understand and cope with their illness, and adjust to their treatment (Bekker et al., 2013, <https://doi.org/10.1186/1472-6947-13-S2-S9>).
- Great examples are the: Because of this public service campaign videos---uses real videos submitted to convey the message and motivate people into getting the vaccine
Healthcare worker saying good bye to his child: <https://www.youtube.com/watch?v=XFxEB3IJT9s&feature=youtu.be>
Hug between friends: <https://www.youtube.com/watch?v=uQhdThHJsdw&feature=youtu.be>
Grandparents playing with grandchild: <https://www.youtube.com/watch?v=IXkN-EpNIQk&feature=youtu.be>
Baby Announcement: <https://youtu.be/drIRWIQTuzQ>

STATEMENTS #3, #4, & #5

- CALMER: Check in, Ask about COVID, Lay out issues, Motivate them to choose a proxy and talk about what matters, Expect emotion, Record the discussion (<https://www.vitaltalk.org/guides/covid-19-communication-skills/>)
- PEARLS: Developed for pediatricians talking to parents about MMR vaccine---Partnership, empathy, apology, respect, legitimization and support that helps support autonomy of parents in making these decisions (Gupta 2010; <https://doi.org/10.1097/DBP.0b013e3181d6b6e4>).
- Empathy has been shown to be related to benefits for patients and health providers (Barello & Graffigna, 2020, <https://doi.org/10.3389/fpsyg.2020.01431>). It is a main element for therapeutic relationships, and for health professionals' emotional exhaustion, it can be used as a protective factor (Wilkinson et al., 2017, <https://doi.org/10.1016/j.burn.2017.06.003>).
- Previous research on the measles outbreak and vaccine hesitancy has revealed that patient education, empathy, normalizing vaccination, and patient-provider trust are key components when deciding whether to receive the vaccination or not (Marcus, 2020, <https://doi.org/10.3912/OJIN.Vol25No01Man03>).
- Previous research established this new method for developing mRNA vaccines. This was used in the development of the initial COVID-19 vaccines (e.g., Pfizer, Pardi *et al.* <https://doi.org/10.1038/nrd.2017.243>)

STATEMENT #3b

- Previous research has found that African Americans report greater hesitancy towards vaccines in general, including African Americans reported greater barriers to vaccination and more likely to believe in conspiracy theories surrounding vaccines. Quinn et al., 2017, <https://doi.org/10.1016/j.vaccine.2016.12.046>
- COVID vaccine hesitancy was higher among African Americans, Hispanics, rural dwellers, those who identify as Republicans. Khubchandani et al., 2021, <https://doi.org/10.1007/s10900-020-00958-x>
- Additional Resource: University of Rochester the Office of Equity and Inclusion's podcast, an assistant professor of medicine and infectious diseases; a vaccine trial participant; and a practicing physician and president of the Rochester Black Physicians Network discuss what it will take for medicine to build trust in communities of color in order to get the COVID-19 vaccine to some of the populations hardest hit by the pandemic [UR Insights: Vaccine Skepticism in Communities of Color \(libsyn.com\)](https://www.libsyn.com/ur-insights-vaccine-skepticism-in-communities-of-color)

Additional Resources Highlighted by Members of the Integrated Primary Care Special Interest Group

- Individuals with intellectual disabilities are 3 times more likely to die from COVID ([Intellectual Disability Raises COVID-19 Death Risk \(webmd.com\)](#)), these resources were created to help explain COVID and the Vaccine by Ohio Department of Developmental Disabilities:
[COVID-19-Vaccine-Information-in-Plain-Language.pdf \(selfadvocacyinfo.org\)](#)
[Social Stories | Department of Developmental Disabilities \(ohio.gov\)](#)
- FDA Communicating Risks and Benefits: An Evidence-Based User Guide
Explains the risks and benefits of effective risk communication using its scientific foundations.
<https://www.fda.gov/media/81597/download>
- [Patient Education Resources \(aafp.org\)](#) videos, myths, facts, and articles that explain the vaccine in order to help answer your patient's questions.
- Brown University has developed a website with social media and other campaign tools (tutorials, handouts, images) that can be used to support COVID testing: <https://www.covidtestingtoolkit.org/>
A write-up on it: <https://www.brown.edu/news/2020-11-19/toolkit>
- NIH Office of Behavioral and Social Sciences Research
Do's and Don'ts for COVID-19 vaccination communication:
https://obssr.od.nih.gov/wp-content/uploads/2020/12/COVIDTipSheet_Final.pdf
Support for COVID-19 vaccine using evidenced-informed communication strategies:
https://obssr.od.nih.gov/wp-content/uploads/2020/12/COVIDReport_Final.pdf
- BBC created a great video about mRNA, the mRNA vaccines, and how they work:
<https://twitter.com/BBCMoringLive/status/1336970725878587392>
- Gerontological Society of America Decision Aid---How Do I Choose to Engage in Social Activity or Not:
Handout that can be used to decide whether it is worth it to partake in activities outside the home during the pandemic
https://www.geron.org/images/gsa/documents/GSA_Decision_Aid.pdf
- CDC Flu vaccine resources that could be applied to COVID:
<https://www.cdc.gov/flu/resource-center/nivw/activities.htm>
- Association of Psychologists in Academic Health Centers
Resources about COVID-19 for professionals, parents, and children: <https://ahcpsychologists.org/covid19/>
- VA only: policies, guidance, vaccine data, toolkits: <https://dvagov.sharepoint.com/sites/vhacovidvaccine/>
- Michigan Department of Health & Human Services: [COVID-19 Vaccine Talking Points](#); [COVID-19 Vaccine Provider FAQ](#)

- APA—Building Vaccine Confidence through Community Engagement
Resource for community leaders to better understand psychological and scientific phenomena related to vaccination attitudes:
<https://www.apa.org/topics/covid-19/equity-resources/building-vaccine-confidence.pdf>
- Videos series “COVID-19 Vaccine Education Effort: Content for Healthcare Providers”: [Answering health professionals’ COVID-19 vaccination questions | American Medical Association \(ama-assn.org\)](#)
- See Statement 3b above: [UR Insights: Vaccine Skepticism in Communities of Color \(libsyn.com\)](#)
- Youtube video helping people understand what variants of COVID mean
<https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fm.youtube.com%2Fwatch%3Fv%3DgMYAIqOfow&data=04%7C01%7C%7C36e280a1c1304b2045c308d8d7a24afa%7Ce95f1b23abaf45ee821db7ab251ab3bf%7C0%7C0%7C637496439333799110%7CUnknown%7CTWFpbGZsb3d8eyJWIjojMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ikk1haWwiLCJXVCI6Mn0%3D%7C1000&data=W7lNquLYxajvMUnYifdOIJuSCzWjfVIOgwG8d296Srg%3D&reserved=0>