



# **Addressing the COVID-19 Crisis: An Open Forum Webinar Series for Pharmacy**

**January 28, 2021**



**Sandra Leal, PharmD, MPH, FAPhA, CDCES**

Executive Vice President

SinfoniaRx a TRHC Solution

President-Elect

American Pharmacists Association

*Host and Moderator*

## Today's Focus:

Discuss vaccine hesitancy and how to work with patients to facilitate confidence in COVID-19 vaccination.

**#VaccineConfident**





**Emily K. Brunson, PhD, MPH**

Associate Professor  
Texas State University

Coleader of *CommuniVax*

*Guest Speaker*



**Susan C. Winckler, RPh, Esq**  
Chief Executive Officer  
Reagan-Udall Foundation for the  
Food and Drug Administration

*Guest Speaker*



**Mitchel Rothholz, RPh, MBA**  
Chief of Governance & State Affiliates  
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*Subject Matter Expert: Q&A*





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Senior Vice President  
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*Subject Matter Expert: Q&A*



# Format for Today's Webinar

**1:00 pm:** Introductions

**1:05 pm:** Presentation from Emily Brunson

**1:15 pm:** Presentation from Susan Winckler

**1:25 pm:** Open Forum: A Minute for Your Questions & Thoughts

**1:50 pm:** Wrap Up: Review of APhA's Ongoing Activities and What's Coming

# Open Forum Ground Rules

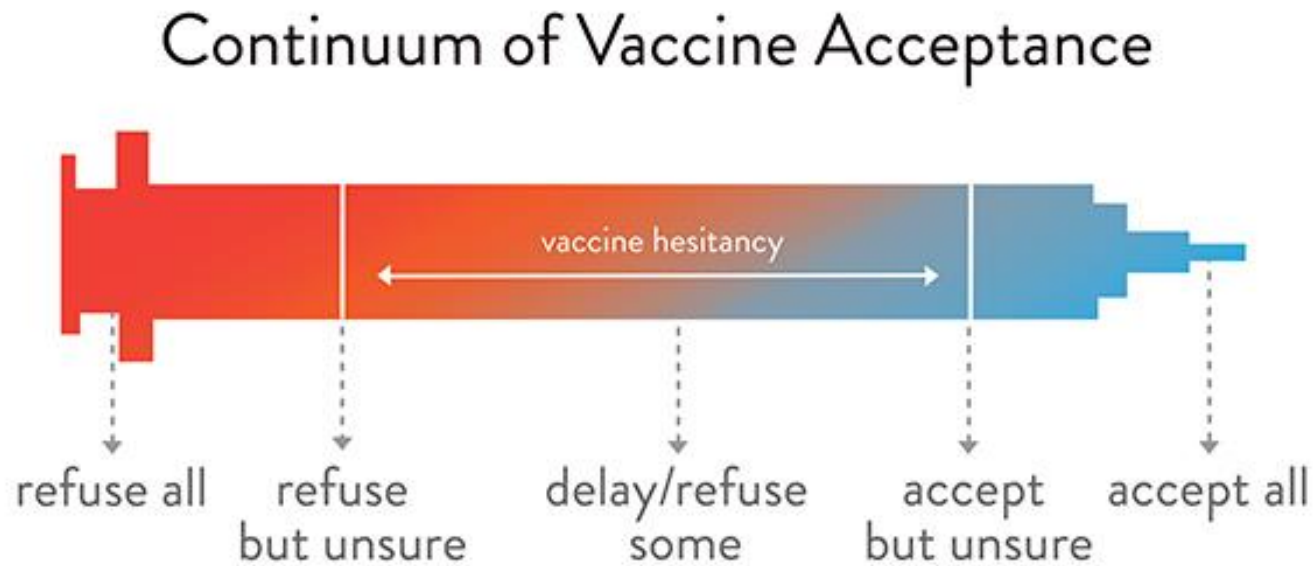
- Use the **Questions** field on the GoToWebinar toolbar to submit comments and questions related to the topic discussion.
- We will try to get to as many comments and questions as possible!
- Refer to the Handout in the GoToWebinar toolbar to access today's slides.

# How to Improve Public Confidence in COVID-19 Vaccines

Emily K. Brunson

# Vaccine Hesitancy

- Delay in acceptance or refusal of vaccination despite availability of vaccine services



- Most often assessed among parents of children

# What's Different with COVID-19 Vaccination?

- Vaccination is primarily for adults
- COVID-19 vaccines are truly new
- Pandemic circumstance
- Ongoing social issues that result in a lack of trust
- Concerns about fairness and equity



# Principles for Effective Risk Communication

1. Be right
2. Be clear
3. Be credible
4. Be empathetic and respectful





# Specific Communication Strategies for Building COVID-19 Vaccine Confidence

- There is no “one-size-fits-all” solution to COVID-19 vaccine hesitancy
- Best practices do exist...
  - Listen and then respond
  - Avoid repeating false claims
  - Emphasize community support for vaccinations
  - Adapt messages as circumstances change
  - Know your audience!

# Thank you.

Emily K. Brunson, [ebrunson@txstate.edu](mailto:ebrunson@txstate.edu)



**CommuniVax**

A Coalition to Strengthen the Community's Role  
in an Equitable COVID-19 Vaccination Campaign

# COVID-19 Vaccine Confidence Project Executive Summary

Susan C. Winckler

Project Collaborators: Numerous community groups and listening session partners; Heather Cobb; Chrisanne Wilks, PhD; and Hamilton Place Strategies.

The COVID-19 Vaccine Confidence Project is supported by the Food and Drug Administration (FDA) of the U.S. Department of Health and Human Services (HHS) as part of an award of \$150,000 of federal funds (88% of the project) and by \$20,000 from non-governmental, non-industry sources (12% of the project). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by FDA, HHS, or the U.S. Government. For more information, please visit [FDA.gov](https://www.fda.gov).

# Project Overview

- This presentation outlines key findings from the COVID-19 Vaccine Confidence Project and provides recommendations for strategic messaging around COVID-19 vaccines.
- The Project's intent was to help the FDA's Center for Biologics Evaluation and Research (CBER):
  - 1) understand public perceptions about COVID-19 vaccines
  - 2) identify what information key audiences want as they decide whether to get a vaccine
  - 3) create messages to provide that information.
- Findings and recommendations are based on a rigorous research process that included a landscape analysis, listening sessions, and message development, design, and testing.
- The project focused on two key audiences: communities traditionally underrepresented (e.g., African American/Black, Hispanic/Latinx, and Indigenous/Native); and frontline workers in service, retail, and healthcare settings.
- Messages and recommendations are for use in one-on-one communications as well as incorporation into outreach campaigns around the COVID-19 vaccine.

# Listening Session Themes: What We Heard

## **Vaccine Development**

- ✓ Concern about the speed of the process and its effect on vaccine quality
- ✓ Fear the vaccine will not work for me, my family, or my community

## **Vaccine Review and Approval/Authorization**

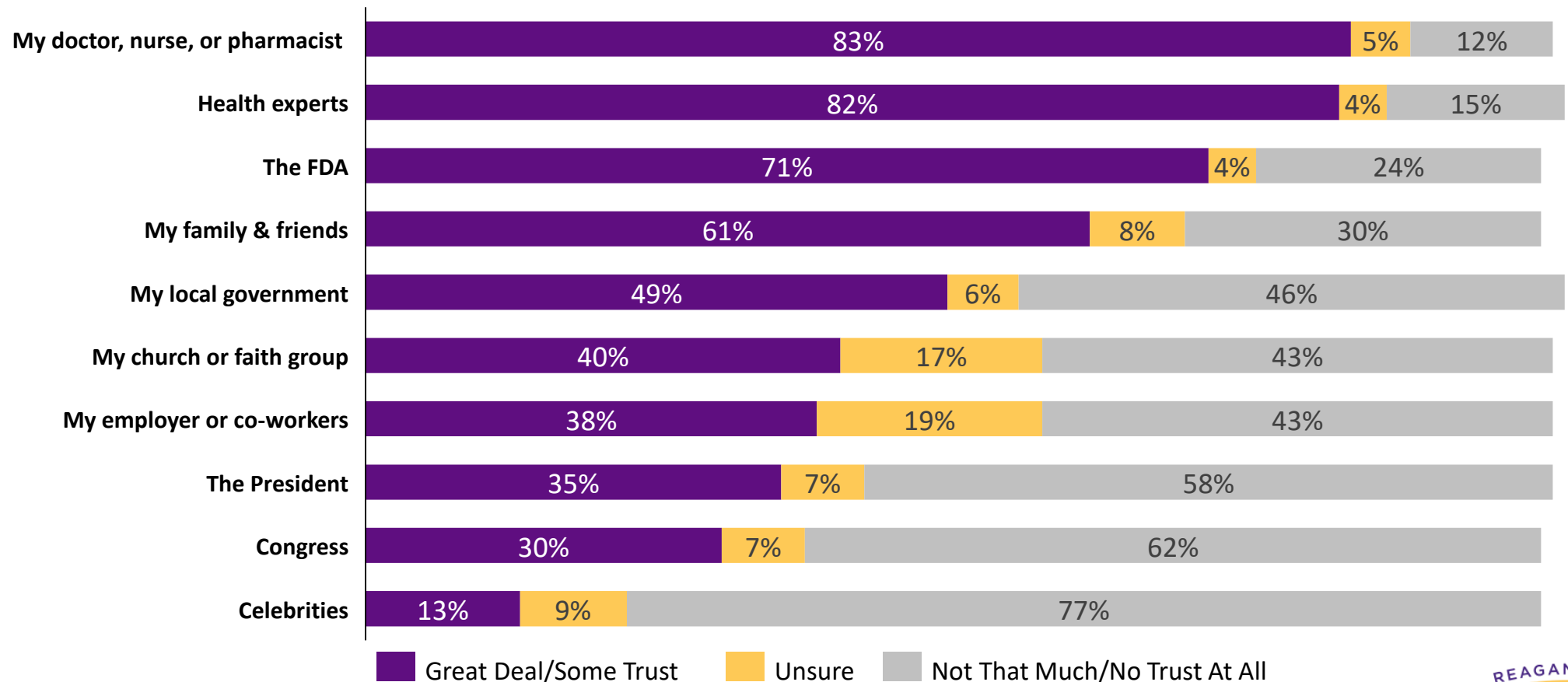
- ✓ Distrust of government and lack of transparency
- ✓ Concern that economics and politics will be prioritized over science

## **Historical and current structural defects**

- ✓ Concern about disparities in the healthcare system
- ✓ Fear and distrust based on past personal or community experiences with research and medicine

# Topline Survey Results: Messengers

Various medical professionals and experts were the three most-trusted types of messengers to respond to concerns. Federal elected officials and high-profile celebrities were near the bottom.



N=1001, Registered Voters in the Likely Electorate, Nationally, November 16 - 20, 2020. Percentages are rounded and may not add up to 100.



# Top-Performing Messages

## Refined messages that resonated most broadly with audiences in testing:

"The FDA is publicly sharing information about COVID-19 vaccines so you can see the evidence for yourself."

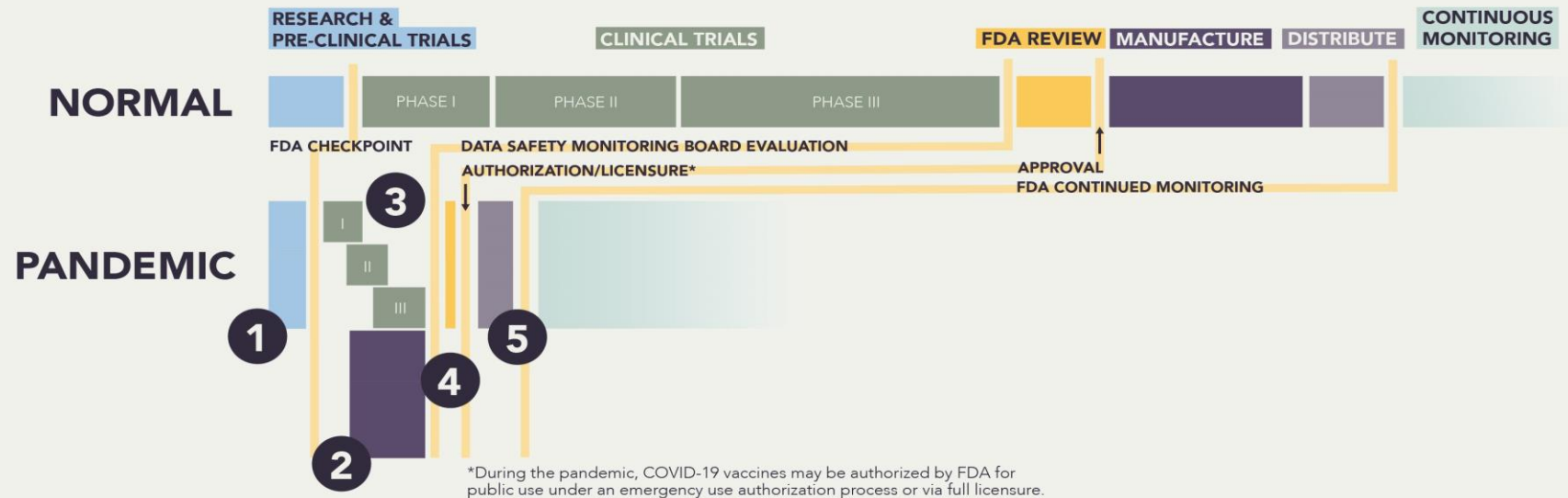
"Only safe and effective COVID-19 vaccines that have been rigorously tested on tens of thousands of volunteers will be approved."

"Scientists and career public health officials, not politicians or their appointees, will decide when a COVID-19 vaccine is safe, effective, and ready for public use."

"By getting a COVID-19 vaccine, you are protecting yourself, your children, parents, grandparents, and other loved ones."

"COVID-19 vaccine development is moving faster than normal because the medical and scientific community have made it their highest priority, not because any steps have been skipped." <sup>21</sup>

# Vaccine Development Process



## HOW WAS TIME SAVED?

- 1 RESEARCH**  
The SARS-CoV-2 genetic sequence was identified and tested right away thanks to past research.
- 2 MANUFACTURE**  
Private companies and the U.S. government are investing in manufacturing. FDA is inspecting facilities earlier (while clinical trials are ongoing), which allows product to be manufactured for rapid distribution upon authorization/approval instead of during FDA review, in normal circumstances.
- 3 CLINICAL TRIALS**  
Clinical trials were carefully designed to test for safety, dosage, and effectiveness in phases that partially overlapped instead of running consecutively. Because COVID-19 is so widespread, finding people to participate in the clinical trials and assessing the vaccines' performance have been faster than normal.
- 4 LICENSE/AUTHORIZATION**  
An Emergency Use Authorization can be requested by vaccine developers for FDA to review preliminary data from clinical trials to determine if the benefit outweighs the risks for use in a public health emergency. The vaccine data must show safety and efficacy to earn an emergency use authorization.
- 5 DISTRIBUTE**  
Substantial U.S. government resources are being used to coordinate distribution to the public.

# Polling Question

What has been the general reception among your patients of the COVID-19 vaccine?

- A. Mostly confident
- B. Mostly hesitant
- C. Mostly indifferent

Open Forum Discussion:  
A Minute for Your Thoughts  
*Comments, Questions, Feedback*

# Review of APhA's Ongoing Activities and What's Coming

## Share your COVID-19 vaccination stories & experiences!

Email [vaccineconfident@aphanet.org](mailto:vaccineconfident@aphanet.org) and be on the lookout for resources that will help you share the message of vaccine confidence with your patients and communities.

# #VaccineConfident



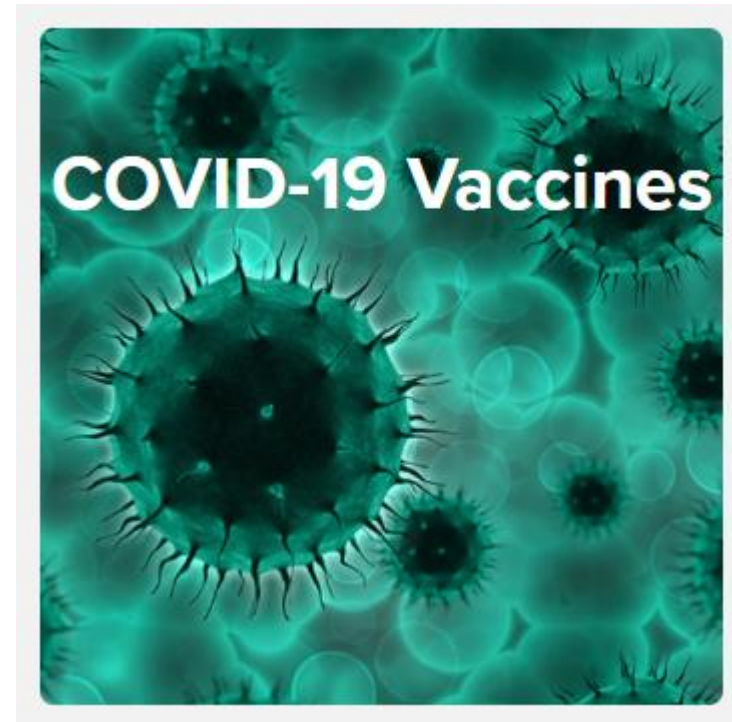


# Advocating for You on Coronavirus



## APhA's Intelligence

- Vaccine
  - Allocation
  - Distribution
  - Administration
  - Payment/Reimbursement



Key links can be found at

<https://www.pharmacist.com/coronavirus/vaccines>

# APhA COVID-19 Resources: Know the Facts

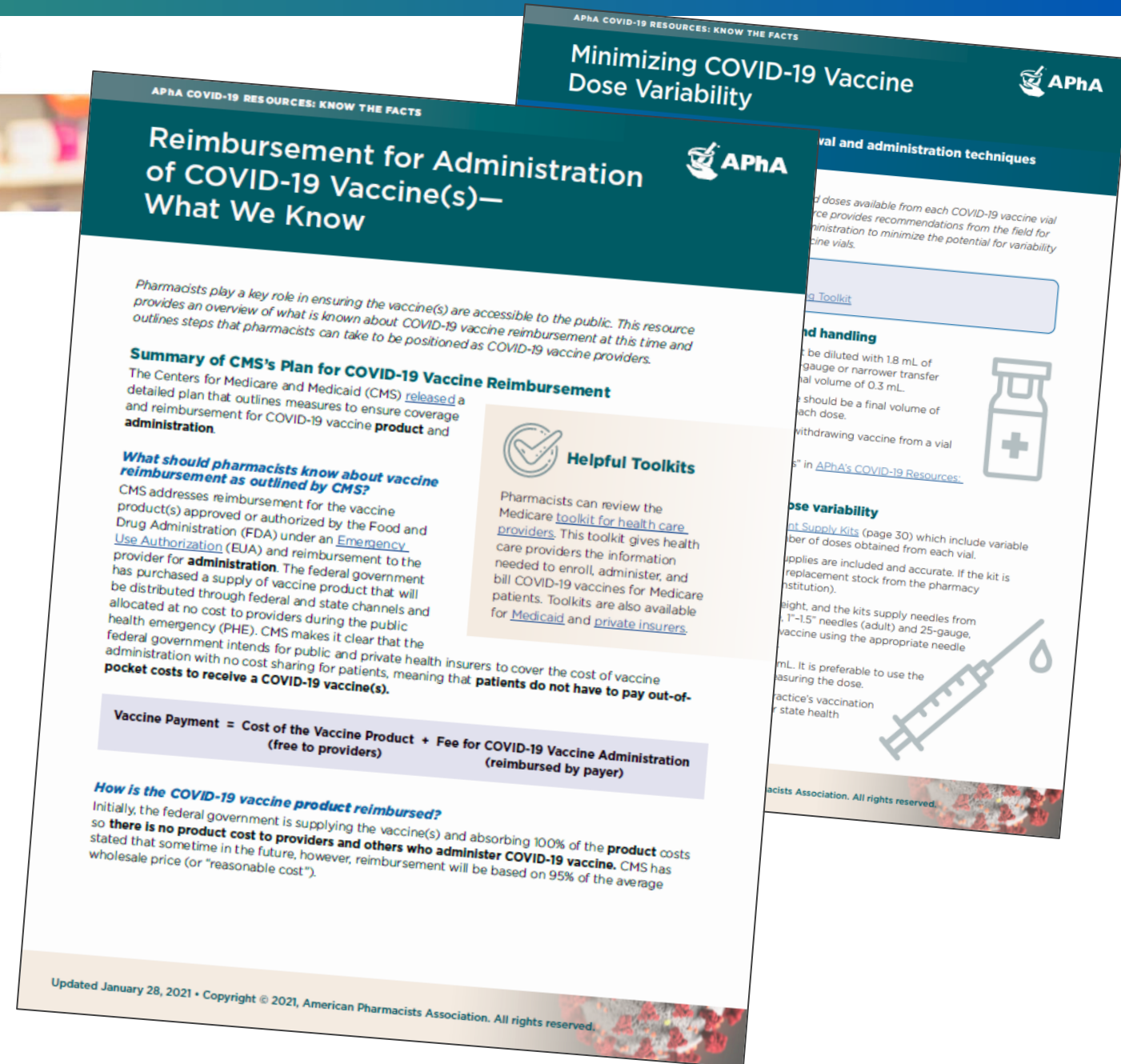


Practical Information for Pharmacists to Know Now

## NEW RESOURCE:

- Reimbursement for Administration of COVID-19 Vaccine(s) – What We Know
- Minimizing COVID-19 Vaccine Dose Variability

Check out the library of [practice resources here](#)



# APhA2021 Virtual

***Mark Your Calendars!***

**March 12-15, 2021**

Earn essential CPE credits during four days of inspiring live and recorded sessions exploring the latest updates in pharmacy practice and cutting-edge science.

**\*\*10+ hours of BCACP Recertification credit available\*\***

Connect with peers and join thought leaders in determining pharmacy's future through the late stages of the pandemic and beyond.

**Register by February 28 for early bird rates.**

<https://apha2021.pharmacist.com/>

**APhA2021**  
Annual Meeting & Exposition  
Virtual | March 12-15

# Post on **ENGAGE**

## *Pharmacy's Response to COVID-19*

**POST** your questions

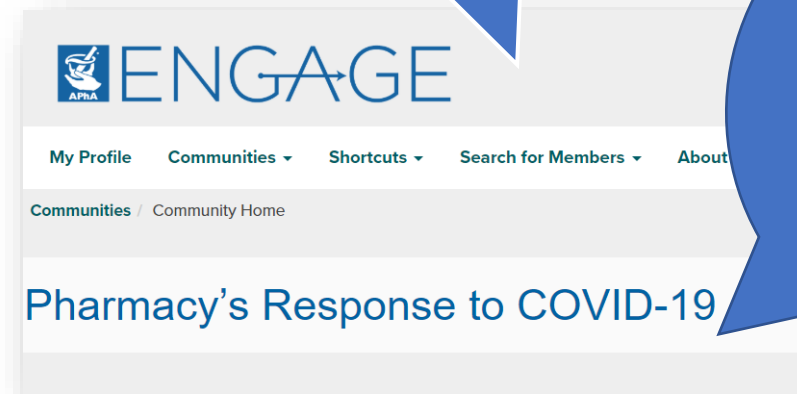
**SHARE** your lessons learned

**SUPPORT** your colleagues

**ACCESS** the latest information

How have you been able to inspire confidence in the COVID-19 vaccine among your patients?

What reasons, if any, have patients given for being vaccine hesitant?



## Weekly Open Forum Webinars



# Join Us!

**Thursday, February 11th, 1-2pm ET**

**CE Available – Registration coming soon!**

Today's webinar recording and slides will be  
available within 24hrs

<https://www.pharmacist.com/coronavirus/weekly-webinars>