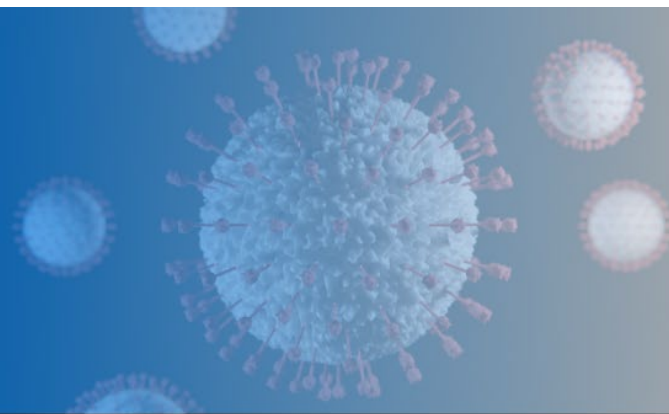


Wednesday, April 14th  
@ 6pm



**ALEX MCDONALD, MD, CAQSM, FAAFP**

#ThisIsOurShot  
Southern California Kaiser Permanente

# COVID Conversations

Program #5

Instilling Trust in the Covid-19 Vaccine  
and Beyond



American  
Academy of  
Pediatrics  
CALIFORNIA  
Incorporated in California



**TODD WOLYNN, MD, MMM, IBCLC**

Shots Heard Round The World  
Kids Plus Pediatrics



# Welcome to COVID Conversations

- All lines are automatically muted for the duration
- Question-and-answer box can be utilized to communicate with the moderators
- The panelist will speak for approximately 15 minutes, followed by 45 minutes of questions
- The webinar will be recorded and posted to the California Immunization Coalition website (<https://www.immunizeca.org/>) as well as the CIC YouTube page (<https://www.youtube.com/channel/UCklkZ1SZQNQLcpmNpeQpDAg>)



# GoToWebinar Platform

- All participants are in “listen only” mode. You should be able to hear through your computer audio – please make sure your speakers are not on mute. You should have received dial in information with your confirmation email if you need to listen by phone.
- Technical difficulties during the webinar?
  - For assistance, please visit this link: <https://support.goto.com/webinar/help/how-do-i-contact-gotowebinar-customer-support-g2w090151>
  - If you still need assistance please call: CIC at 916-414-9015 or GoTo Technical Support at: 1-(833) 851-8340



# Questions for Presenter?



- To ask a question or leave a comment use the question window
- Questions will be answered after the presentations
- Additional questions may be sent to [info@immunizeca.org](mailto:info@immunizeca.org) for email response after the webinar.



File View Help

Audio

Sound Check

☒ Computer audio  
☐ Phone call  
☐ No audio

**MUTED**

Microphone (Realtek High Definition...)

Speakers (Realtek High Definition Au...)

Talking:

Questions

[Enter a question for staff]

Send



The California Immunization Coalition (CIC) is a 501(c)(3) non-profit public-private partnership dedicated to achieving and maintaining full immunization protection for all Californians to promote health and prevent serious illness, disability and death.

# American Academy of Pediatrics

CALIFORNIA

*Incorporated in California*

- The AAP-CA is a partnership of the three local California AAP Chapters
- AAP-CA is committed to the attainment of optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults living in California.



# Today's Hosts and Moderators



## Dr. Pia Pannaraj

- Associate Professor of Pediatrics, Molecular Microbiology and Immunology, Keck School of Medicine, University Southern California
- Director, Pediatric Immunization Advancement Laboratory, Division of Infectious Diseases, Children's Hospital Los Angeles
- Co-Chair, Emerging Issues Committee, California Immunization Coalition



## Dr. Eric Ball

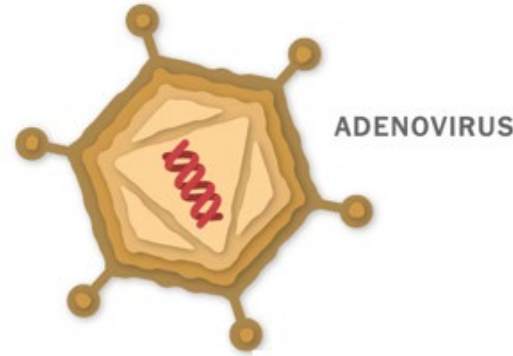
- Primary Care Pediatrician, CHOC Primary Care Network
- Board of Directors, American Academy of Pediatrics, California
- Co-Chair, Emerging Issues Committee, California Immunization Coalition

# Janssen / Johnson & Johnson Update

As of 4/14/2021



# Rare clotting events after COVID-19 adenovirus vector vaccines



## AstraZeneca

- Approved in 118 countries
- Awaiting EUA in US
- Requires 2 doses

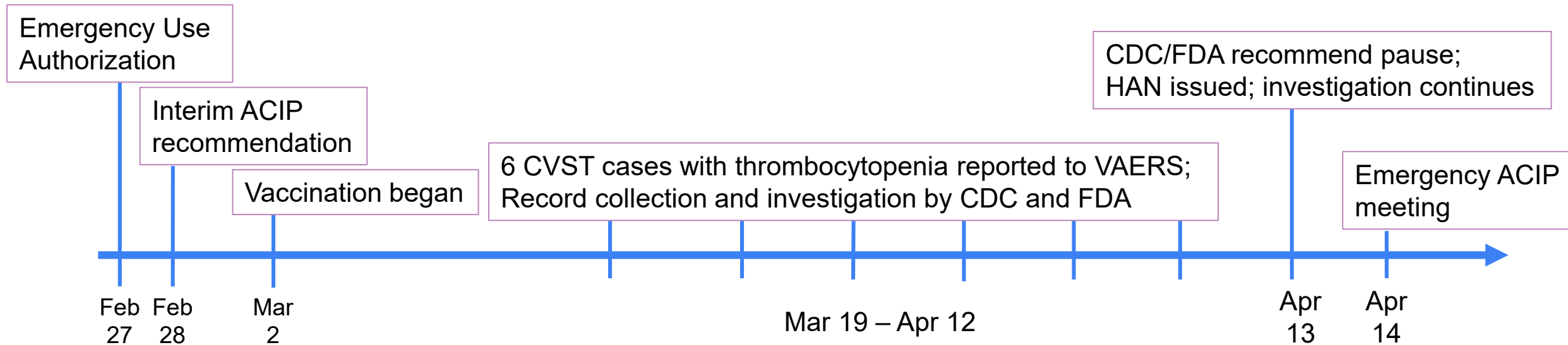
## Janssen / J&J

- EUA in U.S. Feb 2021
- Requires 1 dose
- Easier storage

# AstraZeneca (AZ) vaccine

- >34 million doses given
- 108 cases of cerebral venous sinus thrombosis (CVST), most with thrombocytopenia
- 138 other thrombosis with thrombocytopenia
- 56 deaths
- Most cases in female <60 years old
- April 7, 2021: European Medical Agency's safety committee report concluded:
  - Strong association and probably causal link between the AZ vaccine and rare clotting events
- Possible mechanism: immune thrombotic thrombocytopenia mediated by platelet-activating antibodies against PF4, mimics autoimmune heparin-induced thrombocytopenia (Greinacher et al. NEJM 2021)

# Janssen / Johnson & Johnson



- 7.2 million J&J vaccine doses given (1.4 million doses given to women 20-50 years old)
- 6 cases of CVST with thrombocytopenia (case rate 0.83 cases per million doses administered)
- Age 18-48
- Onset 6-13 days
- All white female
- Background rate of CVST 0.22-1.57 per 100,000
  - Median age 37 years
  - Female:male ratio 3:1

**Emergency ACIP Meeting 4/14:**  
Recommend pause for 7-14 more days to continue investigation

# VAERS is the nation's early warning system for vaccine safety

## How to report an adverse event to VAERS:

- Go to <https://vaers.hhs.gov>
- Submit a report online
- For help:
  - Call 1-800-822-7967
  - Email [info@VAERS.org](mailto:info@VAERS.org)
  - Video instructions  
<https://www.youtube.com/watch?v=sbCWWhcQADFE>
- Please send records to VAERS ASAP if contacted and asked
  - HIPAA permits reporting of protected health information to public health authorities including CDC and FDA





# Today's Panelist

American  
Academy of  
Pediatrics  
CALIFORNIA  
Incorporated in California



## **Alex McDonald MD, CASQM, FAAFP**

Family Physician, Sports Medicine Specialist  
Southern California Kaiser Permanente Medical  
Group (SCPMG) and co-founder of This Is Our  
Shot campaign



**THIS  
IS OUR  
SHOT**

**#VACUNATE  
YA**

**OBJECTIVE: #ThisIsOurShot**  
increases health professionals'  
capacity to use your voices in  
your (online) communities to  
build vaccine trust...

And gives you the tools to do so.

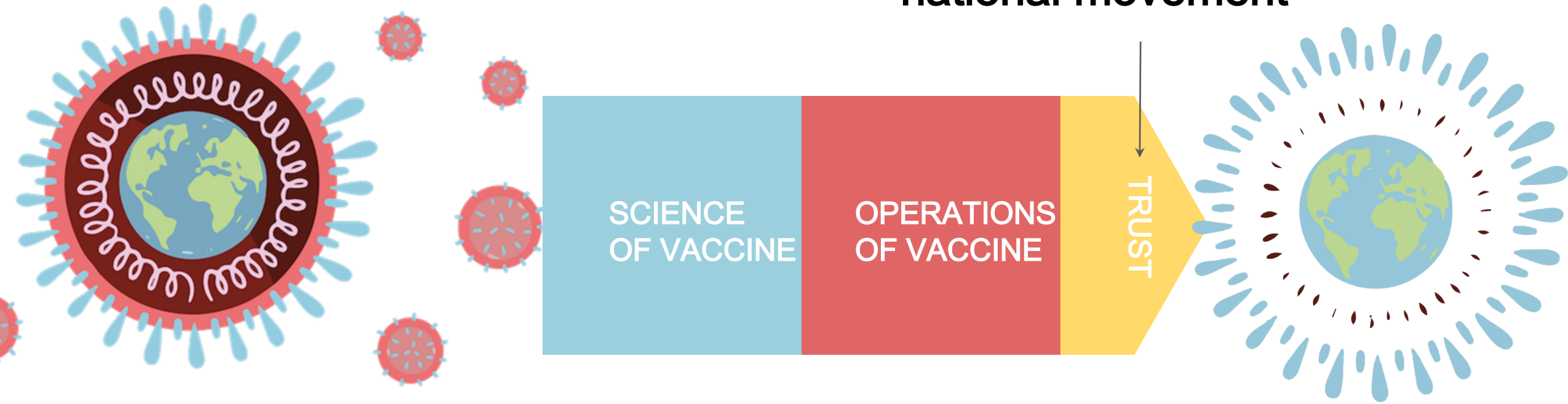
Over *25,000 health hero voices*  
elevated & over *500 million total*  
*impressions* via our viral digital  
grassroots campaign

**#ThisIsOurShot**



# Journey to a COVID -Free World

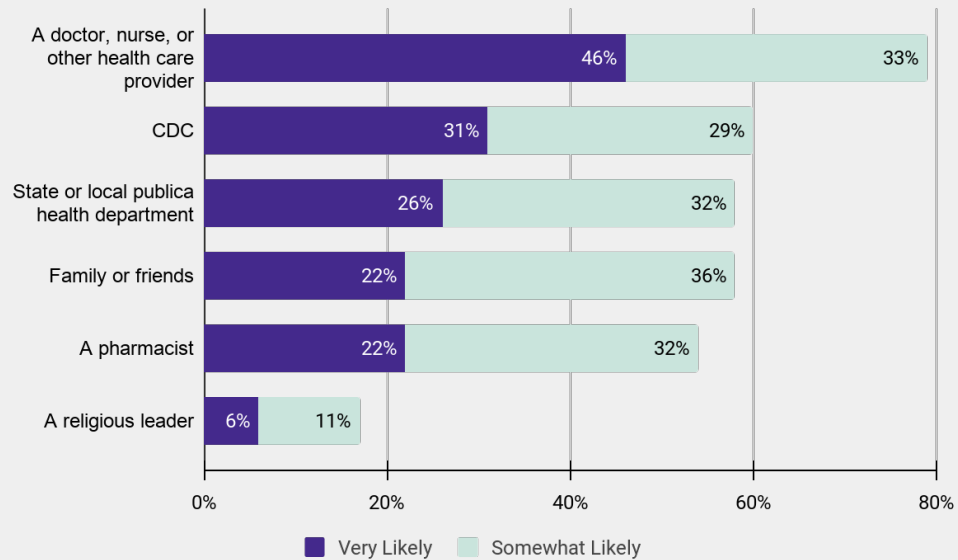
**#ThisIsOurShot**  
national movement



**MISSION:** Elevating healthcare hero voices  
to build vaccine-trust towards a covid-free world



**“8 in 10** say they’ll turn to **doctors, nurses, and other health providers** when deciding whether to get COVID-19 vaccination.”



Source: KFF COVID-19 Vaccine Monitor

## THE PROBLEM:

XX% of Americans, including XX% of health care workers are hesitant to get the vaccine.

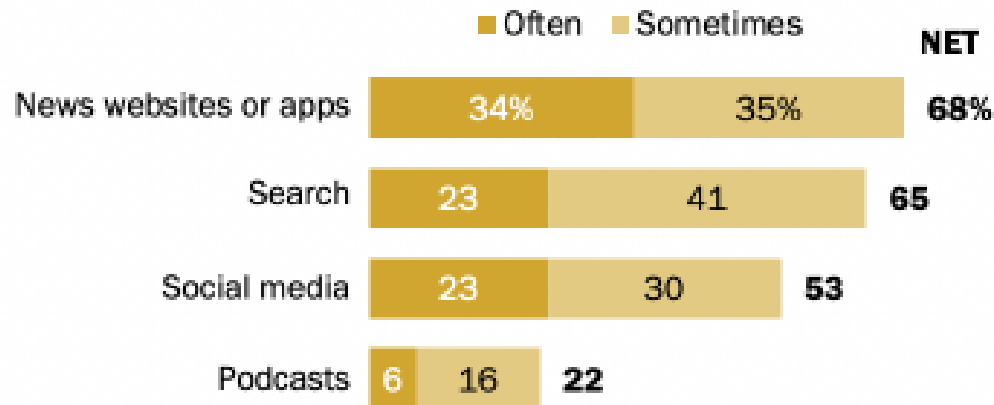
## THE SOLUTION:

You. You are the most trusted messenger.



## Americans more likely to get news on digital devices from news websites, apps and search engines than from social media

% of U.S. adults who get news \_\_\_\_ from ...

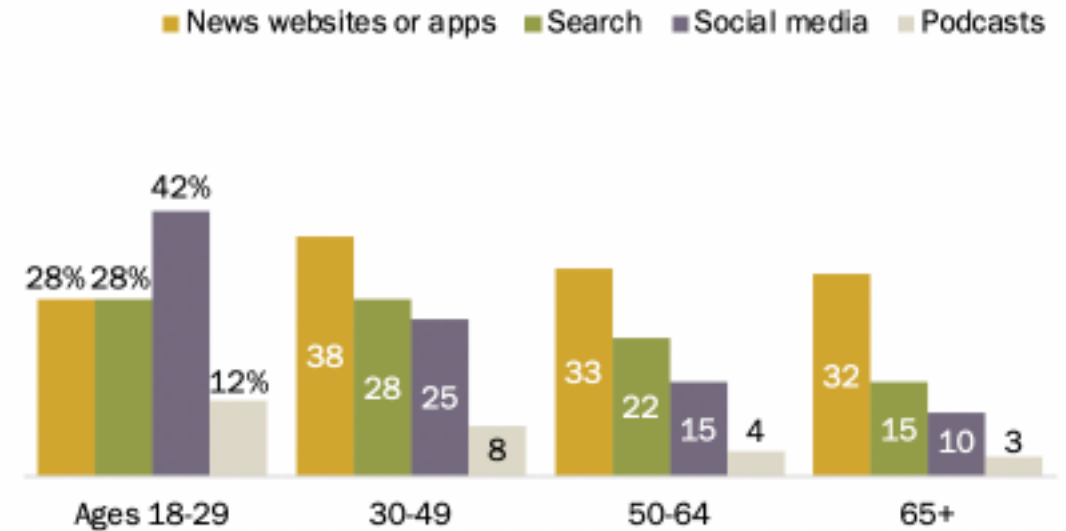


Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

## Online, most turn to news websites except for the youngest, who are more likely to use social media

% of U.S. adults who get news *often* from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

# INITIATING CONVERSATIONS WITH THE VACCINE CURIOUS

0

1  
Ask questions &  
*listen to the answer*

“What are your feelings towards the vaccine?”

“Why do you feel that way?”

“What concerns do you have about the vaccine?”

“What reasons would motivate you to get vaccinated”

02

Create an  
alignment of safety

“I would be scared too.”

“We both want what's safest for you.”

03

Find common  
goals

“We all want economy to re-open.”

“We all want our kids back in schools.”

“We all want to be able to safely be with our loved ones again.”

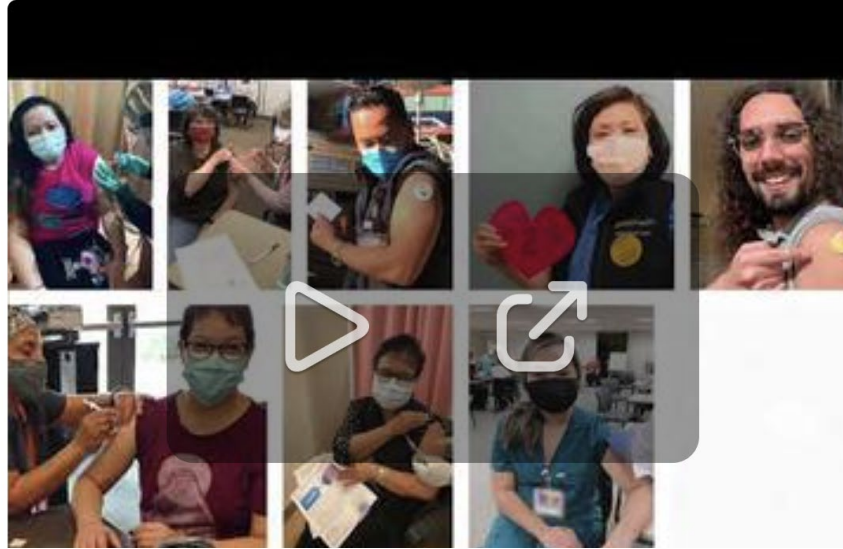


# Movement Allies





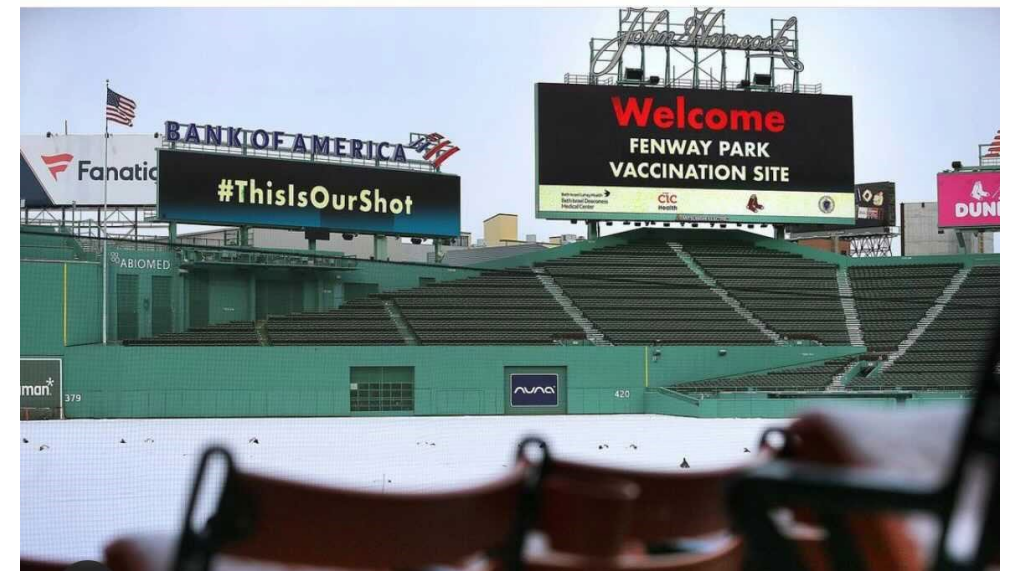
YouTube | American Nurses Association  
#ThisIsOurShot, ANA Unites Nurses Nationwide ▾

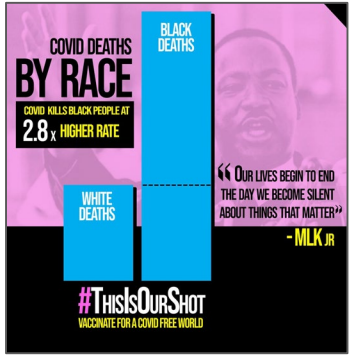


# #ThisIsOurShot



#thisisourshot  
larubiareports



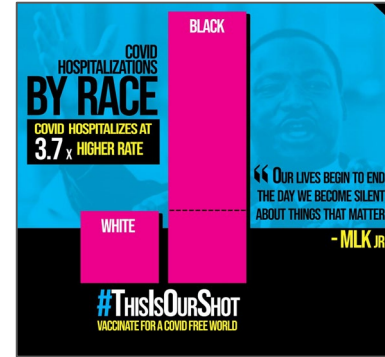


**UPDATED RECOMMENDATIONS FOR VACCINATED PEOPLE**  
Source: Centers for Disease Control and Prevention (2021)

- A fully vaccinated person is someone who is 2 weeks past their 2nd Pfizer/Moderna or single J&J vaccine
- They may visit with other vaccinated people indoors without masking or distancing.
- They may visit with unvaccinated people from the same household or with low risk of severe disease indoors without masking or distancing.
- May skip quarantine and testing if exposed to COVID-19 but are asymptomatic (should still monitor for symptoms)

**#THIS IS OUR SHOT**

**#THIS IS OUR SHOT**



**THIS IS OUR SHOT**



**#THIS IS OUR SHOT**



**#THIS IS OUR SHOT**

**If I've already had COVID-19, do I still need the vaccine?**

**YES**

Immunity after a COVID infection can be variable and unreliable, which puts people at risk for another deadly infection.

Recipients as less likely to get sick and transmit the virus. They are also protected from severe disease and death. Vaccine immunity lasts for at least 6 months (likely much longer).

Source: Centers for Disease Control

**#ThisIsOurShot**



**#PROJECT JULY 4TH**

**FACT:**

**YOU'RE MORE LIKELY TO GET STRUCK BY LIGHTNING**  
(1 in 12,000)

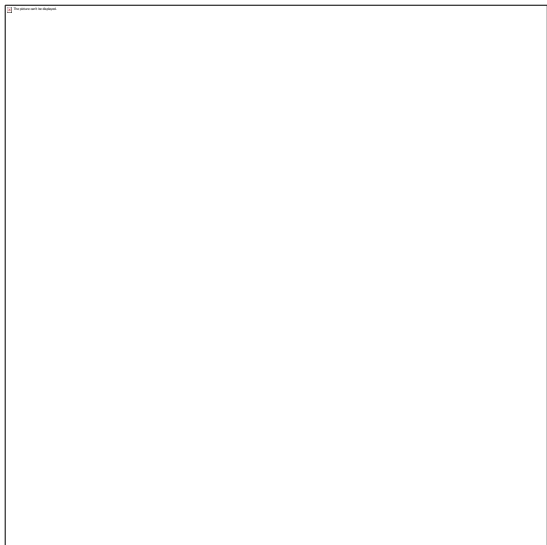
**THAN EXPERIENCE AN ADVERSE REACTION TO THE COVID-19 VACCINE**  
(1 in 222,222)

**#THISISOURSHOT**

**#THIS IS OUR SHOT**







Jay W. Lee is at **Share Our Selves.**

January 5 at 5:15 PM · Costa Mesa · 🌐

Honored to stand with our longest tenured employees (30 and 20 years respectively!) and offer them the opportunity be the first to receive a dose of COVID-19 (Moderna) vaccine this afternoon at @ShareOurSelves.

#COVID19 #TheBeginningOfTheEnd #ThisIsOurShot #RestoreOC  
#VaccineHeroes #MakeHealthPrimary #FMRevolution  
#StrongMedicine

## Mike Sevilla, MD, President, OAFP

**FPM** Issues Topics Toolbox CME Quiz Blogs Multimedia

<< Improving the Waiting ... Jan-Feb 2020 Issue Primary Care First: Pr ... >>

### Social Media for Doctors: Taking Professional and Patient Engagement to the Next Level

PDF PRINT COMMENTS

Some of the top family physicians on social media share their best practices for building a following and avoiding common pitfalls.

Bich-May Nguyen, MD, MPH, FAAFP, Emily Lu, MD, Natasha Bhuyan, MD, Kenny Lin, MD, MPH, FAAFP, and Mike Sevilla, MD, FAAFP

Fam Pract Manag. 2020 Jan-Feb;27(1):19-24.



**2020 FAMILY MEDICINE**  
*Virtual* **CLINICAL FORUM**



**ThisIsOurShot** was live.

Published by Restream.io · 15 hrs · 🌐



**ThisIsOurShot** was live.

Published by Nic H Win · March 3 at 5:00 PM · 🌐

I know so many people still have questions about the COVID vaccine and I'm here to do my best to answer what I can.

Disclaimer: Nothing I discuss should be considered specific medical advice and is not meant to replace the advice of your own doctor.



CALIFORNIA ACADEMY OF  
FAMILY PHYSICIANS  
STRONG MEDICINE FOR CALIFORNIA



**Morgan Freeman**  @morgan\_freeman · Apr 5

Trust science. Take care of one another. Get the vaccine. Help make our world a safe place for us to enjoy ourselves again. [@TheCreativeC](#) [#COVID19Vaccine](#) [#VaccinesSaveLives](#) [#StopCOVID19](#) [#ThisIsOurShot](#) [#BestShot](#)



**Creative Coalition**  @TheCreativeC · Apr 5

We trust science, we trust @morgan\_freeman, and we are asking you to get the COVID-19 vaccine. Take care of one another. Help make our world a safe place for us to enjoy ourselves again. (Thanks to the National Blue Ribbon Task Force & our sponsors.) [bit.ly/TCCVaxPSA](https://bit.ly/TCCVaxPSA)

115

589

1.9K



The Washington Post  
Democracy Dies in Darkness

Sign In

Get one year for \$29

Wellness

## ‘If not us, then who?’

These doctors and nurses battle covid all day. Then they go online and fight misinformation.



10:27

5G 40%

POLITICO



Vicki Chan, an ophthalmologist who does contract work at Kaiser Permanente, said her [#ThisIsOurShot](#) posts on TikTok, where she has nearly 270,000 followers, sometimes attract racist comments blaming Chinese people for the virus. She said she usually blocks those accounts or brushes them off, and that it's important for her to keep posting.

“If I can answer just one person’s question, and get them to trust us, and trust in the vaccine, I think that’s huge, because that one person has influence over their friends and family,” she said.

FILED UNDER: SOCIAL MEDIA, FACEBOOK, TWITTER, 

#THIS  
IS OUR  
SHOT





**VACUNATE YA PARA  
UN MUNDO SIN COVID**



**ILAN SHAPIRO, MD (He / Him / His)** @dr\_shaps · Mar 25  
We are getting ready for the conversation (En [#Español](#) e [#English](#) al mismo tiempo)

[#VacunateYa](#) [#kids1st](#)



**dr\_shaps** · Following



Un mensaje de una persona muy especial para [@VacunateYa](#)

🌟Familia🌟

Tenemos a un gran invitado de honor Don Cheto (@DonChetoAlAire) Siempre a luchado por nuestra comunidad y escuchen por favor su mensaje y compartan.

Las vacunas contra el COVID se han dado a millones de personas, son seguras y efectivas, y muy importantes están salvando vidas.

👉 Como dice Don Cheto, compartan este mensaje!

[#VacunateYa](#) [#ThisIsOurShot](#)



1,287 views

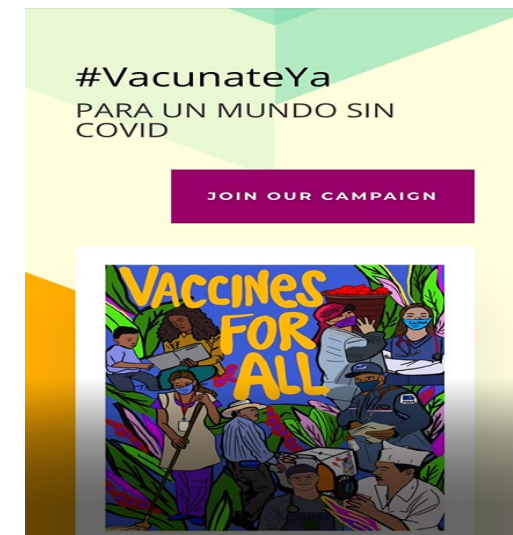
3 DAYS AGO

😊 Add a comment...



**Latin Singer Elvis Crespo  
IG Story Posts:**

<https://www.instagram.com/tv/CMugw2upnMT/?igshid=1gga0ig8yepsx>



**elviscrespolive** 7h



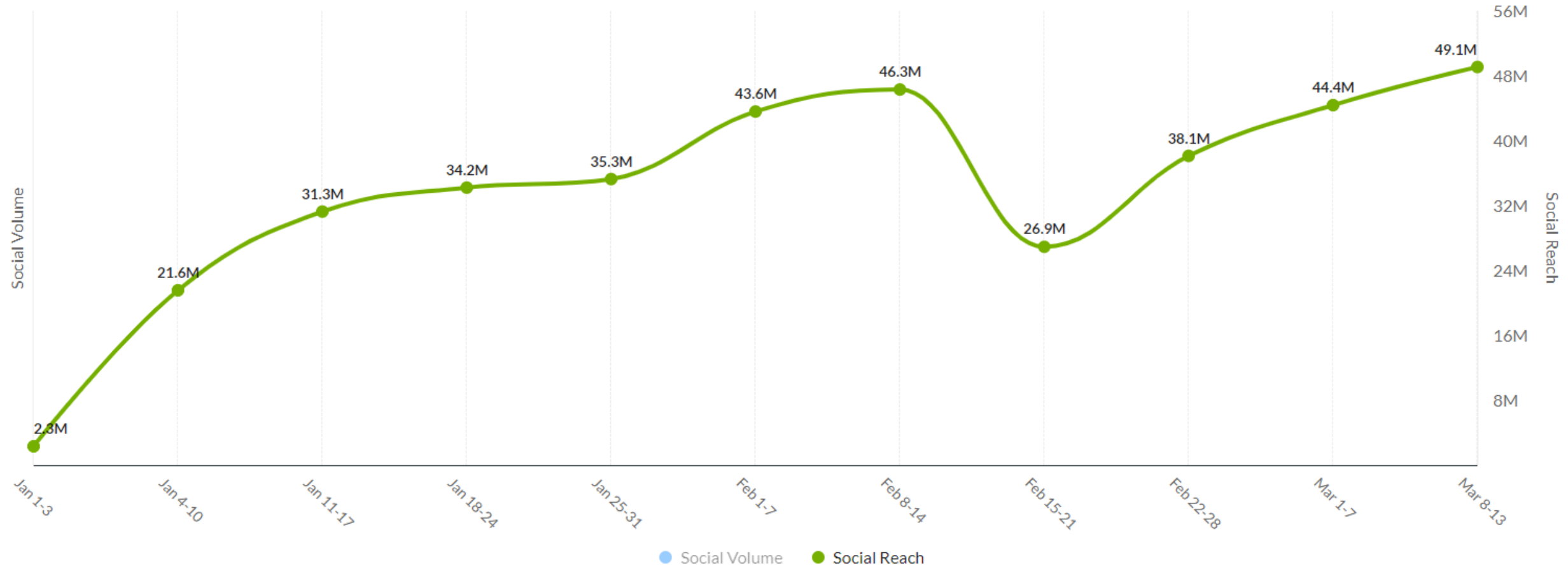
**coachecudadoc**



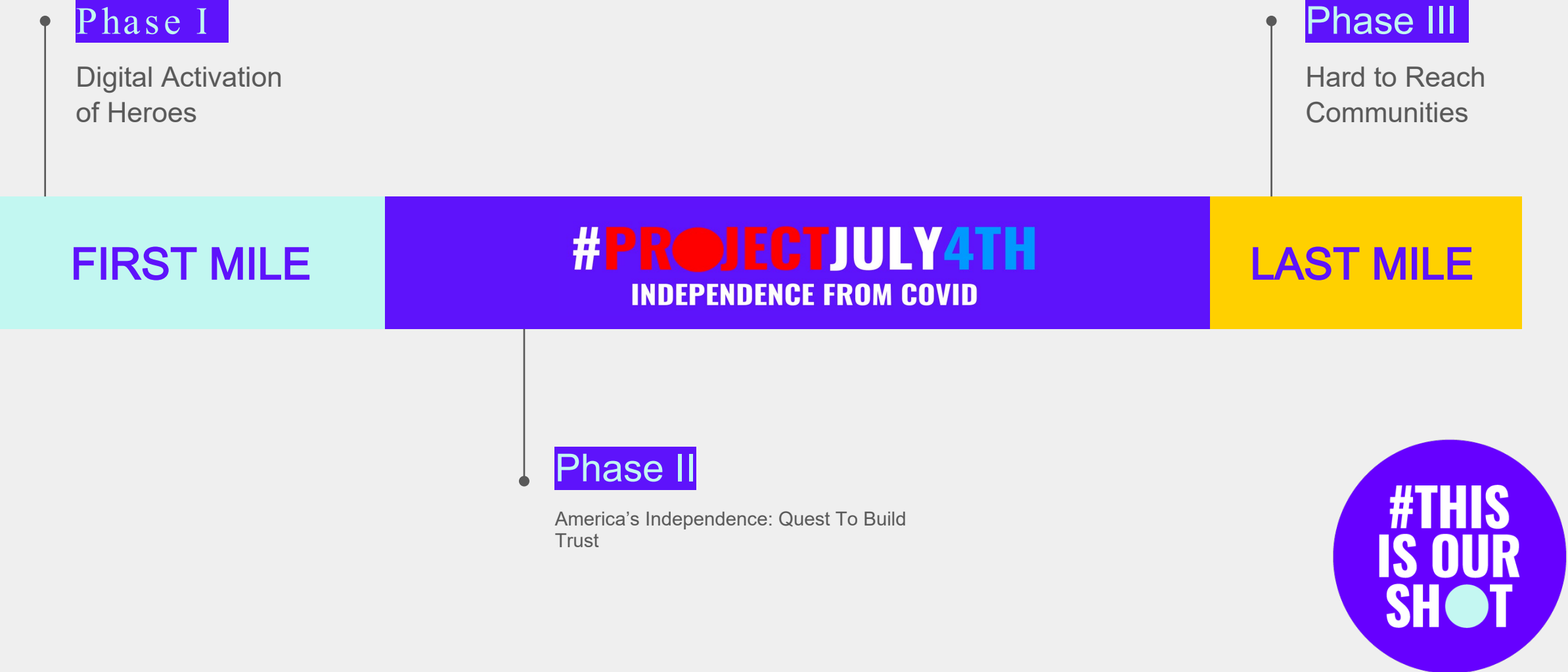
coachecudadoc

# Digital Campaign For Vaccine-Trust

Social Reach vs. Social Volume



# Campaign Phases



## Phase II

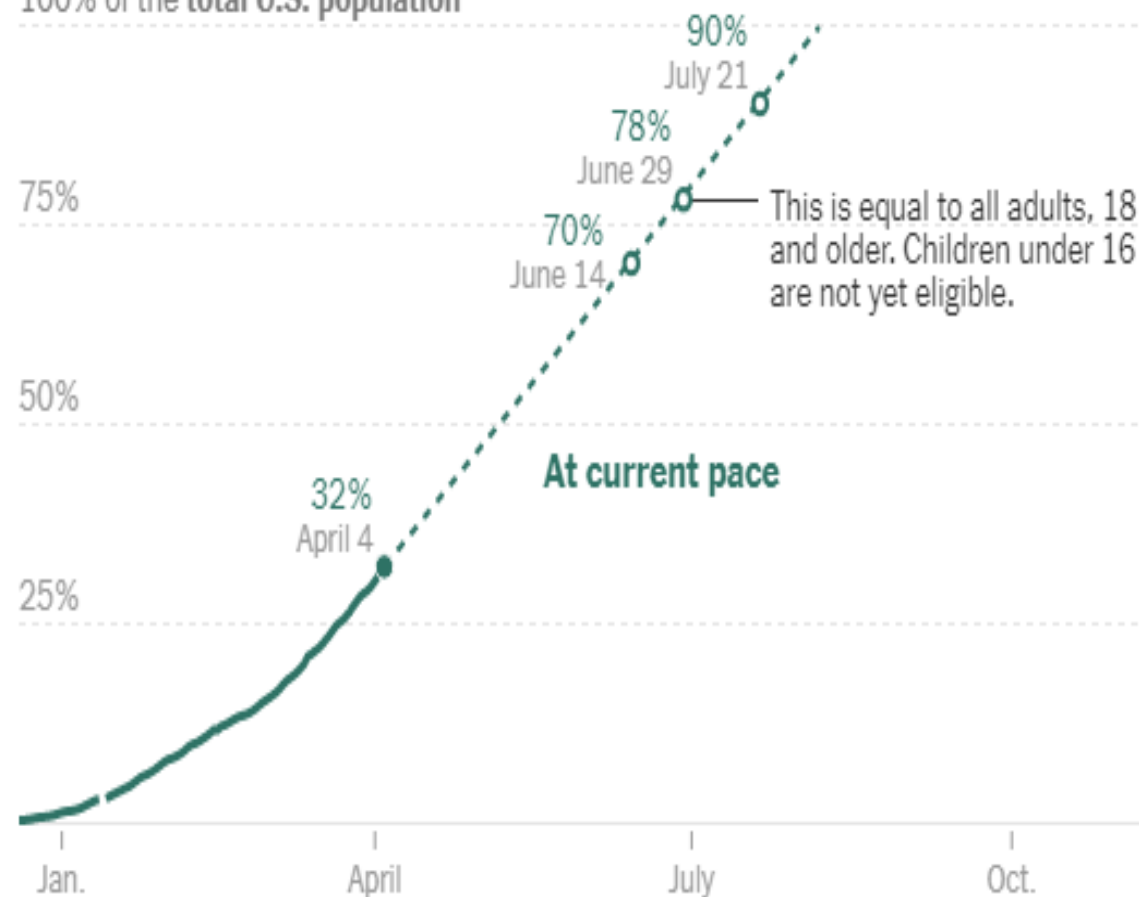
Achieve

# 250 MILLION VACCINATED

in the U.S. by July 4, 2021

Based on the seven-day average of people receiving a first or single dose each day.

100% of the total U.S. population



Source: Centers for Disease Control and Prevention | Note: Total population includes states, territories and three countries with [special agreements](#) with the United States: Palau, Micronesia and the Marshall Islands.

# #PROJECTJULY4TH

## INDEPENDENCE FROM COVID

# #ThisIsOurShot Strategy Map

JOIN THE  
MOVEMENT

Elevate the voices of  
health heroes to build  
vaccine trust

GROWTH &  
RECRUITMEN  
T

Growth of army of  
health heroes via new  
advocate program

EDUCATION

Training in vaccine-  
conversations via new  
evidence-based  
pipeline program

ENGAGEMENT

Deployment to engage  
digitally or via  
community-based  
organizations for  
vaccine-curious

HEALTHI  
ER  
WORLD

# JOINING THE MOVEMENT

There are many ways to participate:

→ **LIVE Speaker Series**

Join the weekly Facebook LIVE Tues.  
at 8:30ET/5:30PT

→ **All -Coalition Zoom Meeting**

Join the monthly Coalition-wide zoom  
meeting to get campaign updates

→ **Workgroup Meetings**

Recruitment, Training, Engagement

→ **Hero Education**

Social media, community advocacy,  
vaccine messaging (teaser today)

**#THIS  
IS OUR  
SHOT**

# TIOS Trusted Advocates

How to initiate  
conversations  
with vaccine-  
curious

Sneak peek coming up!

Where to initiate  
conversations with  
vaccine-curious

Digital & Community Advocacy

In-person & self-  
directed training  
resources

Social media training,  
community building, and more

# Every Conversation Has 3 Parts to It

Pre-Conversation

The Conversation

Post-Conversation



## 5 Evidence-Based Messages

# 1. SAFETY

The vaccine will help protect you from getting sick from COVID. Millions of Americans have been safely vaccinated and are now protected against COVID.

# 2. SIDE EFFECTS

After vaccination, many people feel:

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

Side effects can be normal and are a sign your immune system is activating to protect you.

# 3. EFFECTIVENESS & CHOICE

The best vaccine of them all? The one you can get first! Each vaccine is 100% effective in saving your life from COVID! It will allow us to get back to the things we love and miss. (Avoid mentioning “normal”).



# 4. SPEED

Health experts took all the necessary steps to produce a safe vaccine. It was built on 20 years of research and science.

# 5. QUESTIONS?

It's good to be careful when new things come along. We are glad you want to know more. Ultimately, the choice is yours to get it now, later, or not at all. Talk with your doctor or healthcare provider to discuss if it is right for you.

Can also share [www.getvaccineanswers.org](http://www.getvaccineanswers.org)



# LANGUAGE DO'S & DON'TS

## Do Say

Vaccination . . . . .

A safe and effective vaccine . . . . .

Authorized by FDA based on  
clinical testing . . . . .

Get the latest information . . . . .

Keep your family safe; keep those  
most vulnerable safe

Public Health . . . . .

Health / medical experts and doctors . . .

People who have questions . . . . .

## Don't Say

Injection or shot

A vaccine developed quickly

Approved by FDA, Operation Warp Speed;  
Emergency Use Authorization<sup>1</sup>

There are things we still don't know

Keep your country safe

Government

Scientists

People who are hesitant, skeptical, resistant,  
or "anti-vaxxers"

*1. The perceived speed of vaccine development is a current barrier among many audiences*

“The work of a physician as healer cannot stop at the door of an office, the threshold of an operating room, or the front gate of a hospital ... Professional silence in the face of social injustice is wrong. Either engage, or assist the harm. There is no third choice.”

- Dr. Don Berwick



# How do you want to get involved??

- Join our trusted advocate program  
Train & engage
- Talk to TWO friend/family member on the importance of the vaccine
- Post your “why” on social media  
Use #ThisIsOurshot #VacunateYa with a photo or video
- Plan an event  
With your vaccine-curious community on the vaccine
- Join a TIOS Workgroup  
<http://bit.ly/2QovBPD>



# SEE YOU SOON!

## LET'S GET TO WORK...

Weekly Facebook Live Speaker Series

Tues, May 4 - TIOS All-Coalition Meeting

Post a photo or video and engage with others: "Why I believe in vaccination" #ThisIsOurShot #VacunateYa

Questions? [contact@thisisourshot.info](mailto:contact@thisisourshot.info)

[www.ThisIsOurShot.info](http://www.ThisIsOurShot.info)





# Today's Panelist

American  
Academy of  
Pediatrics  
CALIFORNIA  
Incorporated in California

## Todd Wolynn, MD

Pediatrician, CEO, and co-owner of Kids Plus Pediatrics and co-founder of Shots Heard Round The World



# #Vaccination #Communication

*... when Anti-Vaxxers attacked the wrong practice*

California Immunization Coalition  
COVID Conversations  
4/14/21

Todd Wolynn MD, MMM, IBCLC

@DrToddWo



## Disclosure

Merck	– Speaker, Advisor and Consultant
Sanofi Pasteur	– Speaker, Advisor and Consultant
Pfizer	– Speaker



**Dr. Todd Wolynn**

@DrToddWo



As a pediatrician I'm thrilled to work with kids to protect/improve their health.

As a new Doc ~25yrs ago, I was prepared and focused to combat viruses, bacteria and malignancies.

Little did I know the biggest threats would come from insurances, politics and pseudoscience.

7:50 AM - 4 Jan 2019

272 Retweets 1,545 Likes



22



272

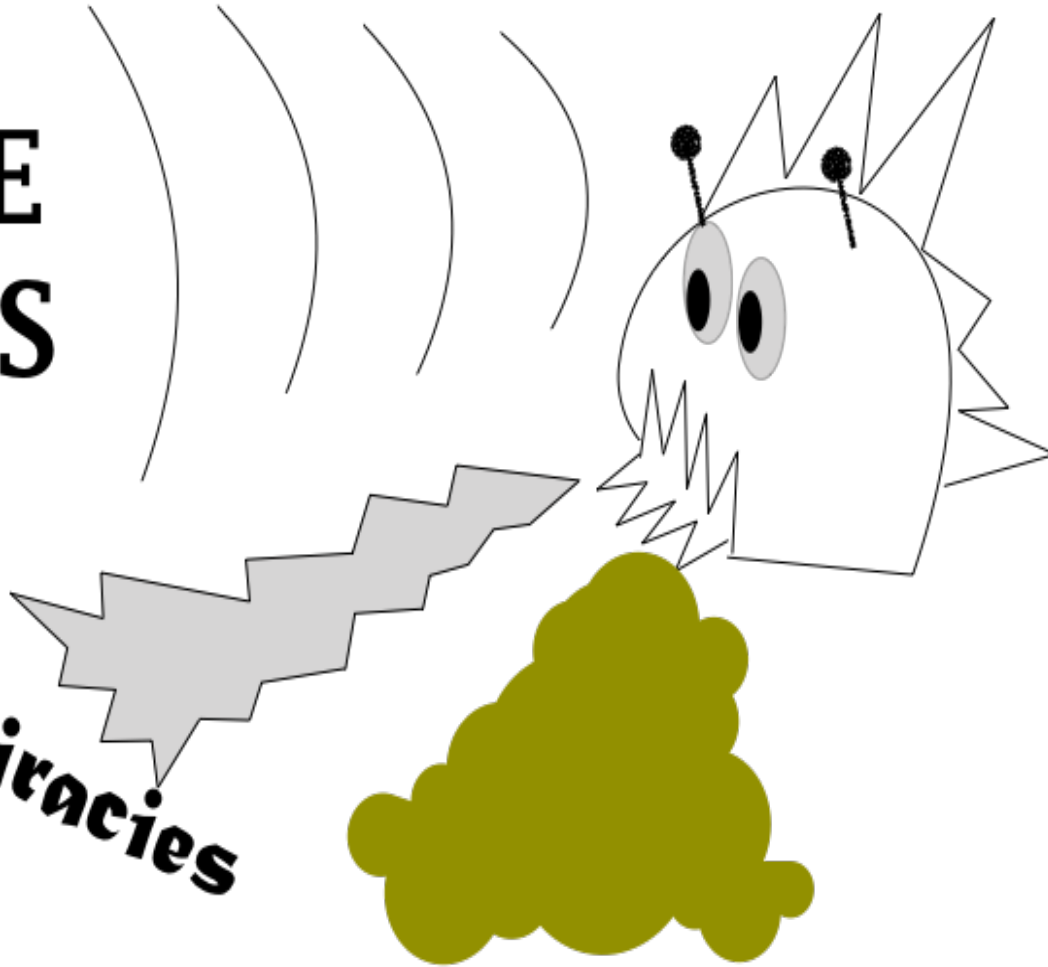


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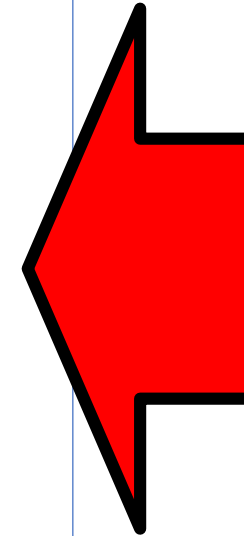


**FAKE  
NEWS**

***Conspiracies***



**PSEUDOSCIENCE**



Ulterior Motives

**Profits**

**Politics**

**Power**

Headache

Palpitations

Diaphoresis

**Hypertension**

# Pheochromocytoma



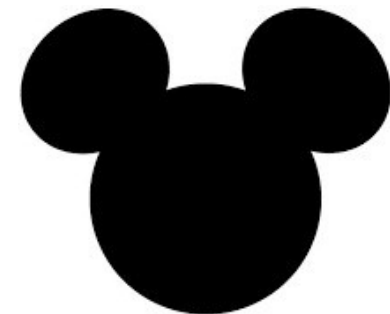
~1 Hour in the Exam Room



8,759 Hours Outside the Door



One Year of Influence

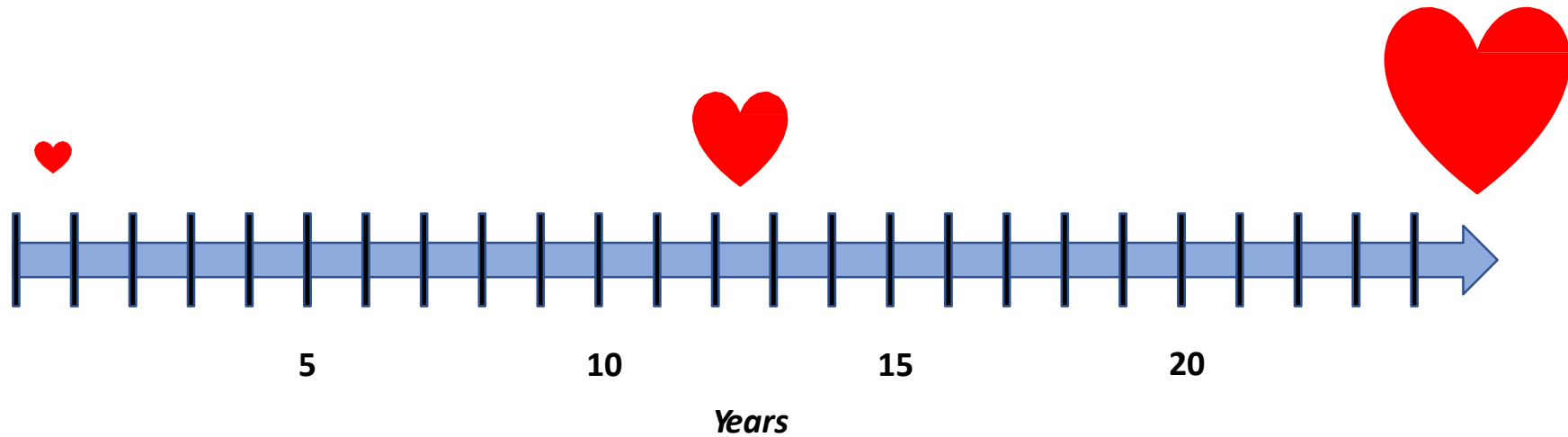




# Two Medical Training Communication Fallacies

1. Health Communication occurs 1-to-1  
(face-to-face primarily in the exam room)
2. You will be believed

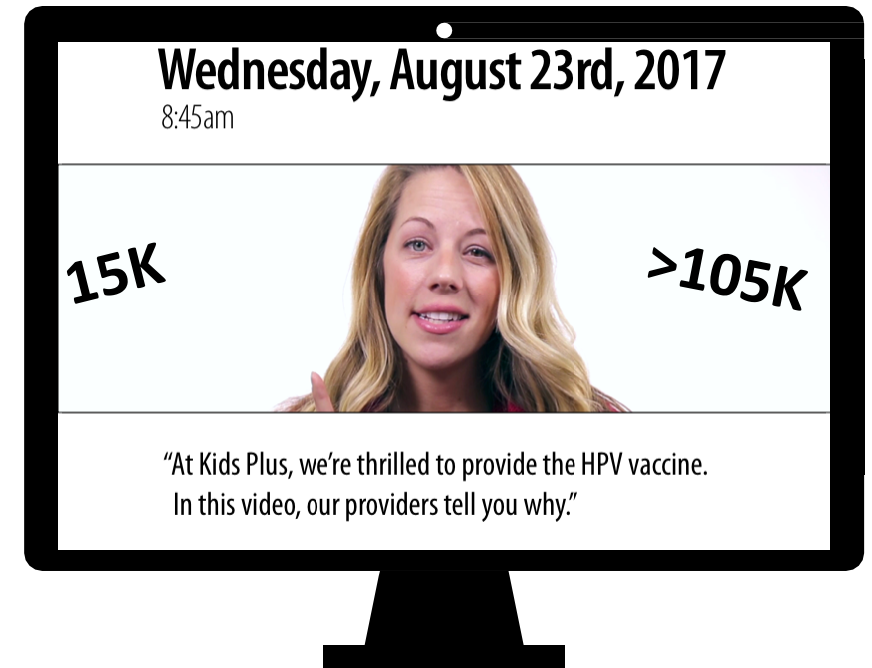
# Longitudinal Relationship



**Trust**

# Kids Plus Pediatrics

## *Evidence-based Studios*



# Anti-Vaxx Attacks

## Tactic

Rapid Waves  
Organized Swarms  
Threats  
Abusive Words  
Anonymity  
**Reputation Harm**

## Impact

→ Overwhelm  
→ Isolate  
→ Weaken  
→ Frighten  
→ Terrorize  
→ **Damage**



vs

**Anti-Vaxx'ers**

**Being victimized was terrible**

**We weren't going to be the last victim**

**Better resources were necessary – Immediately!**

**HCP's/Practices/Health Systems Being Silenced**

*So we launched a 4-pronged counter-response*

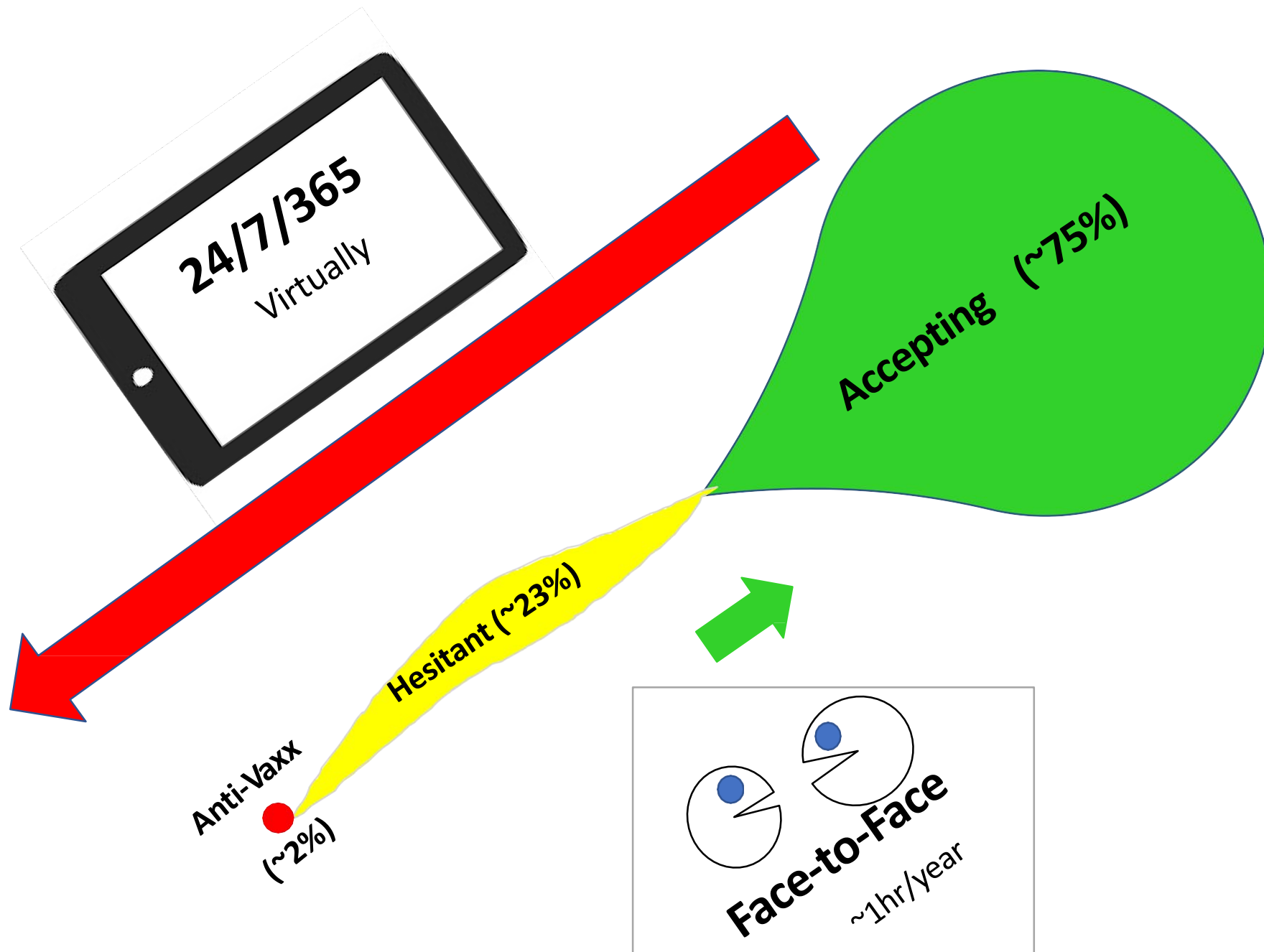
**Research**

**Toolkit**



**Cavalry**

**Awareness**







# Call To Action

## Vaccination Advocate Growth

HCP's and other advocates

From trainee to professionals

Mobilize their **Trusted** Relationships

## Vaccination Promotion

Inoculate with facts & Dispel Myths

Trust beats fear/threats/bullying/hate

Longitudinal Trusted Relationship

## Communication Training

Face-to-Face & Social Media

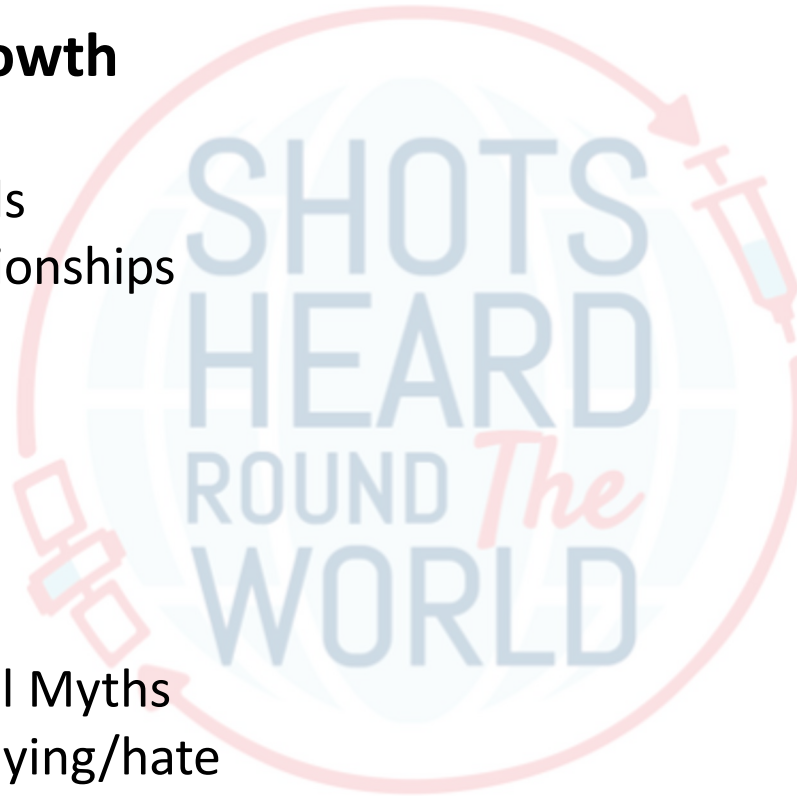
Use of Narrative

Organized coordinated strategy

## Social Media Accountability

Address, Stop or Restore re:

- Disinformation campaigns
- Weaponized attacks



# Thank You



[www.KidsPlusPgh.com](http://www.KidsPlusPgh.com)

Todd Wolynn MD, MMM, IBCLC

@DrToddWo



[www.ShotsHeard.org](http://www.ShotsHeard.org)



# Evaluation

- At the end of this webinar an Evaluation will pop up on your screen.
- The evaluation should take approximately 5 minutes to complete.
- CIC utilizes the evaluation from our COVID Conversations to guide us in future endeavors as well as sharing the performance with our panelists.



# Stay tuned for COVID Conversations Program #6

Thank you for your support and your participation!

You can find all previous Covid Conversations on our YouTube channel

<https://www.youtube.com/channel/UcklkZ1SZQNQLcpmNpeQpDAg>

[www.ImmunizeCA.org/Covid-19-Updates](http://www.ImmunizeCA.org/Covid-19-Updates)