

Looking in the Rearview Mirror: Lessons Learned From a Mass Vaccination Effort

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Disclosure

- Ishaq Lat has no conflict of interests in association with the information provided in this discussion
- Marvin Agyeben has no conflict of interests in association with the information provided in this discussion

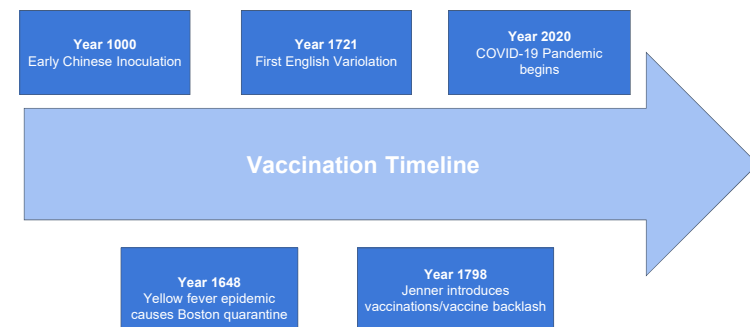


Learning Objectives

- 1) Explain the differences between the various stages of vaccine confidence
- 2) Describe some of the common barriers and factors contributing to vaccine hesitancy
- 3) Summarize the role of the pharmacy profession in promoting vaccine confidence



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Smallpox

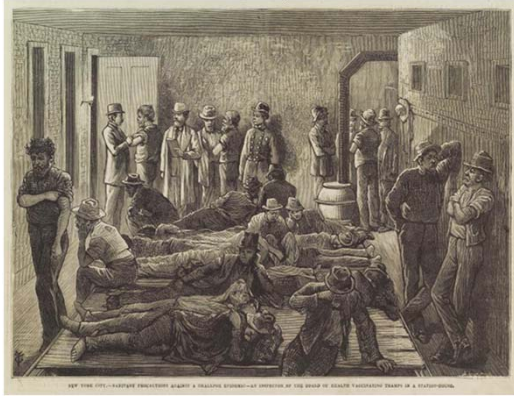
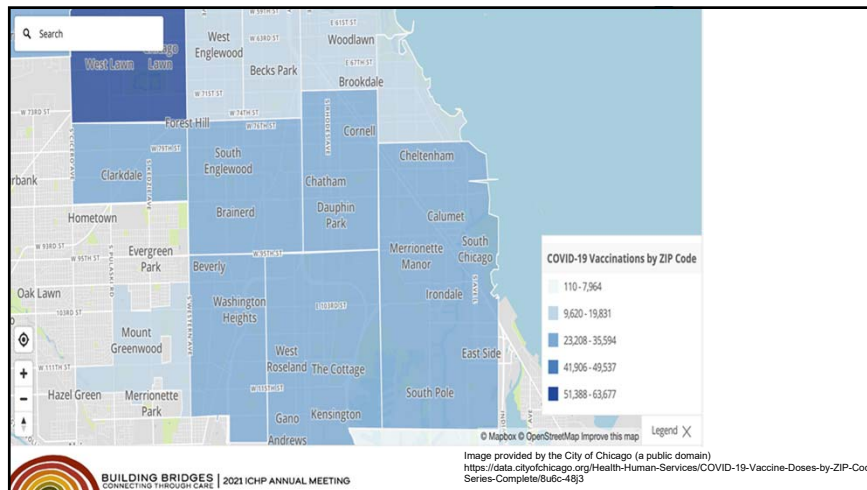
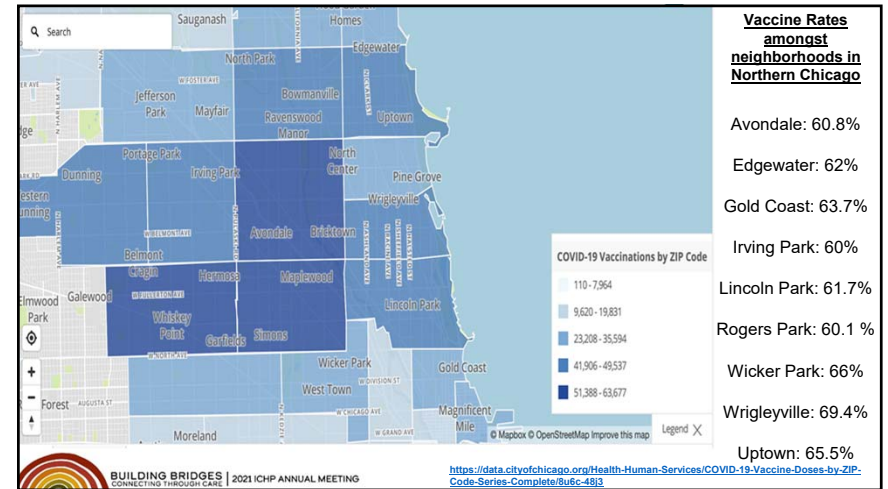


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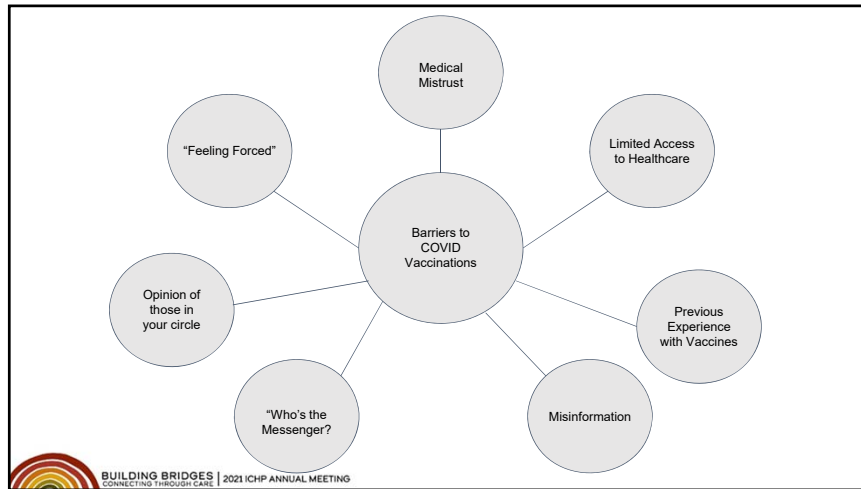
Vaccine Confidence

Vaccine Antagonist

Vaccine Curious

Vaccine Interested

Vaccine Protagonist



Participation Slide 1

What are some of the things you've heard from individuals that have been hesitant to get a vaccination against COVID-19?

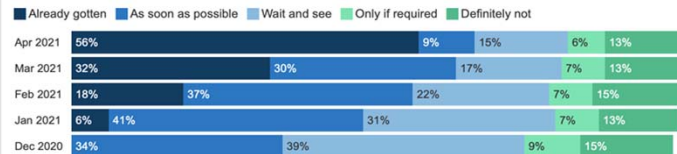
Where does your vaccine confidence stand?



Figure 1

Over Half Of Adults Report Receiving A COVID-19 Vaccine, But Demand May Be Slowing As Eager Group Shrinks

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?



NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. See tooltip for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor • Download PNG

KFF COVID-19 Vaccine Monitor

Enthusiasm for getting the COVID-19 vaccine has continued to inch upward across racial and ethnic groups, but at a slower pace than in previous months. About six in ten Black (59%) adults and two-thirds of Hispanic (64%) and White (66%) adults now say they've either gotten at least one dose of the vaccine or will get it as soon as they can. At the same time, Black and Hispanic adults remain somewhat more likely than White adults to say they want to "wait and see" before getting vaccinated (19%, 18%, and 13%, respectively).

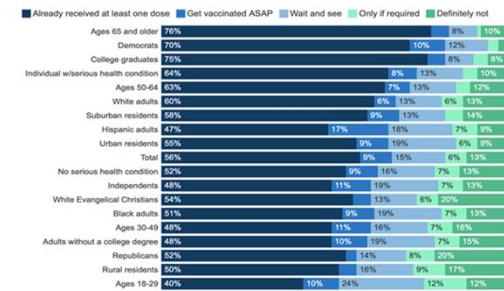
Image provided by the Kaiser Family Foundation (a public domain)
<https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-june-2021/>



Figure 4

Majorities Across Demographic Groups Are At Least Somewhat Open To COVID-19 Vaccine; Older Adults, Democrats Most Enthusiastic; Younger Adults, Republicans Least Enthusiastic

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?



NOTE: See tooltip for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021) • Download PNG

KFF COVID-19 Vaccine Monitor

Image provided by the Kaiser Family Foundation (a public domain)
<https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-june-2021/>



"What about the side effects?"

"If everyone else is getting vaccinated, I won't need to get one."

"How'd they come up with a vaccine so quick?"

"I've never gotten the flu shot. Why would I get this?"

"Do we even know what's in the COVID vaccines?"

"I can't risk missing work just to get some shot"

"I never get sick. My immune system is great and I haven't gotten COVID since people started getting sick!"



Reaching People Where They Are

- Where are they coming from?
- What direction are they headed in?
- What is their relationship with their healthcare providers?
- Where do they get their information?



Interview Responses

Pharmacy technician

"What are some of your concerns?"

- I'm really nervous about how quickly it was made
- I'm waiting for more people to get it and see if they are okay
- I need to look at the data
- I don't feel like I'm going to get really sick

"Who have you talked to about the vaccine?"

- My aunties, both are RNs



Encounter from a pharmacy student

Situation : Black married couple comes into community pharmacy curious about COVID vaccines. They're skeptical about receiving the vaccine because they heard the vaccine works differently for black individuals.

"I've seen what all of COVID is doing to us in the black community"



Marvin

The Pharmacist

- Finished pharmacy school and received his PharmD
- Friends with other healthcare practitioners that support evidence based medicine/getting vaccinated
- Keeps up with science based literature and articles from resources given to him from school/residency/work



<https://pixabay.com/vectors/medicine-pharmaceuticals-pill-bottle-2801025/>

Marvin

The Accountant

- Received Bachelors in Accounting at 4-year university
- Friends with mates from college and co-workers
- Keeps up with news via discussions with colleagues from work



<https://pixabay.com/vectors/accounting-finance-business-6283321/>

Marvin

The Truck Driver

- Received high school diploma but chose not to pursue a college degree
- Friends with mates from hometown and co-workers
- Receives information from news media expressing vaccine skepticism and social media personalities/algorithm driven sources



<https://pixabay.com/vectors/health-icon-public-health-1294825/>

Pharmacists as Public Health Advocates

What can we do?

- Recognize and work concurrently with social determinants of health
- Work to share pertinent and comprehensible information
- Engage in conversation with people we encounter
- Collaborate with organizations
- Create/support policies and ideas that encourage further vaccination efforts
- Listen



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Participation Slide 2

Restate reasons you've heard from friends/family as to why they've chosen not to get vaccinated at this time.

Were you able to make an impact in an encounter with them?



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Final Thoughts

- What will we do if a 2nd pandemic were to occur tomorrow?
- What impact do we want history to say that pharmacists had in this health crisis?
- Pharmacists play a role in filling many gaps in healthcare!



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Thank you !!!



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