Increasing Vaccine Confidence Among Transit Workers

U.S. Department of Transportation, Federal Transit Administration (FTA) & Centers for Disease Control and Prevention (CDC)

May 17, 2021
2:00 PM ET – 3:00 PM ET
Cammie Chaumont Menendez, PhD graduated from the University of Texas-Houston School of Public Health through the Southwest Center for Occupational and Environmental Health Injury Prevention Program. As a senior scientist within the National Institute for Occupational Safety and Health in the Division of Safety Research, her work is focused on occupational injuries among transportation workers, with an expertise in evaluating interventions, policies, or strategies put in place to promote health and safety.

Her current role supporting the Centers for Disease Control and Prevention’s (CDC’s) COVID-19 Response is serving as the SME for the Transportation, Warehousing and Utilities Industry Sector and sharing CDC’s resources for vaccine safety and vaccine confidence.
COVID-19 Vaccine Implementation

Cammie Chaumont Menéndez, Ph.D.
Senior Scientist
SME, Transportation, Warehousing and Utilities Sector
Centers for Disease Control and Prevention
As of 5/13/2021, the U.S. has administered more than 264 million doses of COVID-19 vaccine
46% of population received at least one dose; 35% fully vaccinated

Source: CDC Website: https://covid.cdc.gov/covid-data-tracker
ACIP: COVID-19 Vaccine Guiding Principles

Efficient Distribution. During a pandemic, efficient, expeditious, and equitable distribution and administration of authorized vaccine is critical.

Flexibility. Within national guidelines, state and local jurisdictions should have flexibility to administer vaccine based on local epidemiology and demand.
Currently Authorized Vaccines

- Pfizer-BioNTech
- mRNA vaccines
  Require two doses

- Moderna
  Viral vector vaccine
  Requires one dose

- Johnson & Johnson/Janssen

  All three vaccines were tested in tens of thousands of adults from diverse backgrounds, including older adults and communities of color.
  All three vaccines have been proven effective at preventing serious illness, hospitalization, and death from COVID-19 disease.
  It is unknown how long protection from vaccines might last.

All COVID-19 Vaccines Currently Available Are Safe and Effective

- Millions of people in the U.S. have received COVID-19 vaccines under the most intense safety monitoring in US history.
- All COVID-19 vaccines in development are being carefully evaluated in clinical trials and will only be authorized or approved if the benefits outweigh potential risks.
- The FDA and CDC will continue to closely monitor the safety of these vaccines.
- Getting vaccinated can help protect those around you, especially those at increased risk for severe illness.

Fast-Tracking COVID-19 Vaccines While Ensuring Safety

- COVID-19 vaccines were developed based on years of research.
- Researchers used existing networks to conduct COVID-19 vaccine trials.
- Manufacturing began while clinical trials were still underway. Normally, manufacturing doesn’t begin until after trials are completed.
- FDA and CDC are prioritizing review and authorization of COVID-19 vaccines.

*For more information, visit the COVID-19 Prevention Network: www.coronaviruspreventionnetwork.org/about-covpn
Key Facts about COVID-19 Vaccination

- Getting vaccinated can help prevent you from getting sick with COVID-19
- People who have already gotten sick with COVID-19 may still benefit from getting vaccinated
- COVID-19 vaccines cannot give you COVID-19
- COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests*


Safety of COVID-19 Vaccines Is a Top Priority

COVID-19 vaccines are being held to the same safety standards as all vaccines.

Before Authorization

- FDA carefully reviews all safety data from clinical trials.
- ACIP reviews all safety data before recommending use.

After Authorization

- FDA and CDC closely monitor vaccine safety and side effects. There are systems in place that allow CDC and FDA to watch for safety issues.

Active Safety Monitoring for COVID-19 Vaccines

- **V-safe** is a new CDC smartphone-based monitoring program for COVID-19 vaccine safety:
  - Uses text messaging and web surveys to check in with vaccine recipients after vaccination.
  - Participants can report any side effects or health problems after COVID-19 vaccination.
  - Includes active telephone follow-up by CDC for reports of significant health impact.

5/17/21
## What to Expect Before, During, and After COVID-19 Vaccination

<table>
<thead>
<tr>
<th>Before</th>
<th>During</th>
<th>After</th>
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</thead>
</table>
| - Learn about COVID-19 vaccines. | - Read the fact sheet that tells you about the specific COVID-19 vaccine you receive.  
- See if COVID-19 vaccination is recommended for you. | - Expect some side effects.  
- Enroll in v-safe.  
- Continue using all the measures to protect yourself and others. |

COVID-19 Vaccination is a Safer Way to Build Protection

▪ Getting the virus that causes COVID-19 may offer some natural protection, known as an antibody or immunity. But experts don’t know how long this protection lasts.

▪ The risk of severe illness and death from COVID-19 far outweighs any benefits of natural immunity.

▪ COVID-19 vaccination will help protect you by building immunity without the risk of severe illness.
Protect Yourself, Your Family, Your Friends, Your Co-workers, and Your Community.

Get vaccinated.

- Both getting a vaccine and following CDC recommendations to protect yourself and others offer the best protection from COVID-19.
- Choose to get vaccinated when it is offered.
- Participate in v-safe and help CDC monitor for any health effects after vaccination.
- Share your experience with coworkers, friends, and family.
- Know the basics about the COVID-19 vaccine. Help answer questions from your family and friends.
- Show you received the vaccine by wearing a sticker or button prominently.
CDC COVID-19 Response Health Equity Strategy


- **Priority strategy 1:** Expand the evidence base

- **Priority strategy 2:** Expand programs and practice activities to reach populations that have been put at increased risk

- **Priority strategy 3:** Expand program and practice activities to support essential and frontline workers to prevent transmission of COVID-19

- **Priority strategy 4:** Expand an inclusive workforce equipped to assess and address the needs of an increasingly diverse U.S. population
Workplace Vaccination Program

Employers considering implementing a workplace COVID-19 vaccination program should:

- Contact the health department in their jurisdiction for guidance.
- Understand a workplace vaccination program works best for employers with:
  - A large number of workers on site with predictable schedules
  - A location with enough space to stand up a vaccination clinic while maintaining social distancing through the process
- Include input from management, human resources, employees, and labor representatives in the planning process.
- Offer the vaccination at no charge to workers and offer it during work hours.
- Offer more than one opportunity for vaccination. Workers who are hesitant at first might become more confident after seeing coworkers get vaccinated.
- Offer flexible, non-punitive sick leave options for employees with signs and symptoms after vaccination.

COVID-19 Vaccine Implementation

- This is an **exciting and historic time**, but the work is far from over.
- There will be **unanticipated challenges**, but CDC will continue to work closely with you, our partners, to **find solutions and overcome obstacles**.
- Vaccines are an important tool to control the pandemic, but we need to continue to message the importance of **masks, social distancing, and hand washing**, even post-vaccination.
- After vaccination of essential workers, **workplace safety and health protections implemented for the pandemic need to remain in place**.
Where Can You Get More Information?

COVID-19 vaccines are safe and effective. After you've been fully vaccinated, you can start to do some things that you had to stop doing because of the pandemic. Key Things to Know

YOUR VACCINATION  WHEN FULLY VACCINATED  FOR HEALTHCARE WORKERS

Getting Your Vaccine

How do I find a vaccine?

What different vaccines are available?

Do they work?

Are they safe?

What are possible side effects?

What can I do when I'm fully vaccinated?

Find a Vaccine

Search vaccine providers near you

- OR -

Check your health department

CDC Resources

Learn more with CDC’s COVID-19 vaccine tools and resources. Find information for COVID-19 vaccine administration, storage, reporting, patient education, and more.

• COVID-19 Vaccination: https://www.cdc.gov/vaccines/covid-19/index.html
• For Healthcare Professionals: https://www.cdc.gov/vaccines/covid-19/hcp/index.html

COVID-19 Vaccine Communication Toolkits
- Medical Centers, Clinics, and Clinicians
- Long-Term Care Facilities
- Community-Based Organizations
- Essential Workers
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

For more information, contact CDC
1-800-CDC-INFO (232-4636)
Elisabeth Wilhelm is co-lead of the Vaccine Confidence Team on the US CDC Vaccine Task Force. Since 2016, she has supported vaccine implementation research, national immunization campaigns and outbreak response efforts globally with a focus on vaccine acceptance and demand, crisis communication, infodemic management, and behavior change community strategy development.

In her current position as Vaccine Confidence Team Co-Lead, she spearheads efforts to build vaccine confidence through the three pillars of building trust, empowering healthcare personnel and engaging with communities and individuals so that everyone can feel fully informed and confident in their decision to vaccinate. Elisabeth holds an M.A. from Johns Hopkins in Communication.
Engaging Transit Workers to Increase Confidence in COVID-19 Vaccines: CDC’s Vaccine Confidence Strategy

May 13, 2021

Elisabeth Wilhelm
Vaccine Confidence Co-Lead
Vaccine Task Force
CDC COVID-19 Response
Defining Vaccine Confidence

- Vaccine confidence is the **trust** that patients, parents, or providers have in:
  - recommended *vaccines*,
  - *providers* who administer vaccines, and
  - *processes and policies* that lead to vaccine development, licensure, manufacturing, and recommendations for use.
Vaccine Confidence Has Increased but Demand May Be Slowing

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…?

<table>
<thead>
<tr>
<th>Month</th>
<th>Already Gotten</th>
<th>As Soon As Possible</th>
<th>Wait and See</th>
<th>Only if Required</th>
<th>Definitely Not</th>
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<td>56%</td>
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<tr>
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<tr>
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<tr>
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<tr>
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<td>34%</td>
<td>39%</td>
<td>9%</td>
<td>15%</td>
<td></td>
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</table>

NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. See topline for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor
### Agricultural Workers Are the Least Willing to Get Vaccinated, Tech Workers Are the Most

Each demographic is comprised of U.S. adults who say they are employed in a given industry.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Vaccinated</th>
<th>Plans to get vaccinated</th>
<th>Uncertain</th>
<th>Unwilling</th>
</tr>
</thead>
<tbody>
<tr>
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<td>10%</td>
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<tr>
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<td>10%</td>
<td>17%</td>
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<tr>
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<td>11%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>51%</td>
<td>18%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>45%</td>
<td>22%</td>
<td>14%</td>
<td>20%</td>
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<tr>
<td>Property &amp; Real Estate</td>
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<td>20%</td>
<td>14%</td>
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<tr>
<td>Transportation</td>
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<td>25%</td>
<td>15%</td>
<td>22%</td>
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<tr>
<td>Leisure &amp; Hospitality</td>
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<td>10%</td>
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<td>16%</td>
<td>22%</td>
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<tr>
<td>Publishing, Entertainment and Media</td>
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<td>20%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Construction</td>
<td>33%</td>
<td>27%</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>35%</td>
<td>23%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>33%</td>
<td>18%</td>
<td>19%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Willingness to Accept a Vaccine Falls on a Continuum

INCREASING CONFIDENCE IN VACCINE, VACCINATOR, AND HEALTH SYSTEM

May have questions, take “wait and see” approach, want more information

Refusal

Passive Acceptance

Demand
What Are the Social and Behavioral Factors That Drive COVID-19 Vaccine Uptake?

What people think and feel

- Confidence in vaccine benefits
- Confidence in vaccine safety
- Perceived risk – self
- Perceived risk – others
- Seeing negative information

Social processes

- Influential others support vaccination
- *Vaccination norms
- *Workplace norms
- Trust in vaccination providers
- *Self-confidence in answering questions

Motivation

- Intention to get a COVID-19 vaccine
- *Willingness to recommend a COVID-19 vaccine

Practical issues

- Know where vaccine is available
- Previous uptake of adult vaccination
- Ease of access
- Preferred site
- *Availability of on-site vaccination

Vaccination

- Receives recommended vaccines

High uptake of COVID-19 vaccines requires adequate supply meeting sufficient demand, mediated by access, equity, and vaccine confidence.

Source: CDC COVID-19 Vaccine Task Force Vaccine Confidence Team
CDC’s Strategy to Reinforce Confidence in COVID-19 Vaccines

**Build Trust**

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

- Communicate transparently about the process for authorizing, approving, making recommendations for, monitoring the safety of, distributing, and administering COVID-19 vaccines, including data handling.
- Provide regular updates on benefits, safety, side effects, and effectiveness; clearly communicate what is **not** known.
- Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.

**Empower Healthcare Personnel**

Objective: Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients.

- Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.
- Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.
- Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed.

**Engage Communities & Individuals**

Objective: Engage communities in a sustainable, equitable, and inclusive way—using two-way communication to listen, build trust, and increase collaboration.

- Empower vaccine recipients to share their personal stories and reasons for vaccination within their circles of influence.
- Work with health departments and national partners to engage communities around vaccine confidence and service delivery strategies, including adaptation of vaccination sites to meet community needs.
- Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.

*Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, support staff, and community health workers*
Building trust and vaccine confidence among people disproportionately affected by COVID-19 is critical to high vaccine uptake.

You can address information gaps and build vaccine confidence through clear, consistent communication.
Building Trust is a Process, Not an End State

- It is our job to let communities know that it is okay and valid to have questions, especially for those that have been hurt by societal systems.
It Will Take More than One Conversation to Change Minds

- Vaccine hesitancy, especially when rooted in lack of trust rather than lack of information, is best addressed through trusted messengers in trusted spaces.
Trusted Messengers

▪ Effectively deliver messages and strategies.
▪ Validate the credibility of information.
▪ Address mis- and disinformation.
▪ Help create a feedback loop for addressing questions and concerns.
▪ Bridge the gap between healthcare providers and patients.
Be Prepared to Address Equity and Access Barriers that Are Identified

- Encourage two-way dialogue and allow space for people to ask questions and be heard.
Building Vaccine Confidence in Transit Agencies

- Encourage senior leaders to be vaccine champions.
- Host discussions where personnel at different levels can provide input about how to build vaccine confidence.
- Share key messages with staff using multiple communication channels.
More Ideas for Building Vaccine Confidence

▪ Educate those at your agency who are responsible for communicating with employees about COVID-19 vaccines, how they are developed and monitored for safety, and how teams can talk to others about the vaccines.

▪ Create safe spaces for staff to get answers to their vaccine questions.

▪ Make the decision to get vaccinated visible and celebrate it!
Communication Resources
Vaccines for COVID-19

COVID-19 vaccines are safe and effective. After you've been fully vaccinated, you can start to do some things that you had to stop doing because of the pandemic. Key Things to Know

YOUR VACCINATION  WHEN FULLY VACCINATED  FOR HEALTHCARE WORKERS

Getting Your Vaccine

- How do I find a vaccine?
- What different vaccines are available?
- Are they safe?
- What are possible side effects?

Get Vaccinated

Find a COVID-19 vaccine near you.

Find a vaccine near you

Text your zip code to 438829

Call 1-800-232-0233

www.cdc.gov/coronavirus/2019-ncov/vaccines
Communication Resources for COVID-19 Vaccines

Communication Toolkits
Find resources to guide vaccination planning and communication resources for specific populations.

Vaccine Social Media Toolkit
Social media resources to encourage your community to roll up their sleeve for a COVID-19 vaccine.

Printable stickers
Printable stickers for staff to handout to people who have received a COVID-19 vaccine. Compatible with full sheet sticker paper or standard precut 2 1/2" labels.

Graphics
Download All Portrait Style Graphics: English, [32 KB] | Spanish, [33 KB]
Download All Text Style Vaccine Graphics: English, [28 KB] | Spanish, [28 KB]

Videos

What to Expect After Getting a COVID-19 Vaccine
After getting a COVID-19 vaccine, you may have some side effects, which are normal signs that your body is building protection against COVID-19. Call your healthcare provider if you have any worsening symptoms after 2 days, if your side effects are worrying you, or if they do not seem to be going away after a few days.

Essential Workers COVID-19 Vaccine Toolkit

FAqs about COVID-19 Vaccination in the Workplace: For Employers

The COVID-19 Vaccine: As essential as you are.

Add one more layer of protection to keep you and your family safe.

www.cdc.gov

Getting Back to Work: Is Going to Take All of Our Tools

If we use all of the tools we have to fight the COVID-19 pandemic,

Get vaccinated. Wear a mask.

Stay 6 feet from others, and avoid crowds.

www.cdc.gov

Protect Against COVID-19.

Safe and effective COVID-19 vaccines are available for free for everyone living in the United States.

Get Vaccinated. Wash your hands.

www.cdc.gov

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Coming soon!

- Guide for how to build transit workers’ confidence in COVID-19 vaccines, including:
  - Conversation starter
  - Vaccine confidence readiness checklist
- Will be disseminated by our Federal Transit Administration colleagues.
Find a COVID-19 vaccine near you
Use Vaccines.gov to find a location near you, then call or visit their website to make an appointment.

COVID-19 Vaccine FAQ

How do I schedule an appointment for a vaccine?
Vaccines.gov helps you find locations that carry COVID-19 vaccines and their contact information. Because every location handles appointments differently, you will need to schedule your appointment directly with the location you choose.

Are COVID-19 vaccines safe?
Yes, COVID-19 vaccines are safe and effective. Millions of people in the United States have received COVID-19 vaccines under the most intense safety monitoring in U.S. history. CDC recommends you get a COVID-19 vaccine as soon as one is available to you.

How much do COVID-19 vaccines cost?
Nothing. Your vaccination is free. The federal government is providing the vaccine free of charge to all people living in the United States, regardless of their immigration or health insurance status.

www.vaccines.gov
Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Questions & Answers

Candace Key
FTA Office of Transit Safety and Oversight
Director, Office of System Safety
Thank You!

This session has been recorded. The presentation, recording, and transcript will be posted on FTA’s website.