FTA

FEDERAL TRANSIT ADMINISTRATION

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

U.S. Department of Transportation
Federal Transit Administration

CDC

Cammie Chaumont Menendez, PhD

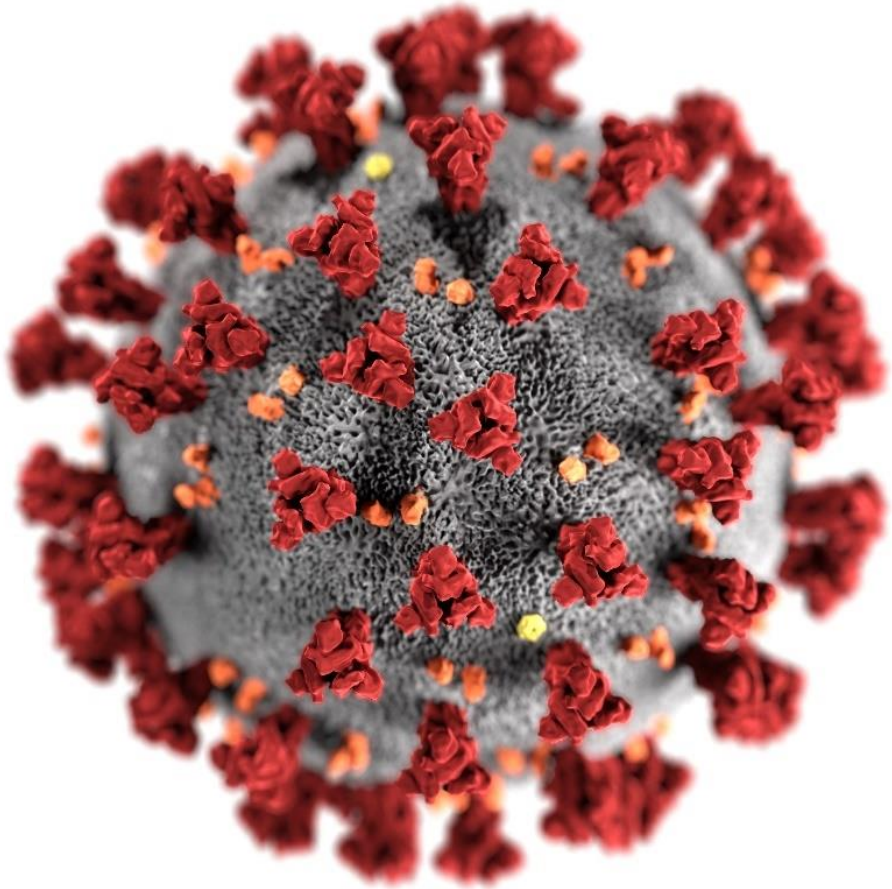
Epidemiologist, Division of Safety Research

CDC – National Institute for Occupational Safety and Health

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.

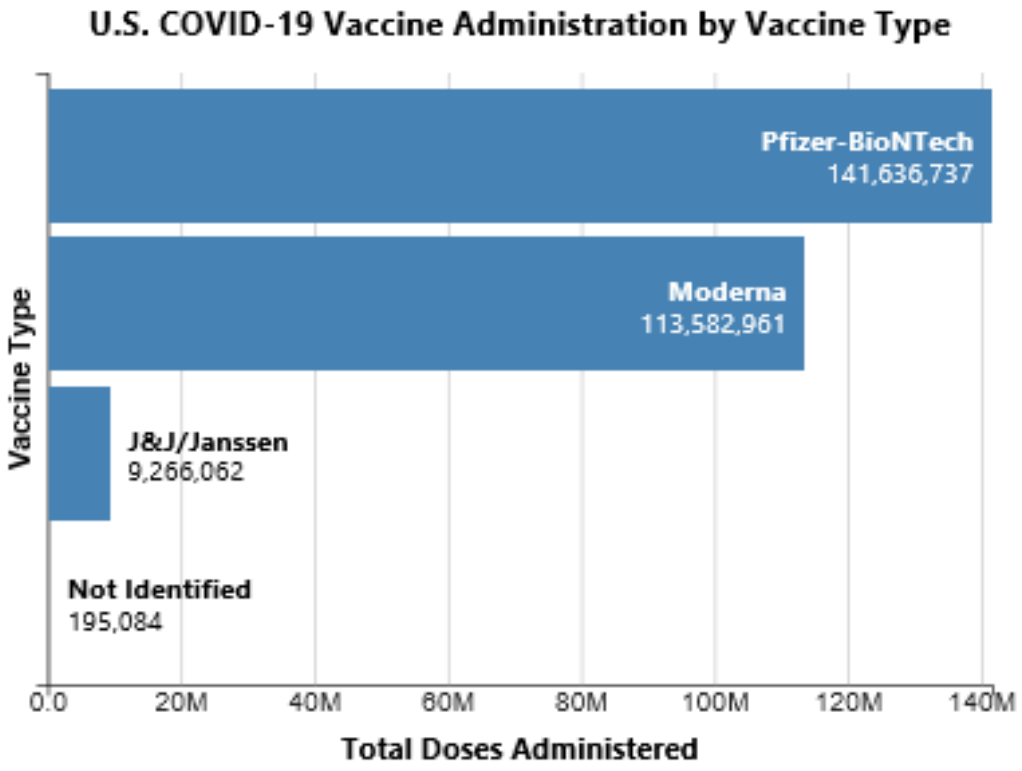
COVID-19 Vaccine Implementation

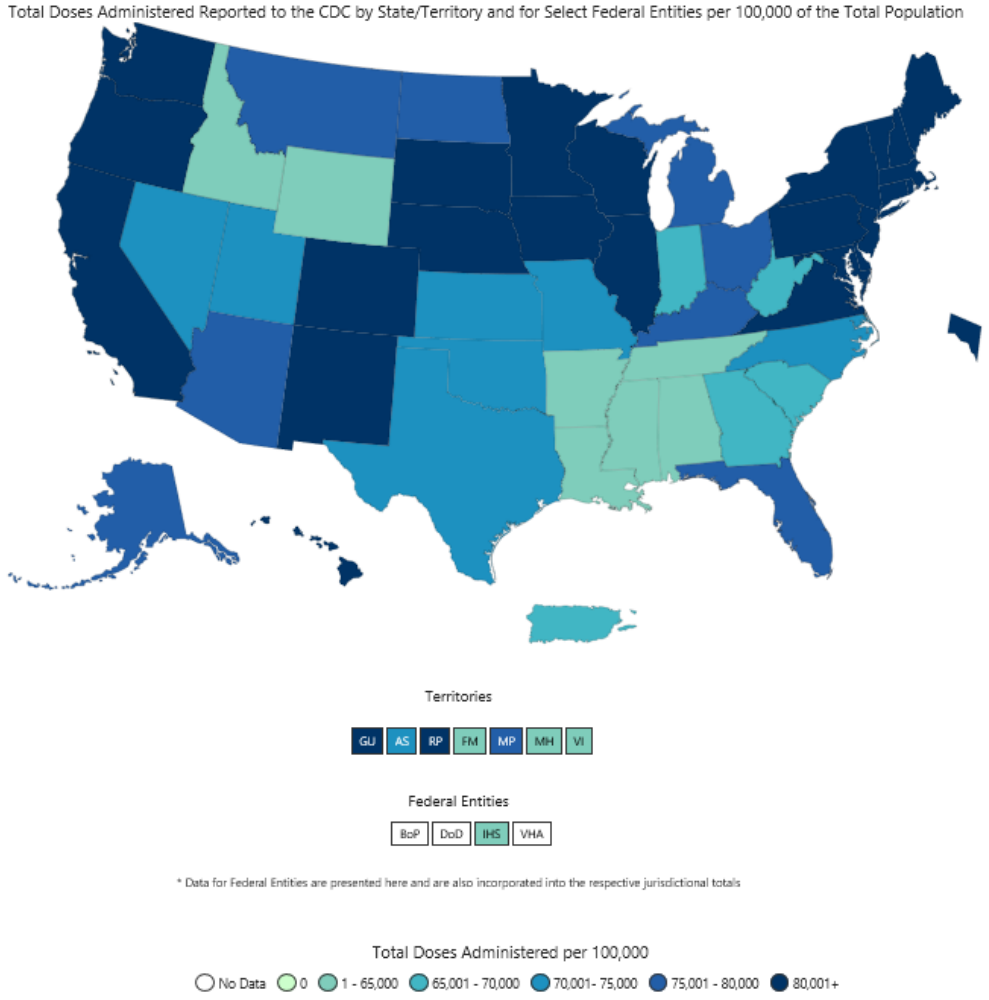


Cammie Chaumont Menéndez, Ph.D.
Senior Scientist
SME, Transportation, Warehousing and Utilities Sector
Centers for Disease Control and Prevention

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

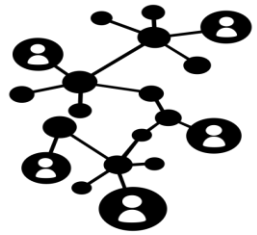




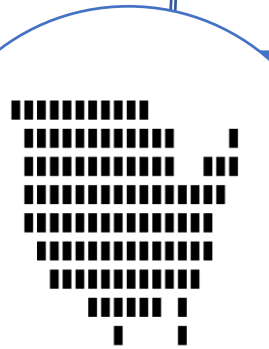
Source: CDC Website: https://covid.cdc.gov/covid-data-tracker

ACIP: COVID-19 Vaccine Guiding Principles

EQUITY

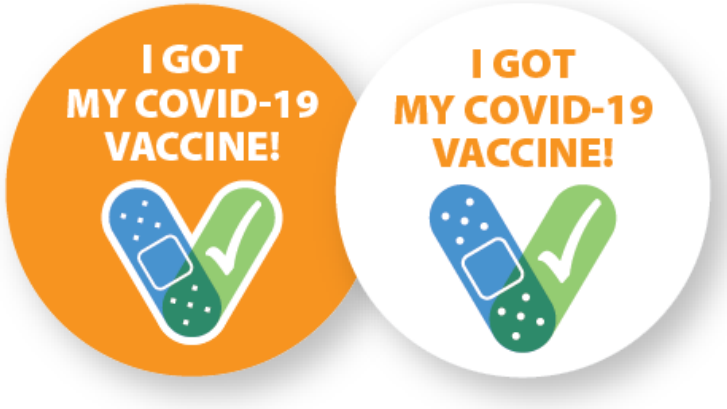


Efficient Distribution. During a pandemic, efficient, expeditious, and equitable distribution and administration of authorized vaccine is critical



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
- Moderna

mRNA vaccines
Require two doses

- Johnson & Johnson/Janssen

Viral vector vaccine
Requires one dose

- 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.

https://www.pfizer.com/news/press-release/press-release-detail/pfizer-and-biontech-conclude-phase-3-study-covid-19-vaccine
https://investors.modernatx.com/news-releases/news-release-details/modernas-covid-19-vaccine-candidate-meets-its-primary-efficacy

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.

https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html
https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html

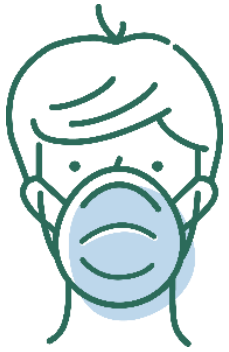
Fast-Tracking COVID-19 Vaccines While Ensuring Safety

- 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

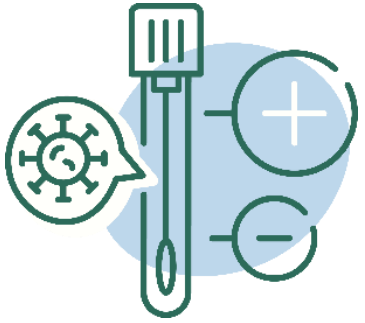
Key Facts about COVID-19 Vaccination

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 <u>cannot</u> give you COVID-19



COVID-19 vaccines will not cause you to test positive on COVID-19 <u>viral</u> tests*

https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html

*https://www.cdc.gov/coronavirus/2019-ncov/hcp/testing-overview.html

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.

VAERS Vaccine Adverse Event Reporting System
www.vaers.hhs.gov

v-safe after vaccination health checker

v-safe: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/vsafe.html

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.

What to Expect Before, During, and After COVID-19 Vaccination

Before

- Learn about COVID-19 vaccines.
- See if COVID-19 vaccination is recommended for you.

During

- Read the fact sheet that tells you about the specific COVID-19 vaccine you receive.
- Receive a vaccination record card.

After

- Expect some side effects.
- Enroll in v-safe.
- Continue using all the measures to protect yourself and others.

V-safe: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/vsafe.html

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.

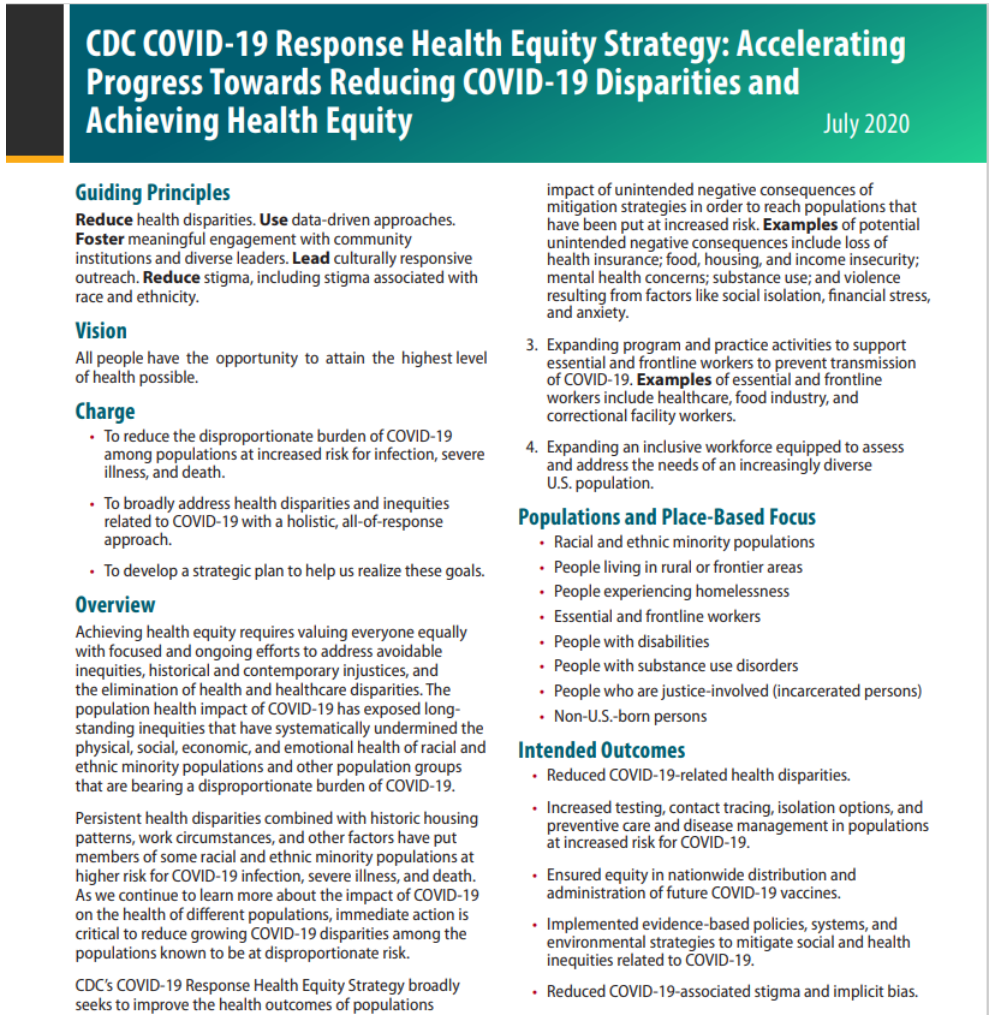
Get vaccinated.

- 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

https://www.cdc.gov/coronavirus/2019-ncov/downloads/community/CDC-Strategy.pdf

- **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



CDC COVID-19 Response Health Equity Strategy: Accelerating Progress Towards Reducing COVID-19 Disparities and Achieving Health Equity

July 2020

Guiding Principles

Reduce health disparities. **Use** data-driven approaches. **Foster** meaningful engagement with community institutions and diverse leaders. **Lead** culturally responsive outreach. **Reduce** stigma, including stigma associated with race and ethnicity.

Vision

All people have the opportunity to attain the highest level of health possible.

Charge

- To reduce the disproportionate burden of COVID-19 among populations at increased risk for infection, severe illness, and death.
- To broadly address health disparities and inequities related to COVID-19 with a holistic, all-of-response approach.
- To develop a strategic plan to help us realize these goals.

Overview

Achieving health equity requires valuing everyone equally with focused and ongoing efforts to address avoidable inequities, historical and contemporary injustices, and the elimination of health and healthcare disparities. The population health impact of COVID-19 has exposed long-standing inequities that have systematically undermined the physical, social, economic, and emotional health of racial and ethnic minority populations and other population groups that are bearing a disproportionate burden of COVID-19.

Persistent health disparities combined with historic housing patterns, work circumstances, and other factors have put members of some racial and ethnic minority populations at higher risk for COVID-19 infection, severe illness, and death. As we continue to learn more about the impact of COVID-19 on the health of different populations, immediate action is critical to reduce growing COVID-19 disparities among the populations known to be at disproportionate risk.

CDC's COVID-19 Response Health Equity Strategy broadly seeks to improve the health outcomes of populations impact of unintended negative consequences of mitigation strategies in order to reach populations that have been put at increased risk. **Examples** of potential unintended negative consequences include loss of health insurance; food, housing, and income insecurity; mental health concerns; substance use; and violence resulting from factors like social isolation, financial stress, and anxiety.

3. Expanding program and practice activities to support essential and frontline workers to prevent transmission of COVID-19. **Examples** of essential and frontline workers include healthcare, food industry, and correctional facility workers.
4. Expanding an inclusive workforce equipped to assess and address the needs of an increasingly diverse U.S. population.

Populations and Place-Based Focus

- Racial and ethnic minority populations
- People living in rural or frontier areas
- People experiencing homelessness
- Essential and frontline workers
- People with disabilities
- People with substance use disorders
- People who are justice-involved (incarcerated persons)
- Non-U.S.-born persons

Intended Outcomes

- Reduced COVID-19-related health disparities.
- Increased testing, contact tracing, isolation options, and preventive care and disease management in populations at increased risk for COVID-19.
- Ensured equity in nationwide distribution and administration of future COVID-19 vaccines.
- Implemented evidence-based policies, systems, and environmental strategies to mitigate social and health inequities related to COVID-19.
- Reduced COVID-19-associated stigma and implicit bias.

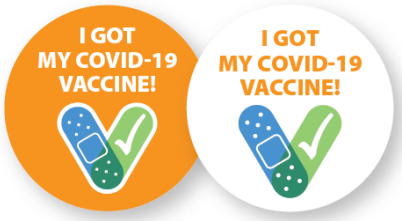
Workplace Vaccination Program

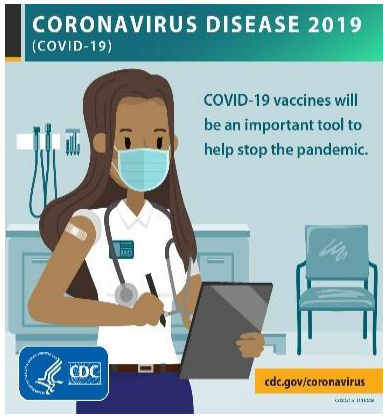
Employers considering implementing a workplace COVID-19 vaccination program should:

- 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.

https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/essentialworker/workplace-vaccination-program.html
https://www.eeoc.gov/wysk/what-you-should-know-about-covid-19-and-ada-rehabilitation-act-and-other-eeo-laws

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?

https://www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html

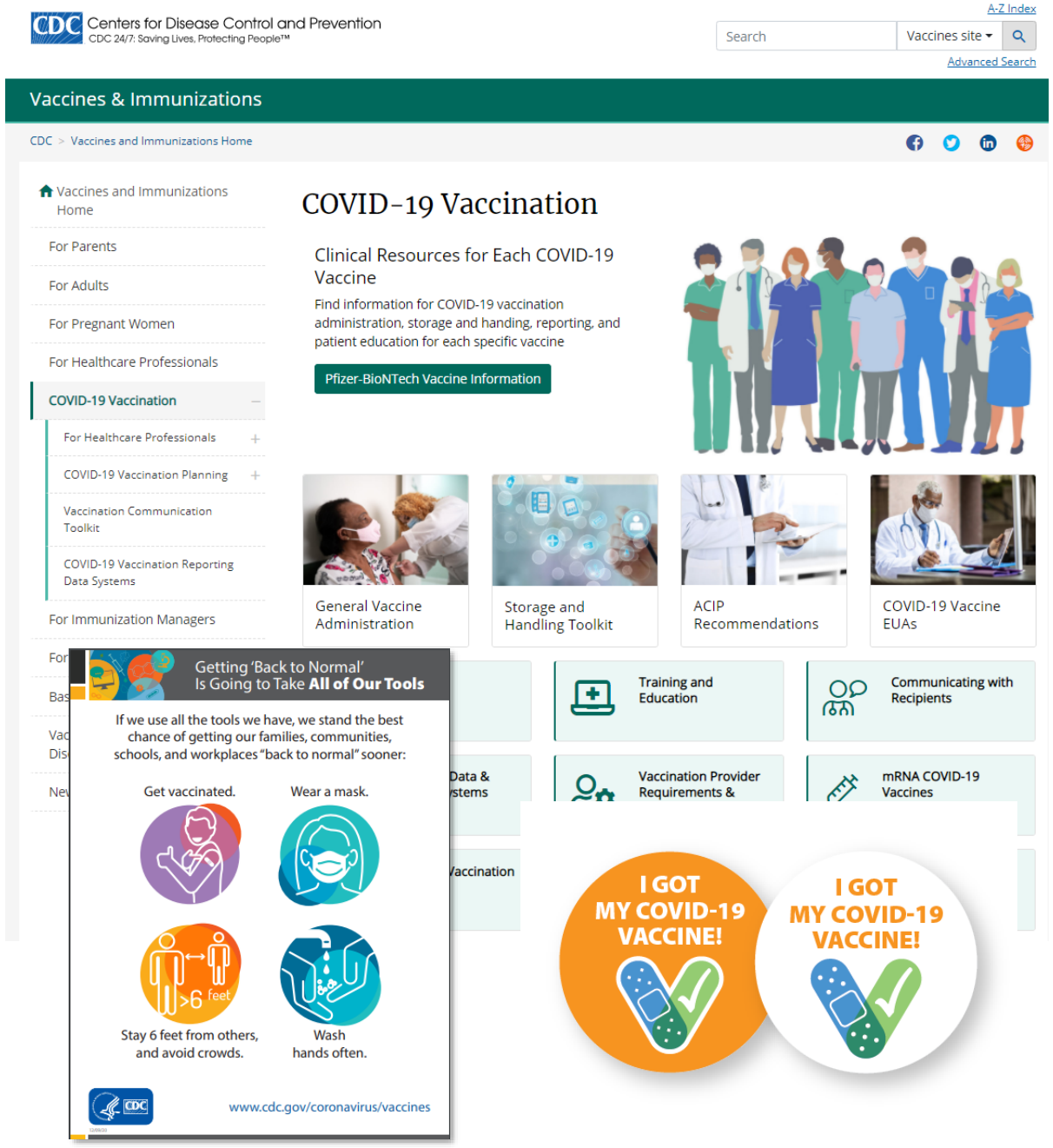
CDC Resources

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



Thank you

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)
TTY: 1-888-232-6348 www.cdc.gov

Elisabeth Wilhelm

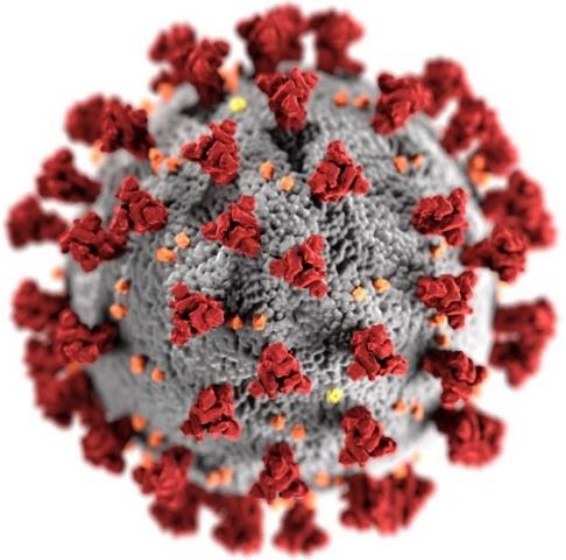
Co-Lead, Vaccine Confidence Team

CDC – Vaccine Task Force

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

Vaccinate with Confidence

cdc.gov/coronavirus

Defining Vaccine Confidence

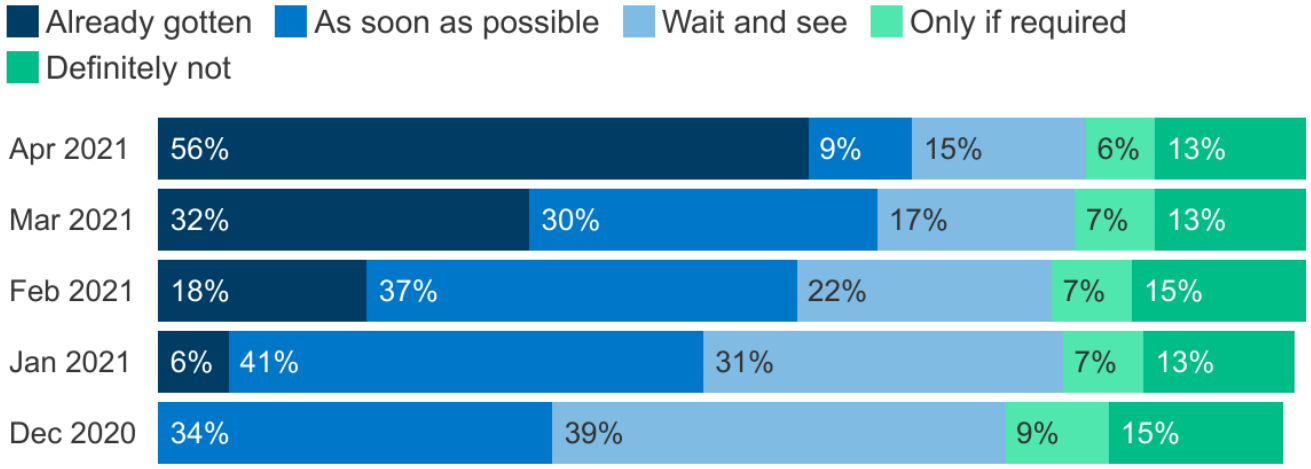
- Vaccine confidence is the **trust** that patients, parents, or providers have in:
  - recommended *vaccines*,
  - *providers* who administer vaccines, and
  - *processes and policies* that lead to vaccine development, licensure, manufacturing, and recommendations for use.

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

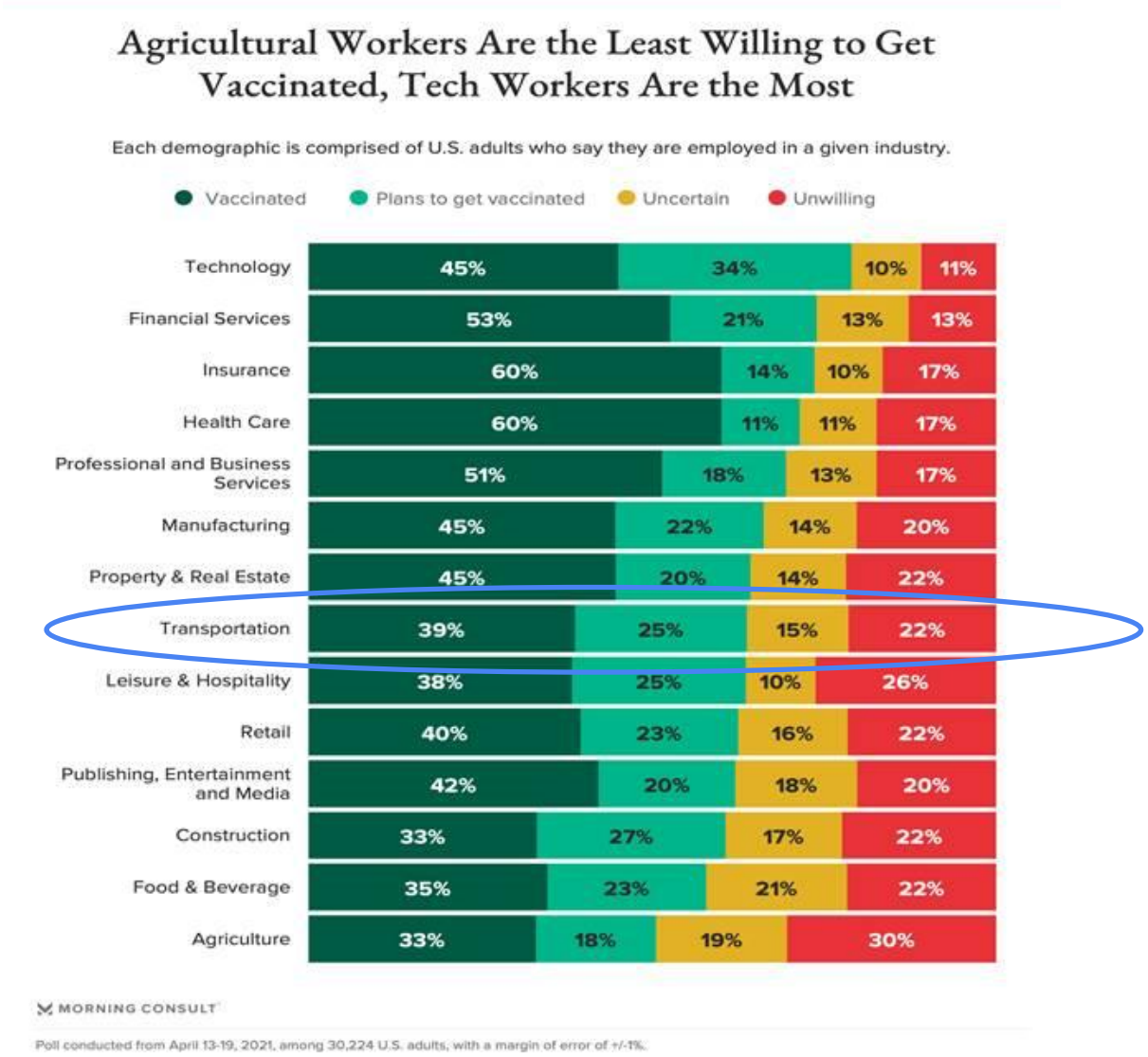
Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will…?



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

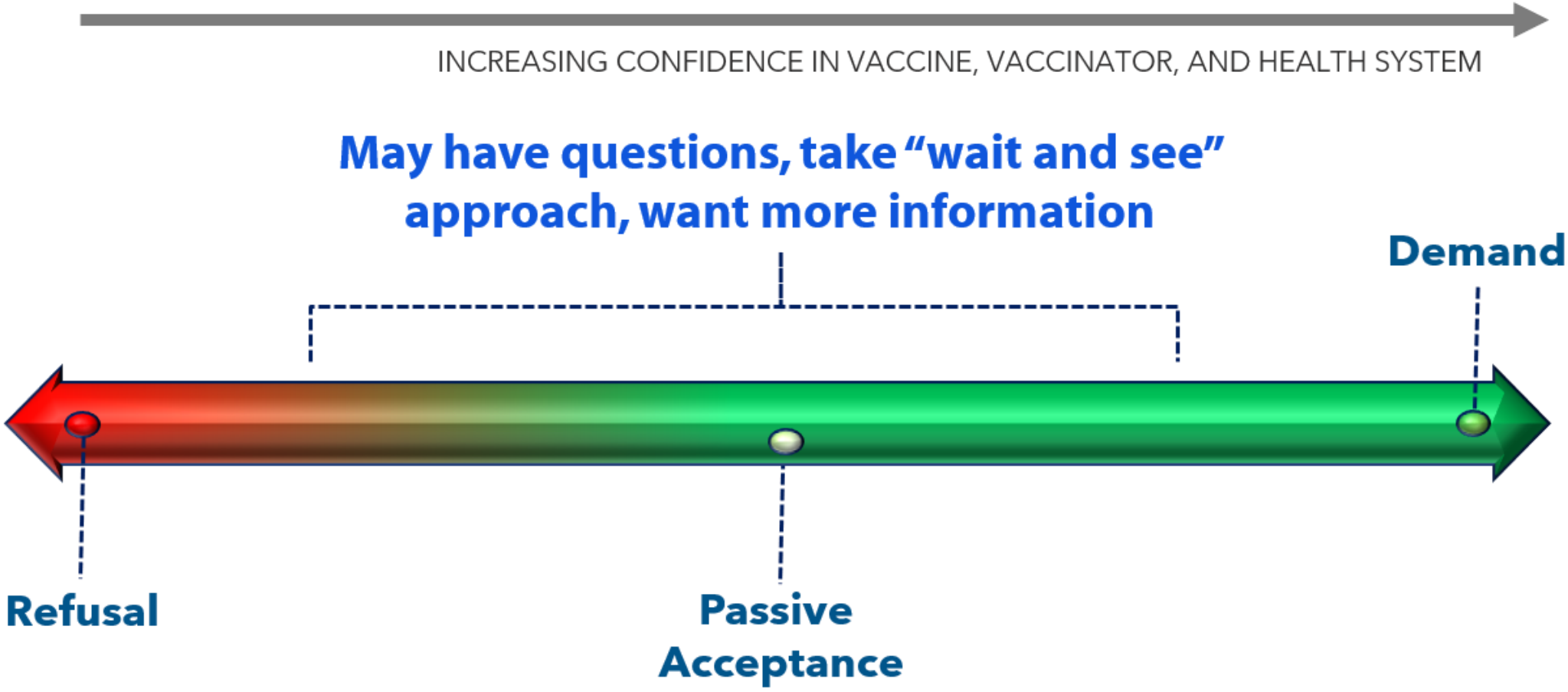
KFF COVID-19 Vaccine Monitor

Vaccine Confidence Among Essential Workers

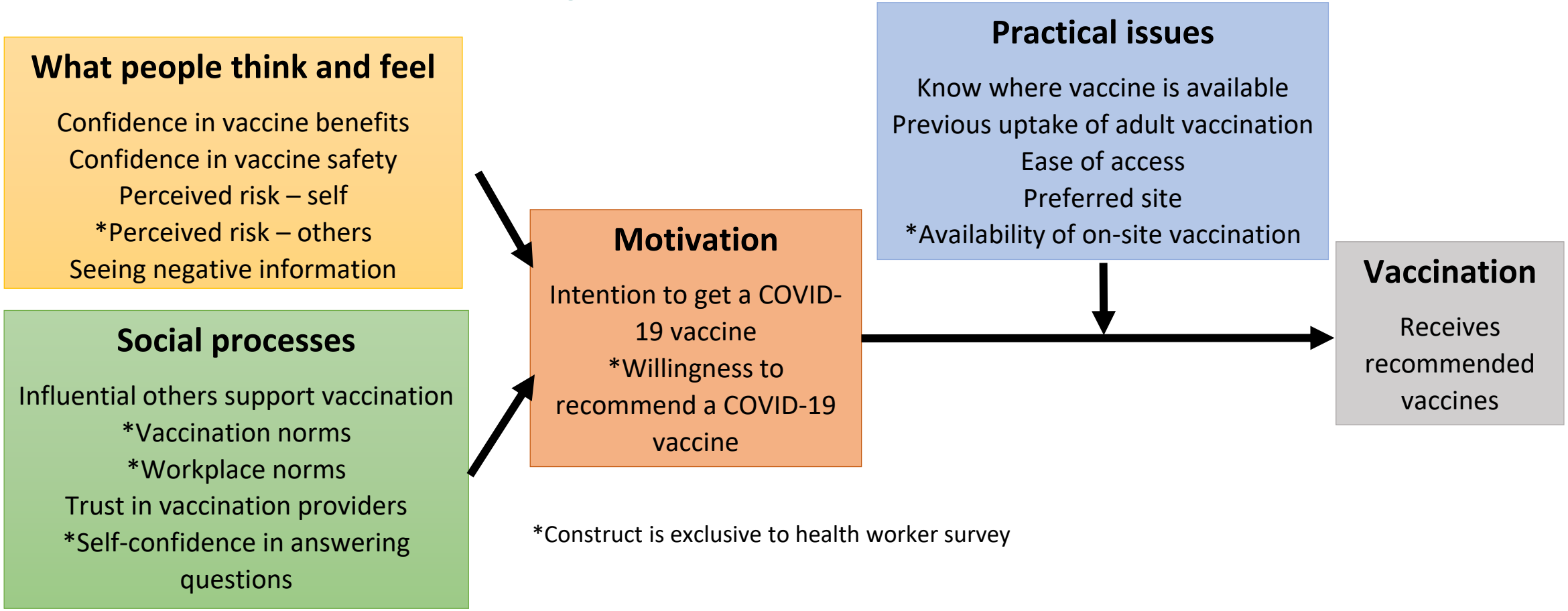


Source: The Morning Consult Vaccine Sentiment Dashboard, updated 4/22/21: https://morningconsult.com/covid19-vaccine-dashboard/#section-27

Willingness to Accept a Vaccine Falls on a Continuum



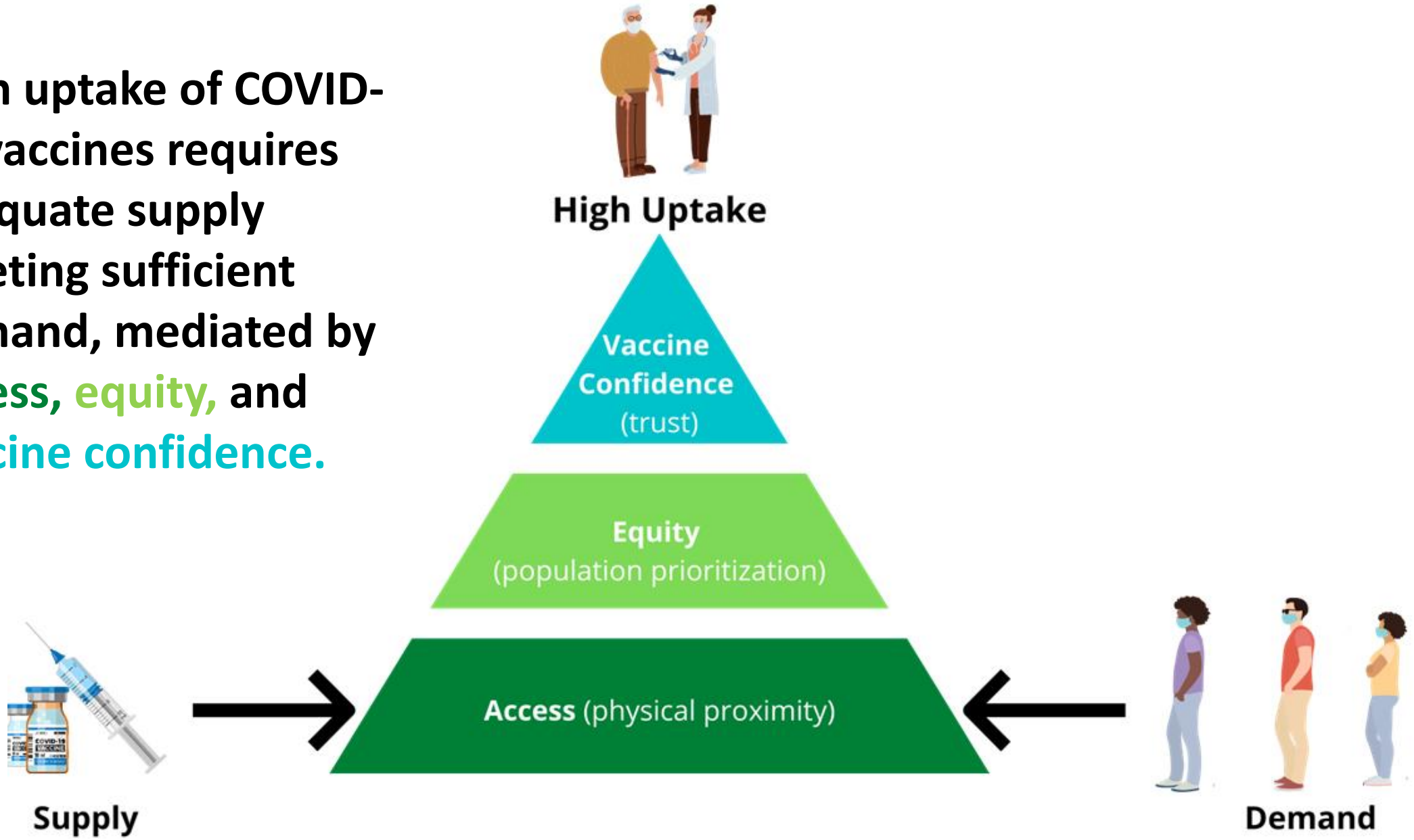
What Are the Social and Behavioral Factors That Drive COVID-19 Vaccine Uptake?



*Construct is exclusive to health worker survey

Citation: The BeSD expert working group. Based on Brewer NT, Chapman GB, Rothman AJ, Leask J, and Kempe A (2017). Increasing vaccination: Putting psychological science into action. *Psychological Science for the Public Interest.* 18(3): 149-207

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

Vaccinate with Confidence

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.

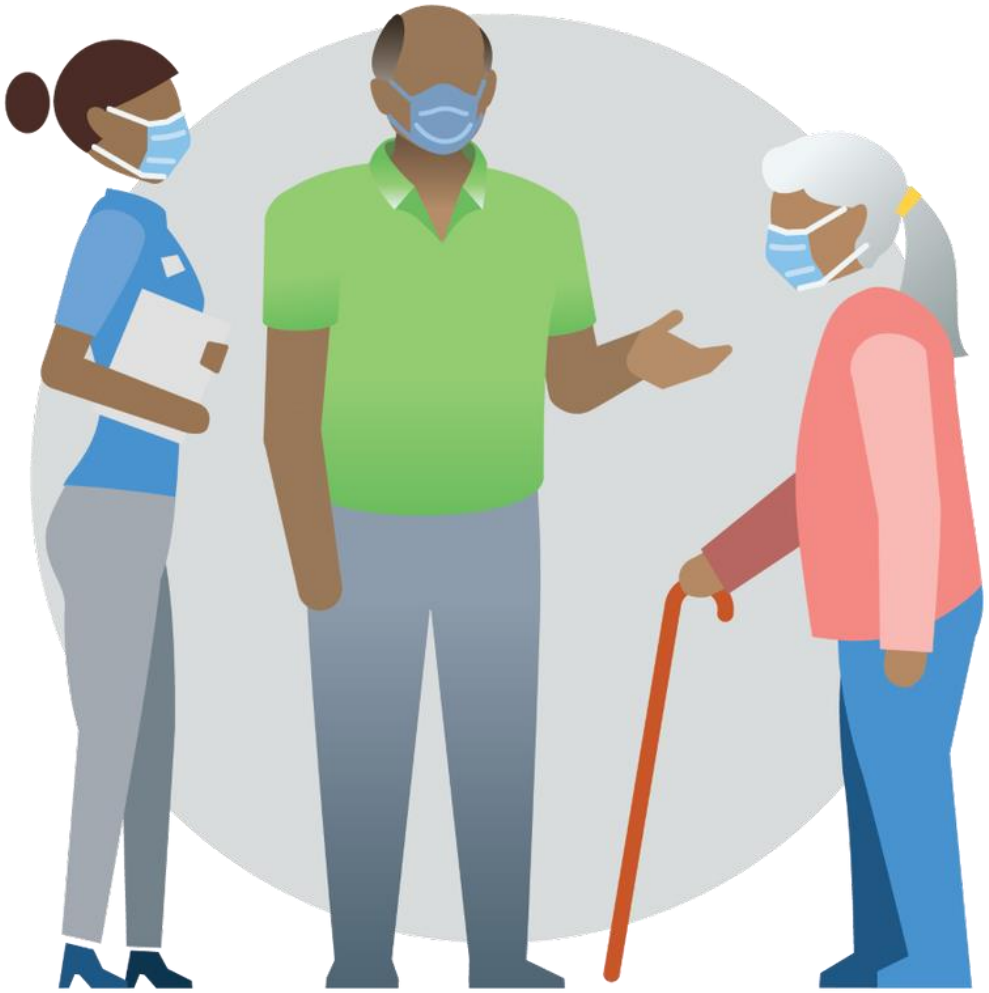
You can address information gaps and build vaccine confidence through clear, consistent communication.

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

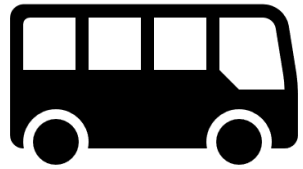
- Effectively deliver messages and strategies.
- Validate the credibility of information.
- Address mis- and disinformation.
- Help create a feedback loop for addressing questions and concerns.
- Bridge the gap between healthcare providers and patients.

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

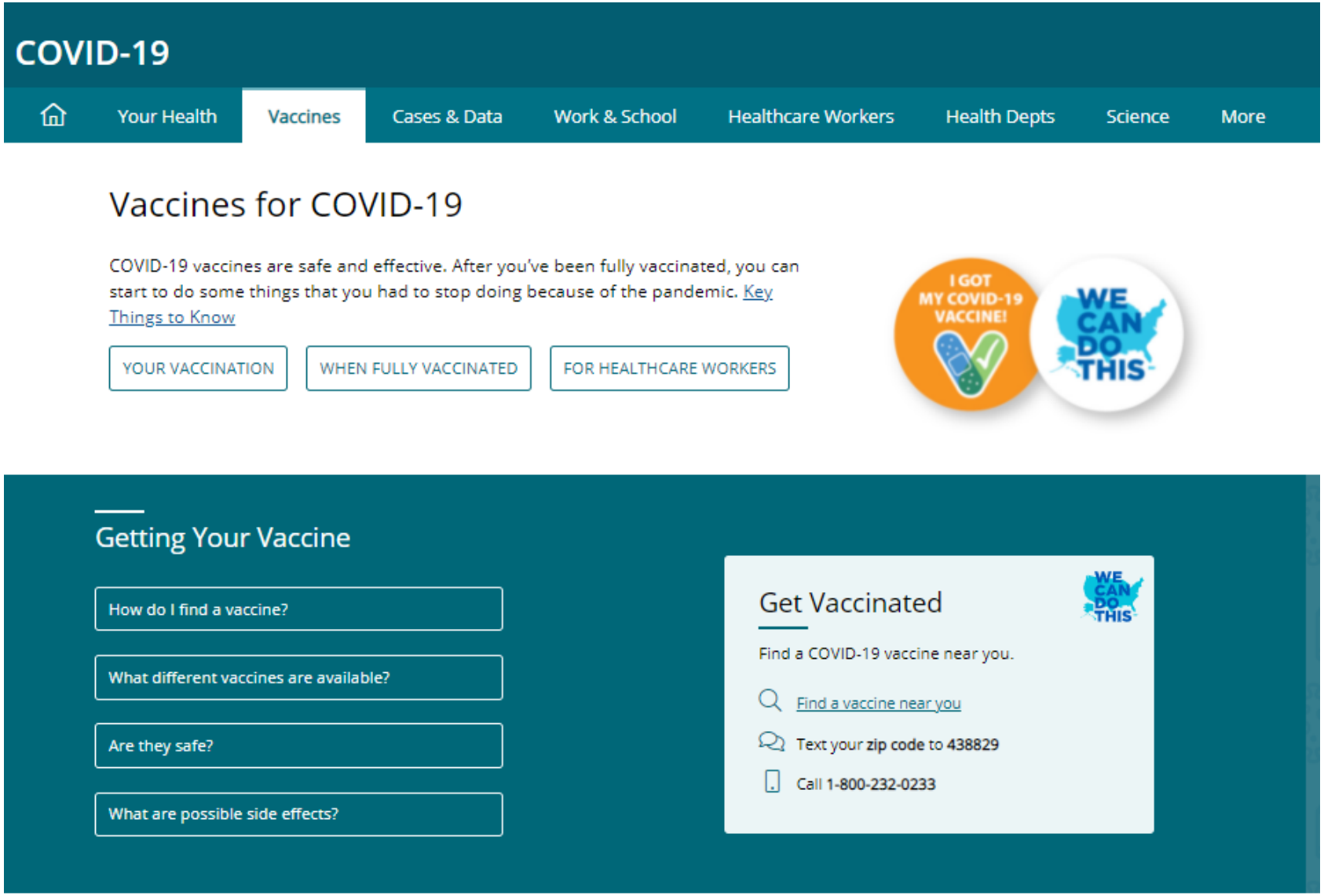
- Encourage senior leaders to be vaccine champions.
- Host discussions where personnel at different levels can provide input about how to build vaccine confidence.
- Share key messages with staff using multiple communication channels.



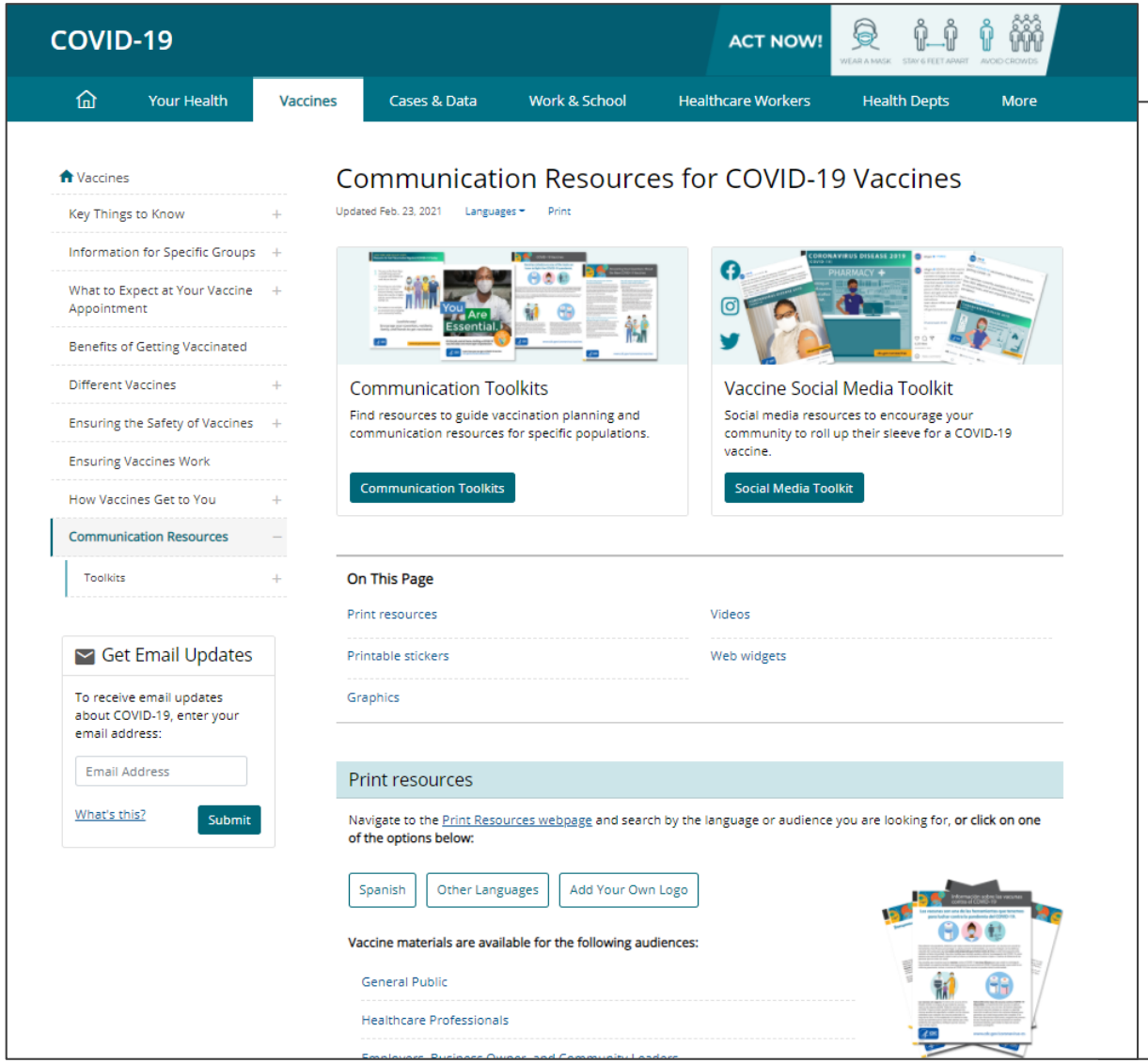
More Ideas for Building Vaccine Confidence

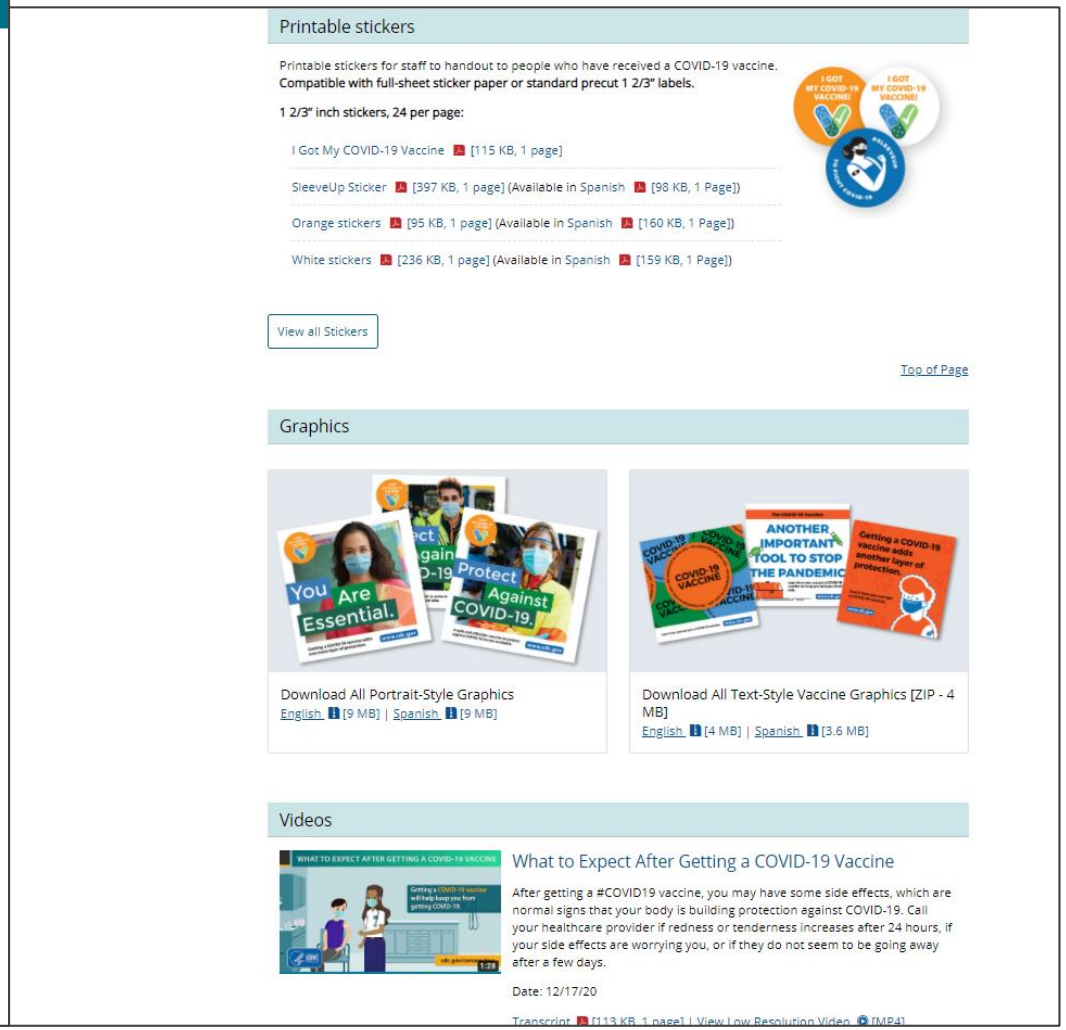
- Educate those at your agency who are responsible for communicating with employees about COVID-19 vaccines, how they are developed and monitored for safety, and how teams can talk to others about the vaccines.
- Create safe spaces for staff to get answers to their vaccine questions.
- Make the decision to get vaccinated visible and celebrate it!

Communication Resources



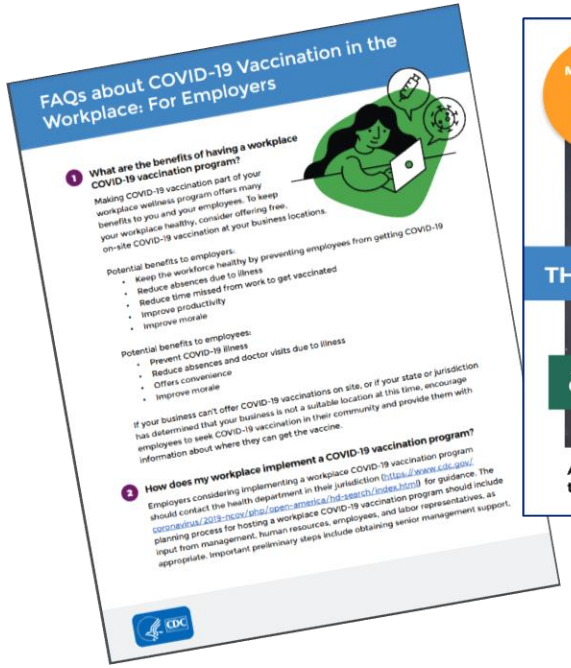
www.cdc.gov/coronavirus/2019-ncov/vaccines

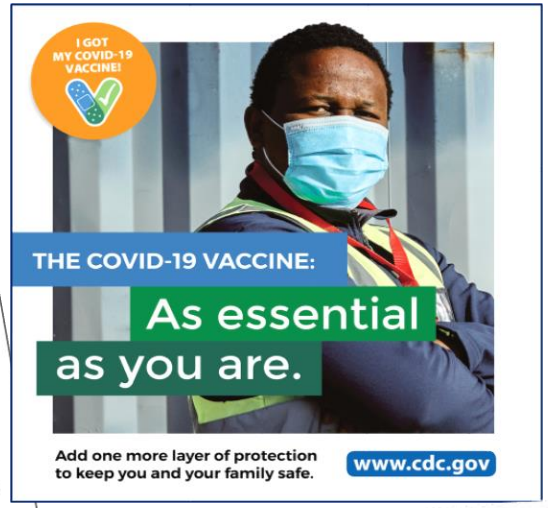


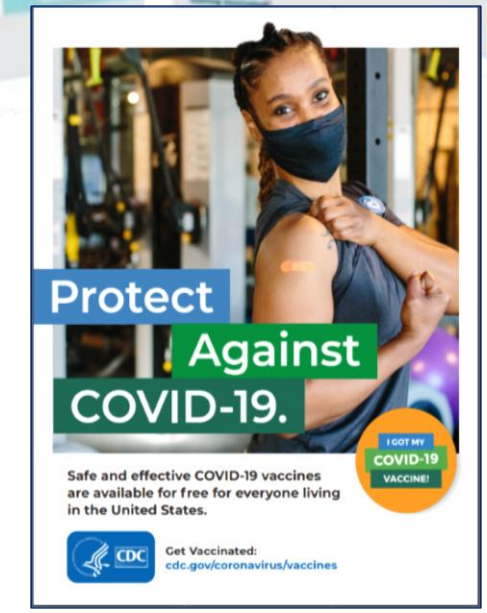


www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html

Essential Workers COVID-19 Vaccine Toolkit



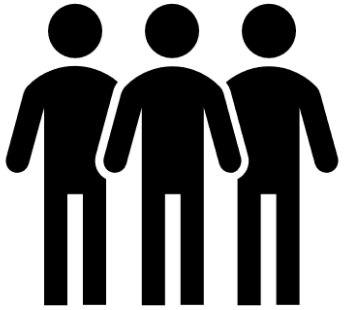




www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/essential-workers.html

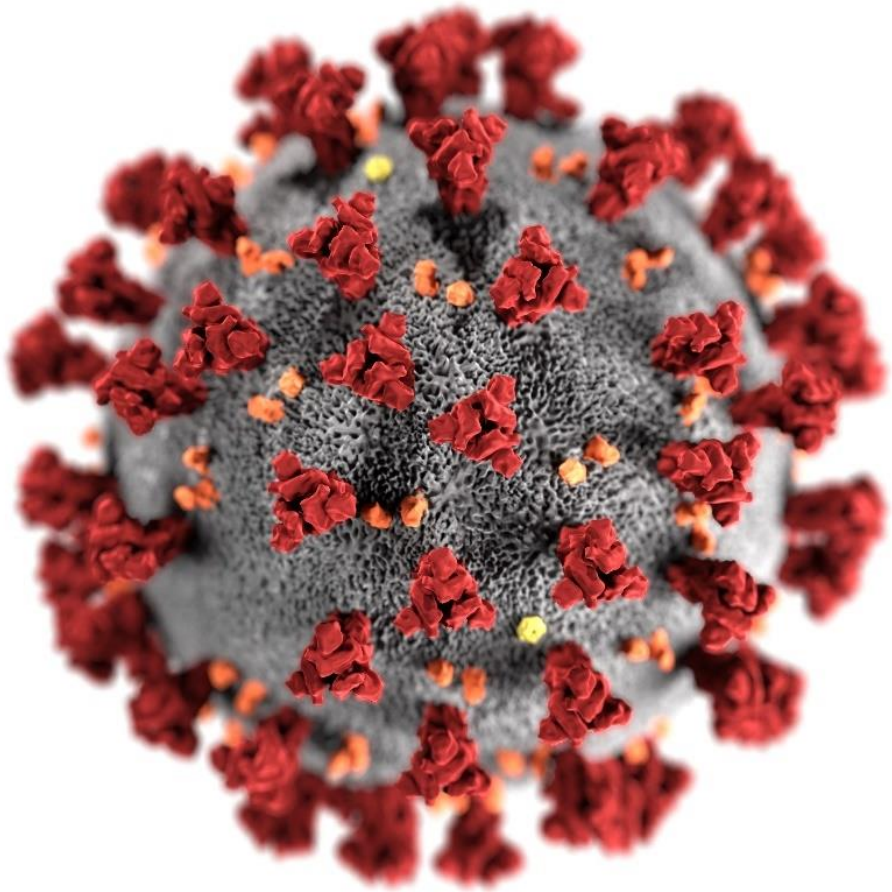
Coming soon!

- 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.



www.vaccines.gov

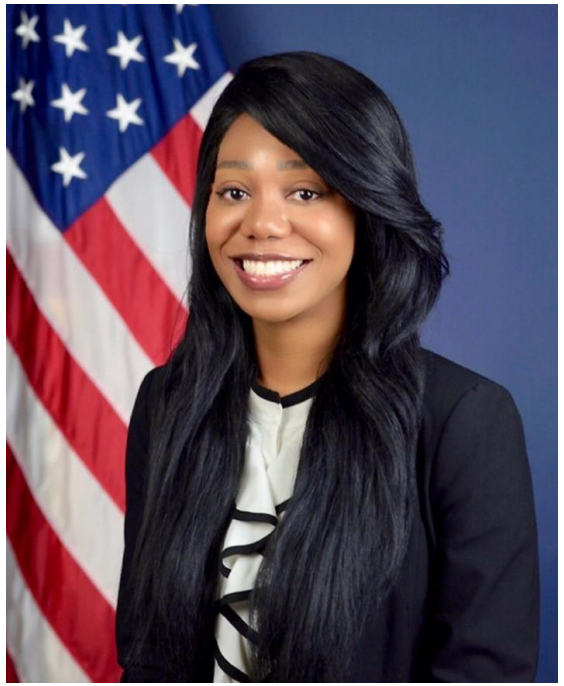
Thank you!



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

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.