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

January 28, 2021
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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.
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
American Pharmacists Association

Executive Director
American Pharmacists Association
Foundation

Subject Matter Expert: Q&A
Daniel Zlott, PharmD, BCOP
Senior Vice President
Education and Business Development
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Subject Matter Expert: Q&A
Ilisa BG Bernstein, PharmD, JD, FAPhA
Senior Vice President
Pharmacy Practice and Government Affairs
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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

Continuum of Vaccine Acceptance

- refuse all
- refuse but unsure
- delay/accept some
- accept but unsure
- accept all

▪ 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
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.
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
American Pharmacists Association

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.

<table>
<thead>
<tr>
<th>Message Source</th>
<th>Great Deal/Some Trust</th>
<th>Not That Much/No Trust At All</th>
</tr>
</thead>
<tbody>
<tr>
<td>My doctor, nurse, or pharmacist</td>
<td>83%</td>
<td>5%</td>
</tr>
<tr>
<td>Health experts</td>
<td>82%</td>
<td>4%</td>
</tr>
<tr>
<td>The FDA</td>
<td>71%</td>
<td>4%</td>
</tr>
<tr>
<td>My family &amp; friends</td>
<td>61%</td>
<td>8%</td>
</tr>
<tr>
<td>My local government</td>
<td>49%</td>
<td>6%</td>
</tr>
<tr>
<td>My church or faith group</td>
<td>40%</td>
<td>17%</td>
</tr>
<tr>
<td>My employer or co-workers</td>
<td>38%</td>
<td>19%</td>
</tr>
<tr>
<td>The President</td>
<td>35%</td>
<td>7%</td>
</tr>
<tr>
<td>Congress</td>
<td>30%</td>
<td>7%</td>
</tr>
<tr>
<td>Celebrities</td>
<td>13%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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."
Vaccine Development Process

**NORMAL**
- **FHA CHECKPOINT**
- **DATA SAFETY MONITORING BOARD**
- **FAA REVIEW**
- **MANUFACTURE**
- **DISTRIBUTE**
- **CONTINUOUS MONITORING**

**PANDEMIC**
- **RESEARCH & PRE-ClinICAL TRIALS**
- **CLINICAL TRIALS**

*During the pandemic, COVID-19 vaccines may be authorized by FDA for public use under an emergency use authorization process or via full licensure.

**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 and be on the lookout for resources that will help you share the message of vaccine confidence with your patients and communities.
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
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

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March 12-15, 2021

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

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Register by February 28 for early bird rates.

https://apha2021.pharmacist.com/
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?
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