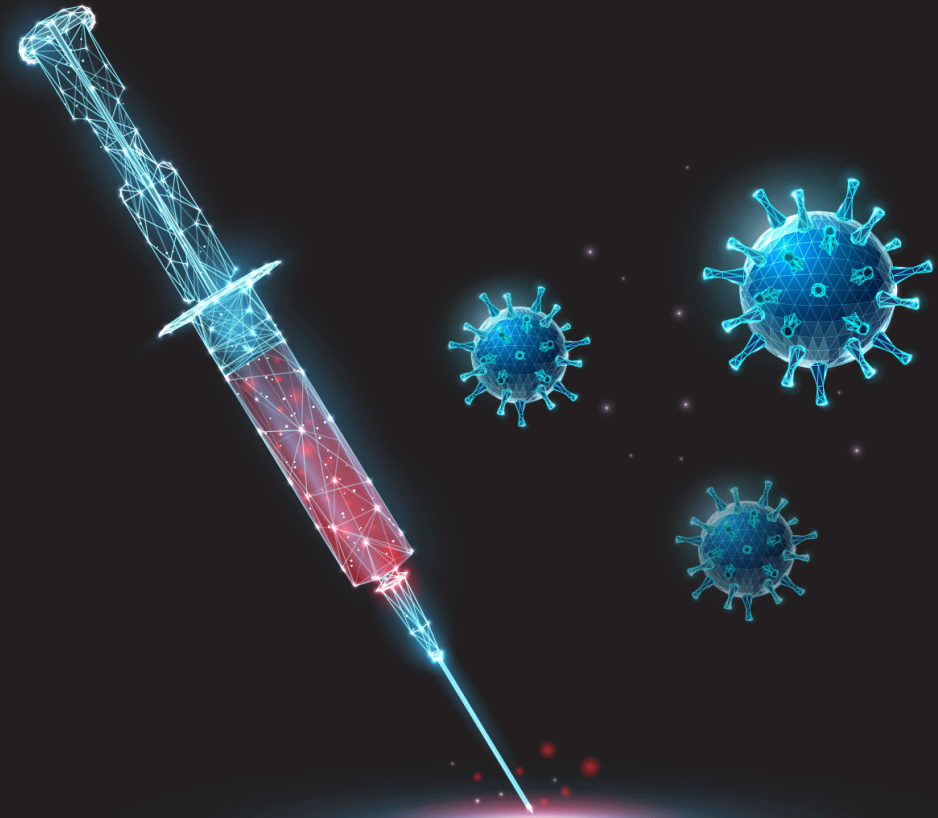


# Promoting vaccine uptake culture & processes

Dr. Christine Luelo  
February 1, 2021

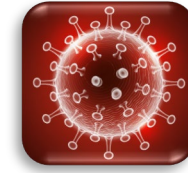


Mental health  
& COVID-19

**VACCINE**  
TALK & TIPS

# PROMOTING VACCINE UPTAKE

DR. CHRISTINE LUELO



Mental health  
& COVID-19

**VACCINE**  
TALK & TIPS

CULTURE

"COMING TOGETHER IS  
A BEGINNING. KEEPING  
TOGETHER IS  
PROGRESS. WORKING  
TOGETHER IS SUCCESS."

HENRY FORD  
FORD MOTOR COMPANY

PROCESSES

# PROMOTING VACCINE UPTAKE

## DR. CHRISTINE LUELO

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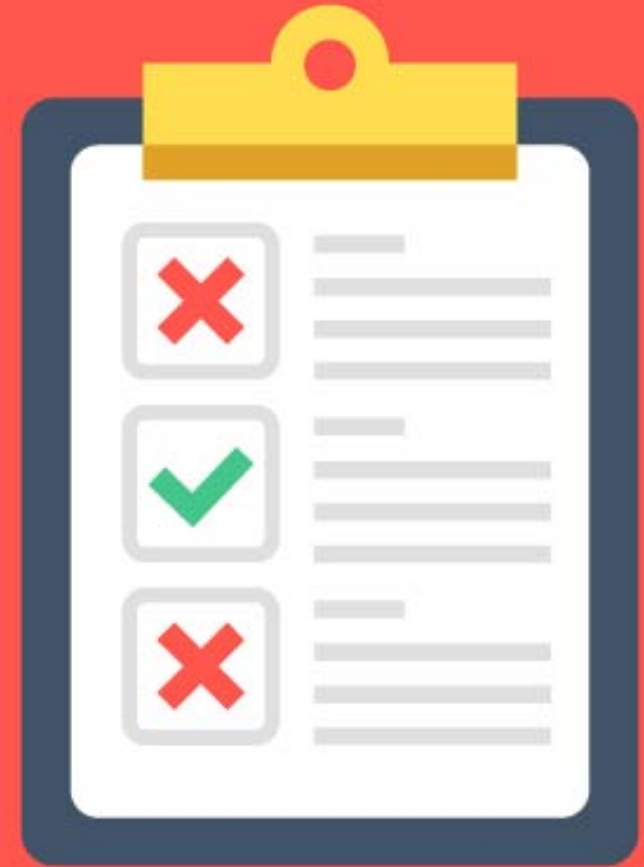
## Culture

- Have a team meeting -- make sure everyone in office pulling in same direction
- Use visual reminders for patients so they know your culture
  - In-office posters
  - Website language and links
  - Email pushes
- Get vaccinated yourself! And tell the world .... or at least your part of it!



## PROCESSES

- Have **REGULAR** check-ins with team around what they are hearing from patients
- **IDENTIFY** patients
  - High risk
  - Next age group
- Embed the conversation in your **EMR**
  - New problem category
  - Follow up task
  - PrOTCT template
  - AMA toolkit coming soon to a PF near you



# PROMOTING VACCINE UPTAKE

## DR. CHRISTINE LUELO & DR. RICK WARD



## PrOTCT in action

Starring Dr. Rick Ward as “RICHARD the hesitant patient” and Dr. Christine Luelo as the “calm, supportive family doctor”

### PrOTCT PLAN for the COVID-19 vaccine discussion

#### What do you think of the new vaccine(s)? Do you think I should get it? Is it safe?

When patients ask these questions, it may be tempting to dive into answering. This framework will help approach these conversations thoughtfully to achieve a positive, effective interaction that builds trust while sharing important information.

<b>P</b> : Proactively starting the conversation with a Presumptive statement	<b>Talking tip:</b> <i>I will get/have already gotten the COVID vaccine and I am happy to help you get it too, so you can protect yourself and your loved ones.<sup>1</sup></i>
<b>O</b> : Offer to share your knowledge about the facts and your experience with having had the vaccine	<b>Talking tip:</b> <i>I have been thinking a lot about this vaccine for my patients and educating myself on the science around it. Can I share some of what I know with you?</i> <b>Provider resources:</b> <ul style="list-style-type: none"><li>• Pfizer-BioNTech COVID-19 vaccine: What you should know (Health Canada, December 11, 2020)</li><li>• Addressing patient questions about vaccines (CEP, Dec 2020)</li></ul>
<b>T</b> : Tailor the recommendation to their specific health concerns	<b>Talking tip:</b> <i>Here is why you are the right person to get this vaccine: [example: you have high blood pressure and diabetes but have a high quality of life. Because of your conditions, you are at high risk of being hospitalised with COVID, so we need to maintain the quality of life you have right now.]<sup>1,4</sup></i> <b>Provider resources:</b> <ul style="list-style-type: none"><li>• Recommendations on the use of COVID-19 vaccine(s) (NACI, Dec 12, 2020)</li></ul>
<b>C</b> : Address specific concerns (should not be the bulk of the conversation)	<b>Talking tip:</b> <i>Are there any particular concerns about this vaccine you want me to address?<sup>2</sup></i> <b>Provider resources:</b> <ul style="list-style-type: none"><li>• Addressing patient questions about vaccines (CEP, Dec 2020)</li></ul>
<b>T</b> : Talk through a specific plan for where and when to get the vaccine	<b>Talking tip:</b> <i>You can do the following to get the vaccine...<sup>3</sup></i> <ul style="list-style-type: none"><li>• Provide appointment time</li><li>• Provide patient vaccine information sheet</li><li>• Provide schedule (2 doses)</li></ul> <b>Provider resources:</b> <ul style="list-style-type: none"><li>• COVID-19 vaccines (CEP, Dec 2020)</li></ul>

#### References

1. Opel et al. Impact of Childhood Vaccine Discussion Format Over Time on Immunization Status. *Acad Pediatr*. 2018;18(4):430-436. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5936647/>
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3. Connors et al. Provider-parent Communication When Discussing Vaccines: A Systematic Review. *J Pediatr Nurs* Vol 32, March-April 2017, Pages 10-15. <https://www.sciencedirect.com/science/article/pii/S0882596316302893>
4. Kennedy et al. Development of vaccine risk communication messages using risk comparisons and mathematical modeling. *J Health Commun* 2008; 13(December): 793-807. <http://www.ncbi.nlm.nih.gov/pubmed/18501114>

This Resource was developed by the Centre for Effective Practice and Alberta Department of Pediatrics. Clinical leadership and expertise provided by Cora Constantinescu, BSc, MD, FRCPC, Noah Ivers MD, CCP, PhD and Kelly Grindrod, BScPharm, PharmD, MSc.

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Developed by:





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DR. CHRISTINE LUELO

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## Q&A panel discussion

