



Talking About the COVID Vaccine in Your Community

Train-the-Trainer Series

Program support by the COVID-19 Community Outreach Grant from
the Wisconsin Department of Health Services.

Who is most at risk for low health literacy?

- Low literacy
- Poor health status
 - Poor: 69%
- Low education level
 - Some HS/less than HS Grad: 76%

**Compared to
36% of all
adults**

Who is most at risk for low health literacy?

- Insurance
 - Medicaid: 57%
- Elderly
 - 65 and older: 59%
- Ethnicity
 - African-Americans: 58%; Hispanics: 66%

**Compared to
36% of all
adults**

Adopt Universal Precautions

- Since you can't always tell by looking....



- Take actions that minimize risk for everyone
- Use plain language with everyone

Health Literacy Universal Precautions

- Use plain, everyday language
- Chuck information down and present them one at a time
- Use teach back to check for understanding
- Actively encourage questions and dialogue

Speak for “Listenability”

Dialogue Structure

- **Speech speed**
- **Turn density** - number of thoughts in one speaking turn
- **Interactivity** - back and forth

Speak for “Listenability”

- Main message or action presented both first & last
- Preview what’s coming up
 - “Now I’m going to cover 3 things I would like you to consider....”
- Use personal pronouns (“I” and “you”) to simulate face-to-face conversation
 - “What do you think about what I just shared?”

Speak for “Listenability”

- Chunk information into small pieces (one topic at a time when speaking)
- Focus on the need to know information (only the main message and information to directly support it)
- Can cover nice to know information if asked

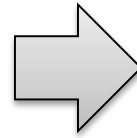
Speak for “Listenability”

- Repeat key phrases across sentences
 - “Moderna is one of the vaccines you can get. You need to get 2 doses of the Moderna vaccine. You will also need to get booster doses four months after you second dose.
- Use questions to focus attention
 - “Would you like to know about the Pfizer vaccine?”

Speak for “Listenability”

- Put subordinate clauses at end of sentence

Because protection from a vaccine wears off over time, you will need to get a booster.



You will need to get a booster because protection from a vaccine wears off over time.

Speak for “Listenability

- Use learner’s name periodically
 - “Mrs. Lawson, you really know a lot about the Pfizer vaccine.”
- Use transitions between topics
 - “So these are the vaccines available at this site. Now here’s what you can do to make an appointment.”
- Use everyday language
 - “Some people might have a reaction (side effects) from the vaccine.”

Interactive activity

- Look at the following information from the CDC on if a person who has already had COVID should get a vaccine.
 - What is the “need to know” information?
 - What is the “nice to know” information?
 - What other suggestions would you have about making the “need to know” information easier to understand?

Interactive activity (con't)

You should get a COVID-19 vaccine even if you already had COVID-19. No currently available test can reliably determine if you are protected after being infected with the virus that causes COVID-19. However, you *may* consider delaying your next vaccine dose (primary dose or booster) by 3 months from when your symptoms started or, if you had no symptoms, when you first received a positive test.

Getting a COVID-19 vaccine after having COVID-19 provides added protection to your immune system. People who already had COVID-19 and do not get vaccinated after their recovery are more likely to get COVID-19 again than those who get vaccinated after their recovery.

Community Engagement

Find Local Concerns

- One of the most important steps:
 - get to know your intended audiences and include them in the process
 - Ask, listen, and respond

It's a planning process

- Implementing programs is not a one-size-fits all approach. Think about:
 - Cultural beliefs and values
 - Primary language – would interpreters help
 - Accessibility to internet and finding information

Address Local Concerns

- Access to get the vaccine
- Transportation
- Religion
- ID requirements
- Tracking by government
- Immigration status
- Insurance

Community Messaging

Key Messages

- **Encourage organizations to tailor in the best way that works for community.**
 - COVID-19 vaccines work.
 - COVID-19 vaccines are safe.
 - COVID-19 vaccines are FREE.
 - You do NOT need an ID or insurance to get a vaccine.
 - Some are one dose, some are two (16-17 Pfizer only).
 - Keep vaccine records safe.
- **Please share your ideas with us about how to “amplify” these messages in the Chat feature today.**

AD



LARA Communication Strategy

L

Listen – Listen with TING. Don't listen to form an answer. Listen to find out what is at the heart of their message, what beliefs or values you hear in it.

A

Affirm – Find something in which you agree or find common ground and say so. Allow the other person some moral ground to stand on.

R

Respond – Make a response to the question/statement asserting your belief. Don't dodge the issue or talk around it. Note that in facilitating, a response might be in the form of a critical question to engage others thoughts & ideas.

A

Add Information – Provide additional information related to the content of the other person's thoughts, or raise a critical question to further explore the topic, with the aim of furthering dialogue (not necessarily changing the other person's mind). Then start all over again by listening to what the person thinks/feels/experiences related to the new information.

LARA Activity

- Divide into pairs
- 1 person think of a potential concern or fear and act out that part
- Practice responding to that concern for 5 minutes
- Switch places, share new concern, and let the other person practice for 5 minutes

LARA Activity - Debrief

- What did you notice as you used or responded to LARA?
- How did it feel to use LARA?
- How did it feel to respond to LARA?
- How can you use the LARA technique in the work you do?

De-escalation

- Goal is not to debate
- Goal is to provide information in a respectful way, so people can make their own decisions
- Set boundaries. If you can't have a respectful conversation, walk away.

De-escalation

- Be empathetic and non-judgmental
- Keep your tone and body language neutral
- Ignore challenging questions
- Focus on the thoughts behind the feelings
- Allow time for decisions and silence

COVID Resources

- Wisconsin Department of Health resources:
<https://www.dhs.wisconsin.gov/covid-19/index.htm>



Materials by language

Download COVID-19 educational resources—from posters and signs to fact sheets and videos—in multiple languages.

- [Listing of resources in English](#)
- [American Sign Language \(ASL\) Videos](#)
- [इन्फोग्राफिक्स और प्रिंट संसाधन](#)
- [Cov Duab Ntawv Xov Xwm thiab Cov Ncauj Lus Luam Tawm](#)
- [Waxyaabo Loo Daabacay si Kooban](#)
- [Recursos de Infografía e impresión](#)

COVID Resources

- CDC Communication Resources for COVID-19 Vaccines:
<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html>

- Includes links to:

- Fact sheets
- Graphics
- Video resources
- Print materials

* Warning – not all information is in plain everyday language

Program Resources

- Wisconsin Health Literacy current programs page
 - <https://wisconsinliteracy.org/health-literacy/programs/current-programs/talking-about-the-covid-vaccine-in-your-community.html>
- Wisconsin Literacy resource page
 - <https://wisconsinliteracy.org/resources/health-resources/health-resources.html>

What questions do you have?

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