Please use your first name and health center name when you join the session.

Use the “chat” feature to let us know if you have a question.

Please remember to mute your microphone unless speaking.

If you can’t connect audio via computer or lose computer audio at anytime, you can call in to session at (669) 900-6833, Meeting ID 958-5486-4417##.
Disclosures

• No one in a position to control the education content of the activity has any relevant financial disclosures with ineligible companies to disclose.

• What gets said here today may change based on new data and recommendations
  – Knowledge is shared more rapidly through ECHO
Promoting a Culture of COVID-19 Vaccine in your Practice

Jen Burns, CPNP, APN
Key Strategies

• Become an COVID-19 Vaccine provider
• Complete Involvement of Practice members
• Immunization Champions
• Provider Recommendations
• How to Talk with Parents and Caregivers about COVID-19 Vaccination
• Tailor COVID-19 Vaccine Information to Your Specific Audience
Why Do We Need a Culture of Immunization?

• We are committed to protecting children through COVID-19 immunization.

• Healthcare professionals are parents’ most trusted source of information about vaccines.

• Parents’ confidence is increased when they receive the same information from different people.

• Inconsistent messages from staff may confuse parents and create mistrust.
Everyone plays a part

• A culture of immunization starts at the front desk and extends into the waiting room, into the exam room, and finally to the check out desk.

• Everyone plays a part:
  • Receptionists and other support staff
  • Nurses and nurse practitioners
  • Physicians and physician assistants
  • Medical assistants
  • Office manager
  • Vaccine coordinator

https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/community.html
Immunization Champions

• Identify individuals that can be leaders in your practice
  • APN’S
  • MA’s
  • Front Desk Personal
• Any staff can be a Champion
  • Medical provider
  • Front desk Personal
• Knowledgeable about COVID-19 vaccine
• Assist with Vaccine handling and storage
• Clear and consistent messaging throughout the practice

https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/community.html
Provider Recommendations

• Give strong and compelling recommendations for giving COVID-19 vaccine
• An effective recommendation from a healthcare professional is the main reason parents decide to vaccinate.
• Office staff should reinforce recommendations given by providers
• Offer COVID-19 vaccines to Parents and Caregivers
• Share your experience

https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/community.html
How to Talk with Parents and Caregivers about COVID-19 Vaccination

• Help parents feel supported by welcoming questions and knowing how to answer them
• Most parents have questions, even if they plan to vaccinate
• Questions do not necessarily equal concerns
• Have prepared resources for parents to read
• Remind parents that you will discuss immunization at all visits
COVID-19 Vaccine Safety

• Reinforce COVID-19 vaccine is safe
• Remind your patient you are available after vaccination if they have concerns
  • Educate on normal side-effects vs abnormal events
• Encourage patients to sign up for V-Safe
• Use your COVID-19 vaccine experience to reassure parents
Tailor COVID-19 Vaccine Information to Your Specific Audience

• Understand your patient population
  • Challenges
  • Strengths

• Create tailored messages
  • Culturally appropriate
  • Multiple languages

• Parent/Patient Input
  • Are you able to get input from community members and patients?

https://www.cdc.gov/vaccines/covid-19/hcp/tailoring-information.html
Distraction and Pain Relief
Parental Positions of Comfort

• Safely prevents infants and children from moving legs
• Embracing child with comfort hold
• Encourages parents to nurture and comfort their child
• Allows HCP to have control of limb to give vaccine safely
Effective Messaging by Trusted Resources

“OUR DAD SAYS GETTING VACCINATED HELPS PROTECT US FROM GETTING REALLY SICK.”

Safe and effective COVID-19 vaccines are available for everyone ages 6 months and older. Learn more about protecting your child at [www.cdc.gov/covid-19/children-teens.html](http://www.cdc.gov/covid-19/children-teens.html)

“MY MOM SAYS GETTING VACCINATED HELPS PROTECT ME FROM GETTING REALLY SICK.”

[The University of Chicago Department of Pediatrics Established 1930]

[I-VAC ILLINOIS VACCINATES AGAINST COVID-19]

[Centers for Disease Control and Prevention (CDC)]

[CHICAGO ECHO]
Effective Messaging by Trusted Resources

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Illinois
Daily Hospitalization Rate
(7/4/2022)

The True Excess Death Toll from COVID Worldwide

• “Excess deaths” is defined as the gap between how many people died in a given region, regardless of cause, and how many deaths would have been expected if it was a normal year
• Greatest underestimate with COVID is in Asia

[Graph showing estimated global excess deaths with 95% confidence interval and official global COVID-19 deaths]

Adults vs Children Humoral Response to Infection: Children Respond Differently to the Virus

• In non-hospitalized patients who were asymptomatic or had mild symptomatic COVID-19, children had a lower proportion of seroconversion compared with adults despite no difference in viral load
  • Adults and children with lower viral loads were less likely to seroconvert than those with higher viral loads

• Reduced likelihood of seroconversion may mean that children are less protected against SARS-CoV-2 following infection compared with adults
  • Immunization even more important for lasting immunity in kids

### Other Pediatric Vaccine Preventable Diseases: Hospitalizations per Year Prior to Recommended Vaccines

<table>
<thead>
<tr>
<th>Disease Type</th>
<th>Age</th>
<th>Time Period</th>
<th>Hospitalization Burden</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hepatitis A</td>
<td>5–14 years</td>
<td>2005</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Varicella (Chickenpox)</td>
<td>0–4 years</td>
<td>1993–1995</td>
<td>29-42</td>
</tr>
<tr>
<td>Vaccine-type Invasive Pneumococcal Disease</td>
<td>0–4 years</td>
<td>1998–1999</td>
<td>40</td>
</tr>
<tr>
<td>COVID-19</td>
<td>6 months–4 years</td>
<td>Year 1: April 2020–March 2021</td>
<td>Year 1: 29.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Year 2: April 2021–March 2022</td>
<td>Year 2: 89.3</td>
</tr>
</tbody>
</table>

Seropositivity Following COVID Vaccination: Normal versus Immunocompromised Adults

New Vaccines for the Fall?

Potential Evolution of COVID-19

- Omicron specific vaccines elicit stronger immune response by roughly a factor of 2
- New vaccine may only be as good as our ability to predict what variant(s) will be circulating
Cases
Next Session: Tuesday, July 19th

For any questions, email us at pgower@peds.bsd.uchicago.edu