

Alabama Vaccine Confidence Network

A CDC-Funded Prevention Research Center Project



Stakeholder Report

What We Are Learning
January - February 2022 Edition





Concerns

Alabamians currently have these concerns about the COVID-19 vaccine

**CONFUSION AROUND
BOOSTER SHOT GUIDELINES**

**THE POTENTIAL NEED FOR
ADDITIONAL BOOSTER SHOTS**

**SAFETY OF
VACCINATION FOR CHILDREN**

**FULLY VACCINATED ADULTS
EXPERIENCING BREAKTHROUGH
INFECTIONS**



Barriers

Alabamians are facing these barriers to getting the COVID-19 vaccine

**HEALTHCARE PROVIDERS NOT BEING PROACTIVE
TO DISCUSS AND RECOMMEND VACCINATION WITH
PATIENTS**

**UNCERTAINTY ABOUT WHERE
TO GET VACCINES FOR CHILDREN**

**FEAR OF
NEEDLES AND SHOTS**



Motivation

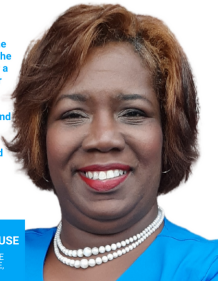
Alabamians who are vaccinated have been motivated to get the COVID-19 vaccine because

- They have a personal connection to someone who has contracted COVID-19 and wants to avoid having a similar experience.
- They are concerned about elderly family members and those with underlying conditions.
- They want to increase their social engagements to be around more people and family again.
- They want to keep themselves safe in their work environment.
- They want to keep themselves safe when engaging in necessary activities that put them around others (grocery shopping, medical appointments, etc.).

Current Messaging Recommendations for Alabama

"I wanted to get vaccinated from the beginning but was hesitant because of the side effects. I played the wait and see game for a while to see how other people reacted to the vaccine. Eventually, I decided to go ahead and take it because I have high risk family members and I wanted to do my part to keep them safe. I believe getting vaccinated is important for us as a community."

LANTANYA MILLHOUSE
STATE REPRESENTATIVE
DISTRICT 52 CANDIDATE
TULUWILLE MISSISSIPPI
COMMUNITY LEADER



Focus group participants found vaccine messaging to be most compelling when it featured:

- Personal vaccination stories from local and trusted community sources.
 - Stories that feature an individual's personal narrative about their decision-making process to get vaccinated
- Families making decisions to get vaccinated to protect each other.
- Adults and caregivers making decisions to get vaccinated to keep the children in their lives who are too young for vaccination safe.
 - Participants communicated feeling a sense of responsibility to protect the children in their lives.
- Messages focused on community protection- protecting your team (work, sports, congregation, etc.), your family, vulnerable populations.
 - Messages that focused on the collective good (i.e. "There is no I in Team").



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Current Messaging Recommendations for Alabama



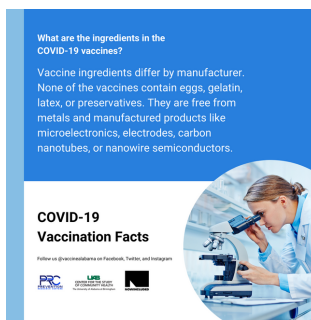
Focus on clarifying booster shot recommendations

Focus on helping employers develop vaccine guidelines and safe working conditions for employees.



Focus on helping schools develop safe learning conditions and vaccine messaging for students

- Alabamians communicated that schools have been a primary source of infection for families



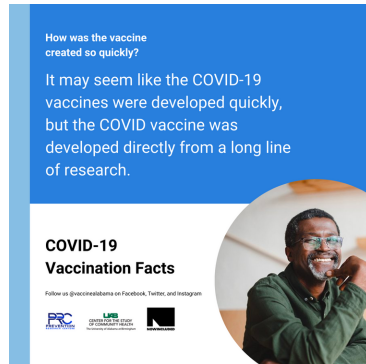
Fear of needles and shots continue to be barriers to vaccination. Helpful messaging on this topic can focus on:

- Coping strategies for overcoming the fear of needles
- Personal stories of how people overcame their fear to get vaccinated
- Personal stories of people's experience getting the vaccine
- Avoiding images of needles on vaccine messaging



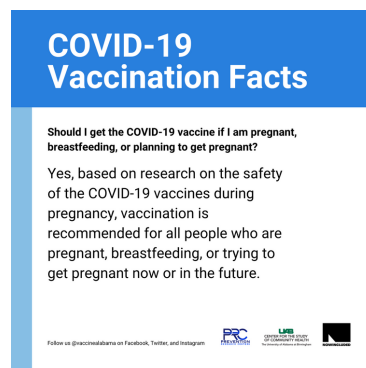
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Current Messaging Recommendations for Alabama



Focus on helping healthcare providers communicate proactive COVID-19 vaccination messages to patients.

- Alabamians report a lack of vaccine information coming from their healthcare providers.
- Work with healthcare providers to make COVID-19 vaccination discussions a routine component of patient visits.
- Recommend that healthcare workers create time to answer patient questions about vaccination during office or telehealth visits.
- Recommend that healthcare workers make personalized vaccination recommendations based on the patient's individual health information and background.
- Communicate the exact benefits the patient will experience due to vaccination based on their individual medical goals and history.



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Contact

For more information about
The Alabama Vaccine Confidence Network and its work:

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Visit our website

Alabama Vaccine Confidence Network

The Center for the Study of Community Health (uab.edu)

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The Alabama VCN and its Community Partners have worked together to create a Vaccine Messaging Toolkit.

To download the kit and learn more, visit
nowincluded.com/alabama-vaccine-confidence-network/

Sign up for the VCN Online Community at
[https://app.nowincluded.com/courses/6701079?
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