

COVID-19 VACCINE EDUCATION TOOLS & RESOURCES FOR HEALTHCARE WORKERS

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PURPOSE

The purpose of this document is to provide guidance to healthcare organizations in supporting and encouraging COVID-19 vaccination education for healthcare workers (staff, physicians, and learners broadly).

BACKGROUND

Vaccines are developed to protect our communities, reducing the devastating effects, and spread of preventable infections. Health Canada determines and approves safe and effective vaccines in Canada following independent and thorough scientific reviews for safety, efficacy, and quality.

To help reduce the spread of the COVID-19 virus and protect Canadians against the impacts of COVID-19, Health Canada has approved two COVID-19 vaccines for use in Canada:

- Pfizer-BioNTech – approved on December 9, 2020
- Moderna – approved on December 23, 2020

Both are expected to be 94%-95% effective after two doses and anticipated to be an effective way to prevent the spread of the virus and reduce the impacts of COVID-19. The COVID-19 vaccine does not cause the coronavirus infection, it helps to build up immunity to the virus, allowing a person's body to fight off the infection more easily if exposed.

As the COVID-19 vaccine is distributed, healthcare workers are and will be critical to successful COVID-19 vaccination of our community.

TIPS & STRATEGIES

Early data indicate that vaccine hesitancy exists amongst healthcare workers. The below considerations outline what is known about addressing vaccine hesitancy, and some tips and strategies to maximize vaccine uptake.

1. Hesitancy is Normal

- [Flu shot uptake](#) may be a useful proxy to identify groups where hesitancy may be higher.
- In most circumstances, concerns can be addressed if people have a chance to feel heard and validated first, and then provided with the facts.

2. Trust is Essential

- Identify "peer" champions that can help educate and encourage peers to get vaccinated. Hold small huddles with peer groups led by the champion for that group.
- Collaborate with union and professional representatives to identify leaders from within professional disciplines and departments (such people do not need to be in positions of authority). Find champions who are: knowledgeable of both vaccines and the local context; respected and well-liked by peers; and able to provide highly visible support and encouragement for vaccinations.

3. Role Modelling and Positive Associations can be Helpful

- Individuals who are immunized could be encouraged to share their story and image, especially if they are from groups in whom vaccine hesitancy is historically a concern.
 - Consider creating buttons, stickers or other wearable items that allow staff to demonstrate that they have been vaccinated.
 - Consider holding contests between teams to promote the highest levels of vaccination (similar to flu campaigns).

4. Education and Ongoing Communication is Necessary

- Consider using your organizational town hall sessions to raise awareness about the vaccine programs happening in your organization. Multiple educational sessions over the course of a few weeks are encouraged to support scheduling.
- As broader roll out begins, consider educational opportunities for long term care residents, patients their family members
- Ensure that the educational material available is communicated in several different languages where appropriate

TOOLS & RESOURCES

19toZero. (2021). [For Healthcare Workers](#)

19toZero. (2021). [COVID-19 Vaccine for Healthcare Workers Slide Deck Template](#).

Baden, et al. (2020). Efficacy and Safety of the mRNA-1273 SARS-CoV-2 Vaccine. *New England Journal of Medicine*, 1–14. <https://www.nejm.org/doi/full/10.1056/NEJMoa2035389>

Baystate Health and University of Massachusetts Medical School. (2020). [I'm pregnant. Should I get a COVID* vaccine?](#)

Centre for Effective Practice and Alberta Department of Pediatrics. (2021). [Answering questions about COVID-19 vaccines: a guide for healthcare providers](#).

Centre for Effective Practice. (2021). [COVID-19 Vaccines](#).

Centre for Effective Practice. (2021). [PrOTCT PLAN for the COVID-19 vaccine discussion](#).

Polack, et al.. (2020). Safety and Efficacy of the BNT162b2 mRNA Covid-19 Vaccine. *New England Journal of Medicine*, 383(27), 2603–2615. <https://www.nejm.org/doi/full/10.1056/NEJMoa2034577>

Walsh, et al. (2020). Safety and Immunogenicity of Two RNA-Based Covid-19 Vaccine Candidates. *New England Journal of Medicine*, 383(25), 2439–2450. <https://www.nejm.org/doi/full/10.1056/NEJMoa2027906>

This document was developed through a collaboration between the [Toronto Academic Health Science Network](#), consisting of 12 Academic Health Science Centres and the University of Toronto, and [19toZero](#), a dedicated coalition of academics, public health experts, behavioural economists, and creative professionals working to understand, engage with, and ultimately shift public perceptions around COVID-19 behaviours and vaccination.