

COVID-19 Vaccine Communication & Outreach for Adults 65+ in Primary Care

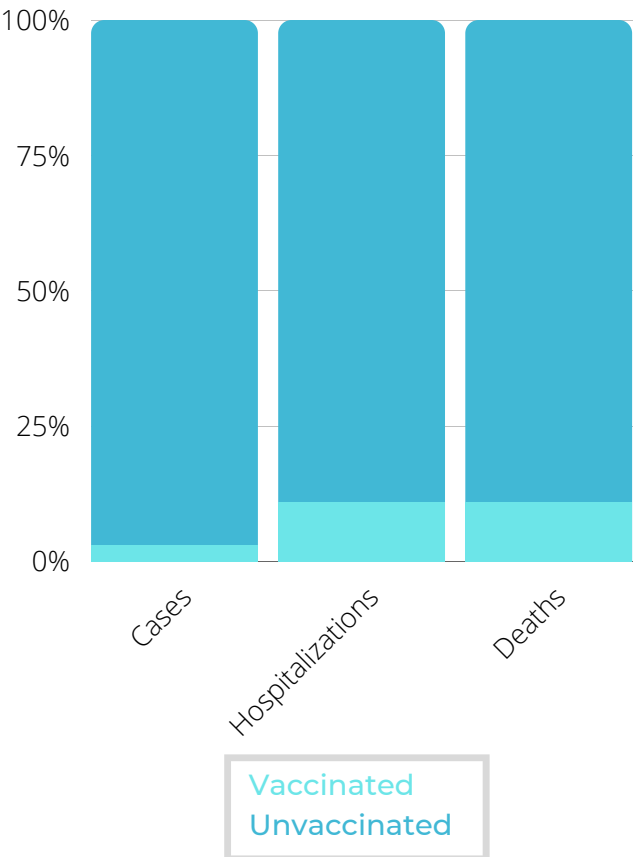
Window of Opportunity

Maryland still has more than 75,000 unvaccinated adults that are 65 years or older

- This summer is a critical time to get these vulnerable adults vaccinated prior to flu season
- The Delta variant of COVID-19 has doubled in prevalence over the past two weeks
- The Delta variant is [50% more contagious](#) than any other COVID-19 variant
- Preliminary data indicates risk of hospitalization from Delta variant is [twice](#) that of Alpha
- The most vulnerable people for contracting the Delta variant are seniors and adults with multiple comorbidities

Cases, Hospitalizations, and Mortality

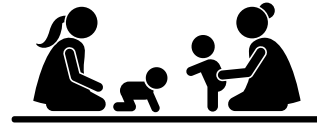
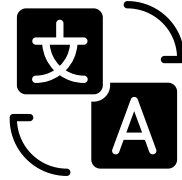
Maryland COVID-19 Data



- **97%** of COVID cases are among unvaccinated people
- **89%** of hospitalizations attributed to COVID are people that are unvaccinated
- **89%** of COVID related deaths are people that did not get a vaccine



Addressing Barriers to Vaccination



Most unvaccinated seniors are facing barriers to obtaining the COVID-19 vaccine. Below are the most common barriers this population faces and potential intervention strategies to consider.

BARRIER	INTERVENTION	FOCUS
Lack of Transportation	Transportation Support through Call Center (page 3)	Use Call Center or practice transportation support and create a transportation plan with the patient
Digital Divide	Phone Conversation; Home Visit through Call Center	Avoid jargon and use little technology; use Call Center to facilitate appointment scheduling
Cost	Phone Conversation	Reiterate that the vaccine is free and contracting the virus is far more expensive
Language Barrier	Translation Services	Use a translation service; emphasize that you can assist scheduling an appointment
Lack of Childcare	Transportation Support; Home Visit through Call Center	Emphasize that their concerns are valid and that they are being a good role model; Schedule around childcare needs
Vaccine Hesitancy	Phone Conversation	Validate their concerns, use personal testimony and medical expertise to advise; use Vaccine Hesitancy Guide to support conversation
Fear of Leaving Home	Home Visit through Call Center	Communicate safety of process and that safety is a value of those vaccinating people
Low Priority	Transportation Support through Call Center	Emphasize urgency given Delta variant and check in day before or day of appointment
Cannot Take Time Off Work	Home Visit through Call Center; Medical Note; Scheduling support	Collaborate with workplace or provide medical note for patient to get excused; help schedule an appointment around their work hours
Lack of Knowledge	Phone Conversation; Scheduling support	Ask patient to dictate plan back and ensure all questions are respectfully answered
Fear of Immigration Questions	Home Visit; Provide comfortable options for vaccination site	Reiterate that the patient is eligible regardless; provide various options for vaccination site

Intervention Resources

Home Visit and Transportation Support

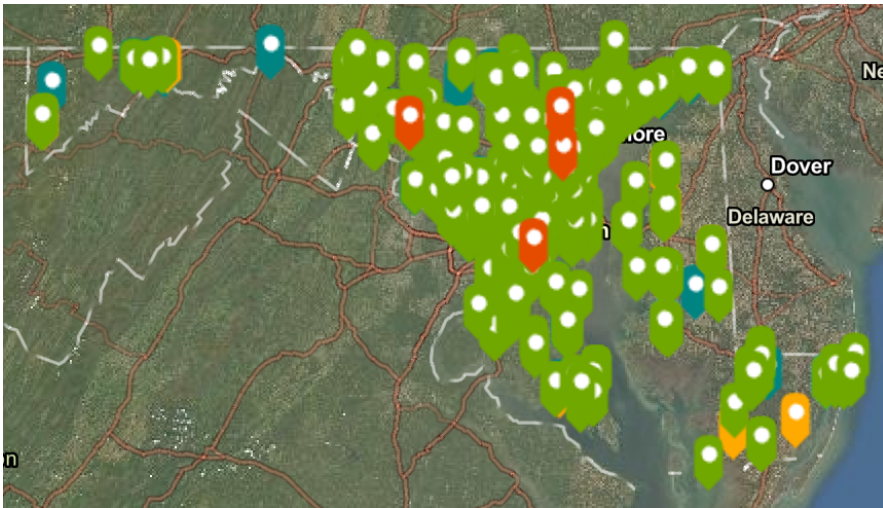
To activate a home visit or transportation support for your patient, contact the Maryland Vaccination Call Center

Maryland Vaccination Call Center Information

Phone Number: 1-855-MD-GOVAX (1-855-634-6829)

Hours of Operations: 7 days a week between 7 AM and 10 PM

Finding a Vaccination Site Near Your Patient



[Maryland COVID-19 Vaccination Site Map](#)

To find all vaccination sites near your patient, [search for your patient's zip code](#) on the interactive map

All vaccination sites on the map include information on how to schedule an appointment (phone number, website link, etc.). [Assist your patients in working through scheduling.](#)

General Resources

BEST PRACTICES for Conversations that Matter

- Cultivate a culture of partnership and empathy
- Avoid telling people what they must do
- Respond in a non-judgmental way: respect their beliefs
- Stay positive
- Promote evocation: let patient verbalize the change
- Express compassion: act in a caring way
- Build a safe place for patients to ask questions

Providers and Staff

- Maryland Department of Health: covidLINK Vaccine Page ([Link](#))
- CDC
 - Building Confidence in COVID-19 Vaccines Among Your Patients: Tips for the Healthcare Team ([Link](#))
 - Vaccination Communication Toolkit ([Link](#))
 - Answering Questions ([Link](#))
 - What Healthcare Personnel Need to Know ([Link](#))
- de Beaumont Foundation: From Concern to Confidence - How Physicians Can Build Trust in COVID-19 Vaccines ([Link](#))
- NIH: Addressing COVID-19 Misinformation ([Link](#))
- MDH Webinar on COVID-19 vaccine storage and handling, temperature monitoring, transfers and transport, and ImmuNet ordering ([Slides](#) and [Recording](#))

Patients

- COVID Vaccine Education and Equity Project: Talking to Family and Friends about Covid-19 Vaccination ([Link](#))
- CDC: Vaccine Recipient Education ([Link](#)).
- CDC: What do I need to know about the J&J Vaccine 1-Pager ([Link](#))
- CDC: What you can do once you have been fully vaccinated ([Link](#))
- CDC: Myths and Facts about COVID-19 Vaccines ([Link](#))
- MDH covidLINK FAQs ([Link](#)).