# Building Vaccine Confidence in Kansas

Accompanying Resource Guide for Local Health Departments

PREPARED BY



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#### Purpose and Use of This Guide

A survey of health departments in Kansas conducted in January 2022 determined that over 45% of health department professionals do not feel comfortable combatting vaccine misinformation both online and in person. The COVID-19 pandemic has exposed misinformation about vaccination that will have damaging side effects for years to come.

This resource bank is intended to provide local health department professionals in Kansas with tools and information on combating vaccine misinformation and disinformation throughout the state. In addition, this guide will serve as a repository of vaccine resources that will be updated periodically as new information becomes available. Resources, data, and information have been collected by staff and will be updated periodically when additional information becomes available.

This guide is also meant to accompany the Building Vaccine Confidence in Kansas white paper that was released on March 14, 2022, by the Kansas Association of Local Health Departments (KALHD).

#### What is Vaccine Misinformation?

According to Merriam-Webster, misinformation is defined a false or inaccurate information that is intended to deceive someone or a group of people. Vaccine misinformation, which has risen to prominence during the COVID-19 pandemic, is the spread of false or inaccurate information about vaccine safety, effectiveness, or information. It is typically spread via social media channels. It can often happen during in-person conversations as well. Misinformation's spread can be attributed to political stances or "fear tactics" used to scare individuals.

Center for Countering Digital Hate: <u>The Anti-Vaxx Playbook</u> and <u>The Disinformation Dozen</u> provide more information on misinformation.

Because of vaccine misinformation, the concept of vaccine hesitancy has risen in popular culture. According to the World Health Organization (WHO), vaccine hesitancy is the delay of or refusal of vaccines despite vaccine availability. Hesitancy is often complex and varies across cultures and groups. It is typically influenced by complacency, confidence in other health treatments, and overall convivence. News media, social media, and propaganda can all influence rates of vaccine confidence in communities.

#### **Conversations About Vaccination in the Era of Misinformation**

It is important for health departments to continue to have conversations within their communities about the importance of vaccines for one's overall health. Outside of the COVID-19 pandemic, a <u>survey done in Kansas by Nurture KC</u> showed that out of 600 voting-residents of Kansas, over 95% supported wellness vaccines in Kansas in 2022.

Motivational Interviewing

However, vaccine misinformation makes conversations difficult for busy health department professionals. Included below are resources for improving motivational interviewing skills and asking the right questions.

<u>Language the Works to Improve Vaccine Acceptance</u> – deBeaumont Foundation One-pager on communication tips for vaccination acceptance

<u>Adapting Fact-Based Information to the Needs of the Community</u> – National Institutes of Health Guide from NIH and COVID-19 Community Council on addressing misinformation on vaccination through conversation

<u>How Do You Persuade Uncertain Americans to Get Vaccinated Against COVID-19?</u> – Civis Analytics

Report conducted by Civis Analytics that compares different messaging and effectiveness of messaging across platforms. While originally based on COVID-19, these suggestions transcend the pandemic.

<u>A Community Toolkit for Addressing Health Misinformation</u> – Health and Human Services PDF guide published by the Department of Health and Human Services on identifying and stopping health misinformation.

<u>Techniques and Talking Points to Address Vaccine Hesitancy</u> – New York State Department of Health

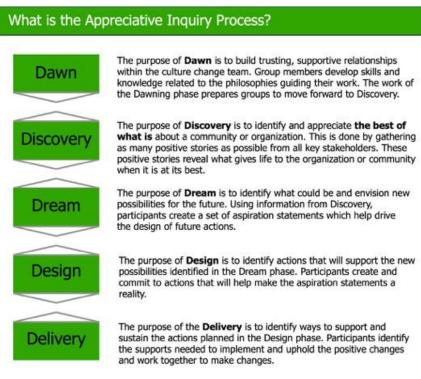
Presentation on techniques to address vaccine hesitancy

#### Appreciative Inquiry as a Model for Motivation

With the increase in vaccine misinformation, communities are falling victim to groupthink and hesitancy that could make deadly diseases reappear. Appreciative inquiry, which has been used as a model for building meaningful change in organizations and on a community level for several years, serves as a base point for meaningful changes in health care. In this section, KALHD will provide a practice template for conversations and resources to develop relationships.

#### What is it?

Appreciative Inquiry (AI) is a model of building trust and relationships that last in both communities and organizations. It outlines both strengths and weaknesses of an organization or community and encourages them to "inquire" about changing the models in place. By using AI in conversations about vaccination, one can re-build trust. There are 5 basic tenets of the AI philosophy:



Annis Hammond, S. (1998). The thin book of appreciative inquiry. 2nd ed. Thin Book Publishing Company: Bend, OR.

#### How to Use

AI can be used on both an organizational scale and in smaller relationships. This model allows for LHDs to determine what conversations they would like to have with patients and deliver

what that relationship looks like to the community. Prior to having conversations, it's important to determine what the community looks like and what an ideal conversation might be. LHDs can use the templates below to determine what appreciative inquiry might look like in their community. After the plan is developed, the community can participate in changing the narrative through interviewing.

<u>Appreciative Inquiry Worksheet</u> – Positive Psychology PDF worksheet to start the process of building a positive community using AI

What is Appreciative Inquiry? Quiz & Worksheet – study.com Quiz and accompanying worksheet to test your knowledge of AI principles

#### Appreciative Inquiry Questions – Positive Psychology

Landing page for downloadable questions and worksheets for developing interview questions for community members.

#### AI Commons - Champlain University

Website dedicated to appreciative inquiry with models, videos, and downloads that can be molded to a community.

#### **Social Media Strategies for Effective Messaging**

Along with developing appreciative inquiry models, it is important for LHDs to have united messaging across social media platforms. Most of the misinformation spread happens on social media including Facebook and Twitter. While not every LHD is required to have social media, one or more channels is an effective way to convey important updates and combat misinformation.

Included in this guide are recommendations on posting and sharing, an example social media policy regarding misinformation, templates, and a catalog of places to find social media templates.

Determine your strategy

Prior to posting on social media, you must determine your strategy for getting information to the public. Do you prefer information to be shared on Twitter or Facebook? Do you have someone on staff to help you post? Asking these questions will help you determine what your social media might look like.

<u>Capitalizing on social media marketing to raise confidence in COVID-19 public health</u> information and vaccines

9 ways advertisers think we could convince parents to vaccinate

Posting & sharing on social media

LHDs do not have to post organic content on social media to be effective. Most LHDs share other organizations' messaging, such as KDHE, John's Hopkins University, and even CDC posts online. It is recommended to follow these organizations on social media to share information from their pages to your own.

Good Organizations to Consider Sharing From

University of Kansas Medical Center or School of Medicine Immunize Kansas Coalition
KALHD
KDHE
Johns Hopkins University
Mayo Clinic
CDC
HHS

If you do decide to post organic (your own) content, it is important to think of the following factors:

- 1. Who is your intended audience?
- 2. What are you hoping to share with others? Is it a news item or a feel-good item?
- 3. What kind of reaction are you hoping to get?
- 4. Is this information truthful? Can I source it?

By thinking about these factors, you can ensure that your posts are reaching the right audience. In addition, if you are unsure about the facts or figures you are sharing online, don't share it. Misinformation spreads quickly and through posts that cannot be fact checked.

Social Media Policy

It is important to develop a social media policy for dealing with harassment online. Since most groups harass people via the internet, LHDs should have an idea of when to delete, block, or respond to someone who has left comments on their posts. Included below is an example of the Immunize Kansas Coalition social media policy:

Full Social Media Policy

Catalog of Templates and Places to Find Content

Project Finish Line COVID-19 Toolkit

MyWhy – American Hospital Association

A Shot of Science – National Foundation for Infectious Disease

Social Media Toolkit Catalog - CDC

Get Vaccinated Campaign – NRC-RIM

#### **Funding Resources**

Funding is an important part of developing resources to combat vaccine hesitancy. Because of the COVID-19 pandemic, many organizations are providing additional funding for community health workers, vaccination, and even for campaign efforts. Included below are a couple of places to look for resources. In addition, you can review KALHD's collection of grant opportunities on our webpage for health departments here: <a href="https://www.kalhd.org/vaccination-resources-for-health-departments/">https://www.kalhd.org/vaccination-resources-for-health-departments/</a>

#### Rural Health Information Hub

Good for rural health providers who provide vaccines. There is also vaccination resources geared towards health departments.

#### Department of Health and Human Services

Information about federally funded grants for vaccine education. You can also view all grants at <a href="https://www.grants.gov">www.grants.gov</a>

#### National Association of City and County Health Officials

You don't have to be a member to access NACCHO's funding resources, With COVID-19, there are many grant opportunities for education available.

#### The Mercury Project

The Mercury Project is a global group of researchers who are working to combat misinformation and find interventions that support accurate information. Their webpage includes additional resources and funding opportunities as they become available.

#### **Catalog of Vaccine Courses (online via TRAIN)**

Below is a current list of training modules for learning about vaccine hesitancy and vaccination. Courses marked with an asterisk include CME credits for healthcare providers. All courses can be found at <a href="www.ks.train.org">www.ks.train.org</a> using the train course number. If you are not yet registered for the platform, please do so to get credit for courses.

1084823 - Navigating Vaccine Hesitancy

1102315 - Landscape of Vaccine Hesitancy

1075745 - There Never Was an Age of Reason, Vaccines, Vaccine Hesitancy, and Vaccine Decision Making

1088035 - Communications to Build Vaccine Confidence in Communities

1087491 - Drop your Assumptions and Pick Up the Evidence, Strategies for Communication with Parents About Vaccines

1084849 - How to Make a Strong Flu Vaccine Recommendation

1083593 - #HowIRecomendFluVaccine

1096643 - The Challenge of Vaccine Hesitancy in the COVID-19 Pandemic

1087198 – Strategies for Addressing Vaccine Misinformation in the Practice

1097137 – Navigating Misinformation Campaigns for Public Health Practitioners

3743 – Training Plan, Building Awareness of Immunization & Vaccines\*

1100406 – Challenging Misinformation: Exploring Equity and Community-Driven Strategies

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#### **Additional Links**

KALHD Website: www.kalhd.org

Building Vaccine Confidence in Kansas: A Guide for Local Health Departments: <a href="https://www.kalhd.org/white-paper">www.kalhd.org/white-paper</a>

KALHD Vaccine Resources: www.kalhd.org/resources/vaccination-resources/

Local Health Department Resources: <u>www.kalhd.org/vaccination-resources-for-local-health-departments/</u>

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