

Alabama Vaccine Confidence Network

A CDC-FUNDED PREVENTION RESEARCH CENTER PROJECT



Stakeholder Report

What We Are Learning •
September – October 2021 Edition



CONCERNS

Alabamians currently have these concerns about the COVID-19 Vaccine:

THE VACCINE DOES NOT
KEEP YOU FROM GETTING THE VIRUS

SIDE EFFECTS
OF THE VACCINE

CONFUSION ABOUT
THE INGREDIENTS OF THE VACCINE

HEALTHCARE WORKERS
REFUSING THE VACCINE

LACK OF KNOWLEDGE OF
POTENTIAL LONG TERM SIDE-EFFECTS OF
THE VACCINE



BARRIERS

Alabamians are facing these barriers to getting the COVID-19 Vaccine:

THE FEAR OF
NEEDLES AND SHOTS

LACK OF KNOWLEDGE OF
HOW TO FIND A VACCINATION SITE

THE FOLLOWING MISINFORMATION IS CIRCULATING THROUGHOUT THE STATE OF ALABAMA

01

People are dying from the vaccine.

02

The vaccine contains a microchip or tracking system.

03

The vaccine causes infertility.



04

The vaccine was developed from fetal tissue.





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 want to avoid having a similar experience.
- They are concerned about family members with underlying conditions.
- They want to increase their social engagements to be around more people again.
- They want to keep themselves safe in their work environment.
- They feel more confident with the full FDA approval of the Pfizer vaccine.
- They want to attend events/activities that require proof of vaccination.
- A doctor made a strong recommendation for vaccination based on the individual's personal health information.
- Incentives to get vaccinated- money, gift cards, gas cards, etc.



CURRENT MESSAGING RECOMMENDATIONS FOR ALABAMA

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

- ❑ Alabamians report getting conflicting messages from 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.

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.

Focus on pediatric vaccination messaging.

- ❑ Vaccinated parents communicated hesitation toward getting their children vaccinated.
- ❑ Communicate:
 - ❑ The risk of COVID-19 for children with rising pediatric hospitalization numbers.
 - ❑ The role pediatric vaccination plays in reaching herd immunity and ending the pandemic.
 - ❑ Social benefits for vaccinated children as they return to normal activities (in-person school, playing with other kids, sports, extra-curricular activities, etc.).
 - ❑ Routine nature of pediatric vaccination.



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

CONTACT

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