Pediatric Vaccine Partner Webinar

December 9, 2021
Speakers

• LaShawn McIver, MD, MPH
  — Director, Office of Minority Health, CMS

• Jessica Beauchemin
  — Health Insurance Specialist, Division of Campaign Management, Office of Communications, CMS

• Rebecca Siegel
  — Senior Advisor for the We Can Do This Campaign, Department of Health and Human Services

• Erin Hemlin
  — Partnerships Director, Department of Health and Human Services COVID-19 Public Education Campaign

• Venus Gines, MAP/CHWI
  — President and Founder of Dia de la Mujer Latina Inc.

• Alexandra Quinn
  — CEO of Health Leads and Co-Lead of Vaccine Equity Cooperative
Agenda

• CMS Overview
• Connecting Kids to Coverage National Campaign
• We Can Do This – Pediatric Research
• We Can Do This Toolkits
• Community Based Organization: Promotores/CHWs Perspective, Dia de la Mujer Latina Inc.
• Outreach Perspective: Health Leads, Vaccine Equity Cooperative
• Q&A
CMS Overview
COVID-19 Vaccine for Children

• On October 29, 2021, the U.S. Food and Drug Administration authorized the emergency use of the Pfizer-BioNTech COVID-19 Vaccine for the prevention of COVID-19 to include children 5 through 11 years of age.

• Immune responses of children 5 though 11 years of age were comparable to those of individuals 16 through 25 years of age.

• The vaccine was found to be 90.7% effective in preventing COVID-19 in children 5 through 11.

• The vaccine’s safety was studied in approximately 3,100 children age 5 through 11 who received the vaccine and no serious side effects have been detected in the ongoing study.

• The Pfizer-BioNTech COVID-19 vaccine is administered as a two-dose primary series, 3 weeks apart, but is a lower dose (10 micrograms) than that used for individuals 12 year of age and older (30 micrograms).
Vaccine Counseling Visits for Children

• On December 2, 2021, it was announced that the Biden-Harris Administration would now require states to cover COVID-19 vaccine counseling visits in which health care providers talk to families about the importance of children’s vaccination.

• CMS will match COVID-19 vaccine counseling-only visits at the American Rescue Plan 100% federal match rate only when they are provided to children and youth under age 21 as part of the Medicaid Early and Periodic Screening, Diagnostic and Treatment (EPSDT) benefit.
Vaccine Equity

• As children’s vaccinations continue, it is important to take an equitable approach.
• Seven states (and the District of Columbia) currently report COVID-19 vaccination data by race/ethnicity for children: Connecticut, Kansas, Michigan, Minnesota, North Carolina, South Carolina, and Wisconsin.
• Three of those eight report race/ethnicity data separately for children ages 5-11: District of Columbia, Michigan, and North Carolina.
• Results from these states currently offer mixed results:
  – Black children had lower vaccination rates than White children in most, but not all, states.
  – Asian children had the highest vaccination rate in most states.
  – Hispanic children have rates that were similar or higher than those of White children.
CMS OMH COVID-19 Webpages

COVID-19 Resources on Vulnerable Populations & COVID-19 Vaccine Resources

• Resources organized for:
  — Health care professionals
  — Consumers and patients
  — Non-English speakers
  — Partners educating COVID-19 vaccine recipients
  — Long-term care facilities
  — Health plans and programs
Immunization Resources

- **Immunization and Vaccine Resources** – This webpage highlights existing vaccine disparities and resources that providers and partners can share with the populations they serve. Resources encourage vaccinations against COVID-19 and the flu.

- **Health Observance Webpage** – During the month of December, our Health Observance webpage has been updated to recognize National Influenza Vaccination Week. In addition to the COVID-19 vaccine, we are also encouraging providers and partners to stress the importance of getting a flu shot.
C2C Resources

C2C Coronavirus Health Coverage Resources

• **Coronavirus and Your Health Coverage: Get the Basics** – Teaches patients how to protect themselves and their families during COVID-19 with tips for staying healthy and information about what health services are typically covered under Medicare and Marketplace plans.

• **Stay Safe: Getting the Care You Need, at Home** – Provides tips to patients on how to stay healthy during COVID-19 with information about scheduling health appointments from home and planning ahead for prescriptions.

• These resources are also available in Arabic, Chinese, Haitian Creole, Korean, Russian, Spanish, and Vietnamese.
Find COVID-19 Vaccines and More

Go to: Vaccines.gov

Find a COVID-19 vaccine near you

Use Vaccines.gov to find a location near you, then call or visit their website to make an appointment.

Find COVID-19 Vaccines

I'm looking for flu vaccines

Powered by VaccineFinder
CDC Vaccinate with Confidence

• CDC’s website offers tips on how to encourage confidence.

• Resources are available for community partners, including tip sheets, guides, checklists, conversation starters, and more.

Visit these CDC pages:
• Vaccinate with Confidence COVID-19 Vaccines Strategy
• Building Confidence in COVID-19 Vaccines
CDC Resources

- The CDC acknowledges that parents and caregivers consider providers to be their most trusted source of information when it comes to vaccines, emphasizing the importance of recommending COVID-19 vaccines as critical for vaccine acceptance and protecting children’s health.

- Multiple resources have been developed to aid providers in having important conversations with parents and caregivers. These resources include:
  - COVID-19 Vaccination for Children 5 through 11 Years Old
  - COVID-19 Vaccines for Children and Teens
  - Benefits of Getting a COVID-19 Vaccine
  - Key Things to Know About COVID-19 Vaccines
  - Frequently Asked Questions about COVID-19 Vaccination

- Given the amount of misinformation regarding the vaccine, resources have also been developed to help improve vaccine confidence among parents and caregivers.

- For additional information: https://www.cdc.gov/vaccines/covid-19/hcp/pediatrician.html
CDC Resources

• Given the role that they play in the lives of children and their families, school are uniquely positioned to teach about, link to, or deliver vaccines.
  – Schools can set up COVID-19 Vaccination clinics that can provide vaccines to eligible students and faculty, as well as eligible members of the surrounding community.
  – Schools can establish partnerships for COVID-19-related activities. These partnerships can include local health providers, local health departments, community-based organizations, and more.
  – Schools can equip teachers and staff with the resources necessary to answer general COVID-19 questions.
  – Schools can promote vaccine confidence among students, parents, and guardians. This can also help to address any misinformation that students, parents, and guardians have about the COVID-19 vaccine.
  – Schools can also make COVID-19 a teachable moment by having teachers incorporate it into their lessons in age-appropriate ways.

• For additional information: https://www.cdc.gov/vaccines/covid-19/planning/school-located-clinics/how-schools-can-support.html
Cost of Vaccines

• The vaccine is available to all people at no cost, regardless of insurance or immigration status.

• For those concerned about undocumented status or undocumented family members, identification does not have to be shown and cannot be used for other purposes.

• Coverage of COVID-19 vaccine administration is mandatory for most Medicaid and CHIP beneficiaries, without cost sharing, during any quarter for which the state or territory claims the temporary FMAP increase under FFCRA section 6008.

Reminders:

• If you have other insurance, bring your insurance card so the insurance can be billed.
Turning Hesitancy to Confidence

• Resistance to vaccines, for any reason, can occur and may vary across demographics including race, age, urban vs. rural, etc.

• Some reasons may include:
  — Belief that the risks of COVID-19 are overstated.
  — Belief that getting vaccinated is a personal choice rather than a public health responsibility.
  — Use of a “wait and see” approach due to concerns about safety, effectiveness, or equitable distribution.
  — Mistrust of and previous poor experience with the health care system.
Turning Hesitancy to Confidence

• **Vaccine confidence** is the trust that parents, patients, or providers have in:
  — Recommended vaccines.
  — Providers who administer vaccines.
  — Processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use.

• Confidence in the vaccines, the vaccinator, and the system all **support the decision to get vaccinated**.

• **Strong confidence in the vaccines** within communities leads to **more people getting vaccinated, which leads to fewer COVID-19 illnesses, hospitalizations, and deaths**.
Strategies to Build Confidence

Common strategies include:

- **Trust in public health messengers**, across all communities.
- **Seek out peers with positive experiences** to encourage peer-to-peer messaging.
- **Target vaccine information** to specific populations.
  - Media and social media
  - Resources in accessible languages
- **Remove functional barriers.**
  - Access
  - Cost (reinforce the message that people will pay nothing for the COVID-19 vaccine)
- **Share accurate information and messaging.**
Connect with CMS OMH

- Visit our website: go.cms.gov/omh
- Sign up for our listservs at: bit.ly/CMSOMH
- Contact us at:
  - General Inquiries: omh@cms.hhs.gov
  - Coverage to Care Inquiries: coveragetocare@cms.hhs.gov
  - Health Equity Technical Assistance Inquiries: healthequityTA@cms.hhs.gov
  - Rural Health Inquiries: ruralhealth@cms.hhs.gov
Connecting Kids to Coverage
National Campaign
Connecting Kids to Coverage National Campaign Resources

Jessica Beauchemin
Health Insurance Specialist
Office of Communications, Division of Campaign Management
Connecting Kids to Coverage National Campaign Team
Current Priorities

Vaccines
• COVID-19 for children 5 and older
• Seasonal flu vaccine

Renewals & Catching Up On Care
• Ongoing

Upcoming: National Children’s Dental Health Month
• February
Vaccines: COVID-19 and Flu

• Medicaid and CHIP provide coverage for an array of routine vaccinations, which give kids the extra protection they need to stay healthy.

• Campaign resources are available to remind parents and caregivers about this benefit and encourage routine vaccination, including the seasonal flu vaccine and now the COVID-19 vaccine, which is available to children 5 and up at no cost.
Resources: Vaccines

• Videos
  • Flu :15
  • Vaccinations :15
• Print materials
  • Infographic: Give Your Children a Shot at Staying Healthy
  • Template newsletter articles
  • Palmcards & posters in 14 languages
• Online materials
  • Social media posts
  • Facebook and Twitter graphics
  • eSignature graphic
Catching Up On Care & Renewals

• Keeping up with kids’ routine medical appointments and vaccinations helps protect kids’ health now and for the future. Medicaid and CHIP covers kids’ medical needs, including regular check-ups, emergency services, mental and behavioral health services, dental checkups, vaccines, and more. During the COVID-19 public health emergency, many families delayed routine care. Campaign resources are available to encourage families to make appointments for their children to catch up on any missed visits.

• As part of the Public Health Emergency, the need for renewing coverage with Medicaid and CHIP annually was waived. Once the Public Health Emergency ends, beneficiaries will need to renew coverage again annually. The Campaign is providing resources to remind beneficiaries when to renew coverage and to keep their mailing addresses up to date.
Resources: Catching Up On Care & Renewals

• Videos
  • Missed Care :15 & :30
  • Call Today :15
  • Mental Health Can’t Wait :30

• Print materials
  • Infographic: Protect Their Tomorrow by Making the Call Today
  • Template newsletter articles
  • Renewal palmcards in 16 languages
  • Posters

• Online materials
  • Social media posts
  • Facebook and Twitter graphics
  • Text messages
Upcoming: National Children’s Dental Health Month

- Tooth decay is the most common preventable chronic disease among children in the United States. If left untreated, it can impact a child’s physical and social development.

- Medicaid and CHIP provide coverage for an array of dental services including routine check-ups, x-rays, fluoride treatments, fillings, sealants, and more.

- Each February, the Campaign spotlights dental benefits to promote good oral health and encourage eligible families to enroll in Medicaid and CHIP.
Mark Your Calendars! February 2022

Resources: Oral Health

- Videos
  - Dental Health :15
  - Smiles for School :15
  - Take Care of Teeth :15

- Print materials
  - Template newsletter articles
  - Posters, flyers, factsheets, & tear pads

- Online materials
  - Social media posts
  - Facebook and Twitter graphics
  - Web banners and buttons
  - “Find a Dentist” Widget
Where to Find Our Resources: Outreach Tool Library

Visit the Outreach Tool Library at InsureKidsNow.gov for all Campaign materials and resources!

Millions of children and teens qualify for free or low-cost health and dental coverage through Medicaid & the Children’s Health Insurance Program (CHIP). Learn about coverage options for your family or help us spread the word about free or low-cost health insurance coverage!
Keep in Touch

Interested in learning more about the Campaign and its resources?

• Email us: ConnectingKids@cms.hhs.gov

• Follow us on Twitter: @IKNgov

• eNewsletter sign up: “Campaign Notes”
We Can Do This – Pediatric Research
Research Summary for Pediatric Vaccines

1. **Parents are cautious, but beginning to make up their minds**
   - 40% of parents with children 5-11 report that they intend to get their child vaccinated as soon as the vaccine is available. This rate has increased somewhat in the last 3 months but is less than half the vaccine confidence rate of adults.
   - **Nearly half of vaccinated parents are hesitant to get their 5–11 year-old vaccinated.**
   - These numbers are similar to the confidence rates before the vaccine was made available to adults in early 2021, and to confidence rates for parents of 12–17 year-olds before the vaccine was available to them.

2. **There is a large movable audience that can be persuaded with pro-vaccine messaging**
   - About a third of parents of 5-11 year-olds are persuadable. Just 1 in 4 report that they would *definitely not* get their child vaccinated – a rate that has remained steady over time.
   - Short and long-term vaccine side effects are the top concern for more than 90% of parents.

3. **Most parents anticipate getting their children vaccinated at doctors’ offices, but many are open to other channels**
   - 60% of parents would prefer to get their child vaccinated at a doctor’s office, followed by pharmacy (22%), health clinic (16%), community vaccination site (11%) and school (10%). There is general openness to a wide variety of sites, but they are not top-of-mind for parents and will require significant publicity.
Guidelines for Messaging Pediatric Vaccines

1. Highlight the benefits of the vaccine, while acknowledging concerns
   • As parents weigh the pros and cons of getting their child vaccinated, our most important argument is that **when it comes to their child’s safety, COVID-19 poses a far greater threat than the vaccine.**
   • Unlike previous campaigns, we must proactively address some vaccine safety concerns, but we should do so while also highlighting the benefits of the vaccine and the risks of COVID-19. The HHS team can provide additional guidance on this front.
   • Parents have a high standard for their children – it’s important to show empathy; we know this is a complex decision and are at the ready to answer any questions.

2. Expanding the pool of trusted messengers
   • Many parents most trust their own child’s doctor for advice on the vaccine, but we cannot rely solely on these providers. We must encourage providers at all the places children access healthcare (pediatric offices, CHCs, CBOs, schools) to provide pro-vaccine messaging.
   • For broader outreach, we want to replicate the kinds of conversations that a parent might have with their doctor – this means fresh faces, non-governmental doctors, and pediatricians.

3. More persuasion than mobilization, but both will be critical
   • Because a large portion of parents are movable, our priority with the 5-11 vaccine rollout is persuasion (not mobilization).
   • As always, it will be important to publicize that the vaccine is available at no cost, regardless of citizenship or insurance status, at tens of thousands of locations across the country.
Target Audiences for Pediatric Vaccine Outreach

1. Parents who are vaccinated, but hesitant about getting their children vaccinated
   - Nearly half of vaccinated parents are hesitant to get their 5–11 year-old vaccinated.
   - The audience for whom we can have the biggest impact is vaccinated parents. Unvaccinated parents and parents who are skeptical of other childhood vaccines are – at this time – relatively unlikely to get their child vaccinated.
   - Mothers, parents without college degrees, Latino parents, and lower income parents are most likely to be part of the movable audience.

2. Parents without easy access to medical services
   - Much like the initial vaccine rollout, we will need to pay special attention to parents and children who do not regularly see a medical provider, who may not have a good source to get vaccine questions answered, and who we are unlikely to reach through earned media efforts.
   - Lower income parents, those without college degrees, and Black and Latino parents all report the highest rates of concern about vaccine access, vaccine safety, and COVID risk.

*Note: we are targeting parents, not children ages 5-11*
Topline Peds Message

The COVID-19 vaccine is the best way to keep you child safe.

- The long-term effects of a pediatric COVID case can be serious and last months; the most common side-effect of the COVID vaccine, which provides lasting protection, is a sore arm. The best way to protect your child against COVID-19 is to get them vaccinated.

- As the weather gets colder and people travel and gather indoors this winter, the risk of COVID-19 increases. There has never been a better time to get your child vaccinated.

- Like other pediatric vaccines, the COVID-19 vaccine thoroughly tested on children before being recommended.

- If you have questions, talk to a pediatrician, school nurse, or another trusted healthcare provider about your child and the COVID-19 vaccine.
We Can Do This Toolkits
The We Can Do This campaign has produced a series of English and Spanish resources with the latest information and messaging about the pediatric COVID-19 vaccine.

- Toolkits for providers, educators, and other trusted messengers
- Infographics for social media
- Videos featuring pediatricians answering common questions
- Answers to Frequently Asked Questions
- Tips on how to talk to parents and guardians who have questions about vaccinating their children
- ... and more! Additional resources will continue to be posted

These resources can be found directly here: https://wecandothis.hhs.gov/resources-about-covid-19-vaccinations-for-children-age-5plus
Community Based Organization: Promotores/CHWs Perspective, Dia de la Mujer Latina Inc.
Outreach Perspective: Health Leads, Vaccine Equity Cooperative
Presentation for CMS
Alexandra Quinn, CEO of Health Leads, Co-Founder and Co-Lead of the Vaccine Equity Cooperative
OUR APPROACH

Aim: to help our nation rebuild from the pandemic in a way that sets us up to begin to overcome deeply-rooted racial health inequities and better address future crises

The VEC’s work is focused in three areas:

1. Democratizing information, research, data, & best practices, and ensuring access to trusted resources

2. Convening, collaborating and facilitating learning to expand funding and support to local community-based organizations

3. Advocating and capacity building locally, including strengthening policy in support of community-based & public health workforces
Collective Scope and Reach

Partners, Collaborators, Co-Conveners Include:

Collective Practice & Expertise:

- Active involvement in local vaccine distribution & public health efforts
- Leaders & practitioners from communities most impacted by COVID-19
- Decades of experience leading national & local community health and health equity programs
- Global leaders in vaccine hesitancy research & community health
- Leading innovators in digital engagement, design, and data

Combined Membership & Reach:

- 2,000+ local community health workers & embedded public health professionals
- 450,000 combined social media followers
- Tens of thousands of combined members, alumni, & volunteers

Member/programmatic footprint in 50 states from coast to coast

Relationships/network from hyper-local to municipal, state, & federal gov’t
COVID-19 leaves no doubt that the future of public health and emergency response is local, and that we are all - literally - interconnected. That's why we're building the nation's first **equity-oriented, community-centric online platform** of culturally competent, bi-directional tools for equitable vaccine distribution & collaboration.

To support community-based workforces, we organized and catalogued massive amounts of vaccine-related information to create a **curated, easy-to-use library of trusted and vetted resources and events**.
WHAT IS NEEDED RIGHT NOW: PROTECTING CHILDREN UNDER 12

Advancing Children’s Health: Promoting COVID-19 Vaccination and Mitigation Measures

The report outlines 10 detailed recommendations to protect children under age 12 and their families and communities.
Invest in trusted community based messengers to...

**Enhance coordination:** To enable vaccine uptake there needs to be better coordination on a local, state and federal level. That begins with centering the experiences of trusted messengers on the ground (e.g. pediatricians, CHW/Ps, etc.) who understand their community’s landscapes and how to navigate it.

*Example: Día de la Mujer Latina Telehealth Community Navigation Center*

**Design programming hyper locally:** By investing in and co-designing with trusted messengers familiar with the stakeholders and assets unique to each community, we can design kids vaccine initiatives that are aligned with the communities interests, include necessary constituents, and are better positioned to succeed.

*Example: Yuma Public Health work on Adult Vaccines*

**Improve communications:** In co-developing messaging, tools, and resources alongside trusted messengers, we can tailor them to the cultural nuances of each community thereby ensuring greater likelihood of tools being adopted and messaging heard.

*Example: The Conversation: Between Us, About Us*
Q&A Session