A campaign to increase vaccine confidence while reinforcing basic prevention measures

User Guide for Pharmacists Toolkit

This material is for pharmacists and organizations that communicate directly with pharmacists.

Content last reviewed: May 24, 2021

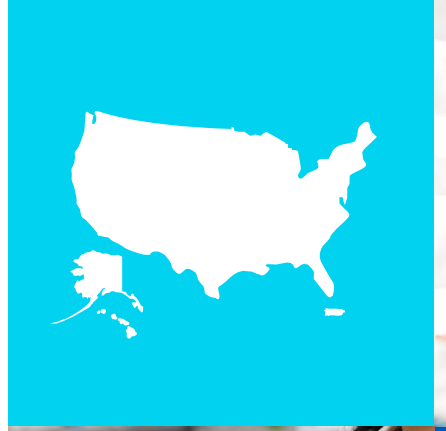
Your Role as a Pharmacist Advocate

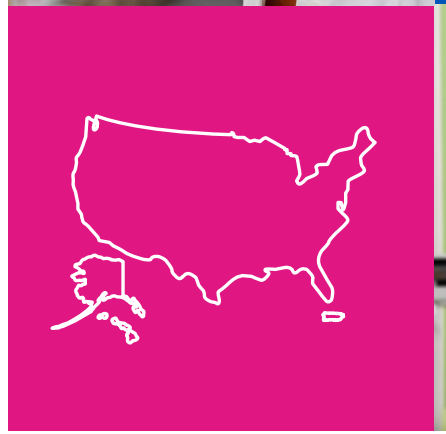
As a trusted voice to pharmacists, you are in an important position to share crucial COVID-19 information and increase vaccine confidence. Pharmacists are on the front lines of this pandemic and are at high risk of exposure. They interact with patients who may need additional information to make informed decisions about the vaccines and preventive measures. We want you to use your voice and share these materials with your pharmacist networks so pharmacists can educate themselves and their patients.

You've built a rapport, so your colleagues trust you and understand that you support their well-being.

Because of your commitment to your pharmacy profession, you know how to reach and inspire them.

You can increase their confidence in the vaccine by sharing clear, complete, and accurate messages about COVID-19 vaccines.





Purpose and Goal

The purpose of this toolkit is to highlight some of the very useful communication resources from the CDC and the Department of Health and Human Services (HHS).

The goal is to explain how Pharmacist leaders like you can use this toolkit to build vaccine confidence among your staff, colleagues, patients, and others in your community.

Vaccination is an important tool to help your community remain safe from COVID-19. Until you're fully vaccinated (2 weeks after your final dose), wearing a mask inside public places, keeping 6 feet apart from people who don't live with you and who may not be vaccinated, avoiding crowds and poorly ventilated indoor spaces, and washing your hands will also help slow the spread of infection.

Tools and Resources

This toolkit features a combination of already existing materials from the CDC as well as newly developed and culturally tailored materials developed by the HHS COVID-19 public education campaign. Here you will find the following:

- Fact sheets
- FAQs
- Posters
- Videos
- Infographics
- Talking points
- Social media messaging

We'll regularly update this toolkit, so please check back for new materials.

Fact Sheets

Your team may have questions about the vaccines and how to stay safe as a frontline worker. Use the fact sheets in this toolkit to help them learn about the vaccines and safety guidelines.

Suggested Use:

- Post them on your website.
- Mail them along with your direct mailings.
- Post them to an information center in your office if you have one.

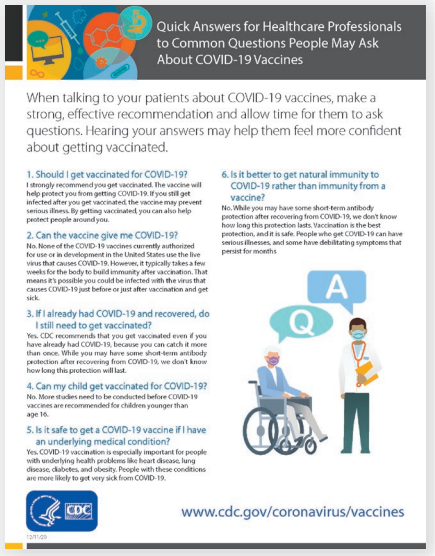
Answering Your Questions About the New COVID-19 Vaccines

Click here to download.

Learn About the New mRNA COVID-19 Vaccines

Click here to download.

Quick Answers for Health Care Professionals to Common Questions People May Ask About COVID-19 Vaccines



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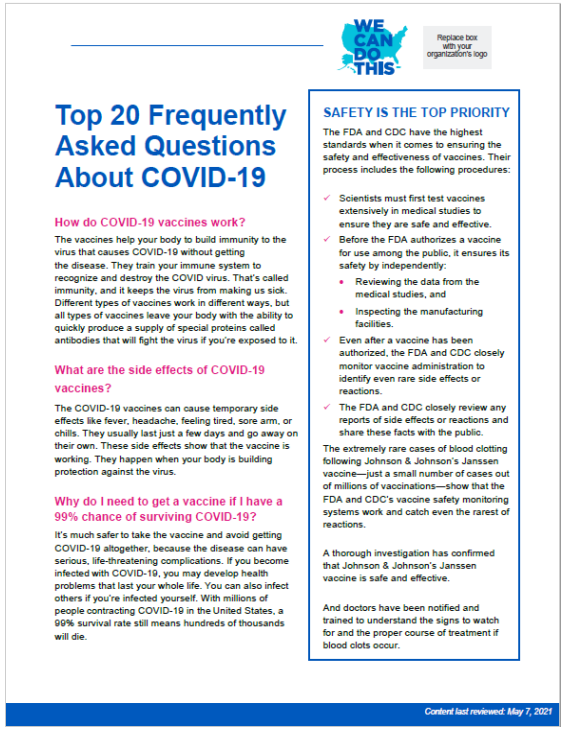
Fact Sheets

Top 20 Frequently Asked Questions

Use this fact sheet for both in-house training of pharmacists and staff as well as to provide ready-made answers for common questions about the vaccines.



Top 20 Frequently Asked Questions About COVID-19

How do COVID-19 vaccines work?

The vaccines help your body to build immunity to the virus that causes COVID-19 without getting the disease. They train your immune system to recognize and destroy the COVID virus. That's called immunity, and it keeps the virus from making us sick. Different types of vaccines work in different ways, but all types of vaccines leave your body with the ability to quickly produce a supply of special proteins called antibodies that will fight the virus if you're exposed to it.

What are the side effects of COVID-19 vaccines?

The COVID-19 vaccines can cause temporary side effects like fever, headache, feeling tired, sore arm, or chills. They usually last just a few days and go away on their own. These side effects show that the vaccine is working. They happen when your body is building protection against the virus.

Why do I need to get a vaccine if I have a 99% chance of surviving COVID-19?

It's much safer to take the vaccine and avoid getting COVID-19 altogether, because the disease can have serious, life-threatening complications. If you become infected with COVID-19, you may develop health problems that last your whole life. You can also infect others if you're infected yourself. With millions of people contracting COVID-19 in the United States, a 99% survival rate still means hundreds of thousands will die.

SAFETY IS THE TOP PRIORITY

The FDA and CDC have the highest standards when it comes to ensuring the safety and effectiveness of vaccines. Their process includes the following procedures:

- Scientists must first test vaccines extensively in medical studies to ensure they are safe and effective.
- Before the FDA authorizes a vaccine for use among the public, it ensures its safety by independently:
  - Reviewing the data from the medical studies, and
  - Inspecting the manufacturing facilities.
- Even after a vaccine has been authorized, the FDA and CDC closely monitor vaccine administration to identify even rare side effects or reactions.
- The FDA and CDC closely review any reports of side effects or reactions and share these facts with the public.

The extremely rare cases of blood clotting following Johnson & Johnson's Janssen vaccine—just a small number of cases out of millions of vaccinations—show that the FDA and CDC's vaccine safety monitoring systems work and catch even the rarest of reactions.

A thorough investigation has confirmed that Johnson & Johnson's Janssen vaccine is safe and effective.

And doctors have been notified and trained to understand the signs to watch for and the proper course of treatment if blood clots occur.

Content last reviewed: May 7, 2021

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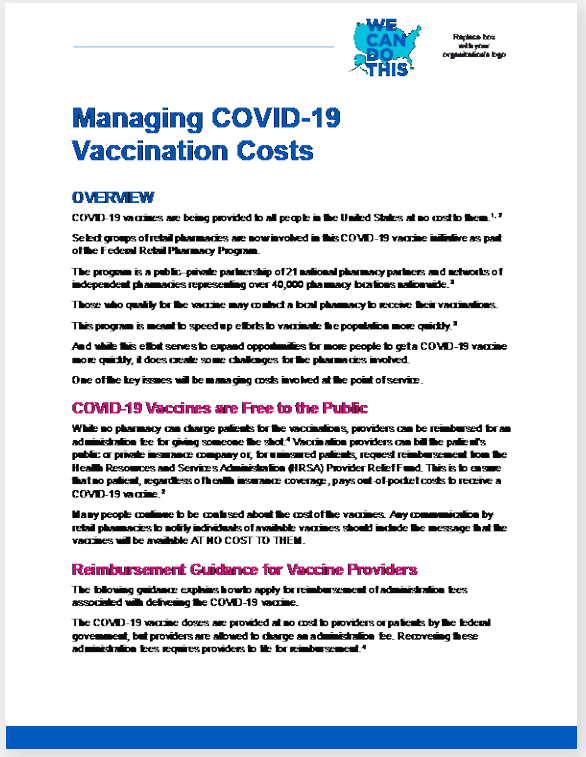
Managing COVID-19 Costs

This fact sheet answers pharmacist and patient questions about the actual costs of the COVID-19 vaccines and reimbursement

strategies go comply with current policies.



Managing COVID-19 Vaccination Costs

OVERVIEW

COVID-19 vaccines are being provided to all people in the United States at no cost to them.[1,2]

Select groups of retail pharmacies are now involved in this COVID-19 vaccine initiative as part of the Federal Retail Pharmacy Program.

The program is a public-private partnership of 21 national pharmacy partners and networks of independent pharmacies representing over 40,000 pharmacy locations nationwide.[3]

Those who qualify for the vaccine may contact a local pharmacy to receive their vaccinations.

This program is meant to speed up efforts to vaccinate the population more quickly.[3]

And while this effort serves to expand opportunities for more people to get a COVID-19 vaccine more quickly, it does create some challenges for the pharmacies involved.

One of the key issues will be managing costs involved at the point of service.

COVID-19 Vaccines are Free to the Public

While no pharmacy can charge patients for the vaccinations, providers can be reimbursed for an administration fee for giving someone the shot.[4] Vaccination providers can bill the patient's public or private insurance company or, for uninsured patients, request reimbursement from the Health Resources and Services Administration (HRSA) Provider Relief Fund. This is to ensure that no patient, regardless of health insurance coverage, pays out-of-pocket costs to receive a COVID-19 vaccine.[3]

Many people continue to be confused about the cost of the vaccines. Any communication by retail pharmacies to notify individuals of available vaccines should include the message that the vaccines will be available AT NO COST TO THEM.

Reimbursement Guidance for Vaccine Providers

The following guidance explains how to apply for reimbursement of administration fees associated with delivering the COVID-19 vaccine.

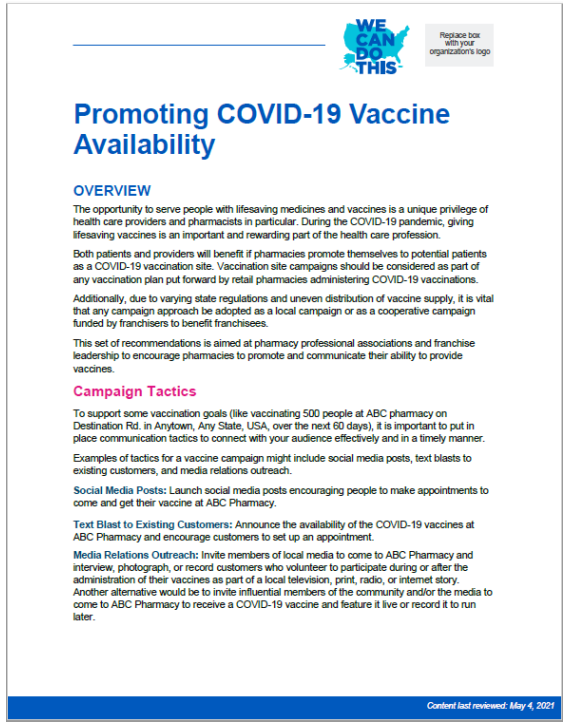
The COVID-19 vaccine doses are provided at no cost to providers or patients by the federal government, but providers are allowed to charge an administration fee. Recovering these administration fees requires providers to file for reimbursement.[4]

Click here to download.

Fact Sheets

Promoting COVID-19 Vaccine Availability

Use this fact sheet to learn how to encourage pharmacies to promote and communicate their ability to provide vaccines.



Promoting COVID-19 Vaccine Availability

OVERVIEW

The opportunity to serve people with lifesaving medicines and vaccines is a unique privilege of health care providers and pharmacists in particular. During the COVID-19 pandemic, giving lifesaving vaccines is an important and rewarding part of the health care profession.

Both patients and providers will benefit if pharmacies promote themselves to potential patients as a COVID-19 vaccination site. Vaccination site campaigns should be considered as part of any vaccination plan put forward by retail pharmacies administering COVID-19 vaccinations.

Additionally, due to varying state regulations and uneven distribution of vaccine supply, it is vital that any campaign approach be adopted as a local campaign or as a cooperative campaign funded by franchisers to benefit franchisees.

This set of recommendations is aimed at pharmacy professional associations and franchise leadership to encourage pharmacies to promote and communicate their ability to provide vaccines.

Campaign Tactics

To support some vaccination goals (like vaccinating 500 people at ABC pharmacy on Destination Rd. in Anytown, Any State, USA, over the next 60 days), it is important to put in place communication tactics to connect with your audience effectively and in a timely manner.

Examples of tactics for a vaccine campaign might include social media posts, text blasts to existing customers, and media relations outreach.

Social Media Posts: Launch social media posts encouraging people to make appointments to come and get their vaccine at ABC Pharmacy.

Text Blast to Existing Customers: Announce the availability of the COVID-19 vaccines at ABC Pharmacy and encourage customers to set up an appointment.

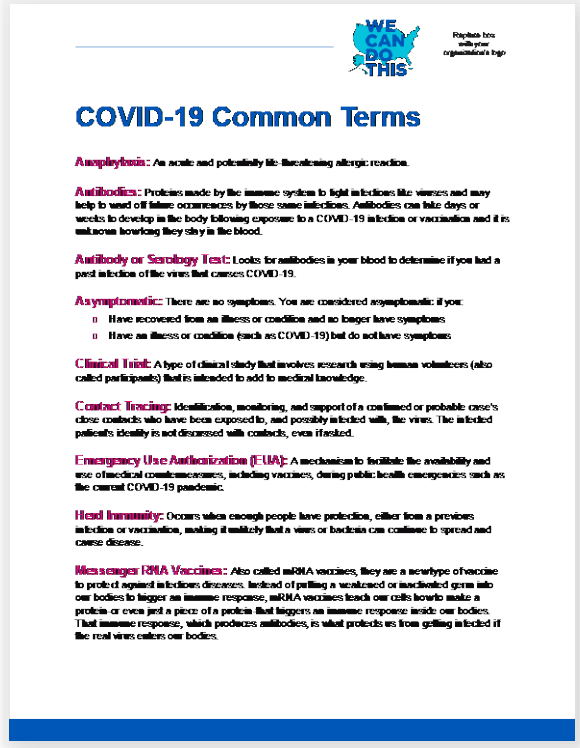
Media Relations Outreach: Invite members of local media to come to ABC Pharmacy and interview, photograph, or record customers who volunteer to participate during or after the administration of their vaccines as part of a local television, print, radio, or internet story. Another alternative would be to invite influential members of the community and/or the media to come to ABC Pharmacy to receive a COVID-19 vaccine and feature it live or record it to run later.

Content last reviewed: May 4, 2021

Click here to download.

COVID-19 Common Terms

Use this resource to inform staff of terminology surrounding COVID-19 prevention, infection, immunization, treatment, and recovery.



COVID-19 Common Terms

Anaphylaxis: An acute and potentially life-threatening allergic reaction.

Antibodies: Proteins made by the immune system to fight infections like viruses and may help to ward off future occurrences by those same infections. Antibodies can take days or weeks to develop in the body following exposure to a COVID-19 infection or vaccination and it is unknown how long they stay in the blood.

Antibody or Serology Test: Looks for antibodies in your blood to determine if you had a past infection of the virus that causes COVID-19.

Asymptomatic: There are no symptoms. You are considered asymptomatic if you:

- Have recovered from an illness or condition and no longer have symptoms
- Have an illness or condition (such as COVID-19) but do not have symptoms

Clinical Trial: A type of clinical study that involves research using human volunteers (also called participants) that is intended to add to medical knowledge.

Contact Tracing: Identification, monitoring, and support of a confirmed or probable case's close contacts who have been exposed to, and possibly infected with, the virus. The infected patient's identity is not discussed with contacts, even if tracked.

Emergency Use Authorization (EUA): A mechanism to facilitate the availability and use of medical countermeasures, including vaccines, during public health emergencies such as the current COVID-19 pandemic.

Herd Immunity: Occurs when enough people have protection, either from a previous infection or vaccination, making it unlikely that a virus or bacteria can continue to spread and cause disease.

Messenger RNA Vaccines: Also called mRNA vaccines, they are a new type of vaccine to protect against infectious diseases. Instead of putting a weakened or inactivated germ into our bodies to trigger an immune response, mRNA vaccines teach our cells how to make a protein or even just a piece of a protein that triggers an immune response inside our bodies. That immune response, which produces antibodies, is what protects us from getting infected if the real virus enters our bodies.

Click here to download.

Posters

You can download, print, and hang these posters to foster conversation among pharmacists and make vaccination visible.

Suggested Use:

- Hang at vaccination sites.
- Hang in a staff lounge or breakroom.
- Hang in leadership offices.

Get Your Free COVID-19 Vaccine Here

Click here to download.

Getting "Back to Normal" Is Going to Take All of Our Tools

Click here to download.

Why Get Vaccinated?

Click here to download.

Videos

Watch and share these videos with your team to learn how COVID-19 vaccines must adhere to specific FDA guidelines for safety and efficacy, how the Advisory Committee on Immunization Practices (ACIP) develops recommendations and advises CDC on the use of vaccines, and how to foster a culture of vaccination in a practice.

Suggested Use:

- Create links to these videos on your accounts.
- Post to your website.
- Ask your followers to share on their social media and community networks.

Tell Me More: Vaccine Safety | How Does the FDA Know That a New Vaccine is Safe?

How CDC is Making COVID-19 Vaccine Recommendations

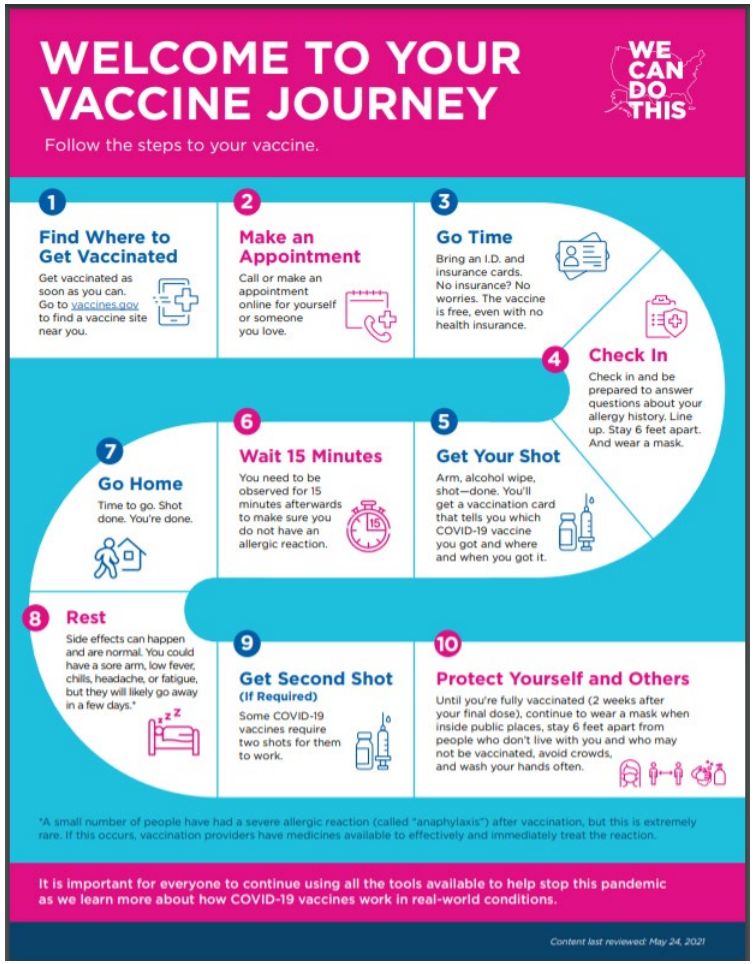
Dr. Sandra Leal on a Culture of Vaccination in a Practice

Infographic

Infographics are a great way to share important visual information and messages.

Suggested Use:

- Ask pharmacists to place in their clinics and facilities.
- Add to your newsletters.
- Create a call to action and encourage sharing on social media.



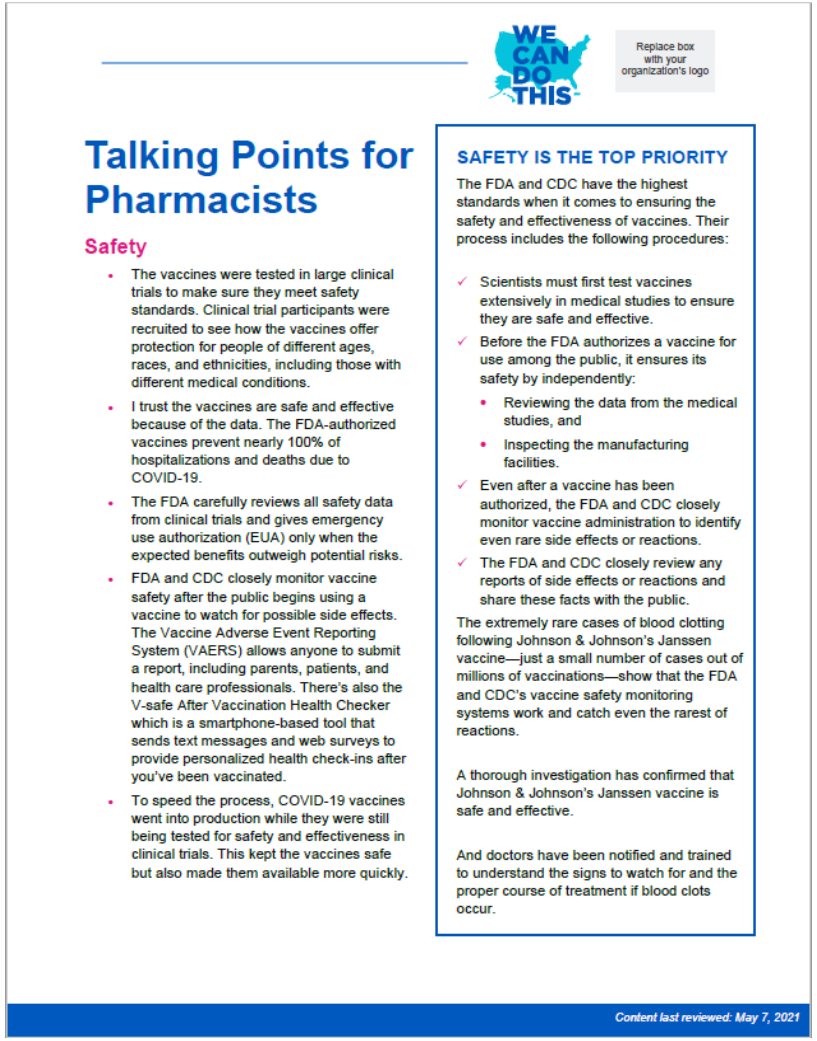
Click here to download.

Talking Points

Use these talking points in conversations with colleagues, staff, and patients. They include facts and messages on COVID-related topics, including vaccine safety, preventive measures, and the benefits of vaccination.

Suggested Use:

- Mail them along with your direct mailings to health care system and clinic leaders.
- Post them to an information center in your office if you have one.
- Have “live” sessions on social media where you use these points to steer the conversation.
- Host a webinar and use these points in your presentation.
- Use these points to create your own social media posts and content.



WE CAN DO THIS

Replace box with your organization's logo

Talking Points for Pharmacists

Safety

- The vaccines were tested in large clinical trials to make sure they meet safety standards. Clinical trial participants were recruited to see how the vaccines offer protection for people of different ages, races, and ethnicities, including those with different medical conditions.
- I trust the vaccines are safe and effective because of the data. The FDA-authorized vaccines prevent nearly 100% of hospitalizations and deaths due to COVID-19.
- The FDA carefully reviews all safety data from clinical trials and gives emergency use authorization (EUA) only when the expected benefits outweigh potential risks.
- FDA and CDC closely monitor vaccine safety after the public begins using a vaccine to watch for possible side effects. The Vaccine Adverse Event Reporting System (VAERS) allows anyone to submit a report, including parents, patients, and health care professionals. There's also the V-safe After Vaccination Health Checker which is a smartphone-based tool that sends text messages and web surveys to provide personalized health check-ins after you've been vaccinated.
- To speed the process, COVID-19 vaccines went into production while they were still being tested for safety and effectiveness in clinical trials. This kept the vaccines safe but also made them available more quickly.

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Social Media Messaging

Social media is a great way to share information frequently and fast. These social media posts underscore the importance of the vaccines and the CDC prevention guidelines. This toolkit has a variety of topics and photos to share on Facebook, Instagram, and Twitter.

Suggested Use:

- Share these social media posts on your accounts.
- Ask questions under the post to encourage engagement.
- Ask your followers to share with their network.

Sample Post

Did you know you can't get the COVID-19 virus from a vaccine? None of the COVID-19 vaccines contain the live virus that causes COVID. Learn more at cdc.gov/coronavirus #WeCanDoThis

Facebook + Instagram

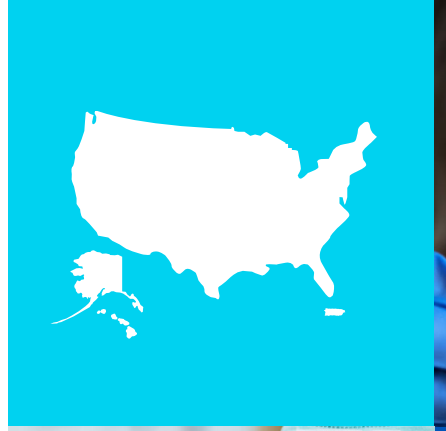
Twitter

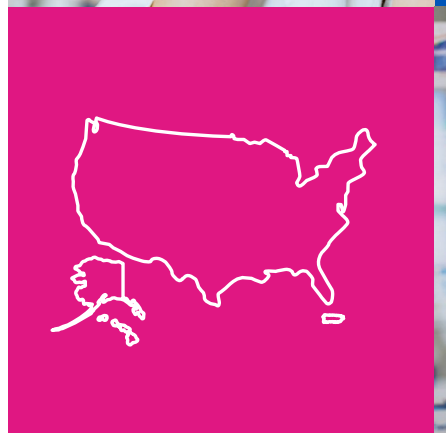
Click here to download.

For More Information

In addition to the resources highlighted here, take a look at CDC's COVID-19 Vaccination Communication Toolkit, which has other materials such as fact sheets, posters, stickers, and social media examples for pharmacists to share.

The website is loaded with very useful information and the toolkit is intended to help you better understand the facts, feel confident getting vaccinated when it's your turn, and become a trusted messenger in your community.





Thank you, pharmacists, for being on the front lines against COVID-19!