

Improving COVID-19 Vaccine Confidence Among Your Staff

The COVID-19 vaccine is an important tool to help stop the pandemic. The vaccines were studied among tens of thousands of people from diverse backgrounds before being authorized by the FDA, which means the vaccines are safe and highly effective at preventing people from getting COVID-19. We understand some of your staff members may feel apprehensive about the vaccine, so we've compiled some information that may help.



4 facts to share with your staff

1. Getting vaccinated protects you and may protect people around you, particularly those who are at increased risk for severe illness from COVID-19.
2. You may have symptoms like a fever or body aches after you get a vaccine. This is normal and a sign that your immune system is learning how to recognize and fight the virus that causes COVID-19.
3. The COVID-19 vaccines do not contain live virus and cannot make you sick with COVID-19.
4. The COVID-19 mRNA vaccines cannot change your DNA. The vaccines give your body the information needed to make only one spike protein found in the virus. After making this protein, your body recognizes this spike protein as foreign and makes antibodies against it. Your body cannot create the actual virus from one spike protein — the virus has over 20 proteins and the vaccine only teaches your body how to make one.

How to overcome hesitancy

- We talked in-depth with our pediatric infectious disease expert about the worldwide effort to produce a safe and effective COVID-19 vaccine. Read and share our article, **The COVID-19 Vaccine: What's Going On**, to learn more about the process.
- Share the Centers for Disease Control and Prevention's (CDC) **FAQs** about the vaccine. Use these FAQs as a guide for staff meetings to teach about the development of the vaccines, clinical trials and safety protocols.
- Schedule time in existing staff meetings/huddles to share information and allow for questions. If your staff asks a question not listed on the FAQ page, we encourage you to contact schoolhealth@childrenscolorado.org and we'll work to find you an answer. Remember that some staff questions may be best answered by encouraging people to talk with their doctor.
- Build a stakeholder group with representatives from every team. These peer champions can help educate and encourage their team members to get vaccinated. Hold contests between teams.
- Encourage role modeling by having administrators, leaders and staff take pictures of themselves getting the vaccine. Share these pictures around your building, in newsletters and on your school's social media accounts.
- Create and handout stickers or buttons that say, "I got the COVID-19 Vaccine!"
- Ask staff to post pictures of themselves with a sign, "I'm getting vaccinated for [my students, my parents, etc.] ..." and fill in the blank.
- Create a bulletin board (or virtual platform) with trusted vaccine resources and links from the CDC, the **Colorado Department of Public Health and Environment**, and Children's Hospital Colorado.
- Be mindful of cultural differences among staff members that may have an impact on attitudes and beliefs about vaccines. Read through **Cultural Perspectives on Vaccines** to learn more.

