

TABLE TALK DISCUSSIONS

Making space for candid conversations about COVID-19/COVID Vaccine

It's normal to have questions about COVID-19 and the COVID vaccines. Share the facts at a Table Talk discussion.



Table Talk discussions are small, informal get togethers in someone's home, the community or an online meeting. Table Talks are designed for groups of friends, families, neighbors or people with other natural social connections. Because Table Talk discussions take place in small groups, people may feel more comfortable asking questions about the COVID-19 vaccine in these smaller settings.

Table Talk leaders can choose the format they want to use. Some start discussions by talking briefly about COVID-19 and the COVID vaccines and then asking for questions or feedback.

Others show a video and talk about it with their group.

How should I set up an in-person Table Talk discussion?

Participants should be six feet apart – including the speaker – and be masked. In-person discussions often take place without using any technology, but videos are available if you want to show them on a computer. Some group leaders give handouts to attendees.

How long do Table Talk discussions last?

We recommend planning 30-60 minutes for a discussion. Shorter discussions are also fine.

What about online discussions?

If the discussion is online, it's best to cap it at 10 people. Take attendance or have participants put their names in the chat. Put links to resources in the chat.

How should I prepare for my Table Talk?

Leaders can choose how best to prepare. The talks can be an open discussion amongst presenter and attendees, or you can use Common Ground Health's videos and resources to prompt discussion among the presenter and attendees.

What should I do after my Table Talk?

Find out if members of your group have follow up questions. After the talk, send Jackie Dozier – Jackie.Dozier@CommonGroundHealth.org - the date and time of the talk, number of attendees, range of ages, ZIP code where the talk took place and any things you noticed from the group's talk.

What's the current status of the Johnson & Johnson/Janssen vaccine?

Fact: NYS has resumed use of the Johnson & Johnson/Janssen vaccine at all state-run sites. **The identification of a very rare risk associated with the vaccine is a sign that the safety monitoring system for COVID vaccines is working.** During the 10-day pause, health officials reviewed the data to better understand the risk, leading to the decision to restart. The pause also helped doctors recognize a potential treatment problem and be prepared to treat it.

Getting the first available COVID vaccine is the best thing you can do to protect your health and your family's health. All three authorized vaccines are available at vaccination sites in our community and continue to show very strong safety and efficacy. Get the facts at flvaccinehub.org/things-to-know

How can I get my child (12+) vaccinated to protect against COVID-19?

Fact: Parents and legal guardians can verbally consent for the shot (preferably in person), and that parent or legal guardian should be prepared to show that they live in NYS. Minors who are married, a parent, pregnant or in the military can consent for themselves.

Bring proof of child's age, which could include a birth certificate, passport, school ID with a birthdate, driver's license, learner's permit or some other form of identification.

Minors with a history of fainting or allergic reactions to shots should have a parent or legal guardian present.

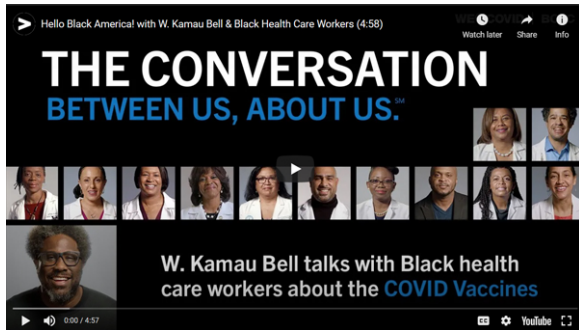
Twelve to 17-year-olds are only authorized to get the Pfizer/BioNTech shot and should go to a vaccination site where that is offered. Get the facts at flvaccinehub.org/things-to-know

Is the vaccine safe if I am pregnant or considering getting pregnant?

Fact: When it comes to fertility, pregnancy and breastfeeding, there are no known safety concerns with the vaccine. Doctors recommend COVID vaccines for pregnant and breast feeding women and their babies, who are at higher risk of hospitalizations and death from COVID. Get the facts at flvaccinehub.org/things-to-know

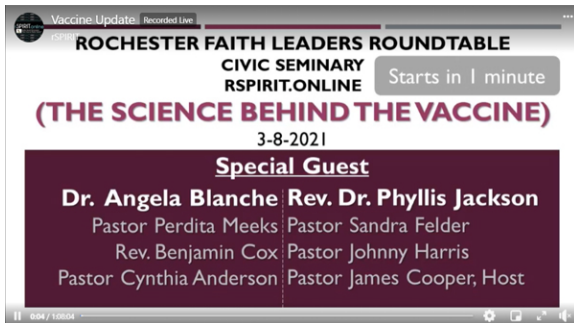
Sources: CDC.gov, www.flvaccinehub.org

Helpful videos to spark Table Talk discussions:



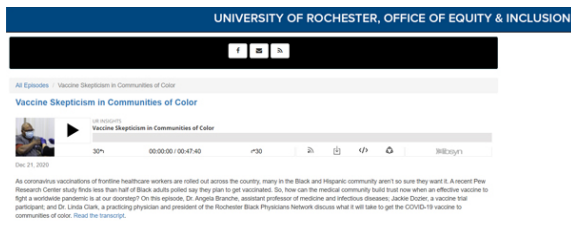
The Conversation: Between us, About us. W. Kamau Bell talks with Black health care workers about the COVID vaccines.

<https://www.greatertanccovid.org/theconversation>



Rochester Faith Leaders Roundtable COVID-19 Vaccine Update: The science behind the vaccine with guest Dr. Angela Blanche and Rev. Phyllis Jackson, RN.

<https://fb.watch/4i805qLspT/>



Vaccine skepticism in Communities of Color. Podcast with Norma Holland of the University of Rochester as part of the University's Office of Equity and Inclusion.

<https://equityandinclusion.libsyn.com/vaccine-skepticism-in-communities-of-color-0>



Shop Talk with the United Professional Barbers and Cosmetologists Association: What about the vaccination?

<https://youtu.be/wuVRJ8hAqdk>

LANGUAGE THAT WORKS TO IMPROVE VACCINE ACCEPTANCE

Communications Cheat Sheet

TIPS



TAILOR YOUR MESSAGE FOR YOUR AUDIENCE. *Americans' perceptions about vaccines and their safety differ by political party, race, age, and geography.*



EXPLAIN THE BENEFITS OF GETTING VACCINATED, NOT JUST THE CONSEQUENCES OF NOT DOING IT. *Say, "Getting the vaccine will keep you and your family safe," rather than calling it "the right thing to do." Focus on the need to return to normal and reopen the economy.*



TALK ABOUT THE PEOPLE BEHIND THE VACCINE. *Refer to the scientists, the health and medical experts, and the researchers – not the science, health, and pharmaceutical companies.*



AVOID JUDGMENTAL LANGUAGE WHEN TALKING ABOUT OR TO PEOPLE WHO ARE CONCERNED. *Acknowledge their concern or skepticism and offer to answer their questions.*



USE (AND REPEAT) THE WORD "EVERY" TO EXPLAIN THE VACCINE DEVELOPMENT PROCESS. *For example: "Every study, every phase, and every trial was reviewed by the FDA and a safety board."*

Use These Words MORE:

Use These Words LESS:

The benefits of taking it

Getting the vaccine will keep you safe

A return to normal

Your family

Medical experts

Research

Medical researchers

Damage from lockdowns

A transparent, rigorous process

Safety

Pharmaceutical companies

Advanced/groundbreaking

Vaccination

America's leading experts

Skeptical/concerned about the vaccine

The consequences of not taking it

Getting the vaccine is the right thing to do

Predictability/certainty

Your community

Scientists/health experts

Discover/create/invent

Drug companies

Inability to travel easily and safely

The dollars spent; number of participants

Security

Drug companies

Historic

Injection/inoculation

The world's leading experts

Misled/confused about the vaccine

The Language of COVID-19 Vaccine Acceptance

WHY TAKE THE VACCINE?

- “Getting vaccinated will help keep you, your family, and your community healthy and safe.”
- “By getting vaccinated, you can help end the damage to the economy, prevent more illnesses and deaths in America, and eliminate and eradicate COVID-19.”
- “Vaccines will help bring this pandemic to an end.”
- “At 95% efficacy, the vaccine is extraordinarily effective at protecting you from the virus.”



VACCINE DEVELOPMENT:

“The groundbreaking cooperation between leading medical experts here in America and pharmaceutical companies globally has made a return to normal possible thanks to the COVID-19 vaccine. The speed of development was due to the sharing of research on a scale never attempted before – and every study, and every phase of every trial, was carefully reviewed and approved by a safety board at the FDA. The process was transparent and rigorous throughout, with continual oversight and expert approval.”



VACCINE SAFETY:

“A safety board approved every study, and the FDA carefully reviewed the data from every phase of every vaccine trial. Data will continue to be collected two years after a vaccine is first administered to ensure that the long-term effects are safe.”



VACCINE DISTRIBUTION:

“Frontline workers and those most at-risk from the virus will get the vaccination first.”



SIDE EFFECTS:

“If you’re concerned about side effects, we hear you. The likelihood of a severe side effect is less than 0.5%. When mild side effects occur, they are a normal sign your body is building protection to the virus, and most go away in a few days.”

PUTTING IT TOGETHER:

“Imagine the day you can stop wearing a mask, or when you can gather indoors at your favorite restaurant again with friends and family for a celebratory meal. That day is coming ... but only if we do what needs to be done today to keep ourselves, our families, our communities, and our country healthy and safe.

“The groundbreaking cooperation between leading medical experts here in America and pharmaceutical companies globally has made a return to normal possible thanks to the COVID-19 vaccine. The speed of development was due to the sharing of research on a scale never attempted before – and every study, and every phase of every trial, was carefully reviewed and approved by a safety board and the FDA. The process was transparent and rigorous throughout, with continual oversight and expert approval. Data will continue to be collected two years after each vaccine is first administered to ensure that the long-term effects are safe.

“As we distribute the vaccine, frontline workers and those most at-risk from the virus will get the vaccination first.

“If you’re skeptical or concerned about side effects, we hear you. The likelihood of a severe side effect is less than 0.5%. When mild side effects occur, they are a normal sign your body is building protection to the virus, and most go away in a few days.

“Getting vaccinated will help keep you, your family, and your community healthy and safe. At 95% efficacy, the vaccine is extraordinarily effective at protecting you from the virus. By getting vaccinated, you can end the damage to the economy, prevent more illnesses and deaths in America, and eliminate and eradicate COVID-19.”

Based on a poll by the de Beaumont Foundation and Frank Luntz, in partnership with the American Public Health Association, the National Collaborative for Health Equity, and Resolve to Save Lives, an Initiative of Vital Strategies. A nationwide survey of 1,400 registered voters was conducted Dec. 21-22, 2020, with an oversample of 300 Black Americans and 300 Latinx Americans. Margin of error +3%. For more information, visit changingthecovidconversation.org.