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INJECTING PARENTS WITH CONFIDENCE: HOW TO GET KIDS VACCINATED AGAINST COVID-19



OBJECTIVES:

Identify	Identify parental barriers to vaccinating children against COVID
Address	Address the concerns parents have and counteract misinformation
Offer	Offer ways to make the COVID vaccine easy and accessible to families and children

PELICAN PEDIATRICS

LEVEL III PCMH

Fully Vaccinating Practice

Do not see patients who do not immunize

Routinely discuss vaccines including vaccines for parents at patient visits

COVID VACCINE - WHY ALL THE HESITANCY?

Too New,
Experimental, not
FDA approved

Side effects –
Pain? Myocarditis?
Infertility?

COVID is mild in
kids, they don't
need it

Its made from
mRNA which
sounds too much
like DNA

Vaccine is
“Political” –
government
control

TACKLE MISINFORMATION WITH POSITIVE MESSAGING

- Clear repetitive messaging of confidence and safety – address social media “myths” about covid vaccine
- Anticipate ahead of time and prepare families for when their child is eligible
- Be there to answer questions, don’t dismiss concerns
- Reassure that staff is all vaccinated
- Personal stories – share your experience, are your kids or grandkids vaccinated?



HOW to Counteract the Hesitancy?



Pelican Pediatrics is at Bon Secours St. Francis Hospital.

January 7, 2021 · Charleston · 🌐

Dr. Varadi got her 2nd [#CovidVaccine](#) to protect herself, her family, her coworkers and her patients.

When it's your turn, please get your shot!

[#NotThrowingAwayMyShot](#) [#COVID19](#) [#ThisIsOurShot](#)



Pelican Pediatrics

December 22, 2020 · 🌐

Dr. Rodriguez got her [#CovidVaccine](#)

We would like to thank scientists who spend their lives improving our healthcare! [#ThisIsOurShot](#)

Please, when your turn comes, get your [#COVIDSHOT](#) too!












Pelican Pediatrics

August 16, 2021 · 🌐

Back to School Checklist:

1. Plenty of Sleep 😴💤. 
2. Healthy Breakfast 🍳. 
3. Clean Mask 😊. 
4. School Supplies 📚📂. 
5. Hand Sanitizer 🧴. 
6. COVID vaccine (12+) 💉. 
7. Great Attitude 😁. 

Have a great first week of school everyone!

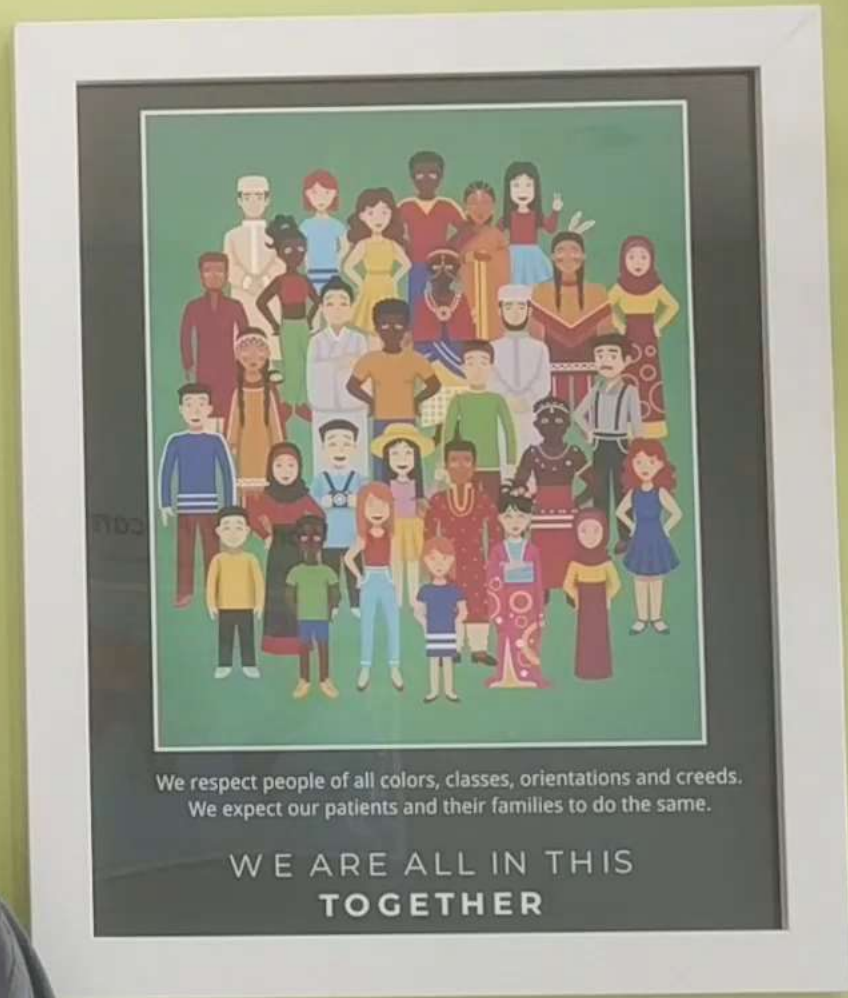
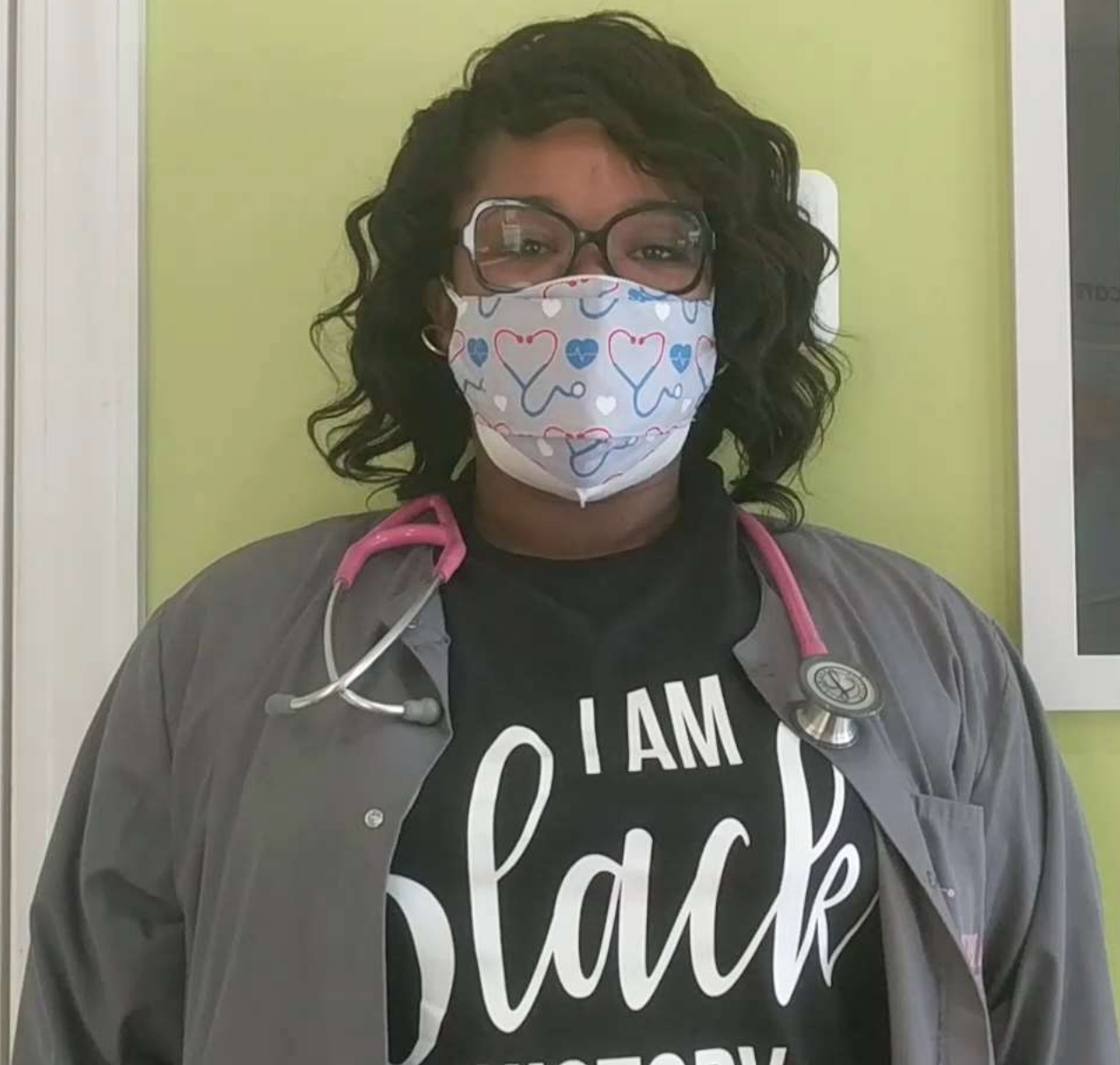


Pelican Pediatrics

June 23 at 5:35 PM · 🌐

6months plus [#CovidVaccine](#) clinic going on now until 7!!!! Not registered?
No Problem! Come on in!
[#ThisIsOurShot](#)





Discuss Vaccine Rate Successes Publicly



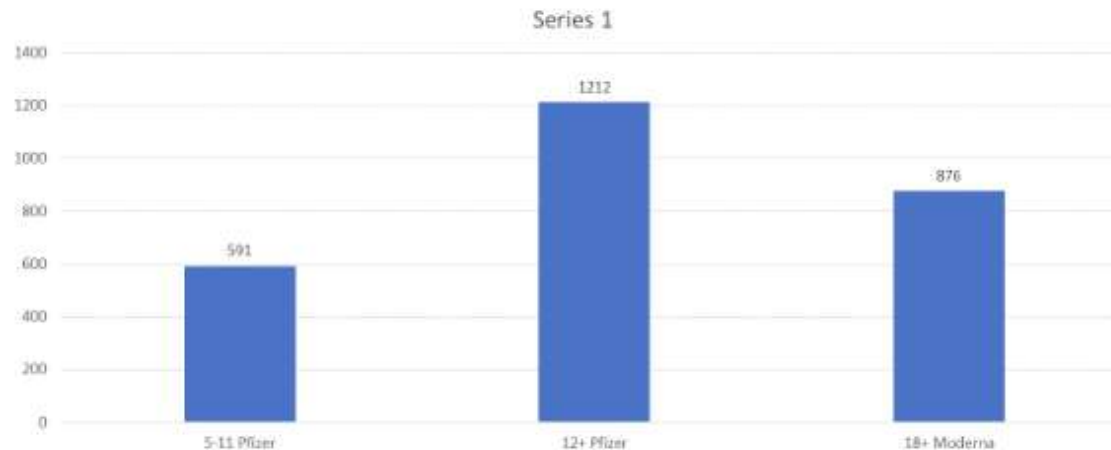
Pelican Pediatrics

December 14, 2021 · 🌐



We at Pelican Pediatrics have been trying to do our part to [#EndThePandemic](#) by making [#CovidVaccine](#) easy and accessible - here's what we've done so far. Who says small practices can't make a difference? [#VaccinesSaveLives](#). Get your [#CovidVaccine](#)

COVID Vaccines Administered at Pelican Pediatrics



2 ROUTES OF VACCINATING

SPECIAL



Vaccination clinics

ROUTINE



Vaccines at routine
office visits

THE SPECIAL – VACCINATION CLINICS



THE SPECIAL – VACCINATION CLINICS



Vacunas de COVID - Gratis

5+ años

Domingo el 7^{de}
Noviembre
452 Folly Rd.
Pelican Pediatrics

10am-1pm
(843)795-3344

- In anticipation of vaccine approval for every age group - plan drive through on a weekend
- Advertised on social media - Facebook, twitter, in the office and via mass text message for eligible groups of patients
- Advertised on different languages to include more families and communities
- Signed up people ahead of time but took walk-ins
- During 1st days of approval mass vaccinated the early adapters to decrease overwhelming office during the week
- For easy access, also vaccinated and boosted parents
- At 1st clinic given date and time for second to ensure people not missing 2nd dose

VACCINE CLINIC KEY TAKE AWAYS:

Make vaccination easy – no complicated online signup/give away pre-vaccine check list instead etc.

Reassure parents that covid vaccine is FREE

Reiterate that it will not take up much of their time

Vaccinated ~150 patients each time





THE ROUTINE – MAKING EVERY VISIT A VACCINATION VISIT



Forecasting Results Last updated: 03/01/22 12:13am				
Vaccine Family	Dose #	Recommended Date	Minimum Date	Past Due Date
COVID-19	2nd	12/22/2021 (5y 5m)	12/22/2021	12/22/2021
Flu	8th	07/01/2022 (5y 11m)	07/01/2022	07/28/2022
DTaP/DT/Td/Tdap	6th	07/21/2027 (11y)	07/21/2027	08/17/2029

Every visit – no matter the reason gets reviewed for the presence of the COVID vaccine, much as we do for flu

If due – The nurse or Medical Assistant asks about the COVID vaccine and documents in the chart during triage

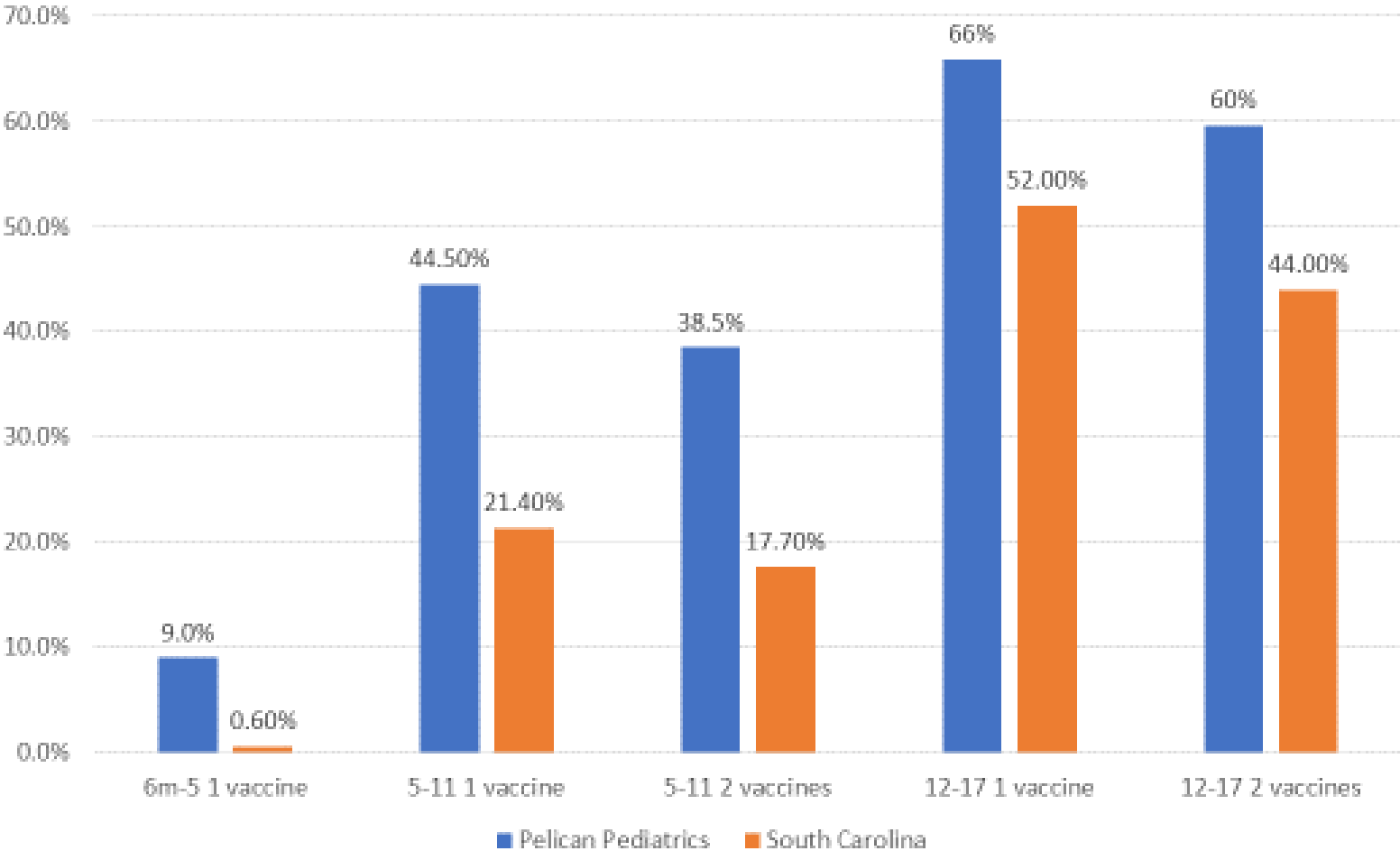
Prior to entering the room, the physician knows parental opinion prior and can tailor conversation appropriately

If a family does not get a vaccine at checkout they are asked if they'd like to schedule a vaccine visit

CAN YOU REALLY BE SUCCESSFUL AT CHANGING MINDS?

YES!

COVID Vaccination Rates



PCC –

3RD TOP NUMBER OF
COVID VACCINES GIVEN
PER PROVIDER



**IN
CONCLUSION:**



REFERENCES

Why Parents Still Hesitate to Vaccinate Their Children Against COVID-19

[Melissa Suran, PhD, MSJ](#)

[Article Information](#)

JAMA. 2022;327(1):23-25. doi:10.1001/jama.2021.21625

<https://scdhec.gov/covid19/covid-19-data/covid-19-vaccination-dashboard>
