

Instructions: Please delete after reviewing this information.

We've developed this patient-facing PowerPoint presentation on vaccine hesitancy for pharmacists to customize and deliver to local audiences. Consider this for presentations to local clubs: Kiwanis, Rotary Club, Chamber of Commerce, churches, men's or women's groups, etc.

1. The slides have speaker notes included at the bottom of the slide, be sure to see those. If you can't see them, click and draw up the Speaker Notes box.
2. Some slides are designed to be customized for you and your pharmacy, be sure to edit those and add your logo, pharmacy name, photo, etc.
3. Feel free to add other questions and the appropriate answers.
4. There are three variations for slide #5 entitled "Who do you trust?" and one is in the presentation and two other options are at the end. Pick the one most relatable to your target audience and delete the others from your presentation.
5. Send any other slide ideas to Jay Williams at jwilliams@cpesn.com.
6. Lastly, please delete this instruction slide.



COVID-19 Vaccine Hesitancy

<Add your logo here>

Willingness to Accept the Vaccine Falls on a Continuum



We are Here to Answer Your Questions.

Meet Your Local Community Pharmacist



Joe Moose
Pharmacist – Owner
Moose Pharmacy

Serving the local community for over 139 years! Independently owned and operated for four generations. Reputation built by making the trust and loyalty of our patients the main priority. Now operating seven modern pharmacy locations east of Charlotte, North Carolina.

<replace with your own copy>

Patients have put pharmacists among the top of Gallup's most trusted professions list every year for the past 30 years running.

Who Do you Trust?

Eight in 10 Americans have said their doctors are the ones they will turn to when deciding whether to get a COVID-19 vaccine.



Dr. Sanjay Gupta



Dr. Valerie Montgomery Rice



Former U.S. Surgeon General
Dr. Jerome Adams



Dr. Mehmet Oz

Nine in 10 physicians (and nurses with graduate degrees) report either already being vaccinated or plan to get a vaccine.

86% of all health care professionals with a bachelor's degree or higher and who diagnose and treat patients, say they are already vaccinated (or plan to be).

Who Do You Trust?



Dolly Parton



Hugh Jackman



Oprah Winfrey



Arnold Schwarzenegger

There are many well-loved American icons who are excited about receiving their COVID-19 vaccine.

Questions?

No question is a silly question.

Was This Vaccine Rushed to Market? Is It Unsafe Because It Was Developed at Warp Speed?



mRNA vaccines have been studied for decades prior to COVID-19.

Researchers used existing clinical trial networks to begin conducting COVID-19 vaccine trials.

Manufacturing started during the trials. Normally, manufacturing doesn't begin until after the trials.

mRNA vaccines are faster to produce in large amounts than traditional vaccines.

How Much Is This Going to Cost Me? Aren't the Big Pharmaceutical Companies Going to Make a Ton of Money?



Ashland Pharmacy - CPESN Nebraska

The cost is \$0 for everyone, with or without insurance.

The federal government is paying for the vaccine for all Americans (this is regardless of race or ethnicity).

The vaccine provider can charge the government or an insurer for the “administration” of the vaccine, but not the patient.

Will the Vaccine Give Me COVID-19?



None of the authorized and recommended COVID-19 vaccines currently offered in the United States contain the live virus that causes COVID-19.

This means that a COVID-19 vaccine cannot make you sick with COVID-19.

COVID-19 vaccines teach a body's immune system how to recognize and fight the virus that causes COVID-19 and sometimes this process can cause symptoms or side effects. *(See slide on side effects.)*

No one has contracted COVID-19 from the vaccine.

Is my DNA being Altered by the Vaccine?



mRNA-based vaccine has been studied for decades.

mRNA-based vaccine never enters the nucleus of the cell.

mRNA causes cells to make a “spike protein” that is found on the surface of the coronavirus.

The body’s immune system recognizes the protein as not belonging and builds an immune response and makes antibodies.

COVID-19 vaccines do not change or interact with your DNA in any way.

Shouldn't I Just Use My Body's Natural Immunity Once I Contract COVID-19?



KTA Super Stores – CPESN Hawaii

31,835,314 known cases of COVID-19 in the US, and 567,971 deaths.* It is estimated that approximately 10-15% of people contracting COVID-19 become severely ill.

4,041,396 people received the first does of Moderna in the US, and 1,266 (.031%) adverse events were reported with only 108 (.0003%) being classified as severe.**

1,893,360 people received the first dose of the Pfizer-BioNTech vaccine and 4,393 of them reported an adverse event (.23%), and only 175 (.0092%) of these were classified as severe.***

You can see that becoming ill with COVID-19 is far more dangerous than getting an mRNA vaccine.

Were All Races a Part of the Clinical Trials?



Skippack Pharmacy - PPCN

All COVID-19 clinical trials recruited a diverse mix of participants.

Here are the percentages:

- Pfizer – 45,301 people – 70% white, 13% Hispanic, 10% Black, 6% Asian, 1% Native American
- Moderna – 30,000 people – 63% white, 20% Hispanic, 10% Black, 4% Asian, 3% other non-white
- Janssen – 40,000 people – 62% white, 17% Black, 8% Native, 4% Asian, 5% multiple races. (45% of all participants were Hispanic)

There were no significant safety concerns identified in these or any other groups.

What About the Side Effects? How Severe Are They?



There are side effects of the COVID-19 vaccines consistent with symptoms of the infection.

Common ones:

- In the shoulder/arm – redness, pain, swelling
- Others – Headache, muscle pain, tiredness, chills, fever, nausea

Side effects should last just a couple days.

Some side effects are just normal signs that your body is building a defense against COVID-19.

Thank You!



EXPECT MORE

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Appendices

Who Do You Trust?



Michelle Obama



Oprah Winfrey



Magic Johnson



Mariah Carey

There are many knowledgeable
Black Americans who are excited about
receiving their COVID-19 vaccine.

Who Do You Trust?



Mike Pence



Eric Church



Ivanka Trump

There are many Americans who have received their COVID-19 vaccine.