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Suggested script for dermatologists to encourage patients to receive the COVID vaccine

As your dermatologist, I want to encourage you to receive the COVID vaccine as soon as it is available to you. The vaccine is effective, safe, and you cannot get COVID-19 from the vaccine.^{1,2} Although the technology through which the vaccine was developed is new, the biologic basis is sound and has been studied for influenza, zika, and rabies vaccines.^{3,4} An engineered molecule of messenger RNA (mRNA) is the basis of the currently approved vaccine. The injected mRNA will direct the body's cells to create a protein associated with the virus.^{3,4} Your body will recognize this protein as an alien and trigger a specific immune response to produce antibodies. This immune response, similar to any vaccine administration, would serve to prepare your immune system to attack the virus should you be exposed. After having received the vaccine, if you are exposed to the COVID virus, you may experience a very mild case or not get sick at all.

Common side effects to the vaccine may include some malaise, soreness at the injection site, and even a mild fever, but these symptoms are transient and typically resolves in 24-48 hours.⁵ The symptoms are indicative of your body building immune defenses against the virus. Thus, the vaccine will assist your body in developing protective immunity without getting the illness. Getting vaccinated is one of many steps you can take to protect yourself and others from COVID-19 and is critically important to protect you and those around you by reducing the spread of the virus.⁶

†Language to improve COVID-19 vaccine acceptance available on page 2.

Suggested script for dermatologists advising patients on biologics to receive COVID vaccine

I know the drugs you are taking for your disease (disease type) are immunomodulating drugs. Evidence to date suggests that most individuals on biologic treatment can be successfully immunized with no increased incidence of adverse effects. "The CDC does not consider COVID-19 vaccine to be contraindicated in persons taking biologic or traditional immunosuppressive medications, hedgehog pathway inhibitors, and PD1 inhibitors". So, it is important that you receive the vaccine to enhance your body's immune response to the virus.⁷*

* Based on personal communication with Sarah Schillie from the CDC Clinical Inquiries Team 01/15/2021

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Suggested script for dermatologists advising people with cosmetic fillers to receive COVID vaccine

I realize you have received some cosmetic fillers in the past. I want you to be aware that there have been some rare cases of swelling in fillers in patients who have received the COVID vaccine.⁸ This has also been observed rarely in individuals receiving other vaccines. The swelling is transient, usually resolves in 24-48 hours, and can be treated successfully. None of the reported cases were considered life-threatening and no long-term complications have been observed. Therefore, having a history of fillers should not prevent you from getting the COVID-19 vaccine.

† Language to improve COVID-19 vaccine acceptance




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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."

www.changingthecovidconversation.org

Use These Words MORE:	Use These Words LESS:
The benefits of taking it	The consequences of not taking it
Getting the vaccine will keep you safe	Getting the vaccine is the right thing to do
A return to normal	Predictability/certainty
Your family	Your community
Medical experts	Scientists/health experts
Research	Discover/create/invent
Medical researchers	Drug companies
Damage from lockdowns	Inability to travel easily and safely
A transparent, rigorous process	The dollars spent; number of participants
Safety	Security
Pharmaceutical companies	Drug companies
Advanced/groundbreaking	Historic
Vaccination	Injection/inoculation
America's leading experts	The world's leading experts
Skeptical/concerned about the vaccine	Misled/confused about the vaccine

Received copyright to re-publish. Language That Works to Improve Vaccine Acceptance.

https://www.debeaumont.org/wp-content/uploads/2021/01/VaccineToolkit_1pger.pdf Updated 1/25/2021. Accessed 1/25/2021

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