# Reducing Vaccine Hesitancy in Employees

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Baystate Health | ADVANCING CARE. ENHANCING LIVES.

# Massachusetts Vaccine Strategy

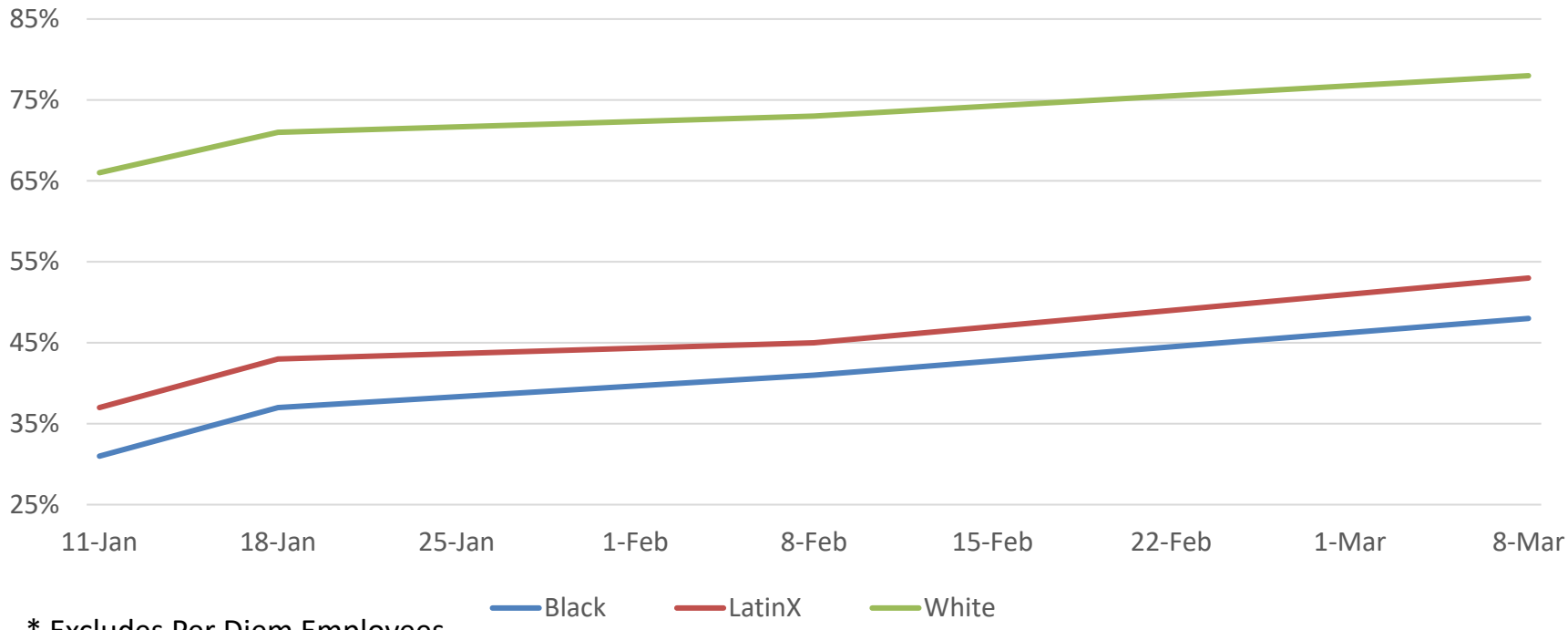
- All healthcare workers early in Phase 1
- Statewide collaboration of marketing professionals sponsored by Department of Public Health
- Standard marketing tool kit
- PSAs by providers of color on TV, radio and in print

# Baystate Health Initiatives

- Tracking responses to invitation by age, gender, race, ethnicity, job category and location
- Escalating follow-up for non-responders
- Facilitating scheduling and transportation
- In service education and drop-in sessions
- Social media campaign featuring trusted providers
- Decision aid for pregnant women

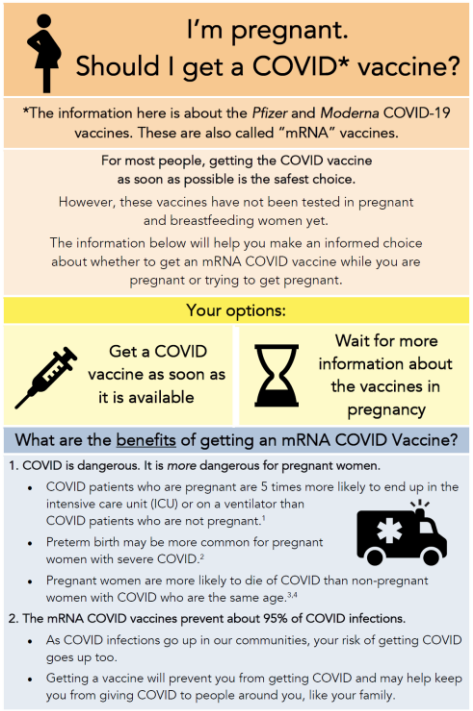
# Facebook Page #BestShot

# Vaccination Rate By Race & Ethnicity*




* Excludes Per Diem Employees

# Shared Decision Making in Pregnancy



I'm pregnant.
Should I get a COVID* vaccine?

*The information here is about the *Pfizer* and *Moderna* COVID-19 vaccines. These are also called "mRNA" vaccines.

For most people, getting the COVID vaccine as soon as possible is the safest choice.

However, these vaccines have not been tested in pregnant and breastfeeding women yet.

The information below will help you make an informed choice about whether to get an mRNA COVID vaccine while you are pregnant or trying to get pregnant.

Your options:

Get a COVID vaccine as soon as it is available

Wait for more information about the vaccines in pregnancy

What are the benefits of getting an mRNA COVID Vaccine?

1. COVID is dangerous. It is *more* dangerous for pregnant women.
   - COVID patients who are pregnant are 5 times more likely to end up in the intensive care unit (ICU) or on a ventilator than COVID patients who are not pregnant.[1]
   - Preterm birth may be more common for pregnant women with severe COVID.[2]
   - Pregnant women are more likely to die of COVID than non-pregnant women with COVID who are the same age.[3,4]
2. The mRNA COVID vaccines prevent about 95% of COVID infections.
   - As COVID infections go up in our communities, your risk of getting COVID goes up too.
   - Getting a vaccine will prevent you from getting COVID and may help keep you from giving COVID to people around you, like your family.

Simulation studies suggest that deeper involvement of patients for grey zone decisions builds trust and reduces medical liability exposure.

-- Schoenfeld EM, Annals of Emergency Medicine 2018