

BIVALENT BOOSTER UPDATE What are you hearing/concerns?

How safe are the new boosters?

Doing flu and COVID boosters together is causing concern

want it. 2. Distrust - if the new boosters that came out are not strong enough to protect us, we don't know if this vaccine will work, or if it will react in their body and cause health issues in the long term. Are you trying

Need to learn more of the science behind the vaccine before we can teach people about what is going on.

**General skepticism - none of the vaccines have ended the pandemic so far. lack of trust. Will this cover me when the next variant comes along?
Erosion of trust**

We've heard confusion about when one should get the bivalent booster if one is vaccinated and boosted.

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What can we do to increase uptake? How do we think about rollout/what should we keep in mind?

There is a lot of confusion. Put forward a lot of scenarios - real world examples to make it clear what people should do.

Make as simple as possible - make sure we don't make people feel uncomfortable

about this in terms of - it's not a done deal - we need to be transparent about what will happen. Everytime there is a new booster that we're not suggesting this will be "IT". Be realistic in what we think is going to

Be clear on who the more urgent groups are - where there is less "debate". I.e. older adults; immunocompromised; those more than 6 months from their last dose

If virus continues to vary - may head in direction like flu - need to get a vaccine every year. Take a dose of humility - that we are all figuring it out together.

Caregivers are really important to reach. For those not over 50, there are a lot of questions about whether or not to get the booster.

Majority of my acquaintances, anxious to get the vaccine. Younger people are less concerned about protecting their families.

Is everything accessible only on technology?

Be careful about messaging, we have not been consistent (nationally). The booster is not a magic bullet. "it reduces the chance of hosp. or die"

Do targeted marketing to elderly, those with disabilities, SSI workers and those receiving SSI.

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What are our goals?