REALM PROJECT

REopening Archives, Libraries, and Museums

15 April 2021

oc.lc/realm-project

#REALMproject









PANELISTS

15 April 2021





Crosby Kemper Director Institute of Museum and Library Services

Kendra Morgan Senior Program Manager, *OCLC*



Elisabeth Wilhelm Co-lead of Vaccine Confidence Team, COVID-19 Vaccine Task Force, *CDC*



Erica Kimmerling Senior Advisor for Science and Engagement Policy and Partnerships, *ASTC*



Amy Marino Senior Program Officer, Office of the Undersecretary for Science and Research, *Smithsonian*

This project was made possible in part by the Institute of Museum and Library Services, project number ODIS-246644-ODIS



This webinar synthesizes various studies and data; however, the scientific understanding regarding COVID-19 is continuously evolving. This material is being provided for informational purposes only, and readers are encouraged to review federal, state, tribal, territorial, and local guidance. The authors, sponsors, and researchers are not liable for any damages resulting from use, misuse, or reliance upon this information, or any errors or omissions herein.







WELCOME

Crosby Kemper

Director Institute of Museum and Library Services











Vaccinations

Total Doses Administered Reported to the CDC by State/Territory per 100,000 of the Total Population (as of 14 April 2021)



The CDC reports updated vaccination numbers daily on a COVID-19 data tracker.





REALM PROJECT



- Project funder
- Consults on project goals and activities
- Convenes steering committee and working groups







- Collects and synthesizes stakeholder input to inform decisions
- Publishes and distributes research and information to the archives, libraries, and museums communities
- Conducts literature review
- Conducts research on materials

PROJECT RESEARCH

REALM is providing data that helps us better understand the virus. Local institutions can use that data, along with local information about risk levels, to inform their practices and policies.

The project is NOT making recommendations. Every institution is different, and its team will need to develop policies that work for them and their community.













STATUS OF COVID-19 RESEARCH









RESEARCH QUESTIONS



What implications does SARS-CoV-2 vaccination have for public health interventions and policies, especially related to indoor environments?



What differences have been found for SARS-CoV-2 variants (compared to the original strain) in terms of spread, transmissibility, surface attenuation, and effectiveness of public health interventions?







RESEARCH FINDINGS: KNOWN UNKNOWNS

Vaccines

- How long immunity lasts for different vaccines.
- How well the vaccines keep people from spreading SARS-CoV-2 to others, even without symptoms.
- How and when vaccines will be available for children under 16 years old.
- How well different vaccines will protect against future SARS-CoV-2 variants.
- How dosing with two different vaccines for first and second doses can affect efficacy (e.g., Pfizer then Moderna).

Variants

- If some variants are more transmissible for certain demographics (e.g., older adults).
- The likelihood of reinfection due to SARS-CoV-2 variants.
- How the infectious dose (amount of virus needed for infection) differs among variants and in comparison to the early lineage.









TOOLKIT RESOURCES

- **Decision-making** considerations
- **Reopening considerations**



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TOOLKIT RESOURCES

oclc.org/realm/resources



Topics of upcoming resources include:

- mask policies
- docent & volunteer management

Keep up to date with toolkit resource releases on the REALM website and through our mailing list.







REALM Webinar: Strategies for Promoting COVID-19 Vaccine Confidence

April 15, 2021

Elisabeth Wilhelm

Co-Lead

Vaccine Confidence Team | CDC COVID-19 Response Vaccine Task Force





cdc.gov/coronavirus



The public is becoming more confident in COVID-19 vaccines as more people get vaccinated.

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?



| Mar 2021 | 32% | | 30% | | | 17% | | 7% | 13% |
|----------|--------|-----|-----|-----|-----|-----|----|----|-----|
| Feb 2021 | 18% | 37% | | | 22% | | | 7% | 15% |
| Jan 2021 | 6% 41% | | | 31% | | | | 7% | 13% |
| Dec 2020 | 34% | | 39% | | | | 9% | | 15% |

NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. See topline for full question wording. SOURCE: KFF COVID-19 Vaccine Monitor (March 15-22, 2021)

KFF COVID-19 Vaccine Monitor

Vaccine demand falls on a continuum











Vaccinate with **Confidence**

CDC's Strategy to Reinforce Confidence in COVID-19 Vaccines

| Build Trust | Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners. ✓ Communicate transparently about the process for authorizing, approving, making recommendations for, monitoring the safety of, distributing, and administering COVID-19 vaccines, including data handling. ✓ Provide regular updates on benefits, safety, side effects and effectiveness; clearly communicate what is <u>not</u> known. ✓ Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers. |
|--|---|
| Empower Healthcare Personnel | Objective: Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients. ✓ Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination. ✓ Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination. ✓ Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed. |
| Engage Communities & Individuals | Objective: Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, build trust, and increase collaboration. ✓ Empower vaccine recipients to share their personal stories and reasons for vaccination within their circles of influence. ✓ Work with health departments and national partners to engage communities around vaccine confidence and service delivery strategies, including adaptation of vaccination sites to meet community needs. ✓ Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities. |

*Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, support staff, and community health workers



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Trusted Messengers

- Effectively deliver messages and strategies
- Validate the credibility of information
- Address mis- and disinformation
- Help create a feedback loop for addressing questions and concerns
- Bridge the gap between healthcare providers and patients





Building trust is a process, not an end state

 It is our job to let communities know that it is okay and valid to have questions, especially for those that have been hurt by societal systems.





It will take more than one conversation to change minds

 Vaccine hesitancy, especially when rooted in lack of trust rather than lack of information, is best addressed through trusted messengers in trusted spaces





Be prepared to address equity and access barriers that are identified

 Encourage two-way dialogue and allow space for people to ask questions and be heard.





Tips to address hesitancy from misinformation

- First, listen and acknowledge the reason why someone may be spreading misinformation, usually out of concern for others.
- Ask permission to offer information and answer questions.
- Share information from trusted sources (hint: it's not always from a government health authority).
- When addressing misinformation on social media, address the underlying concern, but avoid repeating the misinformation.





COVID-19 Vaccine Communication Toolkit Materials



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www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html

Thank you!



For more information, contact CDC 1-800-CDC-INFO (232-4636) TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Association of Science and Technology Centers

COVID-19 vaccines: the role of community institutions

Erica Palma Kimmerling April 15th 2021



Questions we will explore

- What do the data say about COVID-19 vaccine hesitancy among different demographic groups?
- Why community institutions like museums and libraries?
- Where are the resources and promising practices?



Where to find the data and what to look for

KFF Vaccine Monitor



An ongoing research project tracking the public's attitudes and experiences with COVID-19 vaccinations.

SEE ALL CORONAVIRUS RESEARCH >

MARCH 23, 2021

Pew Research Center

10 facts about Americans and coronavirus vaccines

BY CARY FUNK AND JOHN GRAMLICH

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RELATED

FACT TANK | JUN 4, 2020

Black Americans face higher COVID-19 risks, are more hesitant to trust medical scientists, get vaccinated



People who say "definitely not"



NOTE: See topline for full question wording SOURCE: KFF COVID-19 Vaccine Monitor





People who say they will "wait and see"



NOTE: See topline for full question wording SOURCE: KFF COVID-19 Vaccine Monitor KFF COVID-19 Vaccine Monitor



Top concerns of U.S. adults

Among the U.S. adults who say they probably/definitely will NOT get a vaccine to prevent COVID-19, % who say each of the following is a major/minor reason

| | Major rea | Minor reason | NET | | |
|--|-----------|-----------------|-----|----|------------------|
| Concern about side effects | 72 | | 17 | 89 | |
| The vaccines were developed and tested too quickly | 67 | | | 18 | 85 |
| Want to know more about how well they work | 61 | | |) | 80 |
| Have seen too many mistakes from the medical care system in the past | 46 | 46 28 | | | 74 |
| Do not think I need it | 42 | 26 | | | <mark>6</mark> 8 |
| Do not get vaccines in general | 36 | 22 | | | 57 |

Note: Based on those who say they definitely/probably will NOT get a vaccine to prevent COVID-19. Respondents who gave other responses or did not give an answer are not shown.

Source: Survey conducted Feb. 16-21, 2021.

"Growing Share of Americans Say They Plan To Get a COVID-19 Vaccine - or Already Have"

PEW RESEARCH CENTER



Sources of information

Percent who say they are likely to turn to each of the following when deciding whether to get a COVID-19 vaccine:



NOTE: Among those who have not yet been vaccinated. See topline for full question wording. SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021)

KFF COVID-19 Vaccine Monitor

Why community institutions: trusted sources

They regularly get their science news from each source type

Each source type gets science facts right most of the time



NOTE: "Most of the time" combines those who said "almost all" or "more than half" of the time. Respondents who gave other responses on each question or who did not give an answer are not shown. Other source types rated are not shown. MARGIN OF ERROR: +/- 1.6. SOURCE: Cary Funk, Jeffrey Gottfried, and Amy Mitchell, *Science News and Information Today* (Washing-

ton, D.C.: Pew Research Center, 2017; survey conducted May 30–June 12, 2017).

From Encountering Science in America (American Academy of Arts & Sciences, 2019)

https://www.astc.org/issues-policy-and-advocacy/insights-from-the-public-face-of-science/



The assets and strengths of community institutions

Information vetting, curation, and local storytelling

Experienced partners

- Physical infrastructure
- Skilled at engagement, informal learning

Members of the community/existing relationships

Examples from the COVID-19 pandemic: addressing community priorities



VACCINATION CENTRE

SCIENCE MUSEUM

The Science Museum is delighted to be chosen as an NHS vaccination centre, to serve NW London, as part of the Government's roll out of the UK coronavirus vaccine programme.





#28 PM - Mar 23, 2020 - Sprout Secial



We're grateful to the American Red Cross for their lifesaving work and to everyone who donated. 💙 Here's where and







ASTO

Examples from the COVID-19 pandemic: content development and coordination



Photo by: Robert C. Reed, Hickory Daily Record



A starting point for engagement and communication

- The Public's Role in COVID-19 Vaccination: Planning Recommendations Informed by Design Thinking and the Social, Behavioral, and Communication Sciences (Johns Hopkins Center for Health Security)
- COVID-19 Vaccination Communication: Applying Behavioral and Social Science to Address Vaccine Hesitancy and Foster Vaccine Confidence (National Institutes of Health)
- A practitioner's guide to the principles of COVID-19 vaccine communications (Center for Public Interest Communications at the University of Florida College of Journalism and Communications)
- Communication Resources for COVID-19 Vaccines (Centers for Disease Control and Prevention)

The communication considerations

Do's

Don'ts

- ✓ Tailor message to the information needs and values of the intended audience.
- ✓ Appeal to positive emotions (hope, caring for others).
- ✓ Make vaccination the easy choice.
- ✓ Use appealing formats: simple graphics, videos, personal narratives.
- Use accessible language and ensure culturally sensitive translation into other languages.
- ✓ Frame vaccination as a social norm.
- ✓ Support people in making informed decisions about vaccination.
- ✓ Emphasize unity and message consistency across the political spectrum.
- ✓ Adapt to diverse platforms by partnering with traditional and social media outlets.
- ✓ Monitor misinformation and respond when appropriate.

- X Use a "one size fits all" approach.
- Incite negative emotions, such as fear and shame.
- ✗ Use judgmental language that may alienate some people.
- Use directive language to suggest vaccination is a requirement or mandate.
- ✗ Overwhelm with complicated statistics and lengthy scientific explanations.
- Set unrealistic expectations about vaccine availability.
- Exaggerate the vaccine's ability to instantly end the pandemic.
- ✗ Dismiss widely shared concerns about side effects or adverse outcomes.
- ✗ Repeat the same message in the same way, inducing message fatigue.
- ✗ Politicize COVID-19 vaccination.





Addressing misinformation: fields to learn from

- Behavioral, social, and cognitive sciences
- Science of science communication
- Public health communication

PROBLEM **Familiarity Backfire Effect** Repeating the Myth Increases Familiarity, Reinforcing It FACT FACT FACT FACT FACT FACT יחודוו וחצ **Emphasis on Facts** Preexposure Warning Avoid Repetition of the Myth; Warn Upfront That Misleading Reinforce the Correct Facts Instead Information is Coming FACT FACT FACT MYTH FACT FACT FACT SOURCE: Adapted from Stephan Lewandowsky et al., "Misinformation and Its Correction: Continued Influence and Successful Debiasing," *Psychological Science in the Public Interest* 13 (3) (2012).

From *Encountering Science in America* (American Academy of Arts & Sciences, 2019) 38



Thank You

Contact info: ekimmerling@astc.org

VACCINES&US Cultural Organizations for Community Health

www.VaccinesAndUS.org

Amy L. Marino Senior Program Officer | Office of the Under Secretary for Science & Research Co-Director | Vaccines & US MarinoA@si.edu | (202) 288-5242



Conceptual Basis

CONFIDENCE IN VACCINE

According to the March 2021 KFF COVID-19 Vaccine Monitor:

The share of U.S. adults who report being vaccinated for COVID-19 or intending to do so as soon as possible continues to rise (currently 61%)

The share taking a "wait and see" approach continues to shrink (now 17%)

The share who say they will "definitely not" get the vaccine (13%) has remained about the same since December

TRUST IN CULTURAL INSTITUTIONS

The American public considers museums the most trustworthy source of information in America, rated higher than local papers, nonprofit researchers, the U.S. government, and academic researchers.

Nearly nine out of ten Canadians say they trust science museums as a source of science-related information (89%), slightly exceeding their trust in scientists and educational institutions.

= Leveraging trust in cultural organizations to educate and support Vaccination efforts.

Recent Survey Data Supports *

A majority of Americans (55%) want Arts and Culture Organizations to **become more inclusive, community- and peoplecentered** in one or more ways.

The desire for this type of change is higher among BIPOC Americans (63% to 76%) and lower among white Americans (49%). Compared to the overall population, BIPOC respondents want Arts and Culture Organizations to **bring people of different backgrounds together**, and to help them grieve and process emotions.

Blacks/African Americans are more likely than other groups to say that Arts and Culture Organizations can help their communities stay informed with trusted information.

*2020 N = 124,000 "Centering the Picture"

Report available @ https://sloverlinett.com/wp-content/uploads/2020/12/Centering-the-Picture-full-report-CCTC-Wave-1-findings.pdf

VACCINES&US

Cultural Organizations for Community Health



Get Involved



In collaboration with



~

Supporters

We acknowledge with appreciation the following Supporters for their belief in this vision of convening the cultural community in an effort to help save lives.

American Alliance of Museums (AAM) American Association for State and Local History (AASLH) Association of African American Museums (AAAM) Association of Zoos & Aquariums (AZA) Association of Science and Technology Centers (ASTC) Council of American Jewish Museums (CAJM) International Coalition of Sites of Conscience (ICSC) Institute of Museum and Library Services (IMLS) National Council on Public History National Indian Health Board (NIHB) National Informal STEM Education Network (NISE Net) REopening Libraries, Archives, and Museums (REALM)

COVID-19 Science COVID-19 Vaccines Tools and Resources Community Challenges Community Power COVID-19 in Context

VACCINES&US Cultural Organizations for Community Health

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The 6milhorizan bas caliborated with cultural organizations in communities across the national to bring you the facts you need to make an informati decision about vaccination. By sharing the across. Inking you calculated Impact of Infectious disease and acrossing, with brace to half disease tanding of our current moment, where we've learn, where we go from here. Large means our prepare at previous

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Get Involved



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Cultural Organizations for Community Health

COVID-19 Science

COVID-19 Vaccines

Tools and Resources Community Challenges Community Power

COVID-19 in Context



The Smithsonian has collaborated with cultural organizations in communities across the nation to bring you the facts you need to make an informed decision about vaccination.

By sharing the science, history, and cultural impact of infectious disease and vaccines, we hope to build understanding of our current moment, where we've been, and where we go from here.







Watch the COVID-19 ASL Video Series from the Centers for Disease Control and Prevention (CDC) for more information »



VACCINES&US

Help US!

Cultural Organizations for Community Health

Contribute content Share content with your staff and audiences

Submit a poster

Display a Host an event





WWW.VACCINESANDUS.ORG

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The Historic House in Iowa







COVID-19 Vaccine



Why Should I?

- It prevents you from developing serious COVID-19 Disease.
- It helps to get our country back to normal as soon as possible.

Is it Safe?

- Two advisory committees reviewed all safety information and recommended the vaccines be approved by the FDA. The advisory committees are scientists and are not government employees or politicians.
- Everyone who received the vaccine in the study was monitored for 8 weeks for any side effects although the FDA normally only requires 6 weeks of monitoring.

Were Minorities Included In The Studies?

- Yes, different racial and ethnic groups were in the studies.
- An African American female was one of the scientists who discovered the technology used to make the vaccine.



National Museum of American History

Comfort Food During a Pandemic

COVID-19 quarantines pushed many Americans to change their way of life. With restaurant visits largely out of the picture, people turned to their own kitchens for sustenance and solace.

Children's Museum in Utah





VACCINI Cultural Organizations /

Smithsonian





Mindheart: Manuela Molina
COVIBOOK

This short book in 25 languages was created to support and reassure children, under the age of 7, about COVID-19.



Smithsonian Science Education Center COVID-19! How Can I Protect Myself and Others?

Engage in activities to explore the impact of COVID-19, understand the science, and learn how to stay safe. (20+ languages)

Library in Detroit





Smithsonian

our PARTNER expl ratorium





Exploratorium

Can a Virus Turn Us Against Each Other?

Spikes in hostility toward groups during a pandemic are not new. But why, and what can we do about it?

VACCINES&US Cultural Organizations for Community Health

www.VaccinesAndUS.org

VaccinesAndUS@si.edu

QUESTIONS





Crosby Kemper Director Institute of Museum and Library Services Kendra Morgan Senior Program Manager, OCLC



Elisabeth Wilhelm Co-lead of Vaccine Confidence Team, COVID-19 Vaccine Task Force, CDC



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THANK YOU



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