



Full Speed Ahead!

Quickinar #2: The Movable Middle

August 19, 2021

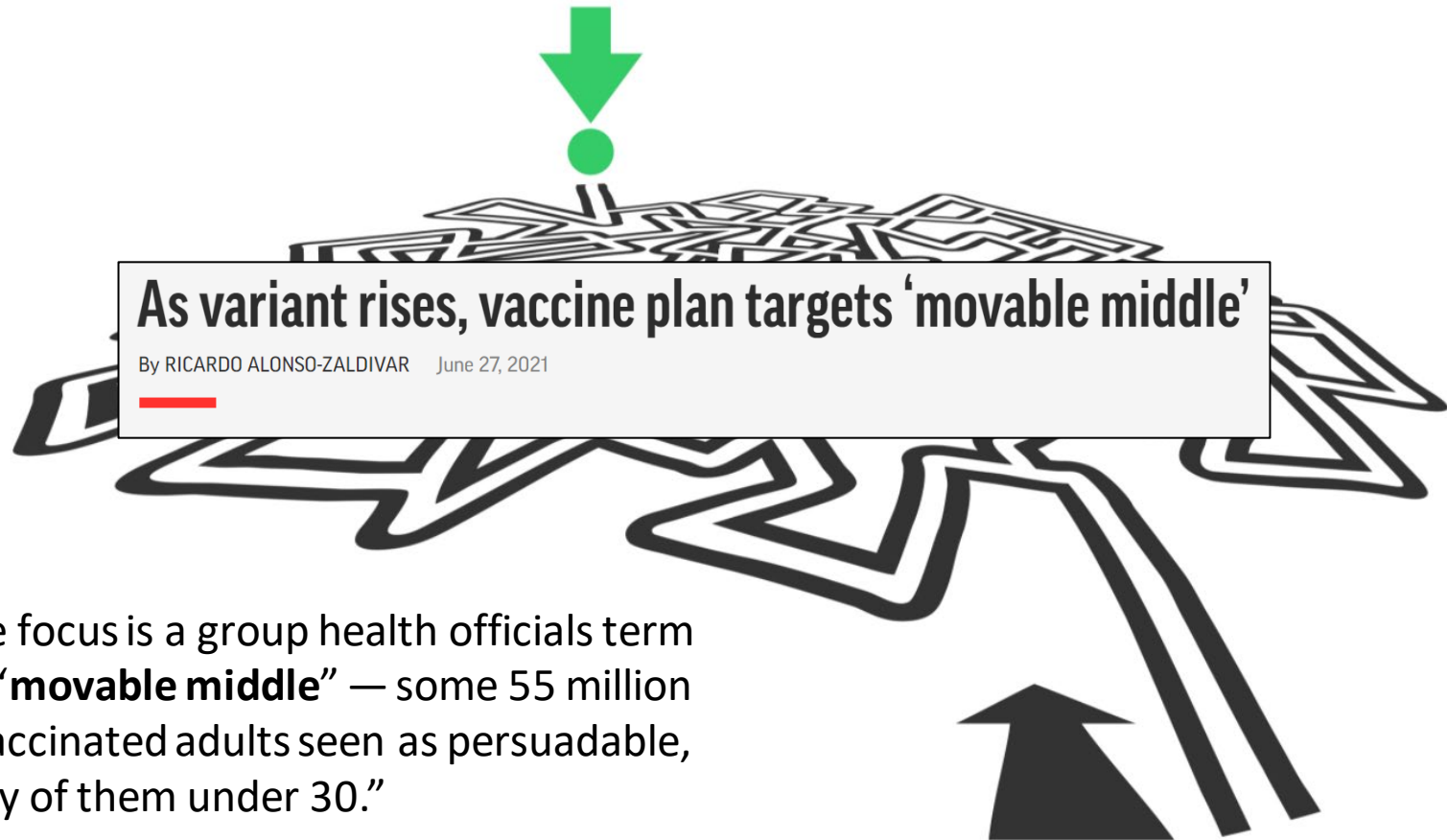
Recap: To Do's by Today's Quickinar—8/19/2021

1. Ensure you have QIIP access: <https://qiip.hsag.com>

2. Review your COVID-19 vaccine run chart and identify potential opportunities for improvement: <https://qiip.hsag.com>

3. Print and Post the Vaccination Vision Board/Goal Poster:
https://www.hsag.com/contentassets/10b861fee3ba41c98ac3688e2a7519a4/qincovid19vaccineposterlrg_508fillable.pdf

Increasing Vaccinations: Where to Start?



Who is Part of the Movable Middle?

- Review your Vaccination Data
 - National Healthcare Safety Network (NHSN)
 - Facility Specific Tracker
- Identify individuals that
 - Are “Unknown Status”
 - Use ASIIS or CAIR2
 - Are Partially Vaccinated
 - Get them signed up for their second dose!
 - Declined the vaccination
 - Have 1:1 conversations to determine why they declined

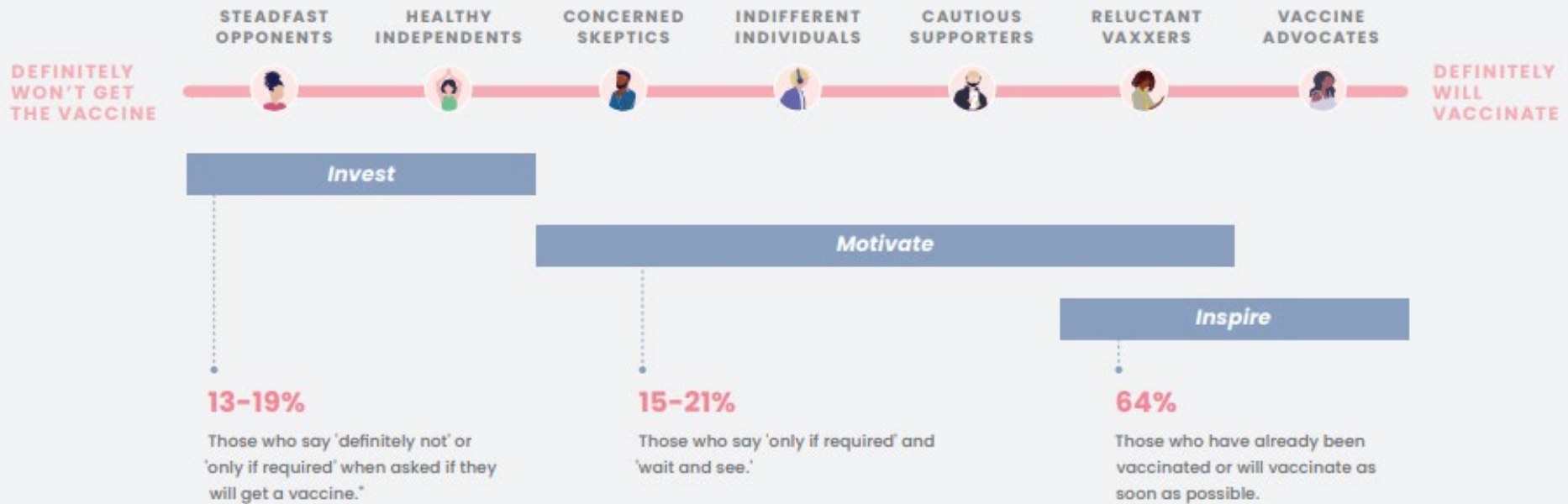


The Seven Archetypes of Values and Belief

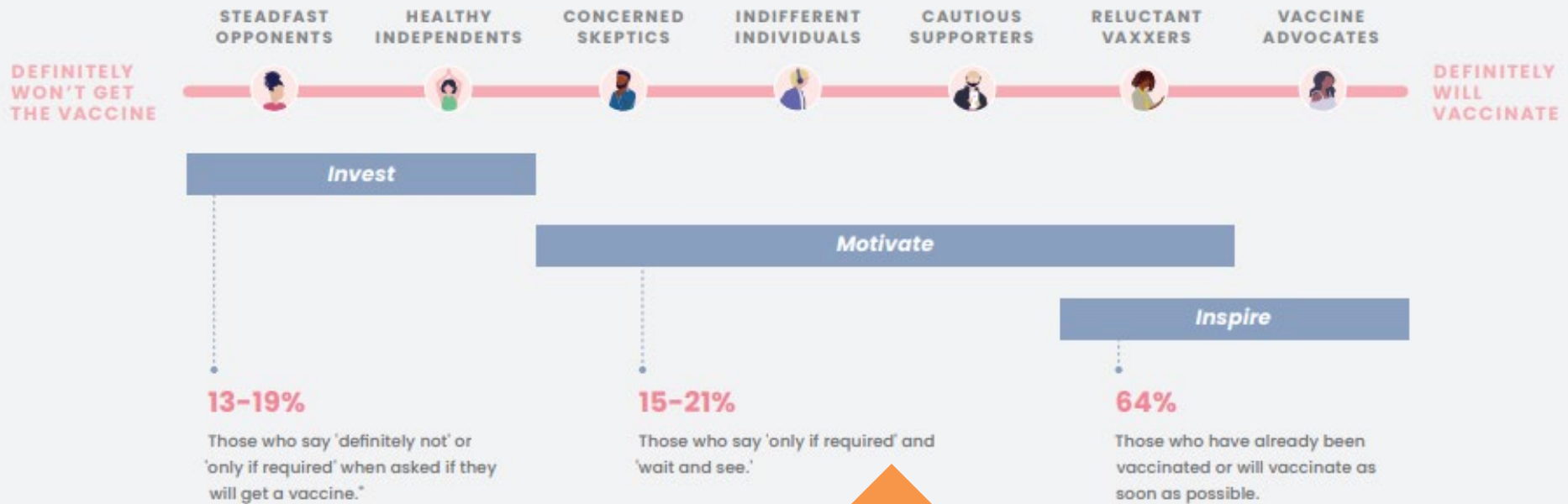
- A. Steadfast Opponents
- B. Indifferent Individuals
- C. Vaccine Advocates
- D. Concerned Skeptics
- E. Cautious Supporters
- F. Reluctant Vaxxers
- G. Healthy Independents



Array of Engagement Strategies



Array of Engagement Strategies



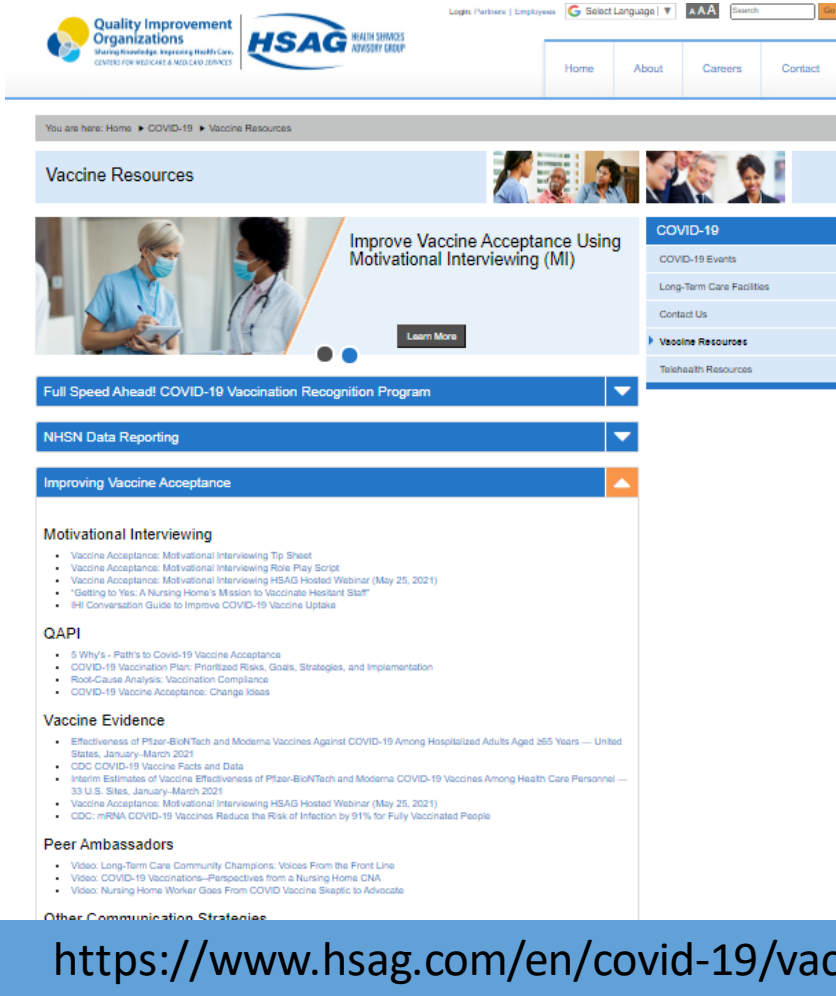
The Movable
Middle

Poll Question

- How many staff at your facility do you think are in the movable middle?
 - A. 0
 - B. 1–2
 - C. 3–4
 - D. 5–9
 - E. 10 or more



Resources Available



The screenshot shows the HSAG (Health Services Advisory Group) website. The header includes the Quality Improvement Organizations logo, the HSAG logo, and navigation links for Home, About, Careers, and Contact. A search bar and language selection dropdown are also present. The main content area is titled 'Vaccine Resources' and features a large image of healthcare workers. Below this, there are several sections: 'Full Speed Ahead! COVID-19 Vaccination Recognition Program', 'NHSN Data Reporting', and 'Improving Vaccine Acceptance'. The 'Improving Vaccine Acceptance' section is expanded, showing sub-sections: 'Motivational Interviewing' (with links to tip sheets, role play scripts, and a webinar), 'QAPI' (with links to vaccine acceptance plans and compliance), 'Vaccine Evidence' (with links to effectiveness studies and CDC data), 'Peer Ambassadors' (with links to community champions and perspectives), and 'Other Communication Strategies'.

https://www.hsag.com/en/covid-19/vaccine-resources/#Improving_Vaccine_Acceptance

- Motivational interviewing
- Quality Assurance & Performance Improvement
- Vaccine Evidence
- Peer Ambassadors
- Other Communication Strategies




Moving the Middle: Earning Trust Among Staff

Stump Dr. Marco!



Post in the chat some of the most challenging statements you get from your staff and residents.



Earning Trust

When Staff Feel Unempowered

*“Trust comes from earning it,
not expecting it.”**

Noah Marco, M.D.
CMO, LAJH



*Katie Kacvinsky

How Getting Vaccinated Feels for Some



How You Want Them to Feel



I'm confident
that I'm doing
the right thing!

Unvaccinated

Vaccinated

First Step in Getting Them to Jump
Assume That They Do Not Have Trust



Second Step, Earn Their Trust



Earning Trust Quotes

“Trust is earned, respect is given, and loyalty is demonstrated. Betrayal of any one of those is a lose to all three.”

-Ziad K. Abdelnour

“Trust is the glue of life. It is the most essential ingredient in effective communication. It’s the foundational principle that holds all relationships.”

-Stephen Covey

“Trust is a dicey subject; everyone wants to be trusted but only few people are willing to put in the work to show themselves trustworthy.”

-Ishika Das



In order to earn trust, **THINK** before you speak



T...Is it **t**true?

H...Is it **h**elpful?

I...Is it **i**nspiring?

N...Is it **n**ecessary?

K...Is it **k**ind?



What Was The Miracle?



Light Was Generated Without Heat



Earning Trust Acronym

Truthfulness

Respect

Understanding

Sincerity

Transparency

Integrity

Name their feeling/empathy

Giving up power



3 Possible Responses to Mandatory Vaccination

“I’m vaccinated, but how can you support making vaccination a condition of employment?”

“Our administration and even our medical director will accept any reason to trigger the exception rather than risk losing staff.”

“The unions are going to fight this. There’s going to be a lawsuit. I’m going to wait rather than sign up now and get vaccinated.”

Using the “TRUSTING” Acronym In Your Response

“I’m vaccinated, but how can you support making vaccination a condition of employment?”

- “I really respect that you care deeply about the rights of others. I support it, because my value to protect the lives and health of the most vulnerable is why I went into this challenging field and it is a higher priority for me, than protecting someone’s individual decision-making rights.”

“Our administration and even our medical director will accept any reason to trigger the exception rather than risk losing staff.”

- “That’s a legitimate concern. Individuals often take the easier path, especially when the road is uncertain or challenging. It feels so much better though, to know that your path was the right one rather than the easier one and that’s what I believe most people strive for.”

“The unions are going to fight this. There’s going to be a lawsuit. I’m going to wait, rather than sign up now and get vaccinated.”

- “This whole thing has made you really angry. It is understandable you feel this way. It’s hard to feel good about a decision when your power to make it was taken away. Too many in our profession feel unempowered and undervalued. Might I suggest, you pick a date for vaccination that works best for you. That way, if the mandate doesn’t get struck down you’ll still have a choice. Otherwise, you’ll be forced to leave being with coworkers and patients you like and that appreciate you.”



Questions?



To Do by Next Quickinar—9/2/2021

Watch the HSAG Motivational Interviewing webinar to prepare for conversations with your movable middle.

Segment the group that you consider to be part of the movable middle and have conversations with them using motivational interviewing .

Next Quickinar

The Moved Middle

September 2, 2021, at 10:30 a.m. PT

www.hsag.com/covid-19/vaccine-resources

Please Take 5 Seconds and Let Us Know



We want this call to be meaningful to you, so we need your input.

At the end of the webinar, you will be asked **one question** to determine if this call equipped your organization to increase COVID-19 vaccinations among staff and residents.



Next Quickinar: The Moved Middle
September 2, 2021, at 10:30 a.m.

Thank you!

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Disclaimer

This material was prepared by Health Services Advisory Group (HSAG), a Quality Innovation Network-Quality Improvement Organization (QIN-QIO) under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services (HHS). Views expressed in this material do not necessarily reflect the official views or policy of CMS or HHS, and any reference to a specific product or entity herein does not constitute endorsement of that product or entity by CMS or HHS. Publication No. QN-12SOW-XC-08182021-01