



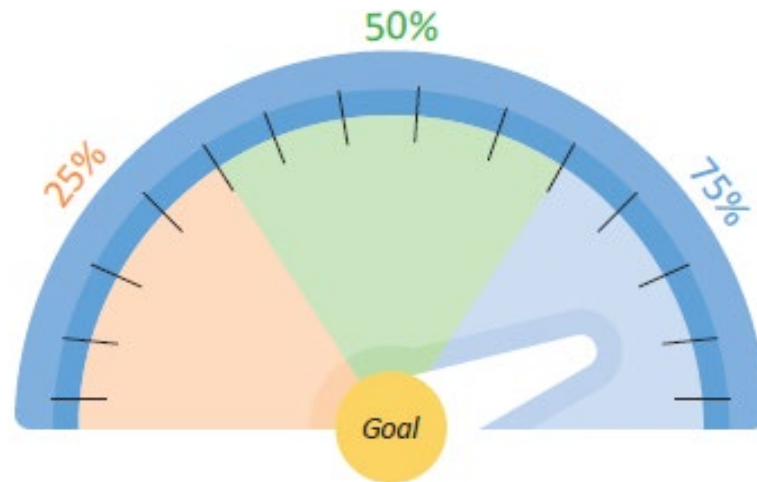
# *Full Speed Ahead!*

## Quickinar #5: Celebrating Successes

Thursday, September 30, 2021

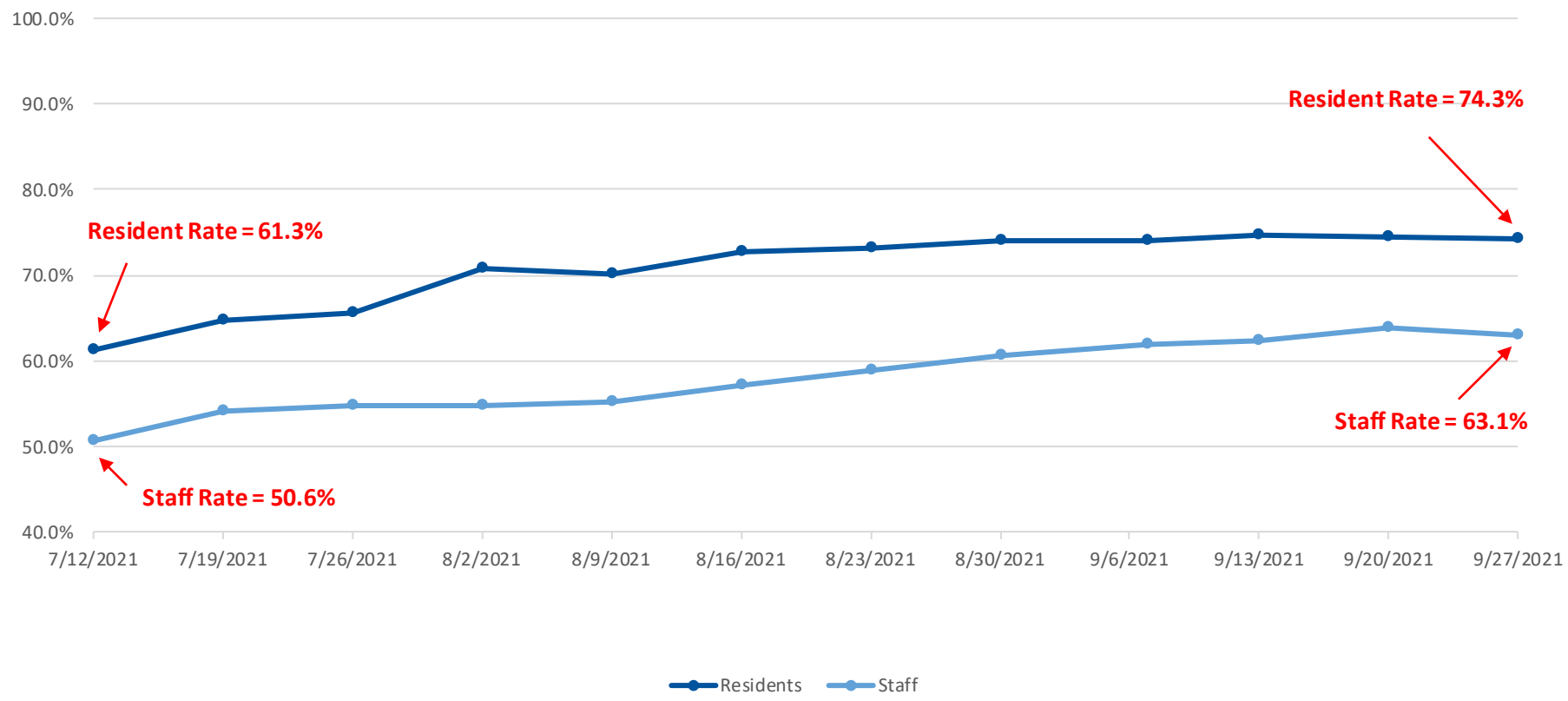
# COVID-19 Vaccination Assistance

- Increasing nursing home (NH) COVID-19 vaccination rates is a Centers for Medicare & Medicaid Services (CMS) national priority.
- Using National Healthcare Safety Network (NHSN) data, HSAG has been collaborating with NHs to meet this challenge.



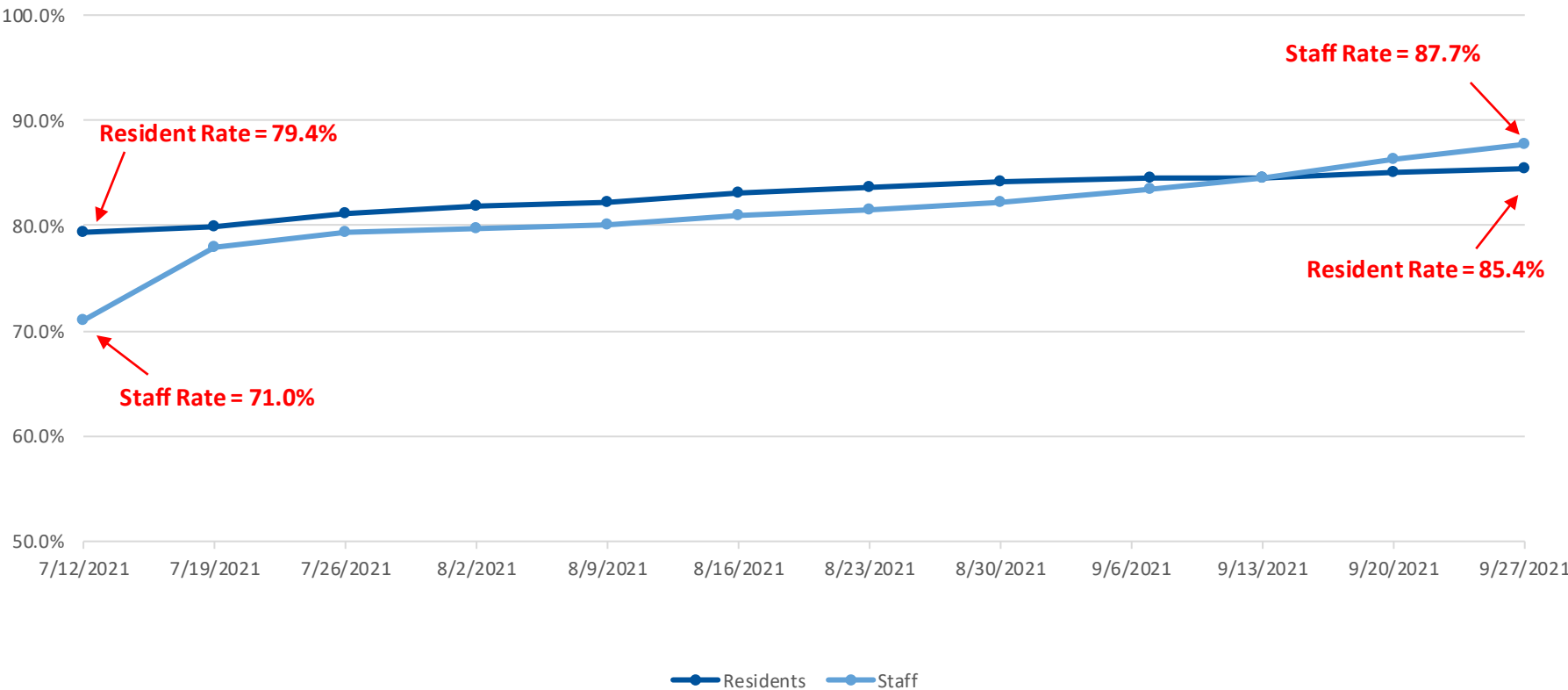
# COVID-19 Vaccine Rates

## Arizona LTC Vaccination Rates



# COVID-19 Vaccine Rates (cont.)

California LTC Vaccination Rates



# *Full Speed Ahead!*

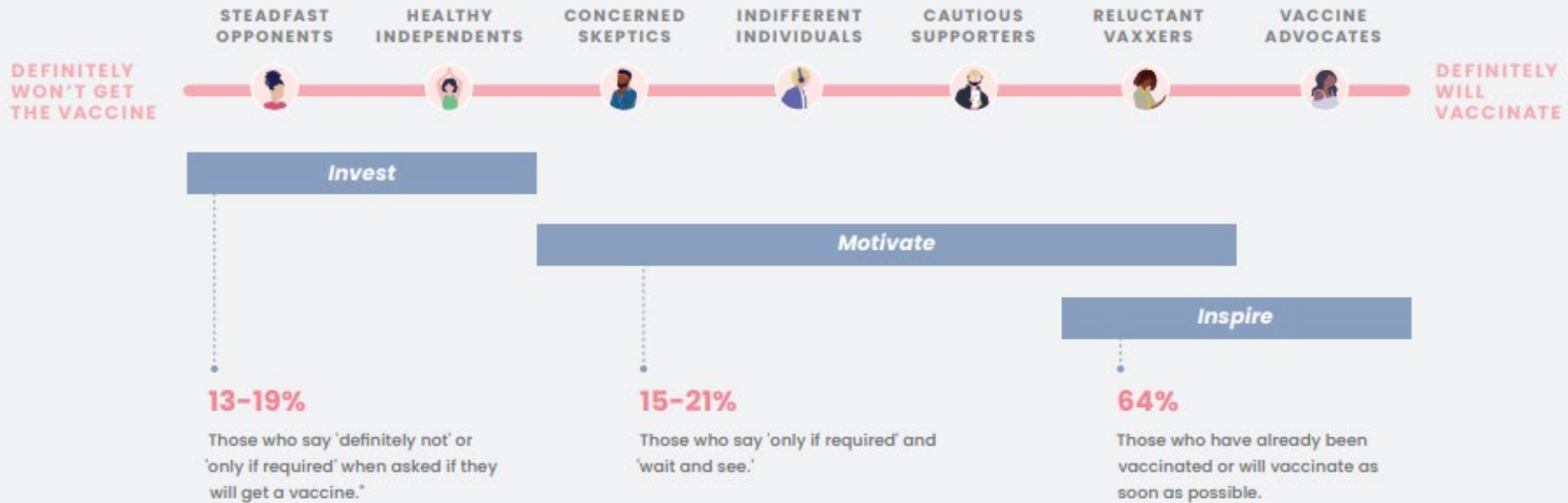
## COVID-19 Vaccination Recognition Program

- Q3 Requirements
  - Exceeding a 75% staff vaccination rate for 4 consecutive weeks.
  - Exceeding a 90% resident vaccination rate for 4 consecutive weeks.
- New Q4 Requirements\*
  - Exceed a 95% staff vaccination rate for 4 consecutive weeks.
  - Exceed a 95% resident vaccination rate for 4 consecutive weeks.

\*These percentages are subject to change based on the CMS Final Rule

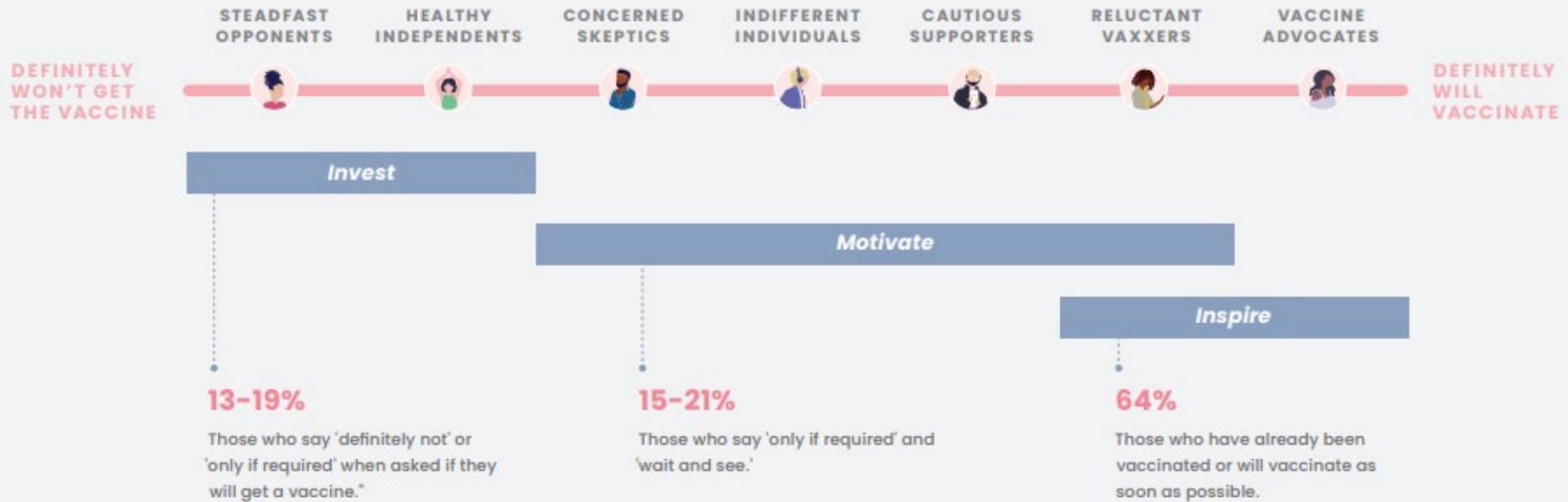


# The Movable Middle



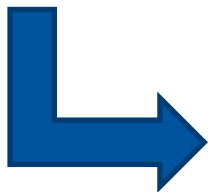
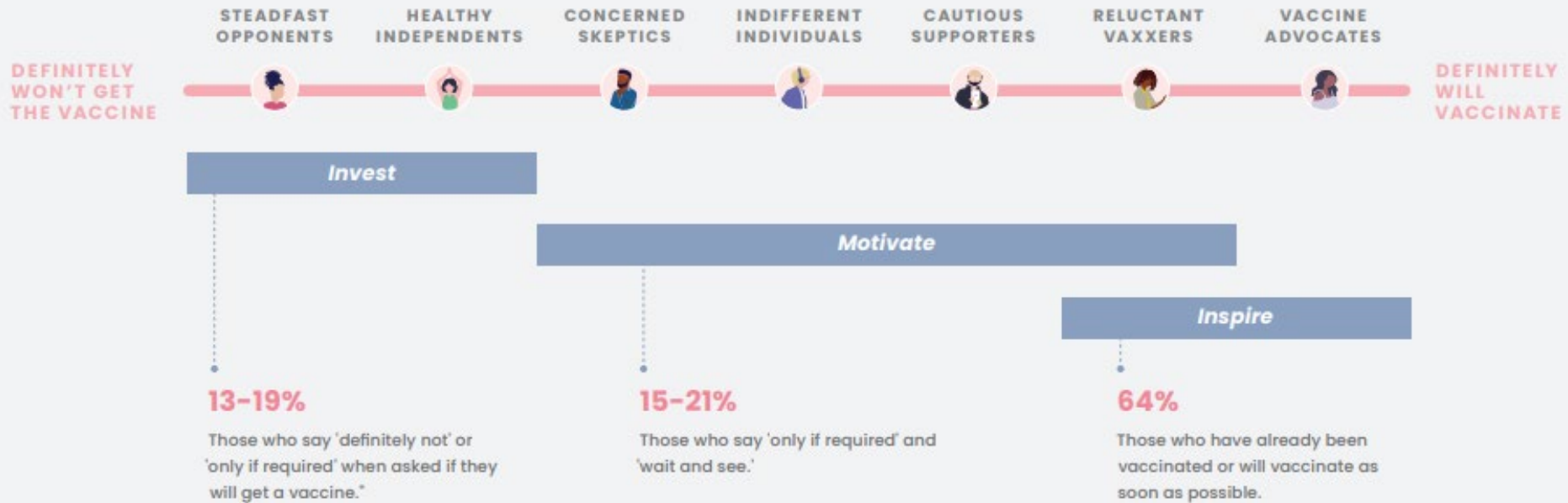
- + Provide reassurance
- + Positive and motivating framing
- + Highlighting risk when appropriate (i.e., positioning vaccination as safer than contracting COVID-19)
- + Opportunities for consultation and conversation with healthcare providers

# The Moved Middle



- + Focus on mobilizing
- + Provide avenues for advocacy
- + Create the emotion of "shine"
- + Create opportunities to celebrate

# Invest in Trust



- + Emphasize value alignment
- + Plan for long-term engagement
- + Requires trusted, in-group messengers
- + Emphasize conversation over directives



# HSAG COVID-19 Vaccine Resources

Vaccine Resources

**Full Speed Ahead! COVID-19 Vaccination Recognition Program**

Access program materials, resources, and register for upcoming quikinars.

[Learn More](#)

**COVID-19**

- COVID-19 Events
- Long-Term Care Facilities
- Contact Us
- Vaccine Resources**
- Telehealth Resources

**Full Speed Ahead! COVID-19 Vaccination Recognition Program**

**Full Speed Ahead! COVID-19 Vaccination Recognition Program**

**Key Program Elements**

- Create COVID-19 vaccine program team to carry out tasks, including director and assistant director of nursing, and unit managers.
- Enter weekly vaccine data into the National Healthcare Safety Network (NHSN) for compliance, to prioritize outreach, and to monitor goal.

**Materials**

- Full Speed Ahead! Program Informational Handout
- Vaccination Program Recommendations
- Vaccination Vision Board/Goal Poster

**Quikinar Series**

As a continuation to the Invest in Trust Webinar on July 19, 2021, HSAG will be hosting a 5-part quikinar series focusing on resources and strategies to improve your COVID-19 vaccination rates.

[Register for the entire quikinar series here.](#)

- Launch Full Speed Ahead! Program (Past Event)**
  - August 5, 2021 | 10:30-11:00 a.m.
  - [Event Recording Available Here.](#)
  - [PowerPoint Presentation Available Here.](#)
- The Moveable Middle (Past Event)**
  - August 19, 2021 | 10:30-11:00 a.m.
  - [Event Recording Available Here.](#)
  - [PowerPoint Presentation Available Here.](#)
- The Moved Middle (Past Event)**
  - September 2, 2021 | 10:30-11:00 a.m.
  - [Event Recording Available Here.](#)
  - [PowerPoint Presentation Available Here.](#)
- Invest in Trust Strategies, Part 2 (Past Event)**
  - September 16, 2021 | 10:30-11:00 a.m.
  - [Event Recording Available Here.](#)



NHSN Data Reporting

Improving Vaccine Acceptance

Vaccine Equity

National and State Vaccine Data

Vaccine Guidelines

Find the Vaccine

**Recordings  
Available Here**

[www.hsag.com/covid-19/vaccine-resources](http://www.hsag.com/covid-19/vaccine-resources)

# Poll Question

- How do you celebrate successes at your facility?  
Check all that apply.
  - Pizza Parties
  - Food Trucks
  - Ice Cream Social
  - Themed Parties
  - Photobooth
  - Staff Bonuses
  - Raffles
  - Other; Please Enter in Chat
  - Have Not Celebrated



## **MAYWOOD ACRES HEALTHCARE**

### **FACTORS CONTRIBUTING TO HIGH VACCINATION RATES**

CARLO OLETA  
ADMINISTRATOR

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## **FACTORS:**

1. LEADERSHIP BY EXAMPLE
2. EXTENSIVE CAMPAINING THRU IN-SERVICES, POSTERS, TEXT MESSAGING (Vigorous information dissemination)
3. PROVIDE ASSISTANCE TO STAFF WITH ONLINE REGISTRATION
4. ONE-ON-ONE DISCUSSION TO ADDRESS VACCINE HESITANCY
5. COORDINATION WITH VACCINATION CLINICS (WALGREENS AND COUNTY PUBLIC HEALTH)
6. ACCESSIBILITY OF THE VENTURA COUNTY PUBLIC HEALTH VACCINE CLINIC TO THE FACILITY  
(IT IS LOCATED ACROSS THE STREET 😊)

# 3 REASONS WHY YOU'RE A TOP PRIORITY TO GET THE COVID-19 VACCINE

- 1 You're on the front lines with nursing home residents every day—you risk exposing them and yourself to COVID-19.
- 2 Residents are at a higher risk for severe illness from COVID-19. Protecting yourself means protecting those around you.
- 3 You matter. And you're essential in keeping your community healthy.

**Lead the way! Get Vaccinated!**





## VAX FOR THE WIN

California's \$116.5M Vaccine Incentive Program - the Biggest in the Nation - to Boost Vaccinations and Help Safely Reopen the Economy on June 15

- \$15M grand cash prize split between 10 vaccinated Californians
- \$50,000 Fridays cash prizes for 30 vaccinated Californians
- \$100M in \$50 cards for the next 2M new fully vaccinated Californians

Governor Newsom's historic \$116.5 million vaccine incentive program - the biggest in the entire country - is a multi-faceted initiative to reinforce the value of vaccination for all Californians, especially those in communities hardest hit by the pandemic, as California prepares to safely reopen the economy on June 15th. Californians who have received the vaccine are already entered for cash prizes, and those who haven't yet should get vaccinated ASAP to receive a \$50 card and a chance to win cash prizes.

### \$116.5M IN CASH PRIZES FOR ALL VACCINATED CALIFORNIANS

- **\$15 MILLION GRAND CASH PRIZES FOR 10 WINNERS:** Ten winners will be selected on June 15 to win cash prizes of \$1.5 million each, totaling \$15 million in cash prizes. Californians with at least one dose of the COVID-19 vaccine who are 12 years of age and older will be eligible to win. If someone under 18 wins, the cash will be put in a savings account for them until they turn 18.
- **\$50,000 FRIDAYS FOR 30 WINNERS:** Thirty winners will be selected to win a \$50,000 cash prize each, with fifteen winners selected on Friday, June 4 and fifteen winners selected on Friday, June 11 - totaling \$1.5 million in cash prizes. Californians with at least one dose of the COVID-19 vaccine who are 12 years of age and older will be eligible to win. If someone under 18 wins, the cash will be put in a savings account for them until they turn 18.

### \$100M INCENTIVE CARDS FOR NEWLY VACCINATED CALIFORNIANS

- **\$50 INCENTIVE CARDS FOR THE NEXT 2 MILLION VACCINATED CALIFORNIANS:** Beginning May 27, the next two million people who begin and then complete their COVID-19 vaccination will automatically be eligible for a \$50 Virtual Prepaid Card which can be spent online, in-store where major debit cards are accepted, or added to a mobile wallet, or a \$50 grocery gift card for Kroger (Ralphs, Food 4 Less, Foods Co.) or Albertsons (Safeway, Vons, Albertsons, Pavilions, Andronico's), while supplies last.

Exclusions apply. For more information please visit [covid19.gov/vax](https://covid19.gov/vax) for the win

## COVID-19 INFO AND UPDATES

### 5 Reasons to get the COVID-19 Vaccine

IF THE COVID-19 VACCINE WORKS FOR OTHERS, WHY DO PEOPLE CARE IF I GET ONE OR NOT?

**REASON #1**  
Less chance for the virus to mutate

**REASON #2**  
Alleviates burden on the healthcare system.

**REASON #3**  
Protect those around you like vulnerable seniors.

**REASON #4**  
Stop further outbreaks in your community

**REASON #5**  
Increase quality of life by preventing future lockdowns and restrictions.

**Ready to get vaccinated?** Contact your facility Administrator or Director of Nursing today to sign up!

#### Who is eligible for a booster dose?

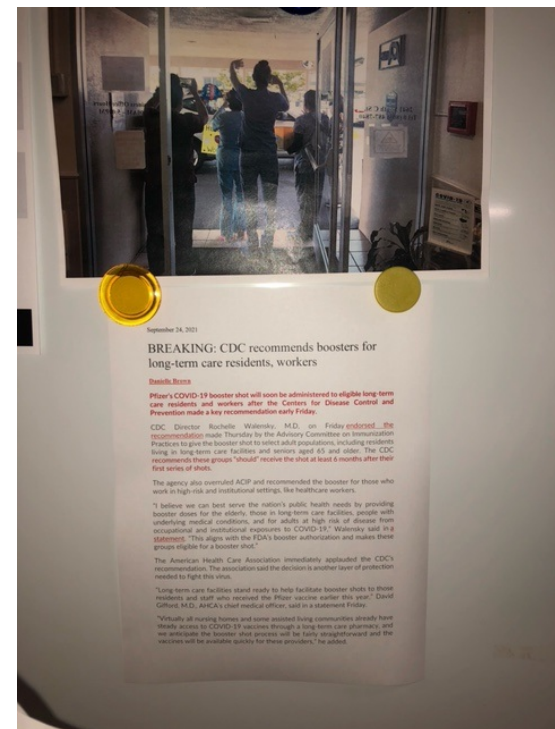
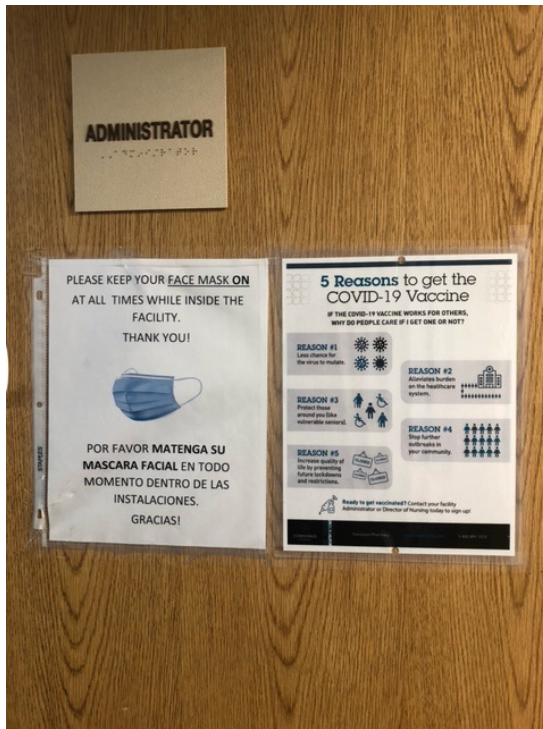
Breaking news, the CDC has just released a statement on the **ACIP Advisory Recommendations**. It is recommending the **same recommendations from CDC**.

- people 65 years and older and residents in long-term care settings should receive a booster shot of Pfizer-BioNTech's COVID-19 vaccine at least 6 months after their Pfizer-BioNTech primary series.
- people aged 50-64 years with underlying medical conditions should receive a booster shot of Pfizer-BioNTech's COVID-19 vaccine at least 6 months after their Pfizer-BioNTech primary series.
- people aged 18-49 years with underlying medical conditions may receive a booster shot of Pfizer-BioNTech's COVID-19 vaccine at least 6 months after their Pfizer-BioNTech primary series, based on their individual benefits and risks.
- people aged 18-49 years who are at increased risk for COVID-19 exposure and subsequent hospitalization or death may receive a booster shot of Pfizer-BioNTech's COVID-19 vaccine at least 6 months after their Pfizer-BioNTech primary series, based on their individual benefits and risks, such as: **SKILLED NURSING FACILITY HEALTHCARE WORKERS**.

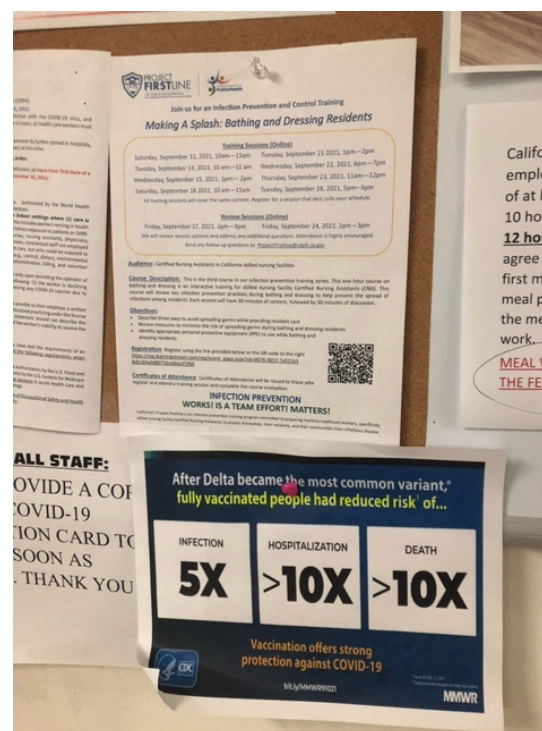
For more information, visit the OFFICIAL GUIDELINES FROM

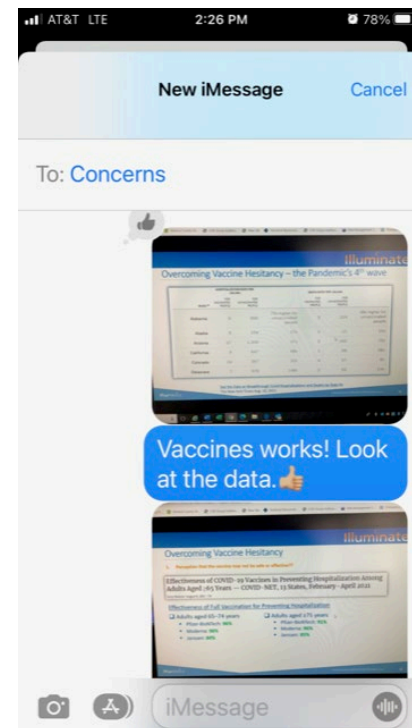
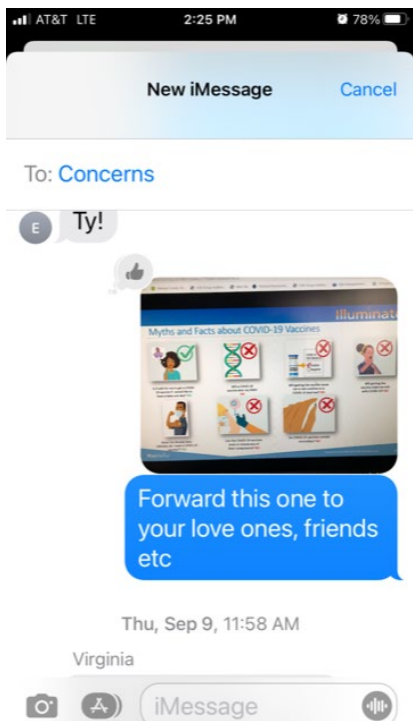












# Facility Celebrations

## Example 1:

Guarding our Lives  
themed vaccination clinic  
*“Staff members dressed as  
lifeguards, a large  
sandcastle was set up, and  
residents enjoyed snow  
cones.”*

## Example 2:

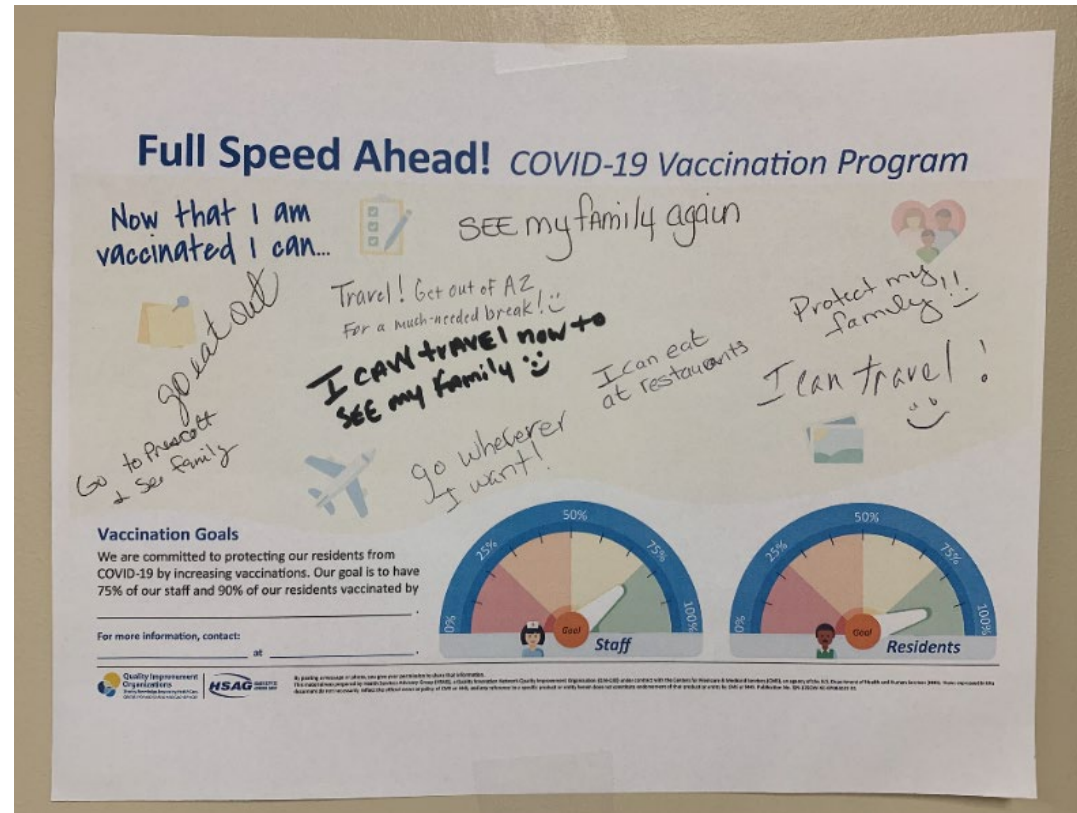


# Facility Celebrations (cont.)

## Example 3:

- I was vaccinated...
- To travel
- To take a step back towards normal
- To see family
- For the staff, residents and my family
- To save lives

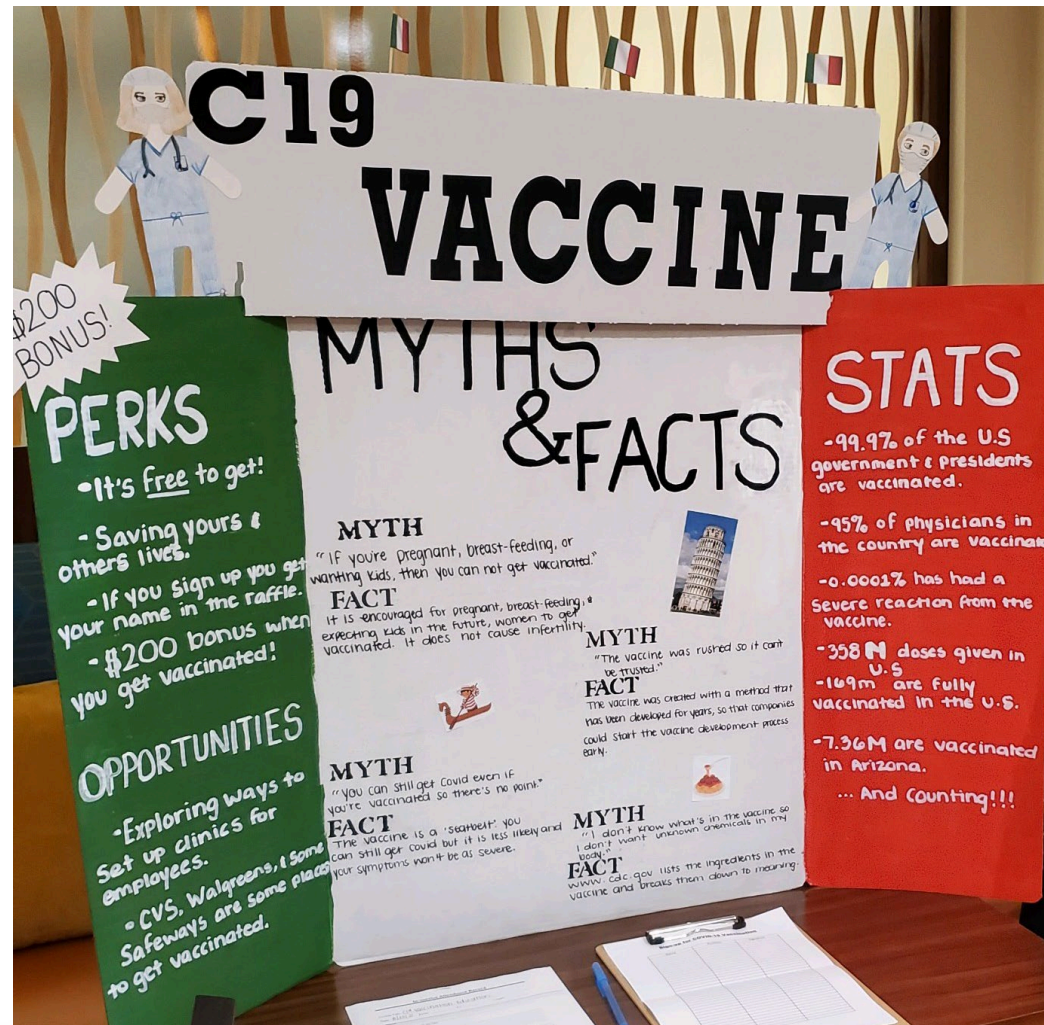
## Example 4:





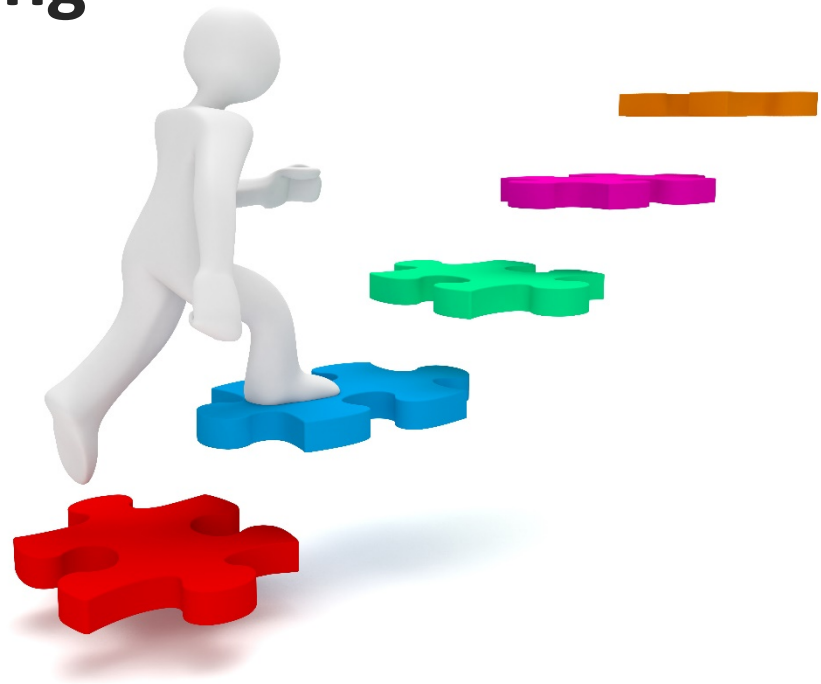
# Facility Celebrations (cont.)

## Example 5:



# Stay Tuned for the Final Rule!

## Bonus “Quickinar” Information Forthcoming



# Join us for our Next “Quickinar” Series!

## Opioid Stewardship Program

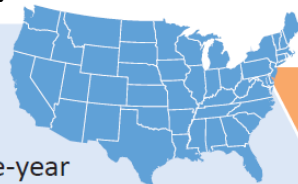


## Mark your Calendars for the Kick-Off Session

Thursday, October 21 at 10:30 a.m.

### Problem: The Opioid Crisis

- In 2020, **U.S. overdose deaths increased by 30%**, the largest single-year percentage increase in the past 20 years<sup>1</sup>
- **75%** of those deaths involved opioids<sup>2</sup>



**Solution:** Having a strong opioid stewardship program (OSP) is the #1 evidence-based strategy to proactively combat the opioid crisis in our communities.

Join the cohort of dedicated healthcare teams as Health Services Advisory Group (HSAG) hosts an action-based “quickinar” series to provide tactics, strategies, and information needed for a successful OSP.

- Complete an opioid stewardship gap assessment
- Identify and implement best practices; Track your progress
- Access tools and resources on the HSAG OSP webpage

### Who Should Attend:

- Acute Care Inpatient Departments
- Emergency Departments
- Post-Acute Care Providers



Register for the Entire OSP “Quickinar” Series Here:  
<https://bit.ly/OpioidStewardshipProgramQuickinars>



# To Do by First Opioid “Quickinar” (10/21/2021)

Register for our next “Quickinar” Series on Opioid Stewardship

Thank your staff for engaging in discussions about the  
COVID-19 vaccine

Hold one celebration event at your facility





# Questions?



# 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.



# Thank you!

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## Disclaimer

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