



# Full Speed Ahead! Vaccine Booster Program Vaccine Hesitancy

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Health Services Advisory Group (HSAG)

Friday, May 27, 2022

# OBJECTIVES

- Review the reasons for vaccine hesitancy.
- Discuss vaccine communication strategies.
- Identify tools and resources to address vaccine hesitancy.



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Vaccine Resources

Full Speed Ahead! COVID-19 Vaccine Booster Program

Access program materials, resources, and register for the upcoming quickinars and office hours series.

Learn More

COVID-19

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

Full Speed Ahead! COVID-19 Vaccine Booster Program

Full Speed Ahead! COVID-19 Vaccination Recognition Program

Full Speed Ahead! COVID-19 Vaccination Recognition Program

Full Speed Ahead! COVID-19 Vaccine Booster Program

## Past Topics Covered

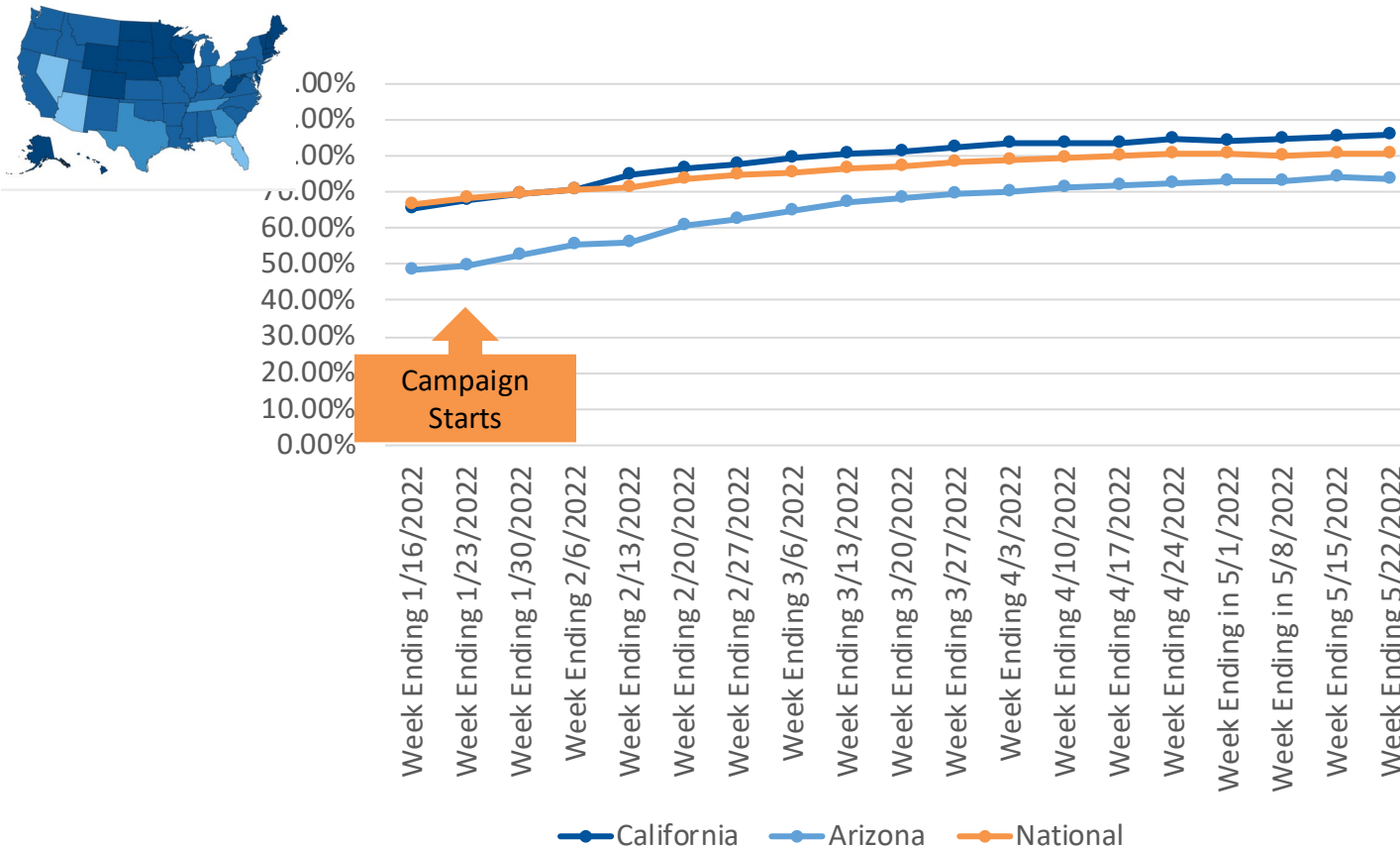
- Week 11: Success Stories
- Week 12: NHSN Updates
- Week 13: Motivational Interviewing
- Week 14: New IP Resources
- Week 15: The Second Booster
- Week 16: Rediscover Your QAPI Program
- Week 17: Vaccine Survey Readiness
- Week 18: Staff Burnout and Psychological PPE

<https://www.hsag.com/covid-19/vaccine-resources>

NHSN = National Healthcare Safety Network, MI= Motivational Interviewing, IP = Infection Prevention, QAPI = Quality Assurance & Performance Improvement



# Resident Booster Rates—Improvement



## Current

**U.S.: 80.6%**  
**CA: 85.9%**  
**AZ: 73.8%**

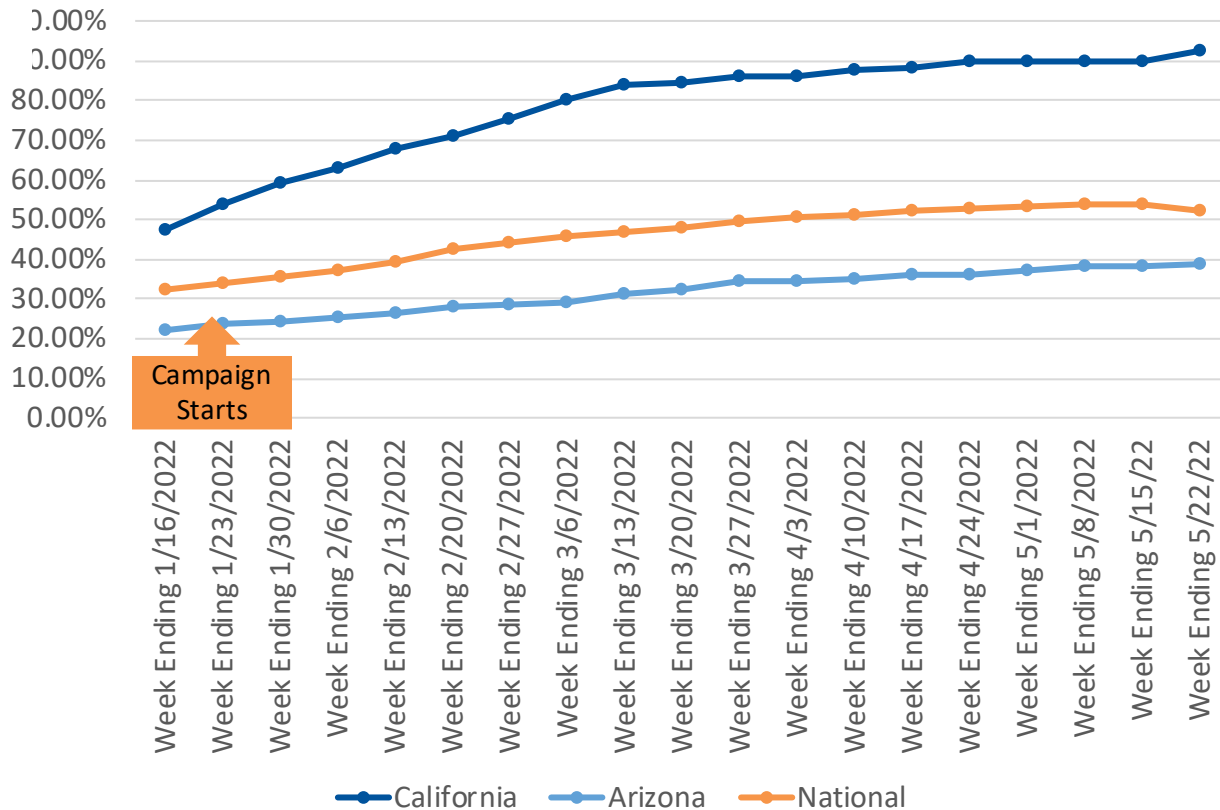
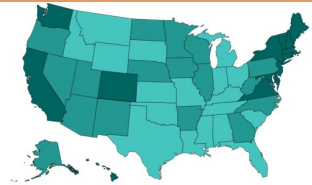
## Relative Improvement

**U.S.: 21.0%**  
**CA: 31.8%**  
**AZ: 52.2%**



<https://www.cdc.gov/nhsn/covid19/ltc-vaccination-dashboard.html>

# Staff Booster Rates—Improvement



**Current**

**U.S.: 52.1%**  
**CA: 91.8%**  
**AZ: 38.9%**

**Relative  
Improvement**

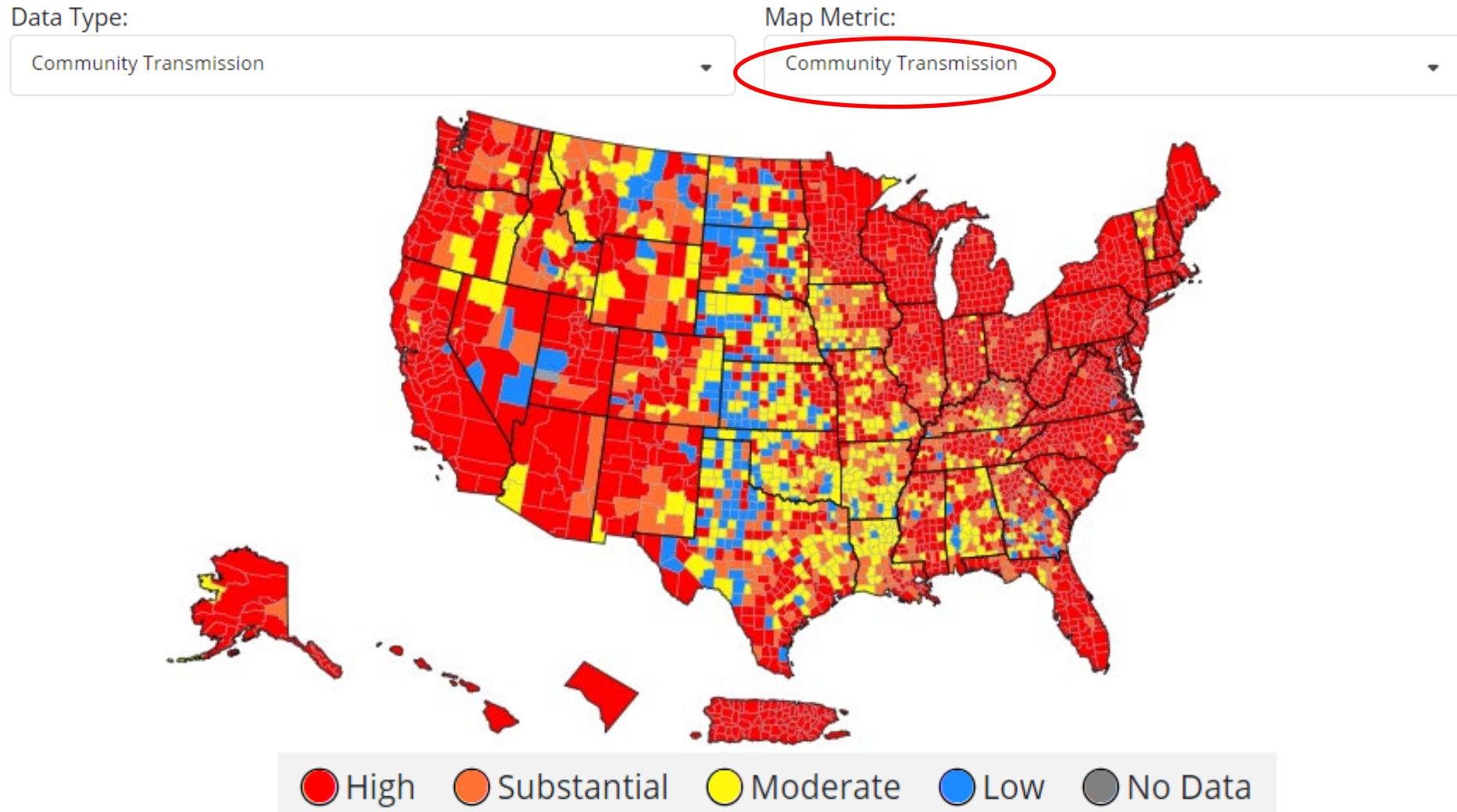
**U.S.: 61.3%**  
**CA: 93.3%**  
**AZ: 75.2%**



<https://www.cdc.gov/nhsn/covid19/ltc-vaccination-dashboard.html>

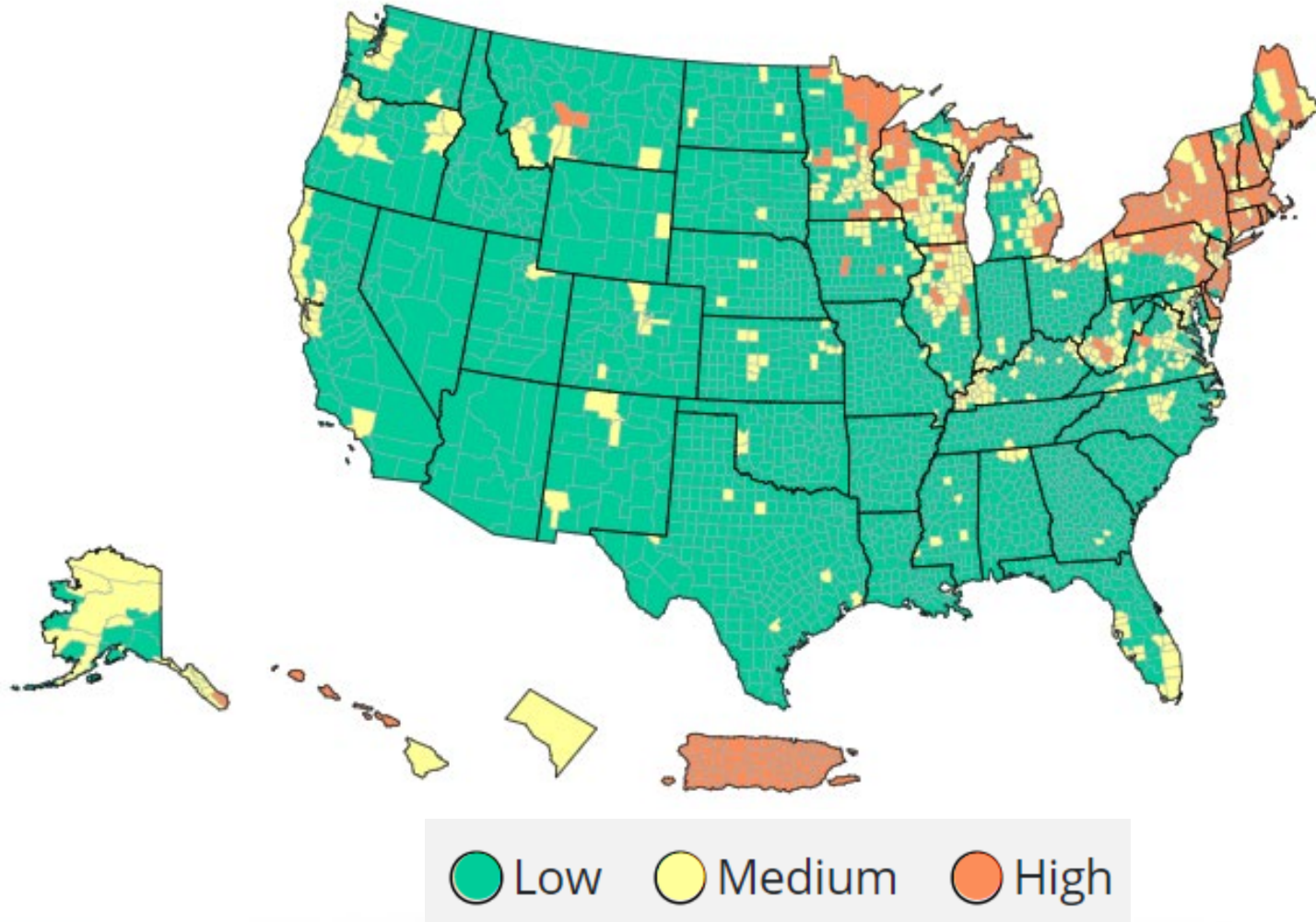


# CDC COVID-19 Community Transmission Level Tracker—May 26, 2022 (Healthcare Facility Use)

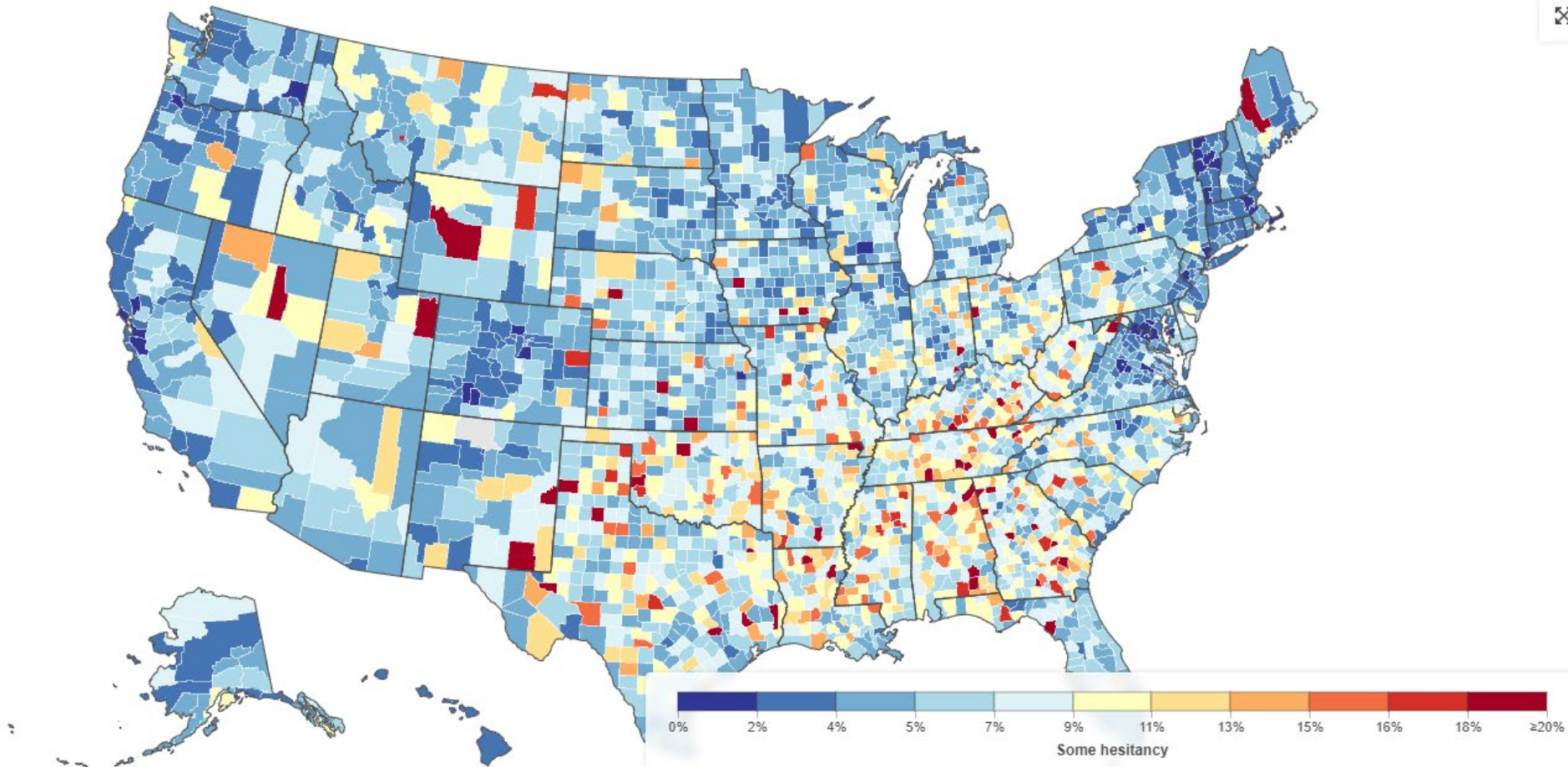


# CDC COVID-19 Community Level Tracker

## May 26, 2022 (**Not** for Healthcare Facility Use)



# Vaccine Hesitancy by County



[COVID-19 Vaccine Hesitancy \(healthdata.org\)](https://healthdata.org)



# Vaccine Hesitancy: What Causes, What Can Change It?

## Vaccine:

- Eagerness
- Ignorance
- Resistance
- Confidence
- Complacency
- Apathy

# What Is Keeping Workers from Getting the Vaccine?

- Developed too quickly
- It's dangerous
- Side effects
- Harmful to pregnancy
- Vaccines aren't natural
- Don't need it; doesn't work
- Still need to wear a mask
- Sensing a lack of choice
- Low trust in employers and government



# Vaccine Communication Strategies

# AHRQ Invest In Trust: A Guide for Building and Increasing Vaccination Rates Among CNAs\*

## Invest in Trust

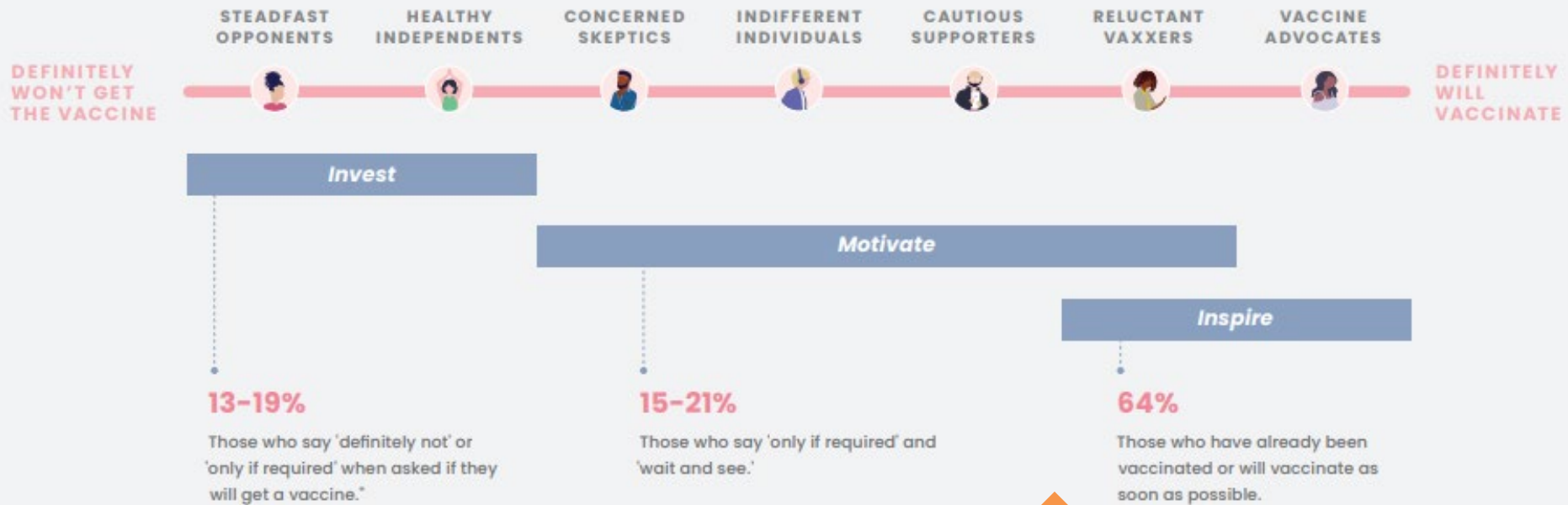
A Guide for Building COVID-19  
Vaccine Trust and Increasing  
Vaccination Rates Among CNAs



- Download 50-page guide: <https://www.ahrq.gov/sites/default/files/wysiwyg/nursing-home/materials/invest-in-trust-guide.pdf>
- Access WebEx Training [Recording](#)
- Invest in Trust PowerPoint [Slides](#)



# Human-Centered Recommendations for Increasing Vaccine Uptake



**The Moveable Middle**

# What Can You Do to Increase Uptake?

- Hold one-on-one conversations.
  - Establish trust.
  - Make time to listen.
- Offer meaningful incentives.
  - Provide paid time off before and after the vaccine.
- Activate trusted messengers.
- Celebrate as a community.
  - Send thank-you notes.
  - Create personalized recognition.
  - Recognize milestones.

# Vaccine Conversation Tools

Motivational  
Interviewing

Peer Ambassadors

Inspiring Messages

# Motivational Interviewing (MI)

- An evidence-based approach to behavior change.
- A style of communication designed to empower people to change by drawing out their own meaning, importance, and capacity for change.
  - Start with empathy and genuine listening.
  - Hear their concerns and acknowledge their fears.
  - Approach the conversations with curiosity.
  - Show respect for perspectives and their expertise.
  - Stay calm and do not react to defensiveness.
  - Avoid using shame, fear, or guilt.
  - Show you care about them and that the vaccine can protect them personally.
  - Offer to share resources to questions you can't answer.



## Open-Ended Questions

- Listen to **understand**, not to respond!

## Affirmations/ Recognize Strengths

- “You take care of your family so well. I can understand why you’re concerned.”

## Reflective Listening/ Explore-Offer-Explore

- “I’ve heard others express this concern. Would you share some of your reasons for not wanting to vaccinate right now?” Offer info, then explore their response.

## Provide Information/ *Advice with Permission*

- Don’t forget to explore their response!

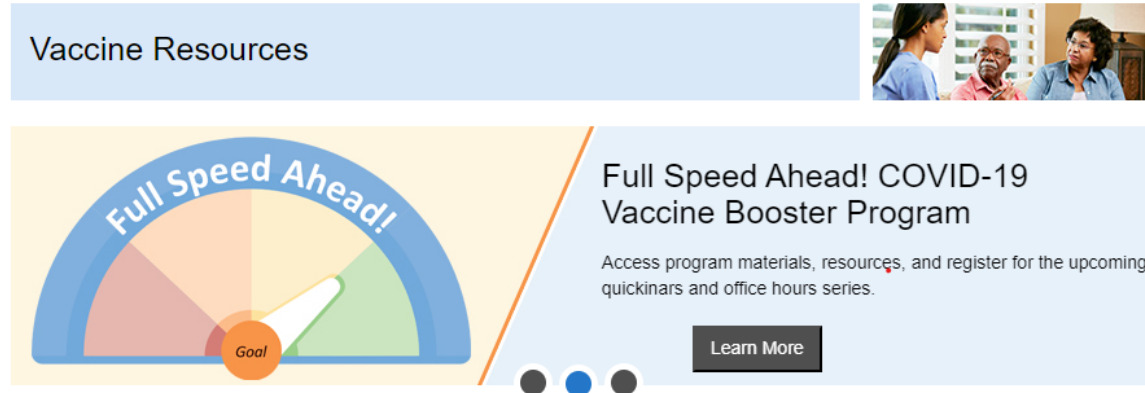
## Summarize the Conversation

- Communicate understanding, include important elements of discussion, and can shift the direction to exploring possible change.

# MI Resources

<https://www.hsag.com/covid-19/vaccine-resources>

- April 15, 2022
  - [PowerPoint Presentation](#)
  - [MI Webinar Recording](#)
- May 25, 2021
  - [MI Webinar Recording](#)
- [MI Tip Sheet](#)
- [MI Role Play Script](#)
- [“Getting to Yes: A Nursing Home’s Mission to Vaccinate Hesitant Staff”](#)
- [IHI Conversation Guide to Improve COVID-19 Vaccine Uptake](#)



## Improving Vaccine Acceptance

### Motivational Interviewing

- [Vaccine Acceptance: Motivational Interviewing Tip Sheet](#)
- [Vaccine Acceptance: Motivational Interviewing Role Play Script](#)
- [Vaccine Acceptance: Motivational Interviewing HSAG Hosted Webinar \(May 25, 2021\)](#)
- [“Getting to Yes: A Nursing Home’s Mission to Vaccinate Hesitant Staff”](#)
- [IHI Conversation Guide to Improve COVID-19 Vaccine Uptake](#)

# The Moved Middle: Peer Ambassador Programs



# Inspiring Messages

## COVID-19 Booster Shot Do I Need One?



### WHAT IS A BOOSTER SHOT?

A vaccine booster shot is administered after the initial (primary) dose(s) of a vaccination to help build back up immunity against new coronavirus variants. Essentially, booster shots help you maintain protection against the virus. The FDA and CDC have approved booster shots for all three of the COVID-19 vaccines.

### DOES MY BOOSTER SHOT HAVE TO BE THE SAME BRAND AS MY PRIMARY SERIES?

The FDA and CDC allow individuals to mix and match the brand of the booster shot they receive. For example, if you initially got the Pfizer-BioNTech vaccine, you can get the Moderna booster.

### WHY IS GETTING A BOOSTER SHOT IMPORTANT?

New coronavirus variants can cause infection in people with only the first dose(s) of the Vaccine as opposed to individuals who received the booster. This makes booster shots extremely important.

A booster shot significantly decreases the risk of severe sickness, hospitalization, and death in the case of a breakthrough infection.

The new Omicron variant has a high rate of re-infection, meaning natural immunity doesn't provide the same protection it has with previous variants.

### WHEN SHOULD I GET MY BOOSTER SHOT?

Individuals who received the **Pfizer-BioNTech or Moderna** vaccines can get their COVID-19 booster at any time six (6) months after their second dose.

Individuals who received a **Johnson & Johnson** vaccine may get a booster at any time two (2) months after their initial shot.

### WHY DO I NEED A BOOSTER IF THE NEW STRAIN CAUSES LESS SEVERE DISEASE?

We don't yet know how Omicron will impact long term care residents who are the most vulnerable to COVID-19.

Boosters reduce the chance of getting COVID-19 cases, which cause sick days and disruptions to everyday activities for individuals who test positive and those around them due to the need to quarantine.

### HOW CAN I GET MY BOOSTER SHOT?

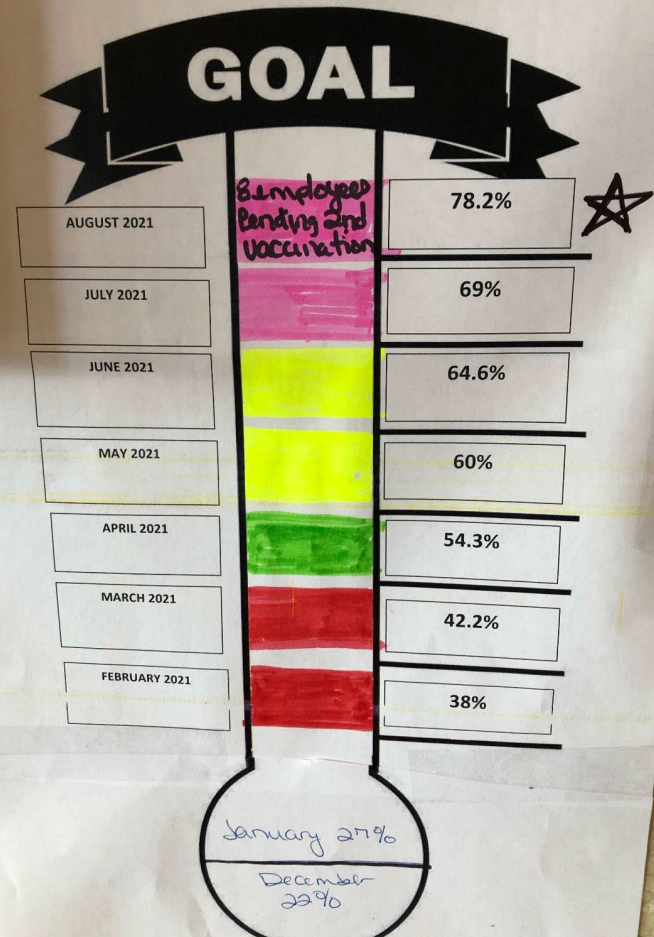
Ask your long term care facility or call your local pharmacy or health care provider to make an appointment.

GetVaccinated.us

AHCA  
AMERICAN HEALTH CARE ASSOCIATION

NCAL  
NATIONAL CENTER FOR LONG TERM CARE LAW

GOAL 65% By AUGUST 2021 ]





# HSAG Vaccine Resources

## Resources

Request a Vaccine Clinic

NHSN Data Reporting

Improving Vaccine Acceptance

### Motivational Interviewing

- Vaccine Acceptance: Motivational Interviewing Tip Sheet
- Vaccine Acceptance: Motivational Interviewing Role Play Script
- Vaccine Acceptance: Motivational Interviewing HSAG Hosted Webinar (May 25, 2021)
- "Getting to Yes: A Nursing Home's Mission to Vaccinate Hesitant Staff"
- IHI Conversation Guide to Improve COVID-19 Vaccine Uptake

### QAPI

- 5 Why's - Path's to Covid-19 Vaccine Acceptance
- COVID-19 Vaccination Plan: Prioritized Risks, Goals, Strategies, and Implementation
- Root-Cause Analysis: Vaccination Compliance
- COVID-19 Vaccine Acceptance: Change Ideas

### Vaccine Evidence

- FDA Approves First COVID-19 Vaccine
  - CMS Press Release re: FDA Approval (August 18, 2021)
- Effectiveness of Pfizer-BioNTech and Moderna Vaccines Against COVID-19 Among Hospitalized Adults Aged ≥65 Years — United States, January–March 2021
- CDC COVID-19 Vaccine Facts and Data
- Interim Estimates of Vaccine Effectiveness of Pfizer-BioNTech and Moderna COVID-19 Vaccines Among Health Care Personnel — 33 U.S. Sites, January–March 2021
- Vaccine Acceptance: Motivational Interviewing HSAG Hosted Webinar (May 25, 2021)
- CDC: mRNA COVID-19 Vaccines Reduce the Risk of Infection by 91% for Fully Vaccinated People
- CDC Data: Why Is It Important to Get the COVID-19 Booster Vaccine?

### Peer Ambassadors

- Video: Long-Term Care Community Champions: Voices From the Front Line
- Video: COVID-19 Vaccinations—Perspectives from a Nursing Home CNA
- Video: Nursing Home Worker Goes From COVID Vaccine Skeptic to Advocate

### Other Communication Strategies

- AHCA Long-Term Care Providers Resources
- Invest in Trust: A Guide for Building COVID-19 Vaccine Trust and Increasing Vaccination Rates Among CNAs (AHRQ)
- Invest in Trust Webinar Recording (July 19, 2021)
- Invest in Trust Webinar Presentation (July 19, 2021)
- Communication Strategies for Promoting COVID-19 Acceptance
- Human-Centered Recommendations for Increasing Vaccine Uptake
- CDC Infographics/One-Pagers: How mRNA COVID-19 Vaccines Work
  - English
  - Spanish

- MI
- Quality Assurance & Performance Improvement
- Vaccine evidence
- Peer ambassadors
- Other communication strategies

# Have National Healthcare Safety Network (NHSN) Questions?



HSAG will be transitioning our Friday booster quickinars to weekly NHSN office hours.

Consider having your NHSN data-entry lead attend.

**Starting**  
**Tuesday, June 7**  
**11:30 a.m.–12 Noon PT**



# Thank you!

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