



Full-Speed Ahead! COVID-19 Vaccine Booster Program: Motivational Interviewing

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Today's Quickinar Objectives



Review CMS booster campaign progress.



Review changes to CMS F888 vaccine survey interpretive guidelines.



Describe how to use motivational interviewing (MI) to drive meaningful conversations.

HSAG | Quickinar Recordings On-Demand

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 Login, Partners, Employees, Select Language, and a search bar. The main content area features a 'Vaccine Resources' section with a 'Full Speed Ahead! COVID-19 Vaccine Booster Program' banner. The banner includes a speedometer graphic and a 'Learn More' button. A sidebar on the right lists 'COVID-19' resources, including 'Vaccine Resources'. A red arrow points to the dropdown menu for 'Full Speed Ahead! COVID-19 Vaccine Booster Program'.

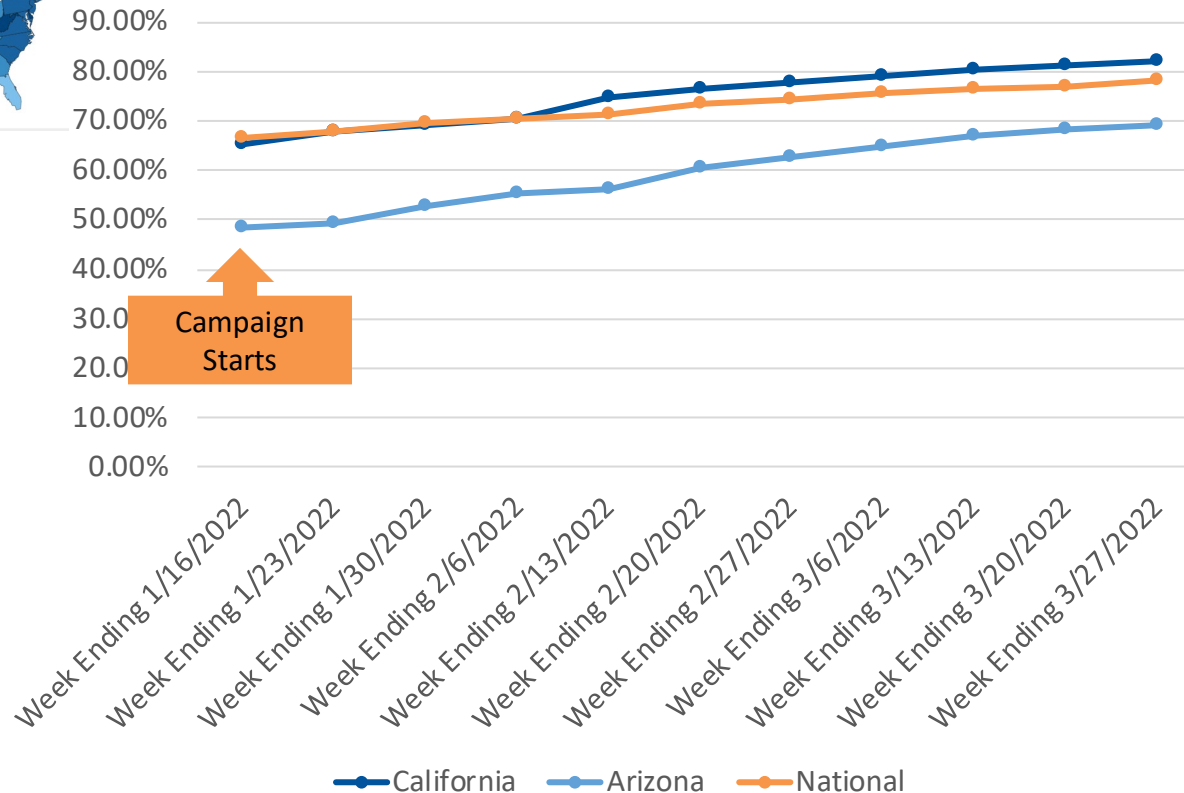
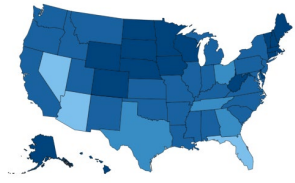
Past Topics Covered

- Week 1: Campaign Kickoff
- Week 2: The Action Plan
- Week 3: Onsite Clinics
- Week 4: Vaccinators
- Week 5: Messaging
- Week 6: Marketing
- Week 7: Goal Review
- Week 8: NHSN
- Week 9: Monitoring Data
- Week 10: Short-Stay Issues
- Week 11: Success Stories
- Week 12: NHSN Updates



The Current State of Boosters in Arizona and California

Resident Booster Rates—Improvement



Current

U.S.: 78.1%
CA: 82.1%
AZ: 69.3%

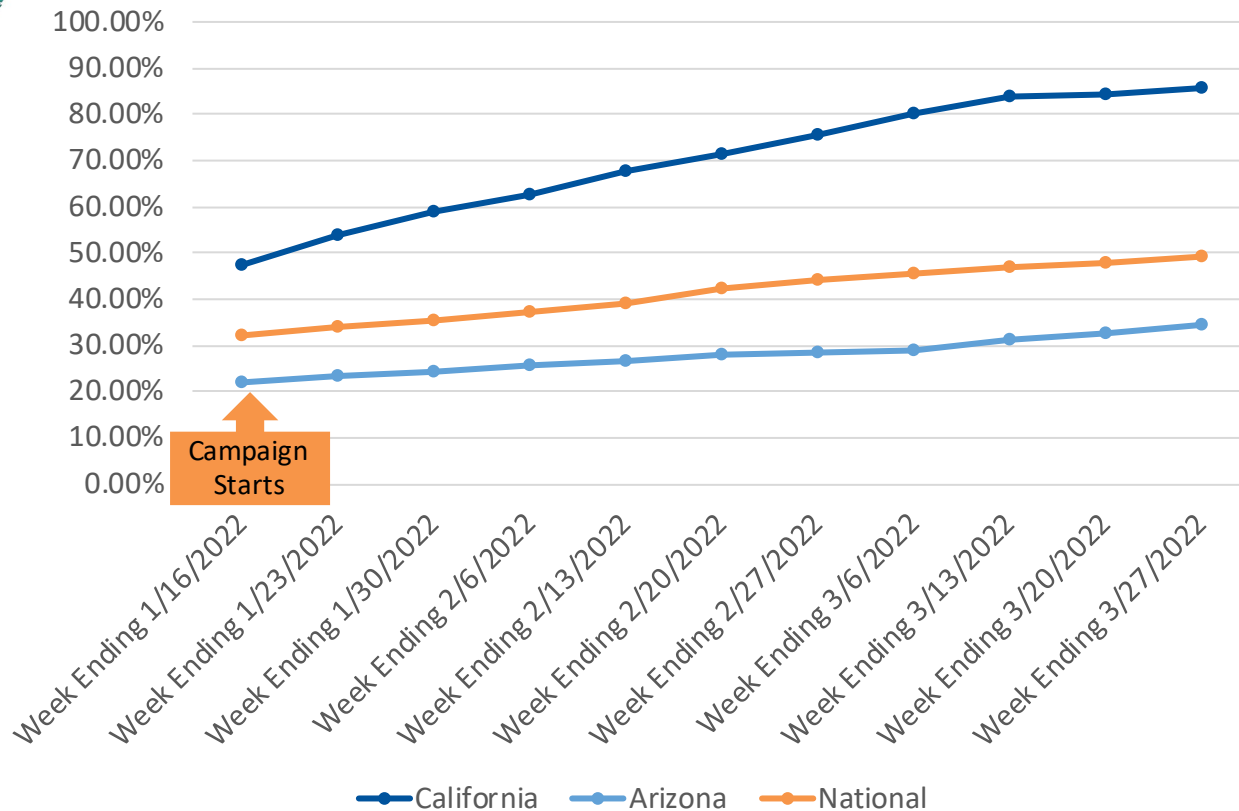
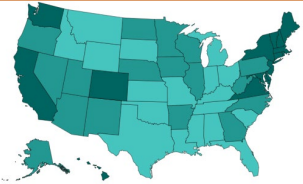
Relative Improvement

U.S.: 17.3%
CA: 25.9%
AZ: 42.9%



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

Staff Booster Rates—Improvement



Current

U.S.: 49.4%

CA: 85.8%

AZ: 34.6%

**Relative
Improvement**

U.S.: 52.9%

CA: 80.6%

AZ: 55.9%

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

Revised Interpretive Guidance (F888)

- Three memoranda updated
 - [QSO-22-07-ALL-Revised](#)
 - [QSO-22-09-ALL-Revised](#)
 - [QSO-22-11-ALL-Revised](#)
- [Supplemental attachment](#) revised
- Expectations for assessing staff vaccine mandate compliance clarified
- Clarification on providing evidence of contract staff vaccination status

DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR MEDICARE & MEDICAID SERVICES

COVID-19 STAFF VACCINATION MATRIX INSTRUCTIONS FOR PROVIDERS

OMB Exempt

The Matrix is used to identify the vaccination status for facility staff *and others*. The facility completes this form, including section I, staff name, and columns 1–11, which are described in detail below, or provide a list containing the same information required in the matrix. *Note: The list of vaccinated staff maintained by the facility or the Staff Vaccine Matrix are used for sampling staff. Refer to Long-Term Care Survey Process Procedure Guide and/or CMS 20054, Infection Prevention, Control & Immunization, for instructions for sampling contracted staff.*

Unless stated otherwise, for each staff mark an X for all columns that are pertinent.

Section Break

1. **Direct facility hire (DH) or Other (O):** Direct facility hires (DH) are employees who are directly hired by the facility. Other (O) includes licensed practitioners, adult students, trainees, volunteers and individuals who provided care, treatment or other services for the facility and/or its residents under other arrangement. *Do not include contracted staff.*
2. **Title:** Identify the staff's title (e.g., RN, LPN, CNA, PA, RD).
3. **Position:** Identify the staff's position (e.g., staff nurse, charge nurse, infection preventionist, restorative aide).
4. **Assigned work area:** The physical location in the facility (e.g., laundry room, kitchen, unit, ward, wing). If the staff is PRN/floater/agency, indicate their assigned work area on the first day of the survey.
5. **Partially vaccinated:** Staff who have received one dose of a multi-dose vaccine.
6. **Completely vaccinated:** Staff who have received one dose of a single dose vaccine or all doses of a multi-dose vaccine. (For the purpose of this document, fully vaccinated and completely vaccinated are the same)



Full Speed Ahead!

Motivational Interviewing

Getting to Yes: A NH's Mission to Vaccinate Hesitant Staff

“Beliefs change with time or new knowledge, so we have to ride it out. Listen hard, don’t judge and let them move at their own pace.”

—Tina Sandri

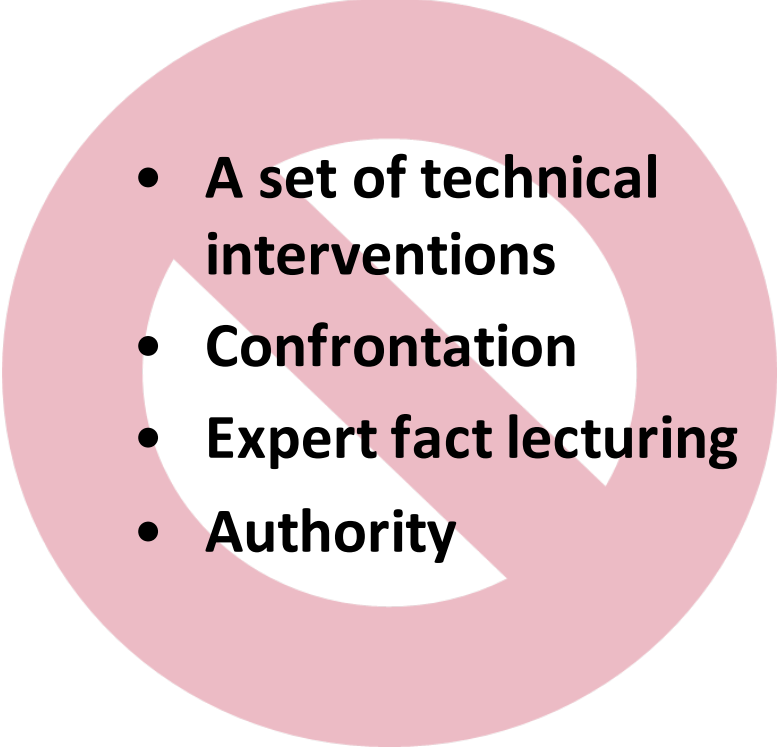


What MI **Is** and is **Not**:

MI **Is**:

- **The spirit of interpersonal relationship**
- **Collaboration**
- **Evocation**
 - Drawing out one's ideas and motivations
- **Autonomy**

MI is **NOT**:

- 
- **A set of technical interventions**
 - **Confrontation**
 - **Expert fact lecturing**
 - **Authority**

Principles of MI

Express Empathy

- Walk a mile in their shoes allowing the person to be heard and understood.

Support Self-Efficacy

- Focus on previous successes and highlighting skills and strengths already possessed.

Roll with Resistance

- Resistance is normal with conflict between the **problem** and **solution**. No need to power struggle. It's a conversation **dance** not a conversation **wrestle**. Avoid arguing.

Develop Discrepancy

- When there's recognition of a conflict between values or goals and current behavior choice, there is usually increased motivation to make changes.

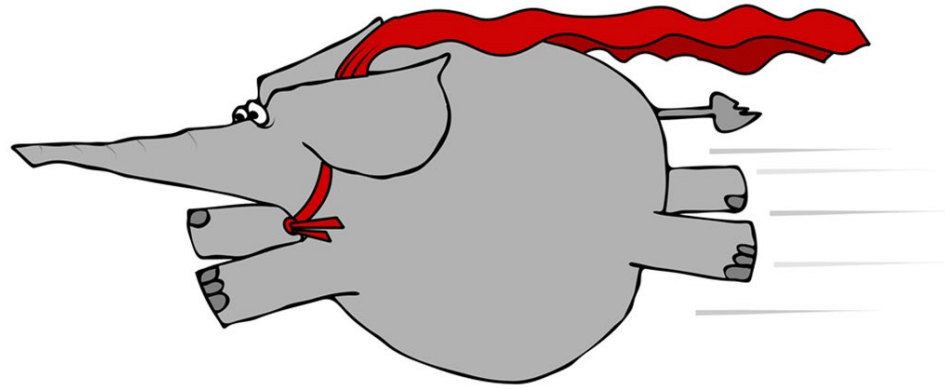
What is the Goal of MI?



- **Goal:** Ask questions and explore change talk
- **Change Talk:**
 - “I want, I would like to, I wish, I could, I might be able to...”
- **Sustain Talk:**
 - “Yeah, but...”
 - The polite “yes” but it’s really a no.
 - The angry “No!”
 - “I have no desire to get vaccinated.”
 - “I’m afraid of the side effects.”

Resist the “Righting Reflex”

- Our desire to correct what is wrong and keep people from harm
- Our desire to “fix” the person
- Our good intentions
- Usually generates a feeling that you are working too hard.



MI Skills to Practice

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 are concerned.” or “ I appreciate that you wear a mask when you go out”.

Reflective Listening/Explore-Offer-Explore

- It sounds like you have concerns about the vaccine’s safety. “What have you been hearing? I’m interested in how you see the positives and negatives.”

Providing Information/Advice with Permission

- “Could I share some information with you based on what you just shared?”
- Do not forget to explore their response.

Summarizing the Conversation



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

Helpful Tips for MI



- A person may blurt out a big statement to get us to react
 - Our response needs to be measured and non-reactive
- Don't challenge against misinformation
- Authority plus information equals reactance
- Give the person space to express themselves
- Change is a **process** and not an **event**
- Thank the person for the discussion
- "It's understandable to think a bit before making a decision."



Find MI Resources at www.hsag.com






Motivational Interviewing Tip Sheet

Principles of Motivational Interviewing

- Focus on Frequency**
 - Start a mile in their shoes; encourage person to be honest and acknowledge
- Support Self Efficacy**
 - Focus on previous successes possessed
- Roll with Resistance**
 - Resistance is normal with change to power struggle. It's a call to action.
- Develop Discrepancy**
 - When there's recognition of behavior choice, there is a change.






Motivational Interviewing Skills to Practice

Skill to Practice	Example	Move From Sustain Talk to Change Talk
 Open-Ended Questions	<ul style="list-style-type: none"> • Listen to understand, not to respond. • "What have you been hearing? I'd be interested in how you see the positives and negatives." 	<ul style="list-style-type: none"> • Ask open-ended questions that will likely lead to change talk. • "What would make you feel better about the COVID vaccines?"
 Affirmations/ Recognize Strengths	<ul style="list-style-type: none"> • "You take care of your family so well. I can understand why you're concerned." • "You already have a lot of knowledge." • "Whether or not you get the vaccine is entirely up to you." 	<ul style="list-style-type: none"> • Ask about guiding values. Does getting vaccinated support or interfere with the person's goals/values? • "What's most important to you in life?"
 Reflective Listening/ Explore-Offer-Explore	<ul style="list-style-type: none"> • "It sounds like you have concerns about the vaccine's safety. What have you heard? I'm interested in how you see the positives and negatives." • "People you trust have said the vaccine was produced too quickly, is that right?" 	<ul style="list-style-type: none"> • Ask for pros and cons (good things/not-so good things) for both not getting vaccinated and for getting vaccinated. • Look Back. Ask about a time before the pandemic. "How were things different/better for you before COVID?" • Look Forward. "How could your life be different if you decided to get the vaccine?"
 Providing Information/ Advice with Permission	<ul style="list-style-type: none"> • "Could I share some information with you based on what you just shared?" • "May I share my personal experience with you?" • Highlight high points and observe body language • Don't forget to explore their response. • "What questions do you have with what I've shared?" 	<ul style="list-style-type: none"> • Explore what they already know and their experience. Then, offer information and explore their response to the information. • "What do you know about how the vaccine works?" • "What is your understanding about your risk to getting COVID?"
 Summarizing the Conversation	<ul style="list-style-type: none"> • Communicate understanding, include important elements of discussion, and ask for clarification to explore what their next steps might be. 	<ul style="list-style-type: none"> • "I can see you have thought a lot about this. What do you think you will do now?"

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Motivational Interviewing Role Play Script

Role Play Scenario—A Common Conversation About Vaccines (What Not to Do)

M=Manager | S= Staff Member

M: Thank you for meeting with me today.

S: Okay, but I didn't think I had a choice.

M: I wanted to talk to you because I'm afraid for you since you haven't gotten vaccinated yet. **[Lack of Empathy; Righting Reflex]**

S: Alright.

M: Are you aware that getting vaccinated is key to stopping this pandemic? You're not being vaccinated isn't helping. **[Confrontation]**

S: Okay, um, I agreed to meet with you, but I'm not too happy with how this conversation is going.

M: It is critical that all staff get vaccinated. According to a recent Centers for Disease Control and Prevention report dated April 2, 2021, they tested 3,950 healthcare personnel, first responders, and other essential frontline workers for 13 consecutive weeks and found that mRNA vaccine effectiveness of fully immunized staff was 90% against SARS-CoV-2 infections. In addition, corporate has shared that they expect each center to have at least 80% of their staff vaccinated. Right now we are only at 65%. **[Expert Lecturer]**

S: You don't know my reasons for not wanting to get vaccinated.

M: I am concerned that you're not doing your part to keep our residents safe. Our center's made arrangements to provide vaccinations next Tuesday and I want you to set-up an appointment. I also want you to read this pamphlet on why it is important to get vaccinated. Do you have any questions for me? **[Authoritarian]**

S: No questions at all.

M: I think this conversation was very productive and went well.

S: I'm glad you think it went well. May I go back to work now?

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This Week's Action Item

Schedule a time to meet with a staff member to have an open and honest dialogue about the COVID-19 booster vaccine.



Next Week's Topic: New IP Resources



Friday, April 22

11:30 a.m. PT

Register Here:

<https://bit.ly/FullSpeedAheadBoosterProgram>



Thank you!

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Full-Speed Ahead!

Booster Program Office Hours



Disclaimer

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