



Full-Speed Ahead! COVID-19 Vaccine Booster Program: Vaccine Booster Messaging




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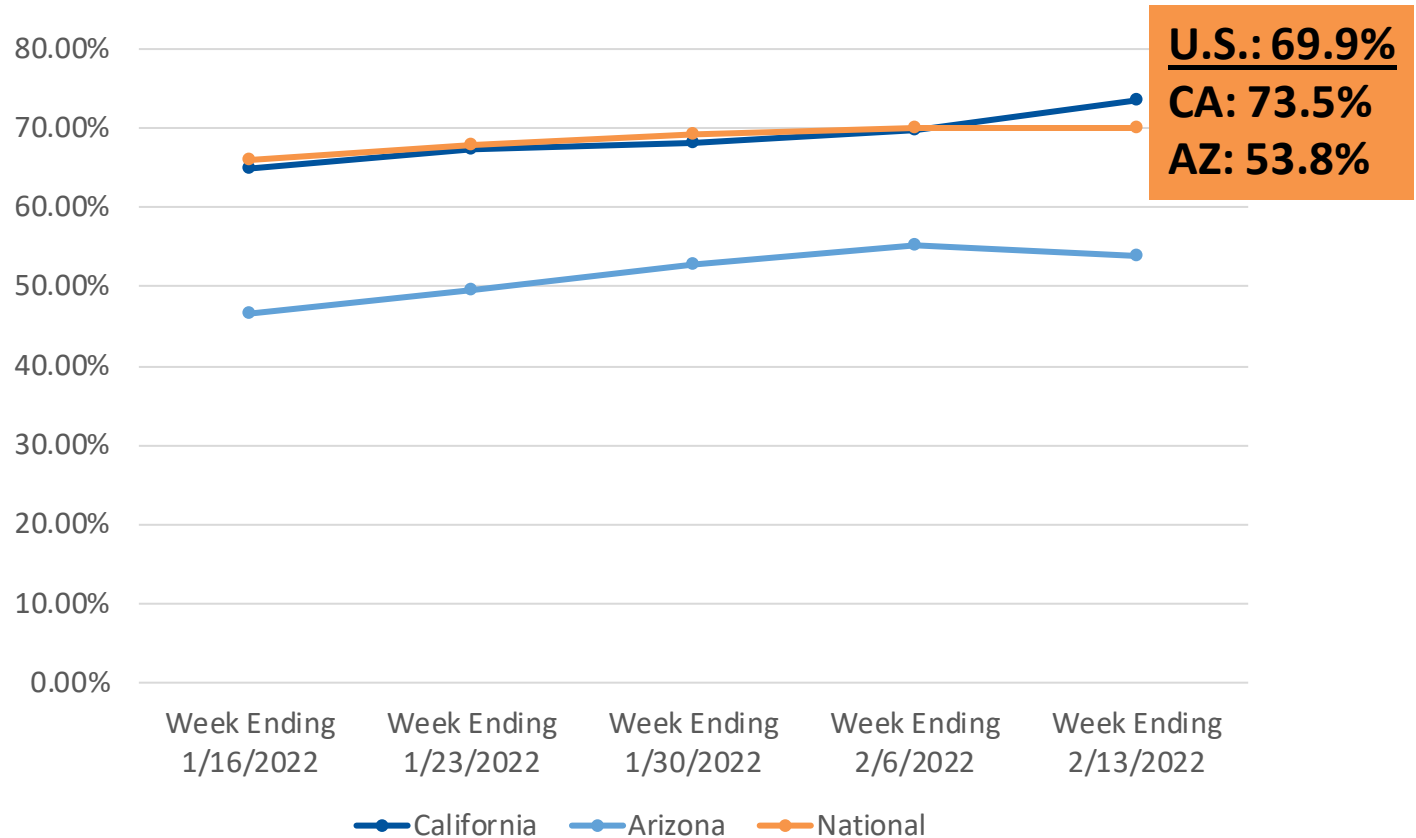
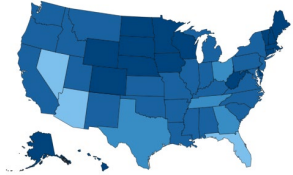
Today's Quickinar Objectives

-  Share current COVID-19 booster vaccination rates in Arizona and California.
-  Identify effective messaging for vaccine boosters.
-  Discuss strategies to improve messaging (motivational interviewing).



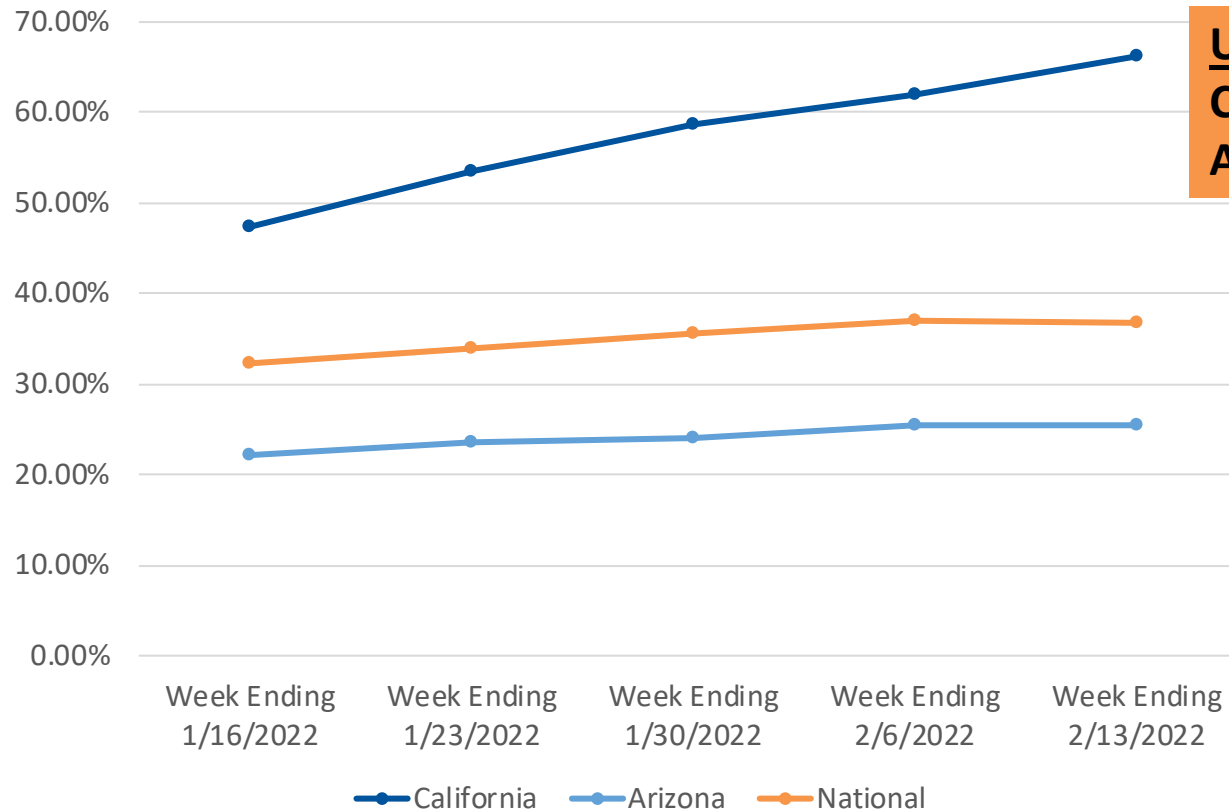
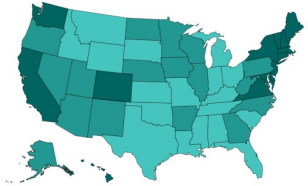
The Current State of Boosters in Arizona and California

Resident Booster Rates—Update



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

Staff Booster Rates—Update



U.S.: 36.9%
CA: 66.2%
AZ: 25.6%

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






Full Speed Ahead!

Vaccine Booster

Messaging

COVID-19 Vaccine Booster Action Plan

	Poster with Key Messages: Place posters promoting clinic dates around the building for staff members to see.	Develop different messages for those who need information on how to do so and those who are hesitant but open to learning more.	Other Communication Strategies: https://bit.ly/ImprovingVaccineAcceptance
	Emerging Evidence: Share new evidence with staff about the safety of the vaccine during huddles or in newsletters.	Transparency is key, particularly as new data and evidence become available.	Vaccine Evidence: https://bit.ly/ImprovingVaccineAcceptance
	Community Meetings: Hold community meetings to identify messengers and other potential support for vaccine uptake.	Community organizations are close to their audiences; can tailor information effectively; and have trusted leaders who can be effective spokespersons.	Other Communication Strategies: https://bit.ly/ImprovingVaccineAcceptance

<https://www.hsag.com/en/covid-19/vaccine-resources/#Full Speed Ahead COVID 19 Vaccine Booster Program>

Effective Conversations About COVID-19 Booster Vaccination



Poll Question

- What was effective in encouraging your staff to receive COVID-19 booster vaccination (select all that apply)?
 - A. 1:1 conversation with leadership
 - B. Peer to peer conversation (facility peer ambassador)
 - C. Conversation with subject matter expert (ex. medical director)
 - D. Family or personal experience with COVID-19
 - E. Facility vaccine clinic(s)
 - F. Posters or handouts
 - G. Other (Please enter in chat)

Campaigns and Initiative to Increase Vaccination

- [We Can Do This: Booster Resources](#)
 - Resources in different languages
 - Downloadable posters and flyers
 - Informational content: FAQs, email template, e-newsletter, and text messages, etc.



WE CAN DO THIS COVID-19 Public Education Campaign
An initiative to increase confidence in COVID-19 vaccines and reinforce basic prevention measures

Shareable Resources ▾ Outreach Tools ▾ About the Campaign ▾ Get Involved ▾

Home • Find Resources & Toolkits • Resources About COVID-19 Vaccine Boosters

[Print or Download](#)

Resources About COVID-19 Vaccine Boosters

This resource is available in other languages | [View Translation Options](#) ▾

Outreach resources for COVID-19 vaccine boosters. Learn more about booster eligibility at the [CDC website](#).

Video



Fewer - :30
Television advertisement encouraging people to get a booster to increase their protection from COVID-19.



Cupid - :15
Valentine's Day themed video encouraging people to update their COVID-19 protection with a booster.

Campaigns and Initiative to Increase Vaccination (cont.)

- The COVID-19 Vaccine Education Initiative

- Led by the Ad Council and the COVID Collaborative
- Omicron & Booster Shot Messaging Brief



COVID-19 VACCINE EDUCATION INITIATIVE OMICRON & BOOSTER SHOT MESSAGING BRIEF

(Updated Jan 2022)

AUDIENCE SNAPSHOT

- As of January 2022, roughly 40% of vaccinated adults have already received their booster shot – and another 30-35% report they “definitely” or “probably” will receive a booster shot.
- However, roughly 25% of vaccinated adults are on the fence about booster shots. This group is largely persuadable, with only about 5% of vaccinated adults being opposed to receiving a booster shot.
- This core audience of “unsure” adults is mostly under age 45 and also skews female.

OMICRON IMPACT

- Among those who are vaccinated, awareness and concern about Omicron is high and may be motivating some vaccinated adults to get a booster dose. Half of vaccinated adults who have not yet received a booster dose (27% of all vaccinated adults) say the news about the new omicron variant makes them more likely to get a booster.¹
- 93% of vaccinated adults believe booster shots are important to protect against new variants in general (including 70% who say they believe they are “very important”).
- On the other hand, unvaccinated adults remain relatively unmoved by the recent news of the omicron variant with a large majority of unvaccinated adults (87%) saying the news about the omicron variant does not make them more likely to get vaccinated.²
- In terms of mask wearing, roughly 60% of the general public reports they are more likely to wear a mask in indoor public settings because of the Omicron variant.

NEW/GROWING BARRIERS

- COVID-19 news fatigue causing many to tune out new information. It’s important to break through without being overly alarmist or using fear tactics.
- Uncertainty about the safety of COVID booster shots, even if someone has already been vaccinated.
- Younger adults (< 45) don’t always see themselves as high risk for getting seriously ill from COVID.
- In general, there’s less urgency among young adults to get a booster shot.
- Breakthrough cases can raise doubts and increase reluctance.

PRIORITY MESSAGES

#1: New Variants Are Serious	#2: Get Protected	#3: Slow The Spread
New variants are much more infectious than the original COVID-19 virus.	Being up-to-date with your vaccines and booster shots helps keep you out of the hospital.	Even if you’re vaccinated – the data is clear that masks make it harder for new variants to spread.
We’re not fighting the same virus from 2020, and we need to take these new variants seriously.	Health experts recommend that everyone get a booster shot at the appropriate time.	If you’re in an indoor public setting, please do your best to wear a mask and help keep yourself and other people safe.

WEBSITE CALL TO ACTION

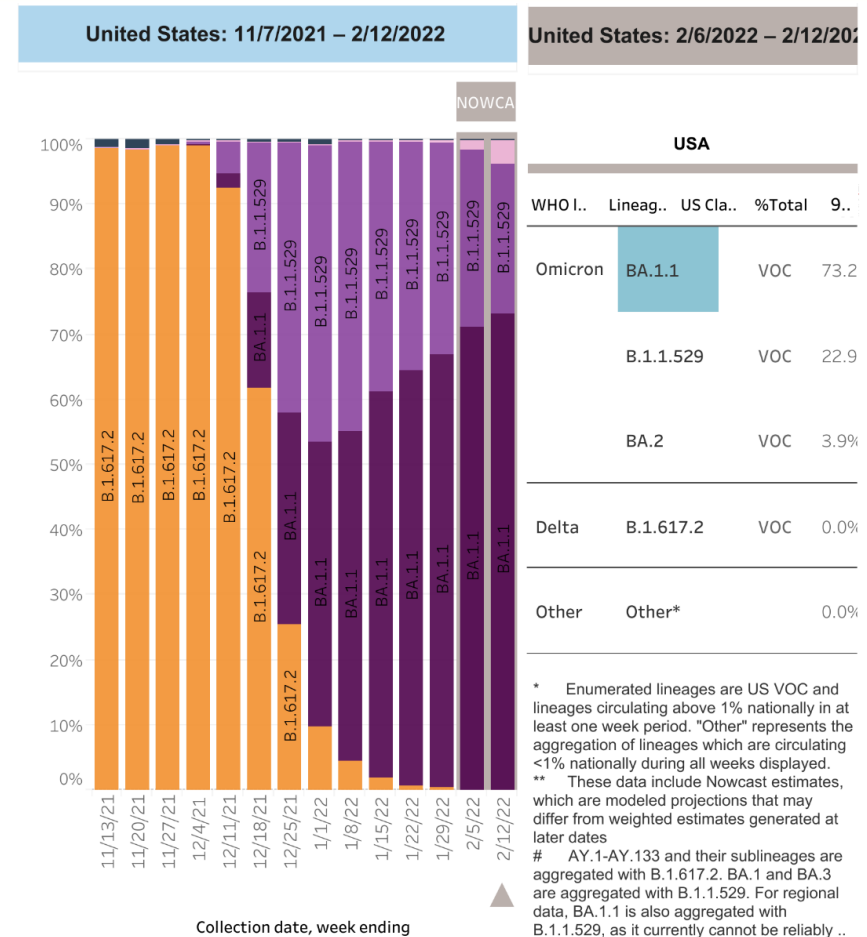
- URL: [GetVaccineAnswers.org](https://www.getvaccineanswers.org) or [DeTiDepends.org](https://www.detidepends.org)
- CTA: Get the latest information at [GetVaccineAnswers.org](https://www.getvaccineanswers.org).

¹ <https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-early-omicron-update/>

² <https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-early-omicron-update/>

Omicron & Booster Shot Messaging Brief

- Audience snapshot
- Omicron impact
- New/growing barriers
- Priority messages
 1. New variants are serious
 2. Get protected
 3. Show the spread
- Website call to action



Crucial COVID-19 Conversations

30 Conversations in 30 Days

Medical Professionals Program Toolkit



Welcome to the [30 Conversations in 30 Days](#) campaign by [Vaccinate all 58](#), [#ThisIsOurShot](#), and [#VacunateYa](#). Our goal is to equip California's trusted medical professionals with the skills and confidence to have proactive conversations with their patients and colleagues about COVID-19 vaccines. Thank you so much for joining this statewide grassroots effort. We are thrilled and honored to have you as part of the team!

Training Videos for Effective Conversations

Below are 4 short training videos aimed at helping support providers in having effective conversations about COVID-19 vaccines. Learn how to:

- [Approach](#) disarming COVID-19 vaccine misinformation
- [Address](#) a patient who expresses a vaccine conspiracy theory
- [Explain](#) the importance of herd immunity
- [Speak](#) with colleagues about COVID-19 vaccines

On-Demand Webinars

Talking with Patients about the COVID-19 Omicron Variant, Booster Doses, and Other Hot Topics: [Video](#) | [Slides](#)

Talking with Patients about COVID-19 Vaccines and Fertility & Pregnancy: [Video](#) | [Slides](#)

Talking with Parents of School-Aged Children about COVID-19 Vaccines: [Video](#) | [Slides](#)

Talking with Patients in Rural Communities about COVID-19 Vaccines: [Video](#) | [Slides](#)

Talking with Patients about COVID-19 Vaccines: [Video 1](#) | [Slides 1](#) | [Video 2](#) | [Slides 2](#)

#ThisIsOurShot and #VacunateYa Materials

[#ThisIsOurShot](#)

[#VacunateYa](#)

[COVID-19 Vaccine Conversation Guide](#)

[How to Host a Successful Training](#)

[Pre and Post Conversation Steps](#)

- Training videos for effective conversations
- Talk with patients in different communities
- Conversation guide

Motivational Interviewing (MI)



- How does MI help with booster messaging?
 - **Culturally sensitive** way to speak with unvaccinated residents/staff
 - The goal of MI is to help people manage mixed feelings and move toward healthy behavior change that is **consistent with their values and needs**

MI (cont.)

- [CDC Talking with Patients about COVID-19 Vaccination](#)
 - An introduction to motivational interviewing for healthcare professional
 - Steps of applying motivational interviewing during a patient visit
 - [Interactive, scenario-based vaccine conversation modules](#)

MI (cont.)

- HSAG Resources
 - [Improving Vaccine Acceptance](#)
 - MI
 - QAPI
 - Vaccine Evidence
 - Peer Ambassadors
 - Other Communication Strategies
 - Webinar: [Using MI to Improve COVID-19 Acceptance in Nursing Homes](#)

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

This Week's Action Item

Talk with one person about
booster vaccination using MI technique!



Next Week's Topic: Marketing Vaccine Success



Friday, February 25
12:30 p.m. AZ/11:30 a.m. CA

Register Here:

<https://bit.ly/FullSpeedAheadBoosterProgram>



Thank you!

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Full-Speed Ahead!

Booster Program Office Hours

Questions & Answers

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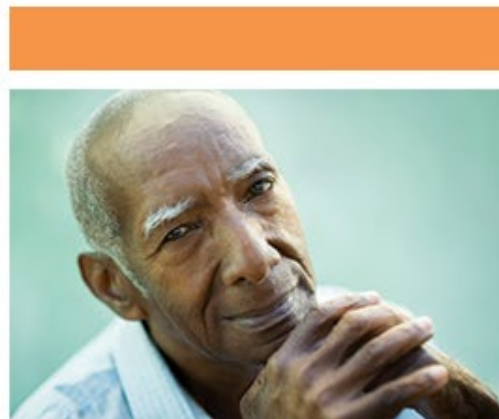
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Office Hours



Disclaimer

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