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HSAG HEALTH SERVICES ADVISORY GROUP

Using Motivational Interviewing (MI) to Improve Vaccination Acceptance in Nursing Homes (NHs)

Health Services Advisory Group (HSAG)

HSAG is the West Centers for Medicare & Medicaid Services (CMS) Quality Innovation Network-Quality Improvement Organization (QIN-QIO) Region 7.

Today's Objectives

- Identify why NH staff members and residents may not agree to receive vaccines.
- Describe how MI can be used to build trust and rapport using thoughtful conversation.
- Demonstrate how to apply MI techniques using scripted role-playing examples.

The Role of MI to Improve Vaccine Acceptance

- **Vulnerability of NH Residents**
  Residents face high risks from respiratory illnesses due to chronic conditions and communal living settings. Prevention strategies like vaccination remain crucial for safety.
- **Impact of Message Fatigue**
  Repeated, conflicting health guidance has caused skepticism and disengagement among staff and residents, reducing effectiveness of traditional communication methods.
- **Role of MI**
  MI fosters trust through empathetic dialogue, focusing on autonomy and confidence instead of persuasion, improving communication outcomes.

Current Expectations for NHs

- **Regulatory Compliance and Care**
  NHs must balance regulatory compliance with providing resident-centered care focused on health goals and values.
- **Education and Informed Decisions**
  Providing clear, accurate vaccine information and documenting decisions ensures transparency and supports informed choices.
- **Collaborative Communication**
  Using the MI techniques fosters trust and encourages resident engagement in care decisions.

What We Are Hearing Today

- **Concerns About Vaccination Necessity**
  Many question the need for vaccination after prior infection, seeking clarity on personal risk and benefits.
- **Mistrust and Information Fatigue**
  Mistrust and repeated health messaging lead to skepticism and reduced impact of information among residents and staff.
- **Operational and Communication Challenges**
  Staffing shortages and fast-changing guidance limit meaningful vaccination conversations and informed decision-making.
- **Building Trust Through Listening**
  Respectful, individualized conversations that acknowledge concerns, foster trust, and improve engagement.

Effective Strategies in Practice

- **MI Conversations**
  1-on-1 conversations using MI foster empathy, respect, and personalized dialogue to improve engagement outcomes.
- **Peer Influence and Leadership Support**
  Leveraging peer champions and transparent leadership builds trust and reinforces commitment within healthcare teams.
- **Empathy Over Facts Alone**
  Empathy and curiosity enhance message impact by connecting health information to personal values and concerns.
- **Broader Application of Communication**
  Effective communication strategies benefit quality improvement, staff engagement, and organizational culture in healthcare.

What is Motivational Interviewing?

About MI

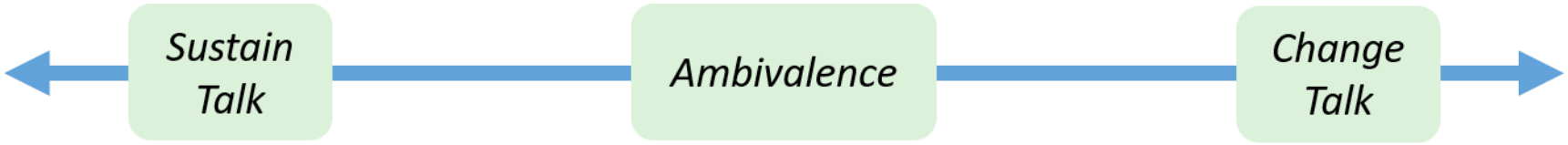
- **Originated** as an approach to behavior change for individuals with substance use disorders.
- **Definition:** A collaborative, person-centered form of guidance to elicit and strengthen motivation for change.

WR Miller, S Rollnick. Motivational Interviewing: Helping People Change. (3rd ed). 2012. The Guilford Press, New York.

About MI (cont.)

- **Focus:** Exploring and resolving ambivalence, focusing on the motivation with the individual facilitates change.
- **It supports change that is consistent with the person's own values and concerns.**

What Is the Goal of MI?

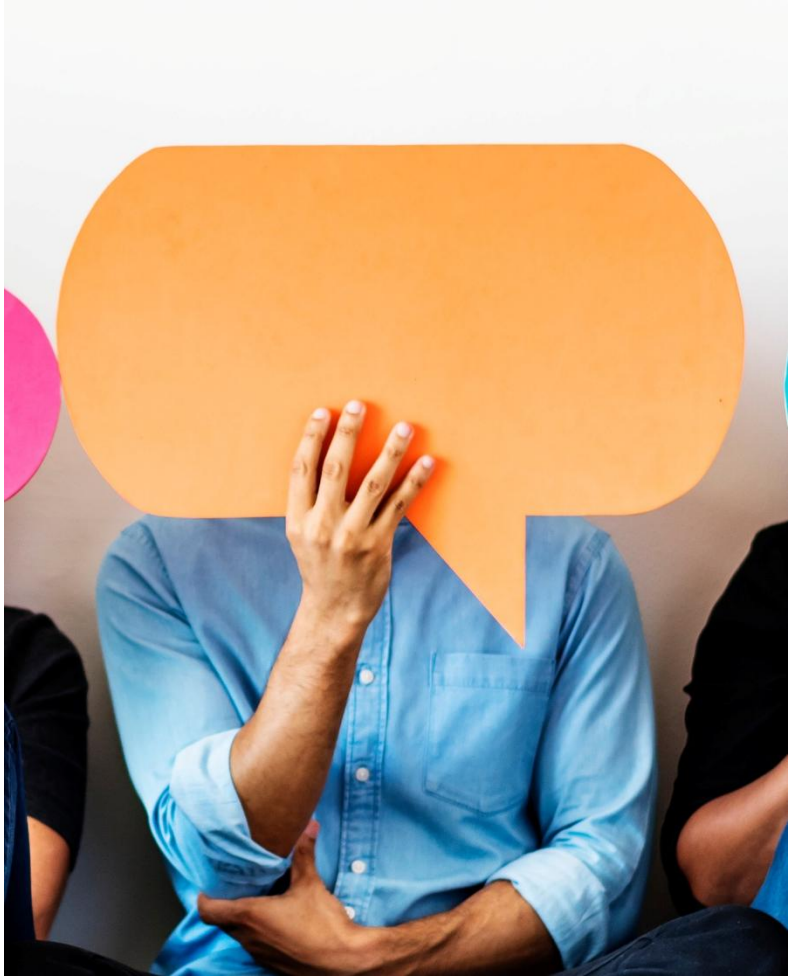


Goal: Ask questions and explore change talk.

- 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



Principles of MI

Express Empathy

- Walk a mile in their shoes to allow people to be heard and understood.

Support Self-Efficacy

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

Roll with Resistance

- Resistance is normal with conflict between the **problem** and **solution**. There is no need to create a power struggle. It is a conversational **dance** not a conversational **wrestle**. Avoid arguing.

Develop Discrepancy

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

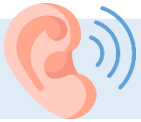
MI Skills to Practice

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're concerned."*



Reflective Listening/Explore-Offer-Explore

- *"It sounds like you have concerns about the vaccine's safety. What have you heard? I'm interested in knowing 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?"*
- **Don't forget to explore their response.**

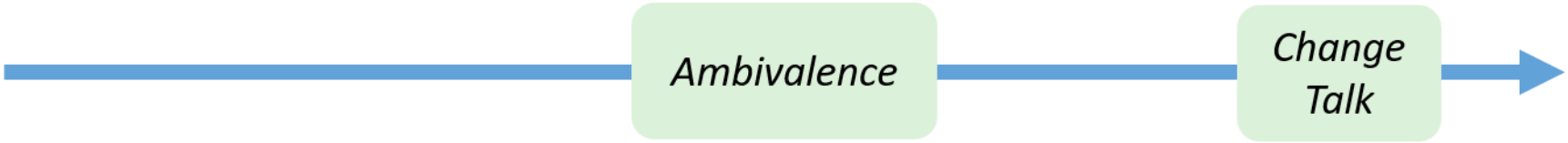
Summarizing the Conversation

- Communicate understanding, include important elements of discussion, and ask for clarification to explore what their next steps might be.

What If We Are Stuck in Sustain Talk?

Sustain Talk ← *Ambivalence*

Mobilize Thought Processes to Change Talk



- Ask open-ended questions that will likely lead to change talk.
- Ask about guiding values.
- Ask for pros and cons.
- Look back.
- Look forward.
- Explore what they already know and their experience.

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.
- Do not challenge misinformation.
- Authority plus information equals reactance.
- Give the person space to express himself/herself.
- Change is a **process** and not an **event.**
- Thank the person for the discussion.
- It is understandable to think a bit before making a decision.

What MI Is and Is Not

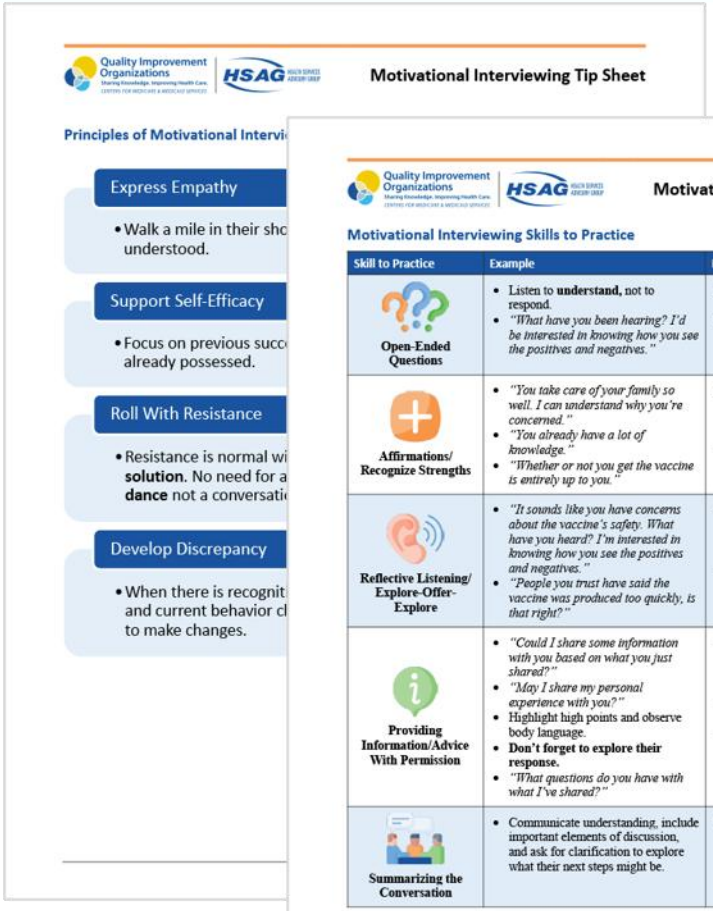
MI Is:

- **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**

Find MI Resources at www.hsag.com



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Motivational Interviewing Tip Sheet

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Motivational Interviewing Tip Sheet

Motivational Interviewing Skills to Practice

Skill to Practice	Example	Move From Sustain Talk to Change Talk
Open-Ended Questions	• Listen to **understand,** not to respond. • *"What have you been hearing? I'd be interested in knowing how you see the positives and negatives."*	• Ask open-ended questions that will likely lead to change talk. • *What would make you feel better about the vaccines?*
Affirmations/ Recognize Strengths	• *"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."*	• 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	• *"It sounds like you have concerns about the vaccine's safety. What have you heard? I'm interested in knowing how you see the positives and negatives."* • *"People you trust have said the vaccine was produced too quickly, is that right?"*	• Ask for pros and cons (good things/not-so good things) for both not getting vaccinated and for getting vaccinated. • Look Forward. *"How could your life be different if you decided to get the vaccine?"*
Providing Information/Advice With Permission	• *"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?"*	• 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 infected?*
Summarizing the Conversation	• Communicate understanding, include important elements of discussion, and ask for clarification to explore what their next steps might be.	• *"I can see you have thought a lot about this. What do you think you will do now?"*

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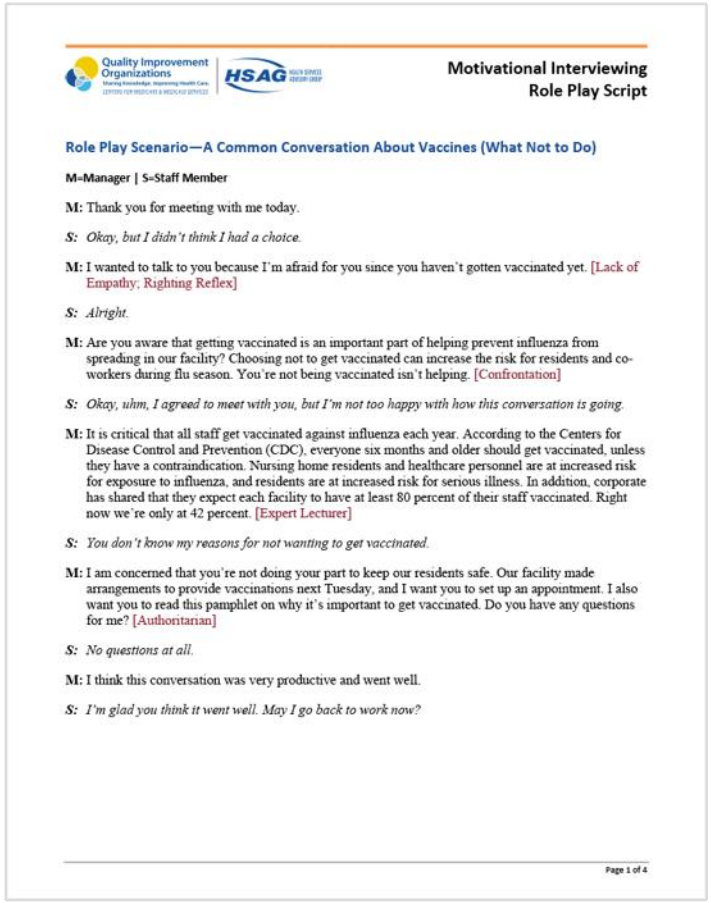

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Motivational Interviewing Role Play Script

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 an important part of helping prevent influenza from spreading in our facility? Choosing not to get vaccinated can increase the risk for residents and co-workers during flu season. You're not being vaccinated isn't helping. [Confrontation]

S: *Okay, uhm, 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 against influenza each year. According to the Centers for Disease Control and Prevention (CDC), everyone six months and older should get vaccinated, unless they have a contraindication. Nursing home residents and healthcare personnel are at increased risk for exposure to influenza, and residents are at increased risk for serious illness. In addition, corporate has shared that they expect each facility to have at least 80 percent of their staff vaccinated. Right now we're only at 42 percent. [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 facility 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's 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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Thank you!

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