Full Speed Ahead!
Program Launch
Barb Averyt, Senior Executive Director
Jennifer Wieckowski, Senior Executive Director
Keith Chartier, Associate Executive Director
Rose Chen, Director
Simi Williams, Quality Improvement Specialist
Thursday, August 5, 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 will be collaborating with NHs to meet this challenge.
COVID-19 Vaccine Rates (July 18)*

<table>
<thead>
<tr>
<th>State</th>
<th>Completed Vaccination</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Resident</td>
<td>Staff</td>
</tr>
<tr>
<td>Arizona</td>
<td>66.49%</td>
<td>54.36%</td>
</tr>
<tr>
<td>California</td>
<td>80.76%</td>
<td>78.94%</td>
</tr>
</tbody>
</table>

Poll Question

What is your biggest barrier to increasing vaccination rates in your facility for staff and/or residents? (select all that apply)

- Access to the vaccine
- Wait and see mindset
- Myths or misinformation
- Fertility concerns
- Inability to obtain previous vaccination records
- Other: please type in the chat
Full Speed Ahead! Quickinars

Full Speed Ahead! Program Launch
• Thursday, August 5, 2021

The Moveable Middle
• Thursday, August 19, 2021

The Moved Middle
• Thursday, September 2, 2021

Invest in Trust Strategies, Part 2
• Thursday, September 16, 2021

Celebrate Success
• Thursday, September 30, 2021

https://www.hsag.com/en/covid-19/vaccine-resources/#Full_Speed_Ahead_COVID_19_Vaccination_Recognition_Program
Facility-Specific COVID-19 Vaccine Data Report

- Available at https://qiip.hsag.com
To Access the Quality Improvement Innovation Portal (QIIP) for Facility Report

www.hsag.com/covid-19/long-term-care-facilities/

Under California Resources, click on “California HSAG Quality Improvement and Innovation Portal (QIIP) Administrator Form”
HSAG COVID-19 Vaccine Resources

www.hsag.com/covid-19/vaccine-resources
## COVID-19 Vaccine Program Activity Recommendations

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<th>Activity Recommendation</th>
<th>Evidence-Based Rationale</th>
<th>HSAG Resources</th>
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<td>Hold 1:1 conversations with staff using motivational interviewing (MI). Schedule follow-up conversations. Send thank you notes.</td>
<td>Empathy as key to interacting with those who may be vaccine hesitant or skeptical, including through such techniques as MI.</td>
<td>MI Webinar Training: <a href="https://bit.ly/MIwebinarHSAG">https://bit.ly/MIwebinarHSAG</a></td>
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<td>Recruit staff members who are willing to talk and answer questions from colleagues. Train using MI.</td>
<td>Research shows that people look to their peers for cues about how to behave in a wide range of areas.</td>
<td>Peer Ambassadors: <a href="https://bit.ly/ImprovingVaccineAcceptance">https://bit.ly/ImprovingVaccineAcceptance</a></td>
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<td>Have medical director hold meetings with staff to answer any questions about the vaccine.</td>
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<td>Place posters promoting COVID-19 vaccine appointments around building for staff members and residents to see.</td>
<td>Develop different messages for those who need information on how to do so and those who are hesitant but open to learning more.</td>
<td>Other Communication Strategies: <a href="https://bit.ly/ImprovingVaccineAcceptance">https://bit.ly/ImprovingVaccineAcceptance</a></td>
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<td>Post a public vision board so staff members can share why they got the vaccine or what activities they are enjoying after vaccination.</td>
<td>Making vaccine uptake visible will encourage a social norming of vaccine acceptance. People look to their peers for cues about how to behave.</td>
<td>Vision Board/Goal Poster: <a href="https://www.hsag.com/covid-19/vaccine-resources">www.hsag.com/covid-19/vaccine-resources</a></td>
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<td>Publicly track facility’s vaccine goal in a public place for everyone to see.</td>
<td>Making vaccine uptake visible will encourage a social norming of vaccine acceptance. Transparency is key.</td>
<td>Vision Board/Goal Poster: <a href="https://www.hsag.com/covid-19/vaccine-resources">www.hsag.com/covid-19/vaccine-resources</a></td>
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<td>Share new evidence with staff about the safety of the vaccine during huddles or in newsletters.</td>
<td>Transparency is key, particularly as new data and evidence become available.</td>
<td>Vaccine Evidence: <a href="https://bit.ly/ImprovingVaccineAcceptance">https://bit.ly/ImprovingVaccineAcceptance</a></td>
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[www.hsag.com/covid-19/vaccine-resources](https://www.hsag.com/covid-19/vaccine-resources)
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[1] Evidence-Based Rationale

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Vaccination Vision Board/Goal Poster

Full Speed Ahead! COVID-19 Vaccination Program

Now that I am vaccinated I can...

Vaccination Goals
We are committed to protecting our residents from COVID-19 by increasing vaccinations. Our goal is to have 75% of our staff and 90% of our residents vaccinated by ____________________.

For more information, contact: ____________________ at ____________________.

https://www.hsag.com/contentassets/10b861fee3ba41c98ac3688e2a7519a4/qincovid19vaccineposterlr508fillable.pdf
### COVID-19 Vaccine Program Activity Recommendations (cont.)

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<td>Hold community meetings to identify messengers and other potential support for vaccine uptake.</td>
<td>Community organizations are close to their audiences; can tailor information effectively; and have trusted leaders who can be effective spokespersons.</td>
<td>Other Communication Strategies: <a href="https://bit.ly/ImprovingVaccineAcceptance">https://bit.ly/ImprovingVaccineAcceptance</a></td>
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²For more information on evidence-based recommendations, please visit [ HSAG Resources](https://www.hsag.com/covid-19/vaccine-resources)
Full Speed Ahead!
COVID-19 Vaccination Recognition Program

- Data will be reviewed quarterly, and facilities will receive a certificate of achievement for meeting either of the following criteria:
  - Exceeding a 75% staff vaccination rate for 4 consecutive weeks.
  - Exceeding a 90% resident vaccination rate for 4 consecutive weeks.
To Do’s by Next Quickinar (8/19/2021)

1. Ensure you have QIIP access: [https://qiip.hsag.com](https://qiip.hsag.com)

2. Review your COVID-19 vaccine run chart and identify potential opportunities for improvement: [https://qiip.hsag.com](https://qiip.hsag.com)

3. Print and Post the Vaccination Vision Board/Goal Poster: [https://www.hsag.com/contentassets/10b861fee3ba41c98ac3688e2a7519a4/qincovid19vaccineposterlg_508fillable.pdf](https://www.hsag.com/contentassets/10b861fee3ba41c98ac3688e2a7519a4/qincovid19vaccineposterlg_508fillable.pdf)
Next Quickinar

The Moveable Middle
August 19, 2021, at 10:30 a.m. PT

www.hsag.com/covid-19/vaccine-resources
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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Keith Chartier | K Chartier@hsag.com
Simi Williams | S Williams1@hsag.com
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