



Full Speed Ahead!

Quickinar 3: The Moved Middle

Thursday, September 2, 2021

Recap: To Do's by Today's Quickinar (9/2/2021)

1. Watch the HSAG Motivational Interviewing webinar to prepare for conversations with your movable middle.
2. Segment the group that you consider to be part of the movable middle and have conversations with them using motivational interviewing.

Vaccine Mandate Communication

August 23, 2021

Association offers blueprint for how LTC leaders can make federal staff vaccine policy work

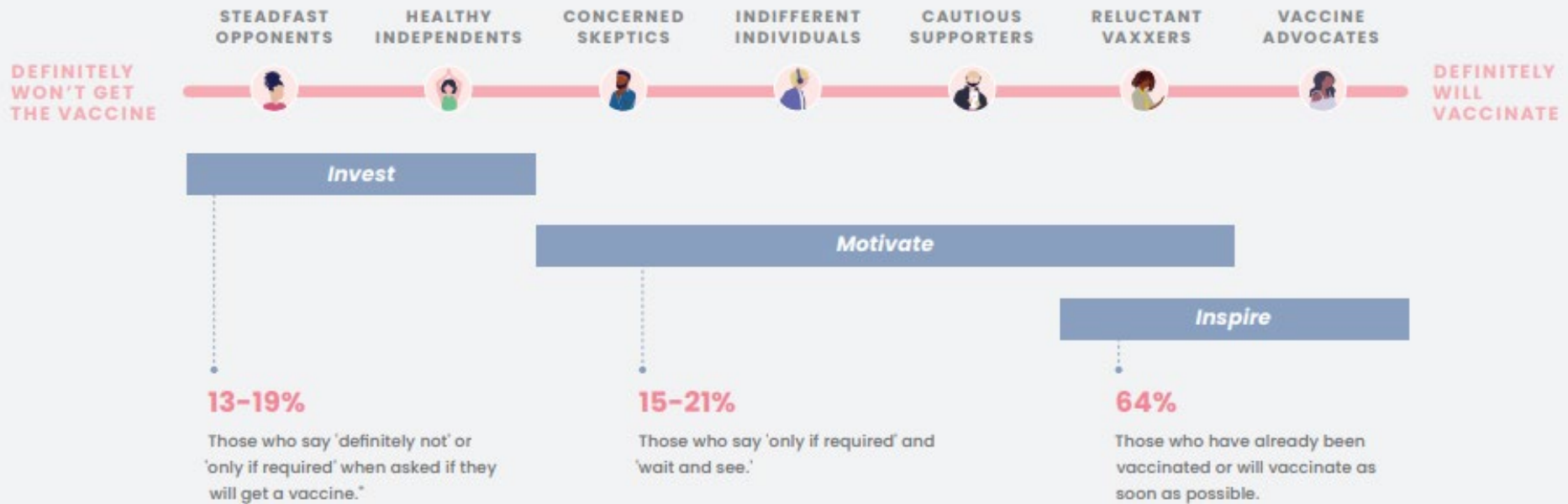
1. Clearly communicate the new requirement to all staff
2. Have one-on-one discussions with unvaccinated staff to address in personal reasons for not getting the vaccine
3. Staff who take part should be empowered as champions
4. Develop a task force to help prepare for the vaccine rollout



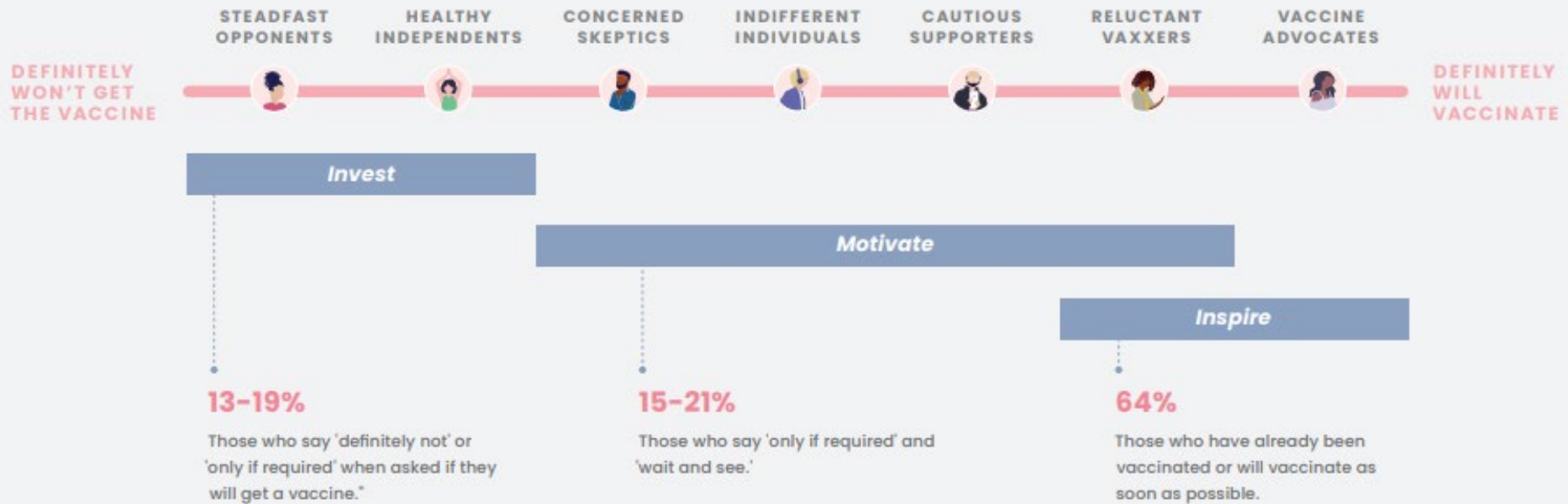
Association Offers Blueprint for How LTC Leaders Can Make Federal Staff Vaccine Policy Work. McKinghts. August 23, 2021. Available at:

https://www.mcknight.com/news/association-offers-blueprint-for-how-ltc-leaders-can-make-federal-staff-vaccine-policy-work/?utm_source=newsletter&utm_medium=email&utm_campaign=MLT_DailyUpdate_20210823&hmSubId=&hmEmail=&email_hash=0e0612524edee444f9ce8826bd3ea468&mpweb=1326-21037-654856

Array of Engagement Strategies



Array of Engagement Strategies



The Moved Middle

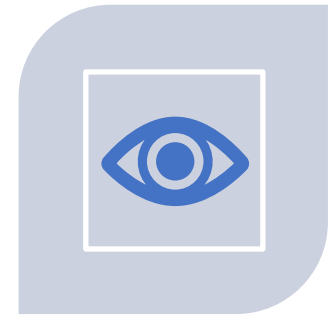
Vaccine Conversation Tools



**MOTIVATIONAL
INTERVIEWING**



**PEER
AMBASSADORS**



**INSPIRING
MESSAGES**

Motivational Interviewing

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!

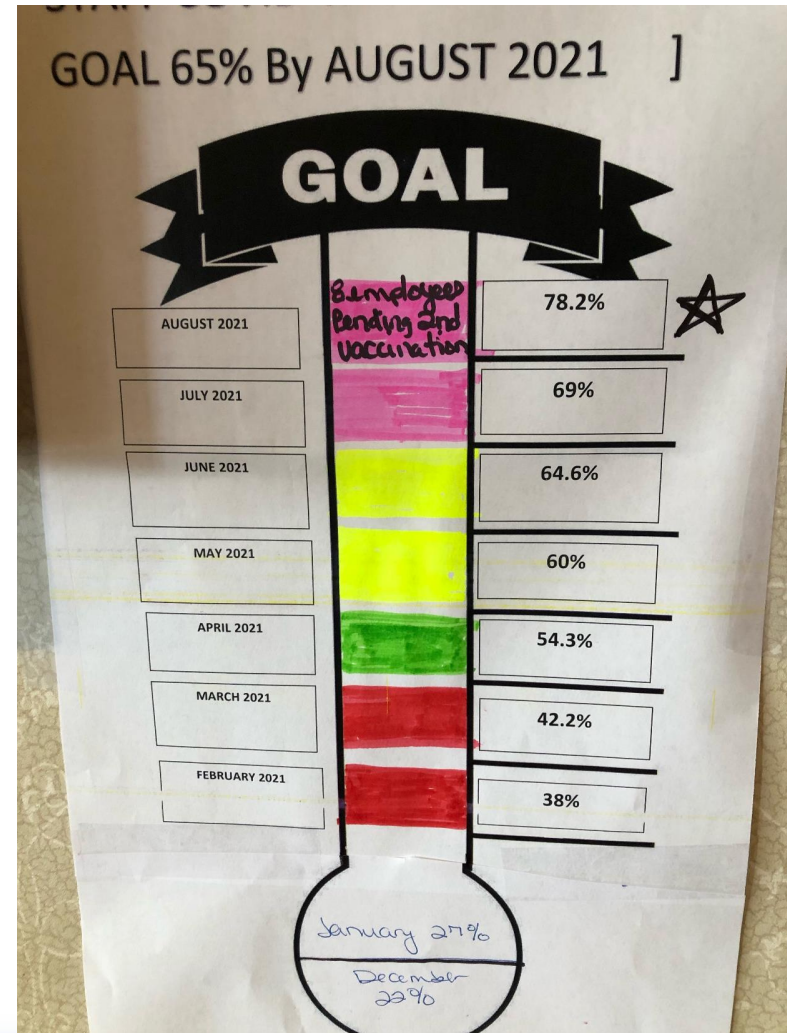
Summarize the Conversation

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

The Moved Middle: Peer Ambassador Programs



Inspiring Messages



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 _____.



Resources Available

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 Home, About, Careers, and Contact. A search bar and language selection dropdown are also present. The main content area is titled 'Vaccine Resources' and features a large image of healthcare workers. Below the image is a section titled 'Improve Vaccine Acceptance Using Motivational Interviewing (MI)' with a 'Learn More' button. To the right is a sidebar with a 'COVID-19' menu containing links to COVID-19 Events, Long-Term Care Facilities, Contact Us, Vaccine Resources (highlighted), and Telehealth Resources. Below the main image are three expandable sections: 'Full Speed Ahead! COVID-19 Vaccination Recognition Program', 'NHSN Data Reporting', and 'Improving Vaccine Acceptance'. The 'Improving Vaccine Acceptance' section is expanded, showing sub-sections: 'Motivational Interviewing' (with links to 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', and IHI Conversation Guide to Improve COVID-19 Vaccine Uptake), 'QAPI' (with links to 5 Why's - Path to Covid-19 Vaccine Acceptance, COVID-19 Vaccination Plan: Prioritized Risks, Goals, Strategies, and Implementation, Root-Cause Analysis: Vaccination Compliance, and COVID-19 Vaccine Acceptance: Change Ideas), 'Vaccine Evidence' (with links to 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), and CDC: mRNA COVID-19 Vaccines Reduce the Risk of Infection by 91% for Fully Vaccinated People), 'Peer Ambassadors' (with links to Video: Long-Term Care Community Champions: Voices From the Front Line, Video: COVID-19 Vaccinations—Perspectives from a Nursing Home CNA, and Video: Nursing Home Worker Goes From COVID Vaccine Sceptic to Advocate), and 'Other Communication Strategies' (with links to Invest in Trust: A Guide for Building COVID-19 Vaccine Trust and Increasing Vaccination Rates Among CNAs (AHRQ), Invest in Trust Webinar Recording (July 15, 2021), Invest in Trust Webinar Presentation (July 19, 2021), Communication Strategies for Promoting COVID-19 Acceptance, and Human-Centered Recommendations for Increasing Vaccine Uptake).

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

https://www.hsag.com/en/covid-19/vaccine-resources/#Improving_Vaccine_Acceptance



Vaccine Program Best Practices and Success

Adam Brake, Executive Director
Haven of Douglas

Haven of Douglas

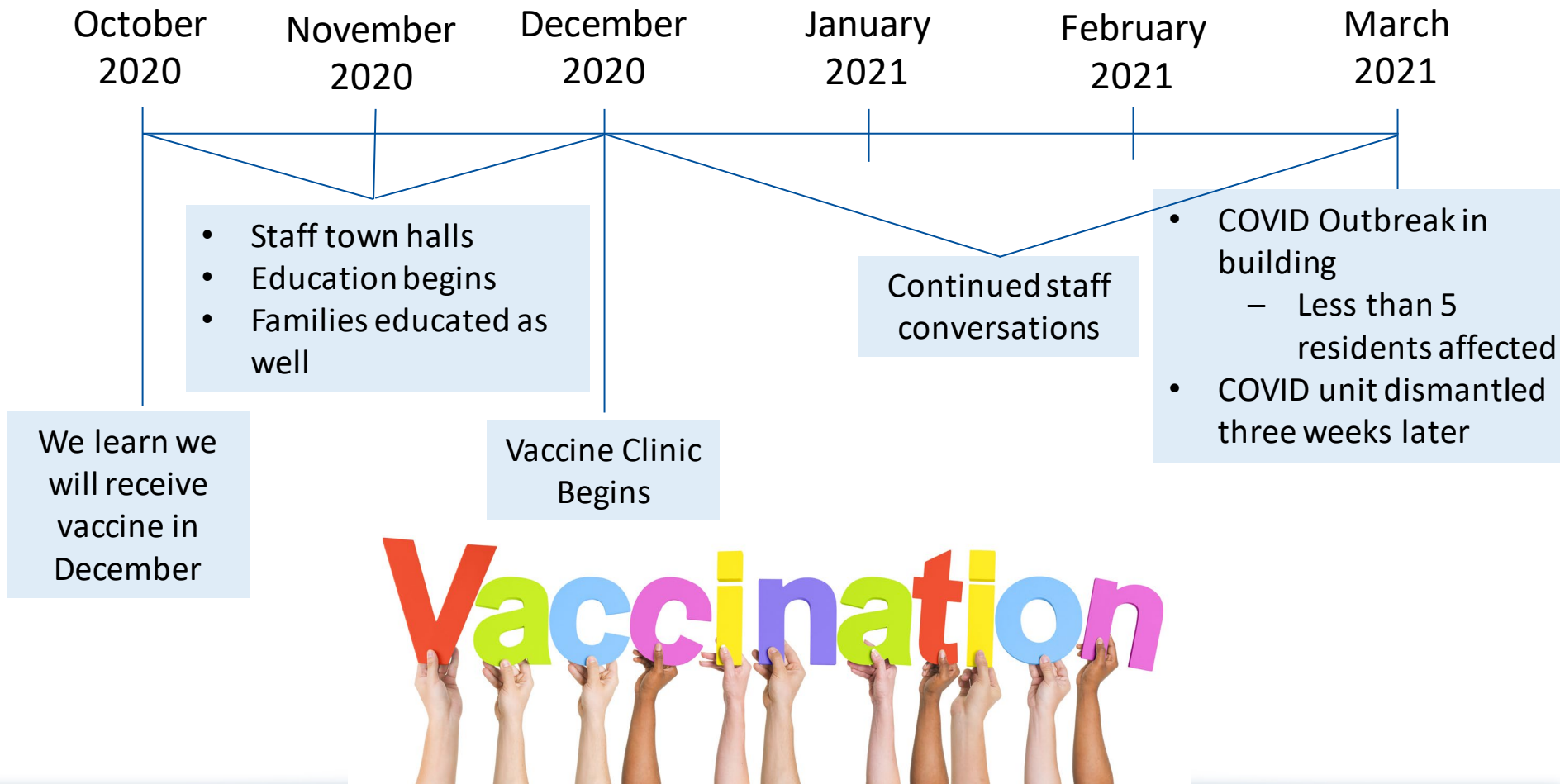
- 58-bed skilled-nursing facility (SNF) on the U.S./Mexico Border in Douglas, AZ.
 - Douglas, AZ – Population of 16,000+
 - Agua Prieta, Sonora – Population of 100,000+
- 80 Staff Members, 50+ Residents.

Staff Vaccination Rate: 90%
Resident Vaccination: 89%



ARIZONA

Our Vaccination Timeline



How Did We Do It?



Education



Check Sources



Accountability

Common Questions

1. Did staff quit?
2. How did this affect our relationships with the hospitals?
3. What do nurses feel about our vaccination rate today?



To Do's by Next Quickinar (9/16/2021)

1. Download the [Human Centered Recommendations for Increasing Vaccine Uptake](#) guide to identify strategies to inspire your staff members

2. Choose one vaccine strategy discussed during today's webinar (MI, peer ambassadors, inspiring messages) to try at your facility

Next Quickinar

Invest in Trust Strategies, Part 2 September 16, 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.



Next Quickinar: Invest in Trust Strategies, Part 2
September 16, 2021, at 10:30 a.m.

Thank you!

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Disclaimer

This material was prepared by Health Services Advisory Group (HSAG), a Quality Innovation Network-Quality Improvement Organization (QIN-QIO) under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services (HHS). Views expressed in this material do not necessarily reflect the official views or policy of CMS or HHS, and any reference to a specific product or entity herein does not constitute endorsement of that product or entity by CMS or HHS. Publication No. QN-12SOW-XC-09012021-01