# [Nursing Home Name and CCN] COVID-19 Vaccine Booster Action Plan

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| Facility Leader Reviewed with: |  | | | | | Date: | |  | | |
| Booster Baseline Rate (provided by CMS at time of referral): | |  | Qualifying Residents: |  | % | | Qualifying Staff: | |  | % |
| Booster Goal by March 31, 2022 (per CMS expectations): | |  | Qualifying Residents: | 95 | % | | Qualifying Staff: | | 100 | % |
|  | |  |  |  |  | |  | |  |  |

**Key Program Elements:**

* Identify targeted interventions and implement them as soon as possible and no later than March 15, 2022.
* Enter weekly COVID-19 Vaccine Booster data into the National Healthcare Safety Network (NHSN) for compliance, to prioritize outreach, and to monitor goal.

## COVID-19 Vaccine Booster Program Interventions

| Selection | Intervention Recommendation | Evidence-Based Rationale1 | HSAG Resources |
| --- | --- | --- | --- |
|  | **One-on-One Meetings:** Hold 1:1 conversation with staff, residents, or their family members using motivational interviewing (MI). Schedule follow-up conversations. Send thank you notes. | Empathy as key to interacting with those who may be vaccine hesitant or skeptical, including through such techniques as MI. | MI Webinar Training:  <https://bit.ly/MIwebinarHSAG> |
|  | **Peer Ambassadors:** Recruit staff members who are willing to talk and answer questions from colleagues. Train using MI. | Research shows that people look to their peers for cues about how to behave in a wide range of areas. | Peer Ambassadors:  <https://bit.ly/ImprovingVaccineAcceptance> |
|  | **Clinical Subject Matter Experts:** Have medical director or pharmacist hold meetings with staff to answer any questions about the Booster. Make 1:1 rounds to residents to answer their questions. Have evening meetings to accommodate family members of residents. | Consider tailored messaging down to the individual level using MI. | MI Resources:  <https://bit.ly/ImprovingVaccineAcceptance> |
|  | **Data Verification:** Check the data fields in NHSN and be sure your data has been entered in correctly. | Consistent, transparent, and accurate data is important to build credibility with the community. | If you are unsure about getting into NHSN to verify data, please contact your HSAG account manager to assist you at:  [Name] |
|  | **On Site Booster Clinic:** Secure a vendor to provide a Booster Clinic or mobile van at the facility. Invite the loved ones of residents so they can also receive the COVID-19 vaccine booster. HSAG can assist with this effort. | Public ownership and engagement in COVID-19 vaccinations can inspire greater confidence in the vaccination. | Contact your HSAG account manager to assist you at:  [Name] |
|  | **Poster with Key Messages:** Place posters promoting the Booster Clinic dates around the building for staff members, residents, and their loved ones 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> |
|  | **Vision Board:** Post a public vision board so staff members can share why they got the Booster and what activities they are enjoying after vaccination. Do the same for residents and their loved ones. Have the Activities Coordinator help with this task. | Making Booster vaccine uptake visible will encourage a social norming of Booster acceptance. People look to their peers for cues about how to behave. | Vision Board/Goal Poster: [www.hsag.com/covid-19/vaccine-resources](http://www.hsag.com/covid-19/vaccine-resources) |
|  | **Tracking Data:** Track facility’s Booster vaccine goal and trends and share in a place accessible for staff and others. | Making vaccine uptake visible will encourage a social norming of vaccine acceptance. Transparency is key. | Use the HSAG COVID Vaccine weekly trend report and display. |
|  | **Emerging Evidence:** Share new evidence with staff about the safety of the vaccine during huddles or in newsletters. To be sure residents and their loved ones see this, share this information in a newsletter, bulletin board, or email. | 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> |
|  | Other: | Other: |  |

**Reference**

1. National Academies of Sciences, Engineering, and Medicine 2021. Strategies for Building Confidence in the COVID-19 Vaccines. Washington, DC: The National Academies Press. <https://doi.org/10.17226/26068>.