

COVID WEBINAR

Chronic Diseases Didn't Brake for COVID-19

March 10, 2023 at 1:00 pm EST



**NATIONAL
NURSE-LED CARE
CONSORTIUM**
a PHMC affiliate



John W. Patton

VP, Center for Innovation and
Partnerships at the National
Association of Chronic Disease
Directors



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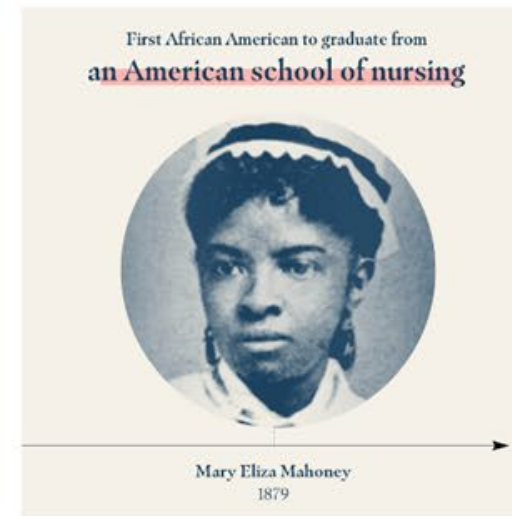


The National Nurse-Led Care Consortium (NNCC) is a non-profit membership organization that supports nurse-led care and nurses at the front lines of care.

NNCC supports comprehensive, community-based primary care and public health nursing through policy and advocacy, program development and management, technical assistance and support, and direct, nurse-led healthcare services.

Learn more at NurseLedCare.org

CDC COVID Vaccine Project Goals



Q: Can I get the vaccine if I don't have insurance?

A: Yes, Covid-19 vaccines are 100% free in the United States.

- Empower nurses with necessary information to engage care teams and communities about COVID-19 vaccines.
- Provide learning opportunities to share up-to-date guidance, support peer engagement among nursing colleagues, and strengthen the nursing role.
- Amplify the nursing voice by featuring nurse champions through our podcast and other media outlets.

Learn more at NurseLedCare.org



Housekeeping Items

Question & Answer

- Click Q&A and type your questions into the open field.
- The Moderator will either send a typed response or answer your questions live at the end of the presentation.

Continuing Education Credits

- Please complete the evaluation survey after today's training.
- Certificate will arrive within 4 weeks of completing the survey.

Zoom Participant ID: 42 Meeting ID: 752-948-988

Recording...

Talking:

Meeting Topic: test1

Host: National Nurse Led Care Consortium (NNCC)

Password: 905316

Invitation URL: https://zoom.us/webinar/register/WN_ESfDeS5gQw-p_M4h...
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National Association of
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Chronic Diseases Didn't Brake for COVID-19

Learning Objectives:

To Better Understand:

- ▶ **Pandemic Messaging challenges**
- ▶ **The need to communicate about chronic disease management during a pandemic.**
- ▶ **The public's hesitancy to return to the doctor**
- ▶ **The populations that were most impacted**
- ▶ **What is the “health debt”**
- ▶ **The value of the correct “voice”**
- ▶ **NACDD’s resiliency dashboard**
- ▶ **Pandemic preparation messages**





NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.

1988

Founded

59

Represent
Every State
and US Territorial
Health Department

7,000

Members

Manage 100s of CDC-funded chronic disease projects

San Francisco Chronicle

DAN SIMON/CNN

#1

Tuesday, March 17, 2020 | CONTAINS RECYCLED PAPER | \$2.00 *****

CORONAVIRUS PANDEMIC

STAY AT HOME

6 Bay Area counties order nearly 7 million people to shelter in place

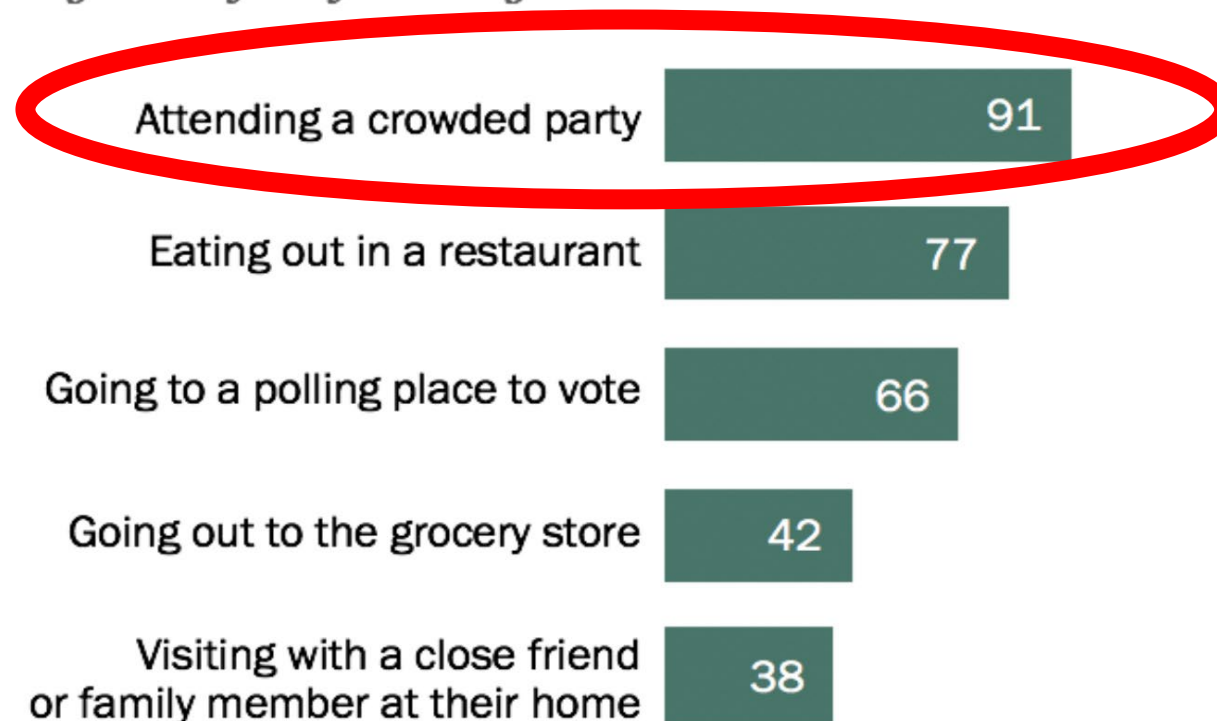


By Erin Allday

Six Bay Area counties announced "shelter in place" orders for all residents on Monday — the strictest measure of its kind yet in the continental United States — directing ev

Amid coronavirus outbreak, most Americans uncomfortable going to a party, restaurant or polling place

*% saying that, given the current situation with the coronavirus outbreak, they would feel **uncomfortable** doing each of the following*



Source: Survey of U.S. adults conducted March 19-24, 2020.
"Most Americans Say Coronavirus Outbreak Has Impacted Their Lives"



SOME PATIENTS MAY BE DELAYING EMERGENCY CARE DURING THE PANDEMIC

6/3/2020

**Emergency department
visits declined**

42%*



**A decline in visits for serious conditions
might result in complications or death**

*U.S. emergency department visits March 29–April 25, 2020, compared with March 31–April 27, 2019

Health debt is...

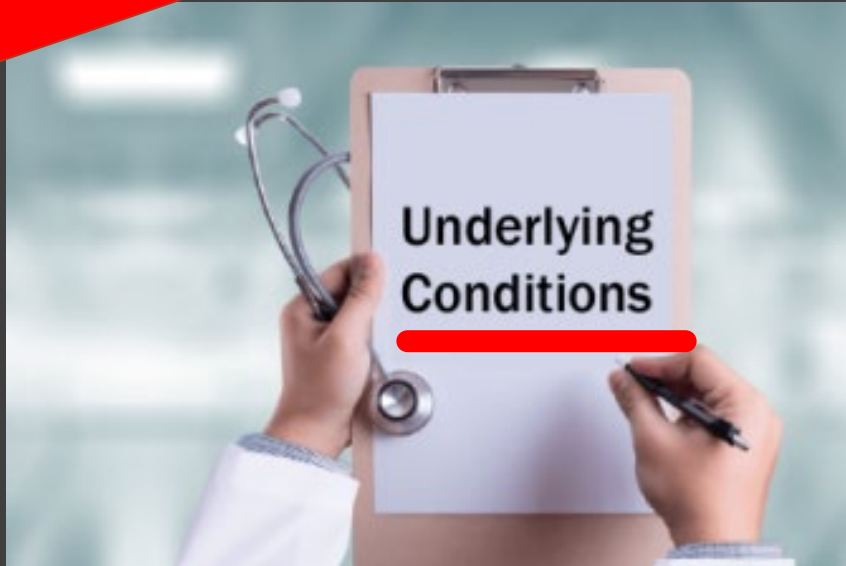
the accumulated impact of changes in health behaviors during the pandemic that will have long-term negative effects on health.

Americans have accumulated an enormous health debt due to **delayed or missed screenings, treatment or management of existing diseases...**

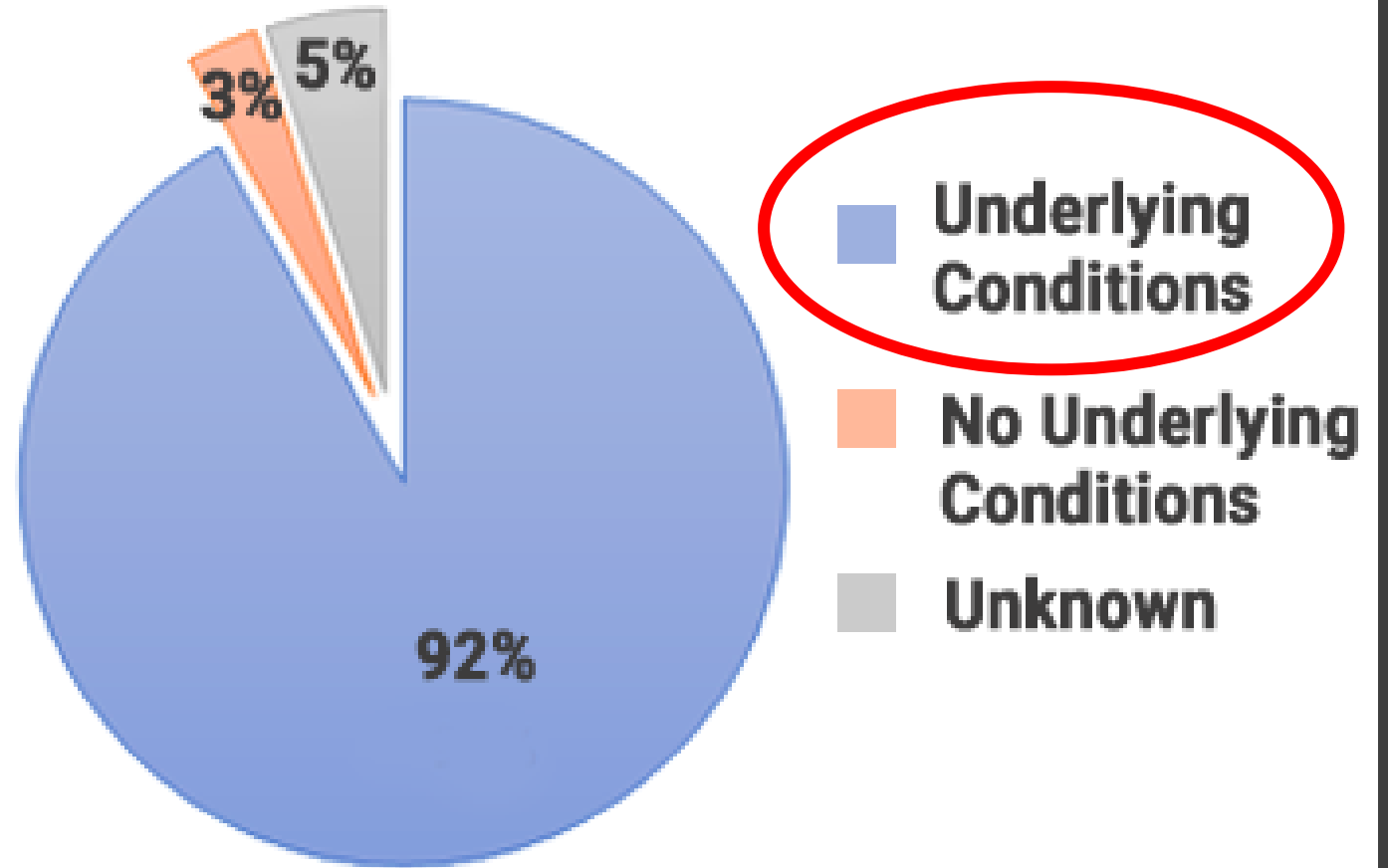
If you have certain underlying medical conditions you are at increased risk of severe illness from COVID-19, no matter your age.



#2

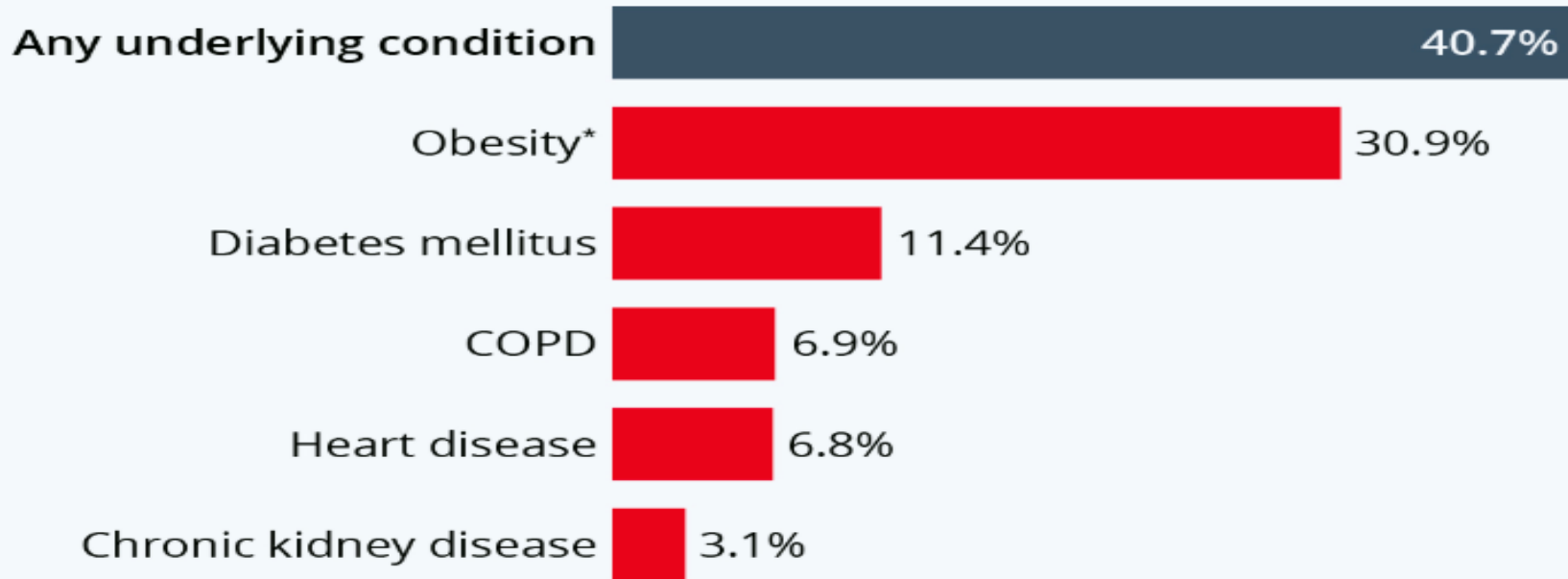


COVID-19 Deaths Associated With Underlying Conditions



Over 40% Of U.S. Adults Are Susceptible to Severe Covid-19

Nationwide prevalence of underlying conditions in U.S. adults in 2018



* BMI ≥ 30 kg/m²

Source: Centers for Disease Control and Prevention



Lesson:

Be clear,
transparent,
& honest
with your
messaging

Lesson: Quickly Determine Populations at Greater Risk

#3



Over the course of the pandemic, analyses of *federal, state, and local* data have shown that people of color have experienced a disproportionate burden of cases and deaths.

— Kaiser Family Foundation



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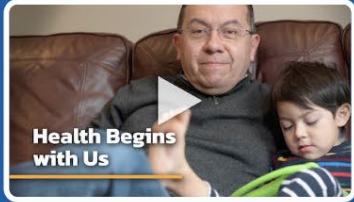
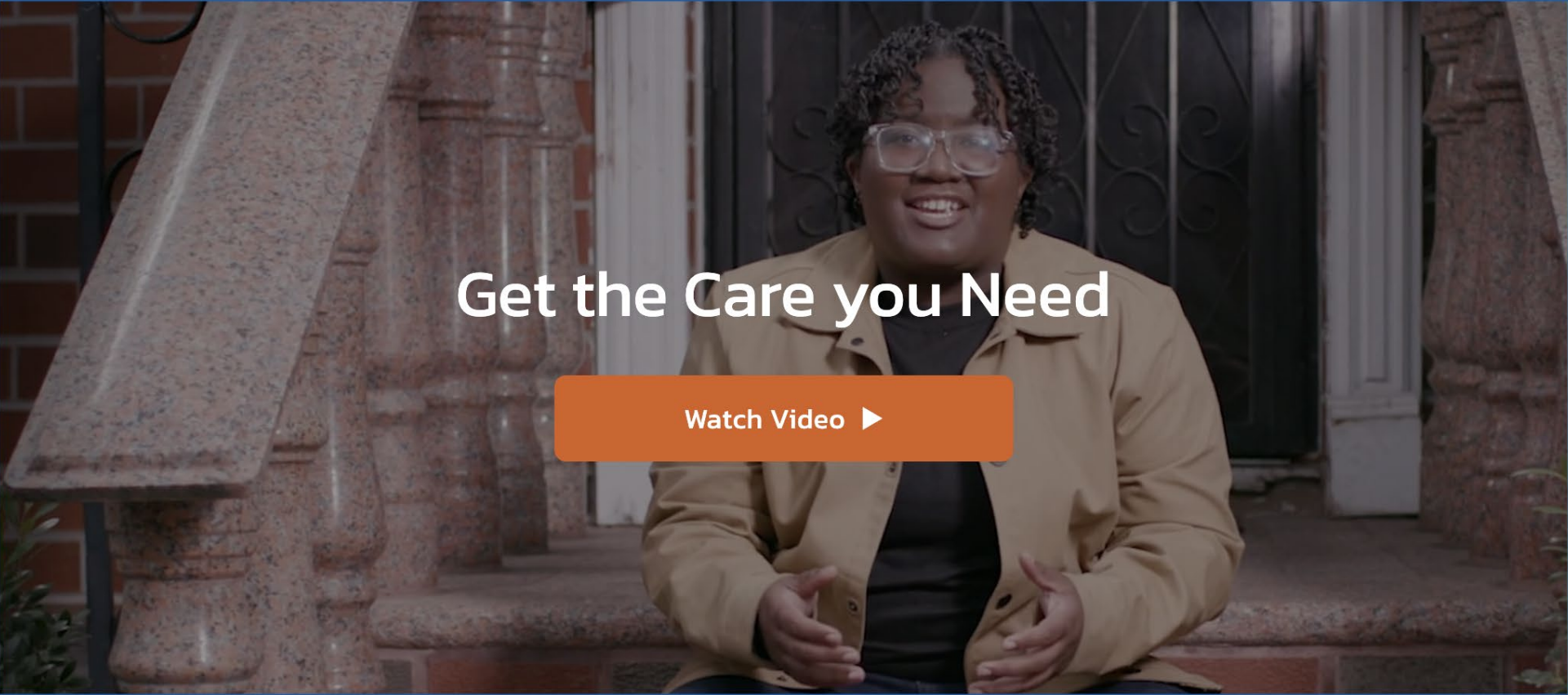
Task: Create something unique that will resonate with those most impacted by COVID.

Result:
Emmy
Nominated
Campaign



Spoken Word





Share this Information with a Loved One or Friend



Your Health Matters Beyond COVID-19

[Learn More](#)

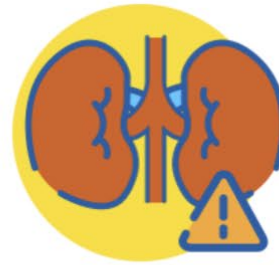


YourHealthBeyondCOVID.org

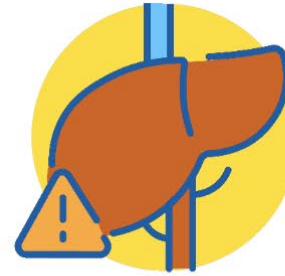
People who have one or more of these chronic conditions should be extra careful to protect their health from COVID-19:



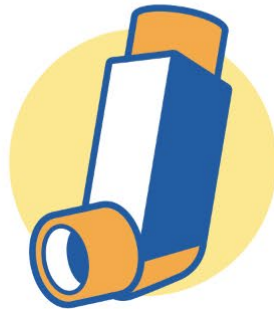
CANCER



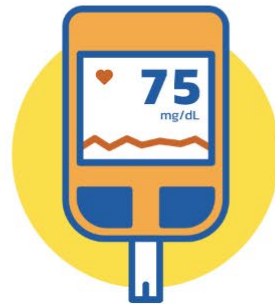
KIDNEY DISEASE



LIVER DISEASE



LUNG DISEASES



DIABETES



HEART CONDITIONS



WEAKENED IMMUNE SYSTEM

Black Americans and COVID-19

The Black community is at a higher risk of getting sick from and/or dying from COVID-19 due to multiple factors including racial and economic discrimination, health inequities, and chronic diseases.

[Learn More](#) ▼

[← Back to Home](#)

Tips for Managing Chronic Diseases

You don't have to go at it alone. Find an accountability partner to hold you accountable for managing your chronic disease.

I Have Diabetes

I Have Asthma

I Have Heart Disease

I Have Cancer

I Have Diabetes

Black adults are 60% more likely to be diagnosed with diabetes. Managing diabetes and helping your loved ones manage theirs is a key step in preventing COVID-19. When people with diabetes do not properly manage their blood sugar levels, they weaken their chances of fighting off COVID-19. People with poorly controlled diabetes are more likely to become very ill and/or die from COVID-19.

Here's what you can do:

- Stay on top of monitoring your blood sugar regularly and take your medications regularly, as directed
- Contact your physician and request an emergency supply of medications
- Choose healthy food options that don't spike your blood sugar
- Increase your physical activity, consider at least 30 minutes of physical activity per day
- Create a plan to stop smoking, as smoking increasing your chance of having a heart attack or stroke





hcn

Bienvenidos
a América

laRed
hispana

#4

¡Tu salud más allá
de COVID-19!

Site in English

Menú

Cómo me protejo del
COVID-19 si tengo

CÁNCER

▶ REPRODUCIR VIDEO

12,707,985
media impressions



tusaludsincovid.org

Concerned about exposure to COVID-19 at doctor or hospital - Wave: 22-Jul

Indicator

Concerned about exposure to COVID-19 at doctor or hospital

WAVE-WAVE CHANGE (+/-)

RESET FILTERS



Demographics

Education

Sub-Demographics

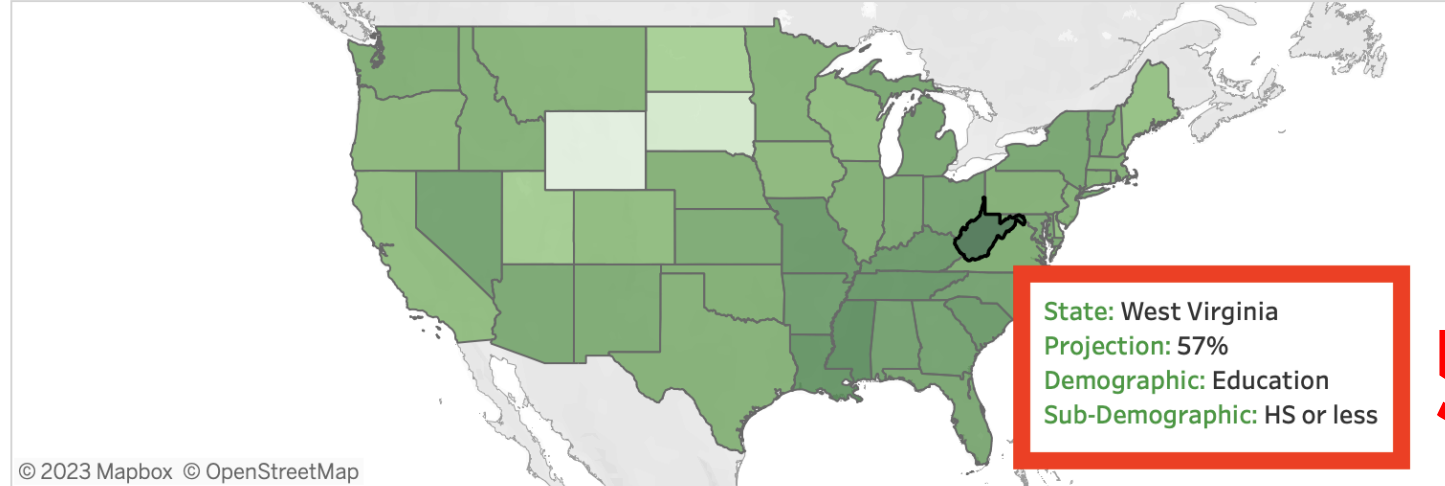
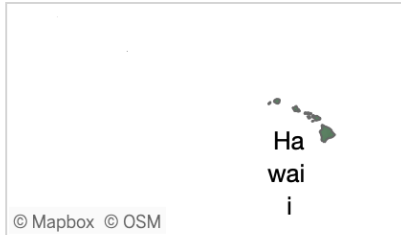
HS or less

Regions

(All)

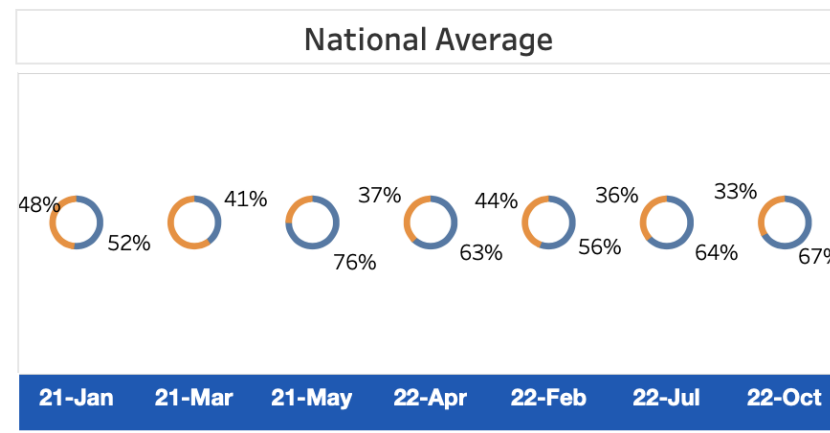
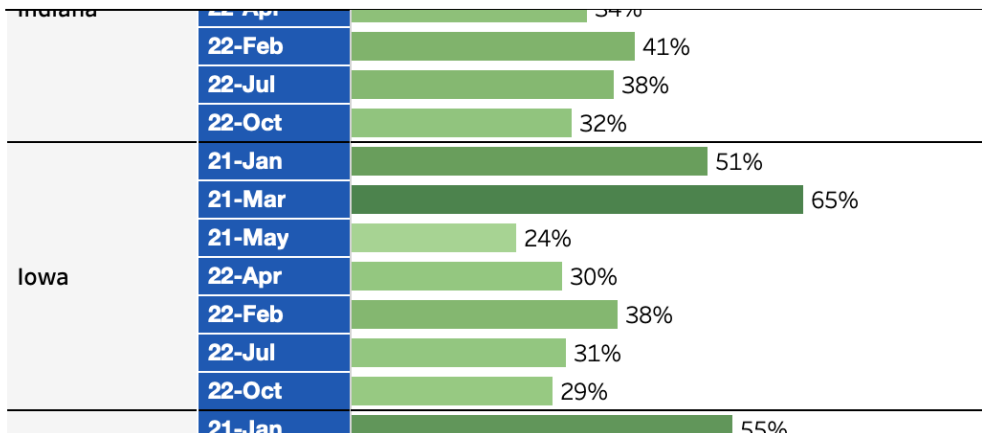
Wave

22-Jul



State: West Virginia
 Projection: 57%
 Demographic: Education
 Sub-Demographic: HS or less

57%





COVID vaccine hesitancy is a delay in acceptance or refusal of vaccination against contagious disease despite supply, access and awareness -(WHO)



Voice Matters

#6

“State and local elected officials scored worst on the survey, with only one in 10 Americans saying they trusted their health recommendations”

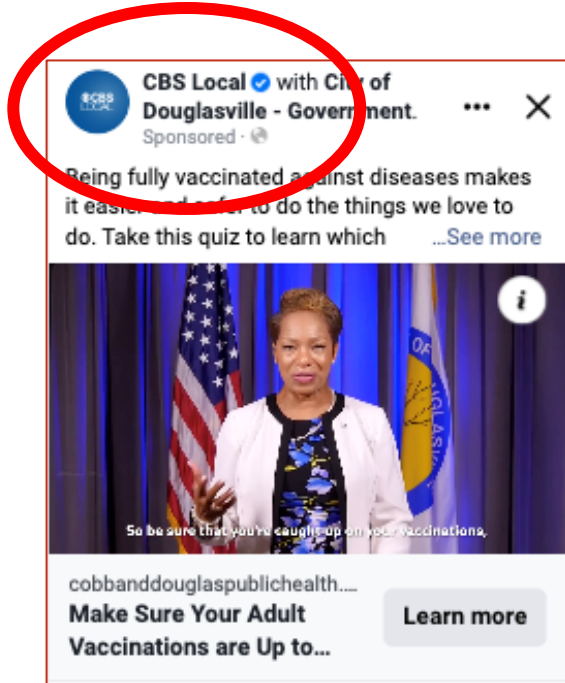
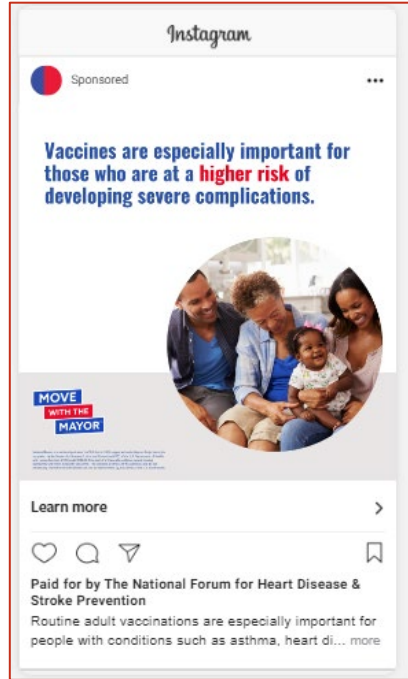
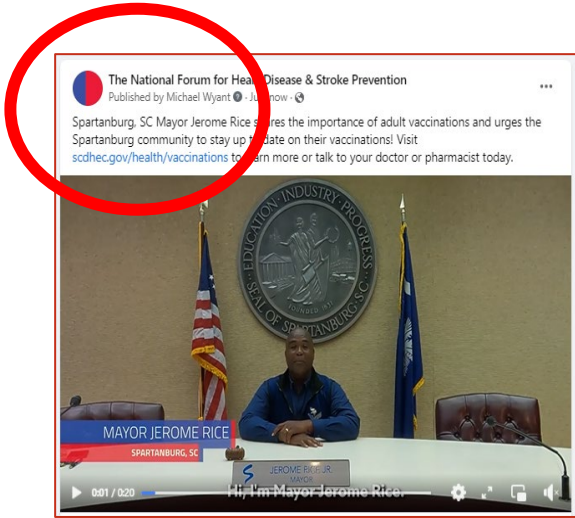


HealthAffairs

March 2023

Channels and Handles

#7



SOCIAL MEDIA VERDICT:

► "Social Media is inexpensive and good for disseminating information quickly but those things also make it attractive for spreading misinformation."

— Sage Journal



Nurses Are Influencers

▶ “The public holds nurses in high regard, having ranked nursing for the past 18 years as **the most ethical and honest profession** according to an annual Gallup poll.”

#8

—ANA, Dec. 2020



Recommendations

- ▶ 1. Share:
YourHealthBeyondCovid.org
with patients and
practitioners.
- ▶ 3. Messaging for today:
“Get your body in the best
condition possible before
the next pandemic strikes”

Thank You



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Questions



Misinformation and Health Literacy 2-Part Learning Collaborative Series

Session One: April 14, 2023 at 1:00 PM EST

Session Two: April 28, 2023 at 1:00 PM EST



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Clinical Nurse Specialist in the Medical Intensive Care Unit at the Johns Hopkins Hospital



Paula Milone-Nuzzo, PhD, RN, FHHC, FAAN
Professor and President, MGH Institute of
Health Professions



We need to acknowledge the fact that our nurses are struggling.

They're showing bravery. They're moving towards a crisis, when so many people have backed away from that crisis. They're coming into health care, when we really are going through such a transition in how we provide care.

Find more free continuing education opportunities

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THANK YOU

Special thank you to all our NNCC members who make exceptional nurse-led programming possible.



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