

# COVID WEBINAR

## The Significance of Cultural Intelligence in Addressing Vaccine Hesitancy Rooted in Historic and Systemic Racism

Friday, November 5, 2021

1:00 pm Eastern Time



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



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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](https://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 3 weeks of completing the survey.

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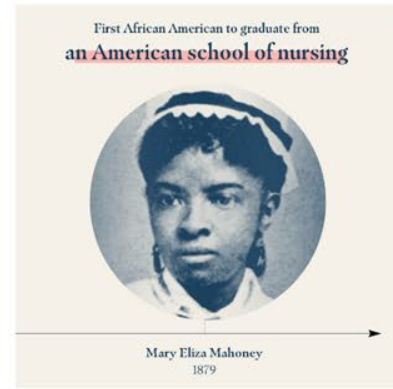
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# COVID Vaccine Project Goals



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](https://NurseLedCare.org)



# Nurse-Led Forum for Vaccine Confidence

**Our aims** are to create a monthly forum to:

- Explore questions around vaccine hesitancy
- Share strategies for building confidence in COVID-19 vaccines among nurses and communities they serve
- Learn perspectives from the field and promising practices for vaccine communications, partnerships, and decision-making

*This webinar was funded in part by a cooperative agreement with the Centers for Disease Control and Prevention (grant number NU50CK000580). The Centers for Disease Control and Prevention is an agency within the Department of Health and Human Services (HHS). The contents of this resource center do not necessarily represent the policy of CDC or HHS, and should not be considered an endorsement by the Federal Government.*



# **COVID-19 UPDATES & RESOURCES**

# **COVID-19 VACCINE BOOSTERS**

# 10/21/21 - CDC Expands Eligibility for COVID-19 Booster Shots

## What you need to know

- There are now booster recommendations for all three available COVID-19 vaccines in the U.S.
- Eligible individuals may choose which vaccine they receive as a booster dose.
- Some people may prefer the vaccine type that they originally received and others, may prefer to get a different booster. CDC's recommendations now allow for this type of mix and match dosing for booster shots.



# Who is eligible for a COVID-19 vaccine booster?

The following groups are eligible for a booster shot at 6 months or more after their initial **Pfizer or Moderna** vaccine series:

- 65 years and older
- Age 18+ who live in [long-term care settings](#)
- Age 18+ who have [underlying medical conditions](#)
- Age 18+ who work or live in [high-risk settings](#)

For those who received the **Johnson & Johnson** COVID-19 vaccine, booster shots are recommended for individuals 18 and older who were vaccinated two or more months ago.

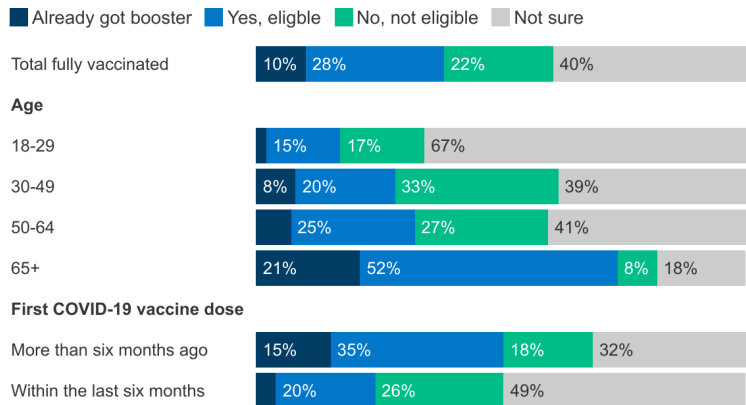
# KFF COVID-19 VACCINE MONITOR: OCTOBER 2021

## Vaccine Boosters Eligibility And Uptake

Figure 7

### Four In Ten Fully-Vaccinated Adults Are Unsure About Whether They Are Eligible To Get A COVID-19 Booster Dose

Have you personally received a booster or additional dose of the COVID-19 vaccine after you were already fully vaccinated? As far as you know, are you currently eligible to get a COVID-19 booster dose, are you not currently eligible, or are you not sure?



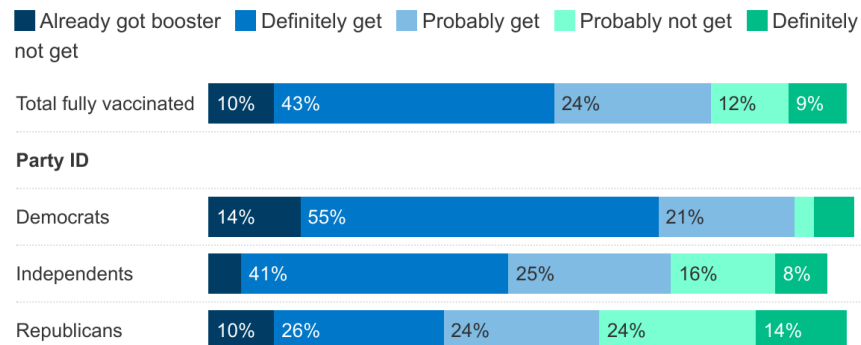
NOTE: Among fully vaccinated adults. Eligibility question asked of fully vaccinated adults who had not received a booster. See topline for full question wording.  
SOURCE: KFF COVID-19 Vaccine Monitor (October 14-24, 2021)

[KFF COVID-19 Vaccine Monitor](#)

Figure 8

### Most Fully-Vaccinated Adults Say They Will Get A Booster Dose Of The COVID-19 Vaccine, Though Nearly Four In Ten Republicans Say They Won't

Have you personally received a booster or additional dose of the COVID-19 vaccine after you were already fully vaccinated? When the FDA and the CDC recommend a booster dose of the COVID-19 vaccine for vaccinated people like you, do you think you will...?



NOTE: Among fully vaccinated adults. See topline for full question wording.  
SOURCE: KFF COVID-19 Vaccine Monitor (October 14-24, 2021)

[KFF COVID-19 Vaccine Monitor](#)

# **PEDIATRIC COVID-19 VACCINES**

# 11/2/21 - CDC RECOMMENDS PEDIATRIC COVID-19 VACCINE FOR CHILDREN 5 TO 11 YEARS

## What you need to know:

- Distribution of pediatric vaccinations across the country started this week, with plans to scale up to full capacity starting the week of November 8th.
- Vaccines will be available at thousands of pediatric healthcare provider offices, pharmacies, Federally Qualified Health Centers, and more.
- COVID-19 vaccines have undergone – and will continue to undergo – the most intensive safety monitoring in U.S. history. Vaccinating children will help protect them from getting COVID-19 and therefore reducing their risk of severe disease, hospitalizations, or developing long-term COVID-19 complications.

[CDC new pediatric landing page](#)

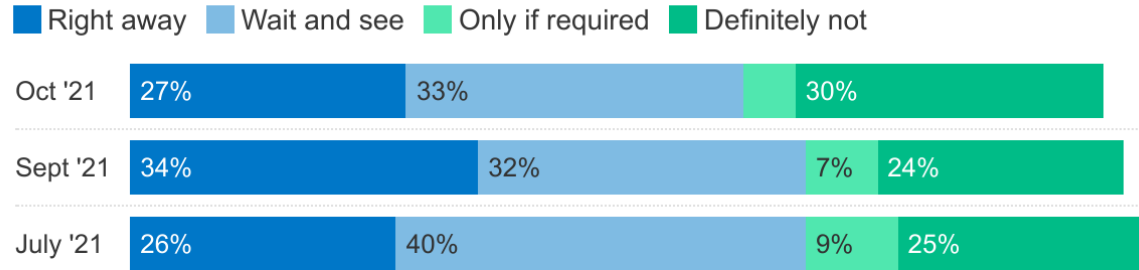
# KFF COVID-19 VACCINE MONITOR: OCTOBER 2021

## Parents Attitudes Towards COVID-19 Vaccinations For Children

Figure 1

### Three In Ten Parents Say They Will Definitely Not Get Their 5 To 11 Year Old Vaccinated

Thinking about your child **between the ages of 5 and 11**, once there is a COVID-19 vaccine authorized and available for your child's age group, do you think you will get them vaccinated...?



NOTE: Among parents or guardians of children ages 5-11. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor

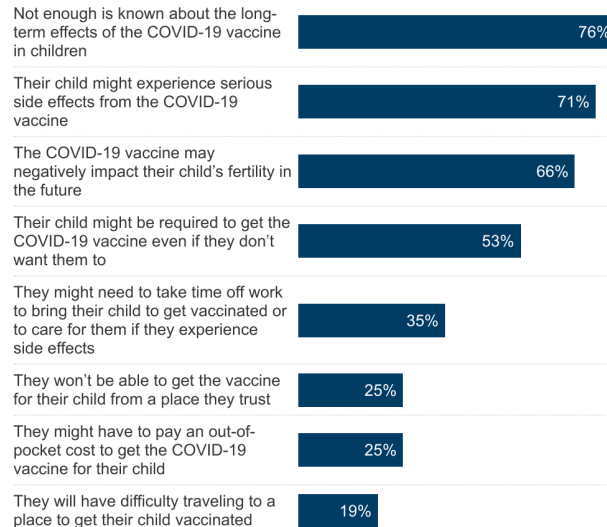
[KFF COVID-19 Vaccine Monitor](#)

# KFF COVID-19 VACCINE MONITOR: OCTOBER 2021

Figure 2

## Long-Term Effects, Serious Side Effects, And Impacts On Fertility Are Among The Top Concerns Parents Have About Vaccinating Their 5-11 Year Old Child

Percent of parents of children ages 5-11 who say they are **very** or **somewhat concerned** about each of the following:



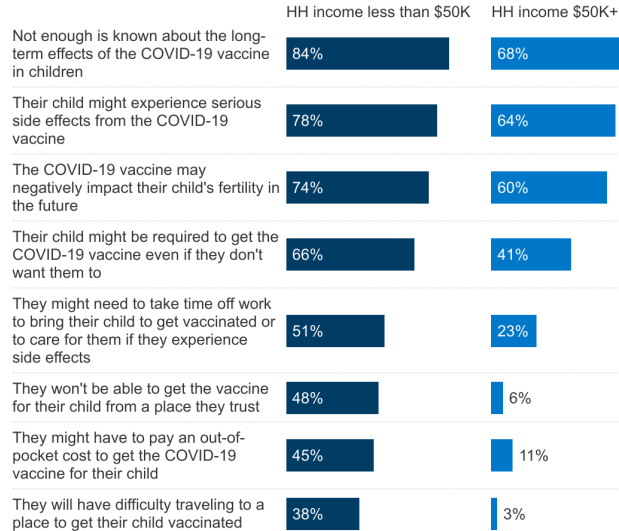
NOTE: Among parents or guardians of children ages 5-11. See topline for full question wording. [KFF COVID-19 Vaccine Monitor](#)  
SOURCE: KFF COVID-19 Vaccine Monitor (October 14-24, 2021)

# KFF COVID-19 VACCINE MONITOR: OCTOBER 2021

Figure 3

## Lower Income Parents More Likely To Be Concerned About Taking Time Off To Take Their 5-11 Year Old Child To Get Vaccinated, Traveling To Vaccine Site, And Potential Cost

Percent of parents of children ages 5-11 who say they are **very** or **somewhat** concerned about each of the following:



NOTE: Among parents or guardians of children ages 5-11. See topline for full question wording.  
SOURCE: KFF COVID-19 Vaccine Monitor (October 14-24, 2021)

[KFF COVID-19 Vaccine Monitor](#)

# COVID-19 VACCINE RESOURCES

- [KFF COVID-19 Vaccine Monitor: October 2021](#)
- [CDC COVID-19 State of Vaccine Confidence Insights Report 16](#)
- [Updated Toolkit: COVID-19 Booster Dose Messaging and Outreach Tools](#)  
(Public Health Communications Collaborative)
- [COVID-19 Vaccinations for Children \(CDC\)](#)
- [Talking with Patients about COVID-19 Vaccination - An Introduction to Motivational Interviewing for Healthcare Professionals \(CDC\)](#)



# TODAY'S SPEAKER



**Angela Richard-Eaglin, DNP, MSN, FNP-BC, CNE, FAANP**  
Associate Dean for Equity  
Associate Professor  
Yale School of Nursing

# The Significance of Cultural Intelligence in Addressing Vaccine Hesitancy Rooted in Historic and Systemic Racism



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**Angela Richard-Eaglin, DNP, MSN, FNP-BC, CNE, FAANP**  
**Associate Dean for Equity**  
**Associate Professor**  
**Yale School of Nursing**

**Certified Professional Cultural Intelligence and Unconscious Bias Facilitator & Coach**



# OBJECTIVES:

At the end of this presentation, participants will be able to:



01

Discuss the significance of establishing trusting patient-provider relationships.

02

Identify and analyze the relationships between cultural intelligence (CQ) application and advancing health equity.

03

Apply CQ strategies that may reduce the impact of implicit bias on health outcomes and interprofessional relationships.



Discomfort is where improvement begins.



Culture begins with beliefs

and finds expression  
in behaviors.



LF LEADERSHIP FREAK

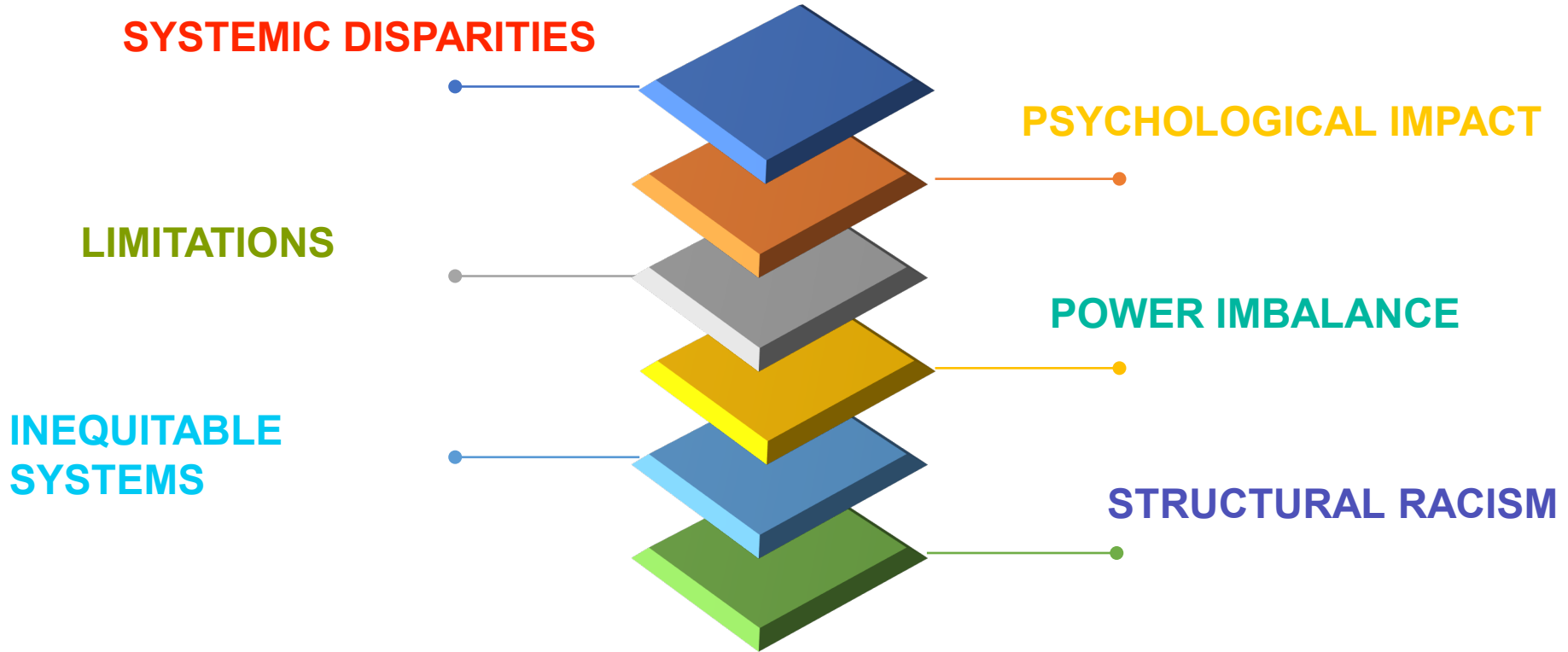
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# EXAMINING THE LAYERS



# Behavioral ABC

## A

### ANTECEDENTS

- Preconceptions
- Lived experiences
- Cultural influences

## B

### BEHAVIORS

- Bias
- Microaggressions
- Macroaggressions
- Racism
- Discrimination

## C

### CONSEQUENCES

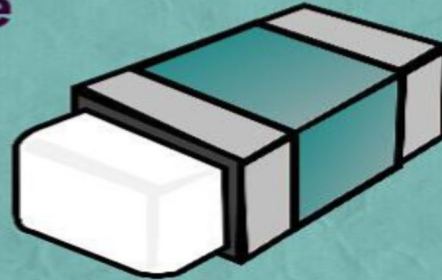
- Mistrust
- Negative impact on provider-patient relationship
- Negative health outcomes



# ORIGINS OF MISTRUST

## Trust Quotes

**Trust is like an eraser; it gets smaller and smaller with every mistake**





## Elements of Trust

- Authenticity
- Transparency
- Participatory engagement
- Psychological Safety



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# Attribution Theory

- ❑ Process of assigning motives to behaviors; ours & others
- ❑ Examine motives, either:
  - (1) internal and personal
  - (2) external and circumstantial



**My Heart Feels What Your Eyes See**

**PHA**

**Passionate Human Advocate**



# SELF-AWARENESS: INTEGRITY CHECK

Authenticity  
requires self-  
awareness.

Self-awareness  
requires reflection.

LF LEADERSHIP FREAK

The way we reflect  
the world around us  
is the direct reflection  
of the world within us.

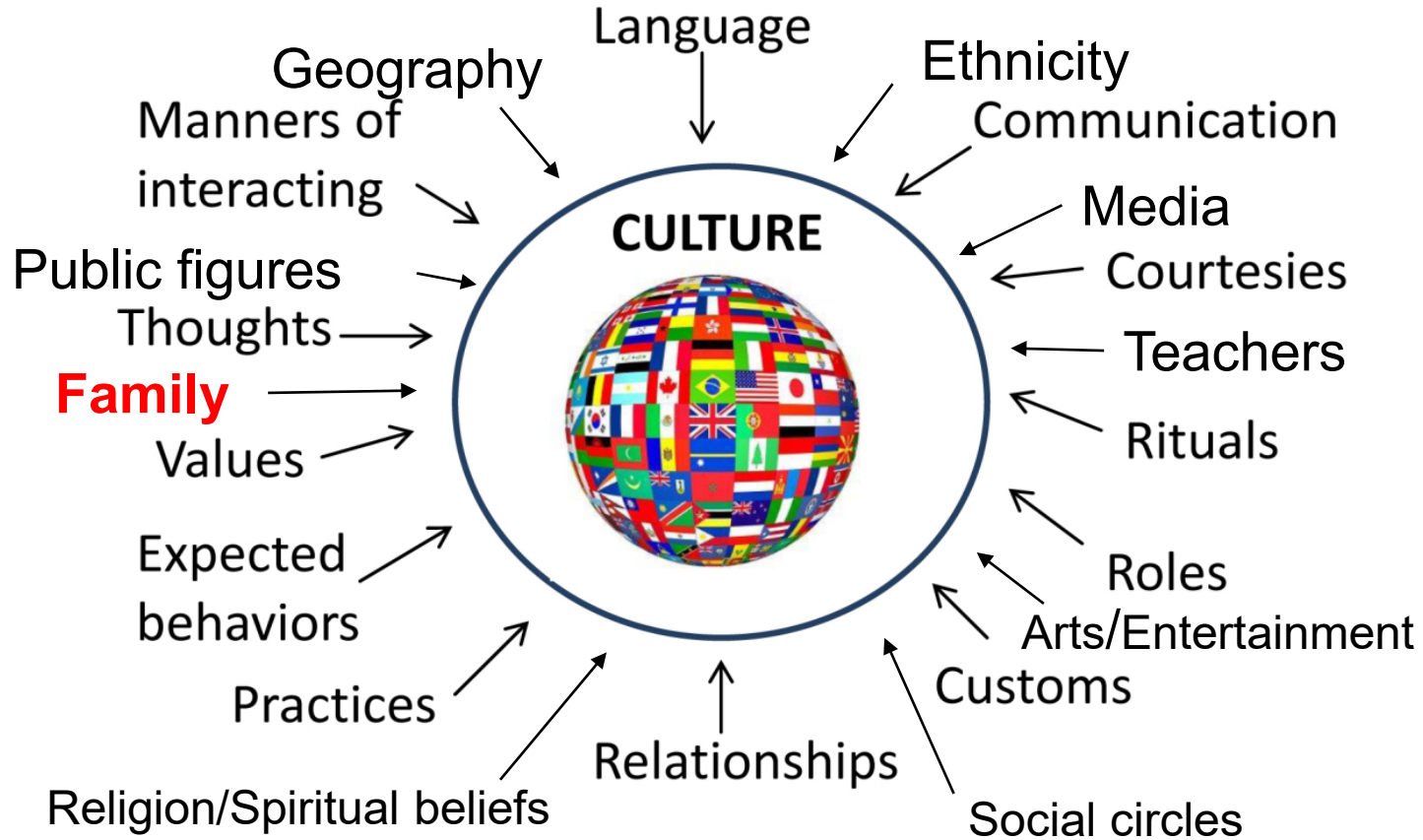
[www.inspirationaltravel.org](http://www.inspirationaltravel.org)

If you don't  
see yourself, you can't  
understand your impact on others.

LF LEADERSHIP FREAK

## PERCEPTION IS REALITY!!!

# Cultural Influences



“Culture is a set of living relationships  
working toward a shared goal.  
It’s not something you  
are. It’s something  
you do.”

Daniel Coyle





# EMOTIONAL & CULTURAL INTELLIGENCE



Measures awareness, control, expression, and evaluation of personal emotions, and ability to handle interpersonal relationships judiciously and empathetically



Builds on EQ; measures cultural fluency & ability to navigate multicultural contexts

# Why do culture & perspective matter?

Because they shape the way we view everything!

WE DON'T SEE  
THINGS AS  
**THEY ARE**

WE SEE  
THEM AS  
**WE ARE**

- ANAIS NIN

People only see  
what they are  
prepared to see.

*Emerson*



# Why Cultural Intelligence Matters



MYOPIA

GLOBAL CULTURAL ACUITY



ASTIGMATISM

**How's your vision?**

# CQ Framework

**MOTIVATION**  
**DRIVE**



**COGNITION**  
**KNOWLEDGE**



**METACOGNITION**  
**STRATEGY**



**BEHAVIOR**  
**ACTION**



# CQ Drive & Bias

Interest in multicultural perspectives

Motivation to make the effort required to interrupt and manage bias-influenced decisions



# CQ KNOWLEDGE & BIAS

Knowing & understanding cultural similarities and differences



# CQ STRATEGY & BIAS

Ability to understand culture and plan for multicultural interactions

Ability to plan for multicultural interactions with a person or a group that you may have a bias against



# CQ ACTION & BIAS

(Behavior) Adaptability & flexibility in culturally diverse situations and interactions; action taken to manage biases





# Cultural Intelligence & Unconscious Bias





The thought manifests as the word; The word manifests as the deed; The deed develops into habit; And habit hardens into character; So watch the thought and its ways with care, And let it spring from love Born out of concern for all beings As the shadow follows the body, As we think, so we become.

(Buddha)

[izquotes.com](http://izquotes.com)

# Summary: Principles of Trust

**T**ransparency

**R**espect

**U**nderstanding

**S**elf-reflection

**T**ruth



# Humanitarian Ethos: Impartiality

## Principles

- Service
- Sympathy
- Compassion
- Mercy
- Trust

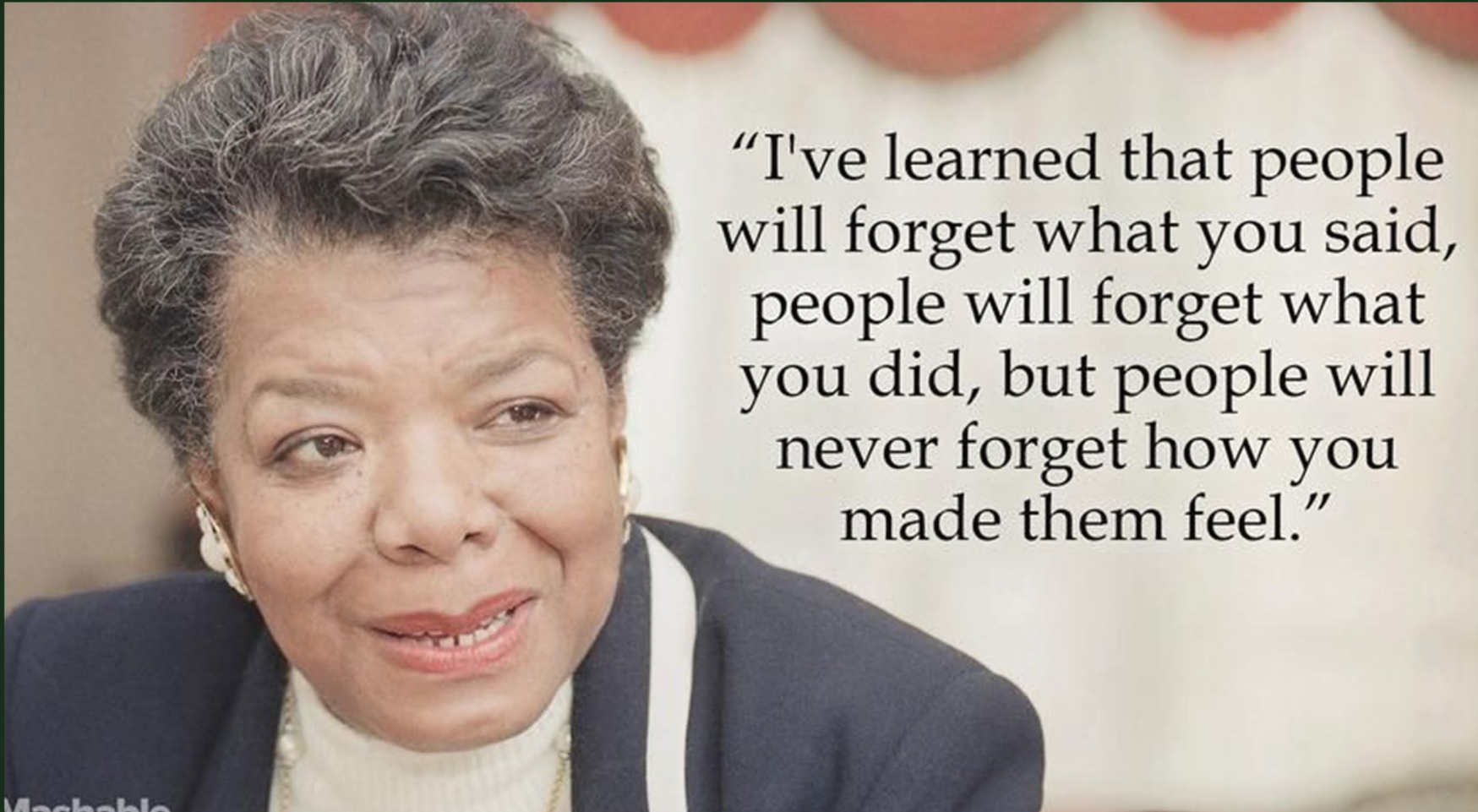
Respect for  
HUMAN life  
& Dignity



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“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

# Q&A





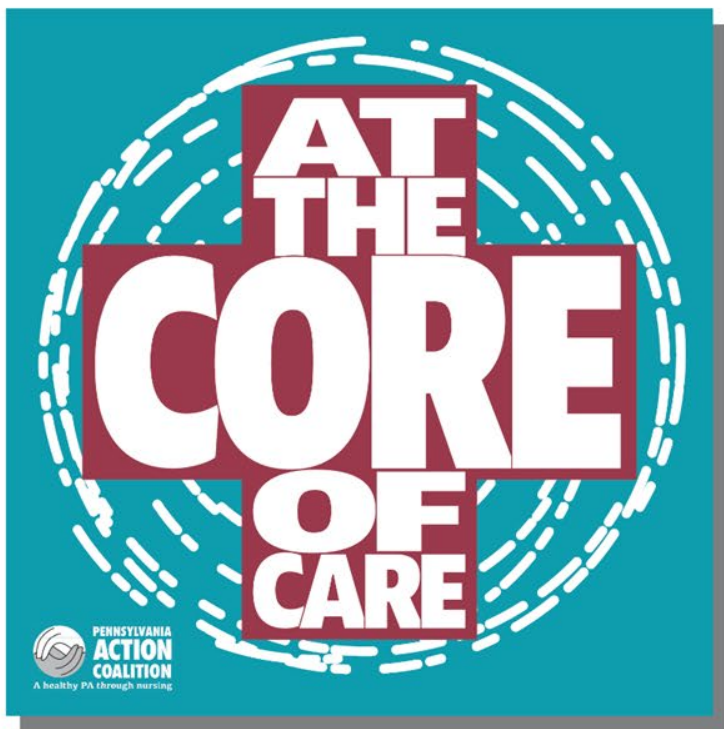
# Nurses make change happen.

Be a part of history.

This toolkit was created to give nurses the tools to do their part in the national vaccine effort. It is designed to help you decrease vaccine hesitancy and increase vaccination rates in your community.

**[nurseledcare.org/toolkit](https://nurseledcare.org/toolkit)**





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# THANK YOU

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