

## *Nurse-Led Forum for Vaccine Confidence*

# **Responding to the COVID-19 Pandemic through Community Engagement**

Friday, February 11, 2022 at 1:00 pm Eastern Time



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CONSORTIUM**  
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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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Meeting Topic: test1

Host: National Nurse Led Care Consortium (NNCC)

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Invitation URL: [https://zoom.us/webinar/register/WN\\_ESfDeS5gQw-p\\_M4h...](https://zoom.us/webinar/register/WN_ESfDeS5gQw-p_M4h...)  
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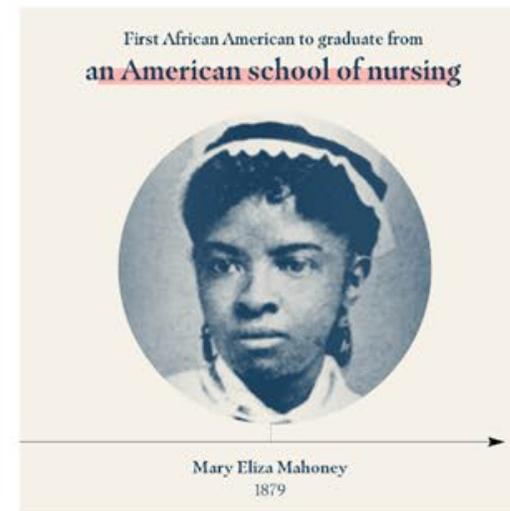
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# COVID Vaccine Project Goals



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 Vaccination for children**

# February 1, 2022: FDA Announcement

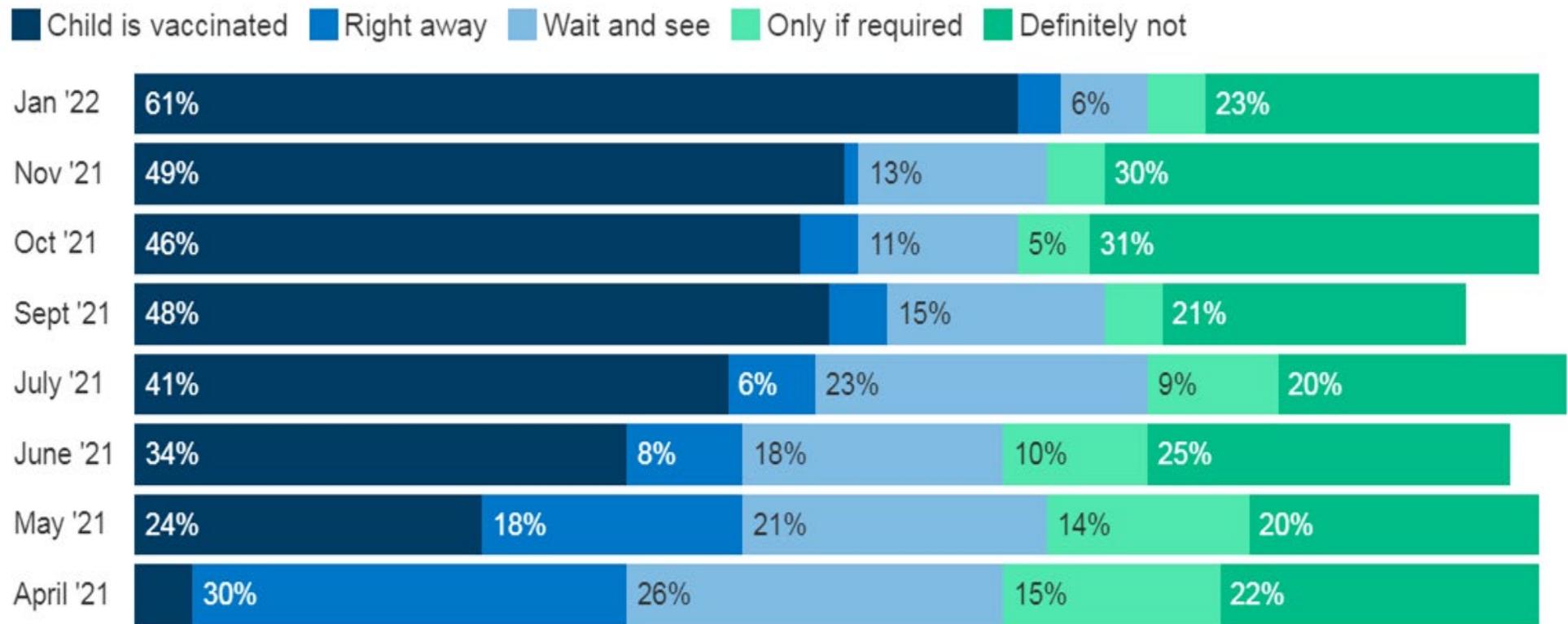
## **Coronavirus (COVID-19) Update: FDA Advisory Committee Meeting to Discuss Request for Authorization of Pfizer-BioNTech COVID-19 Vaccine for Children 6 Months Through 4 Years of Age**



# February 1, 2022: KFF COVID-19 Vaccine Monitor: January 2022 Parents and Kids Update

## Larger Shares Of Parents Now Report Their 12-17 Year Old Has Gotten Vaccinated Against COVID-19

Thinking about your child between the ages of 12 and 17, have they received at least one dose of a COVID-19 vaccine, or not? If not, do you think you will get them vaccinated...?

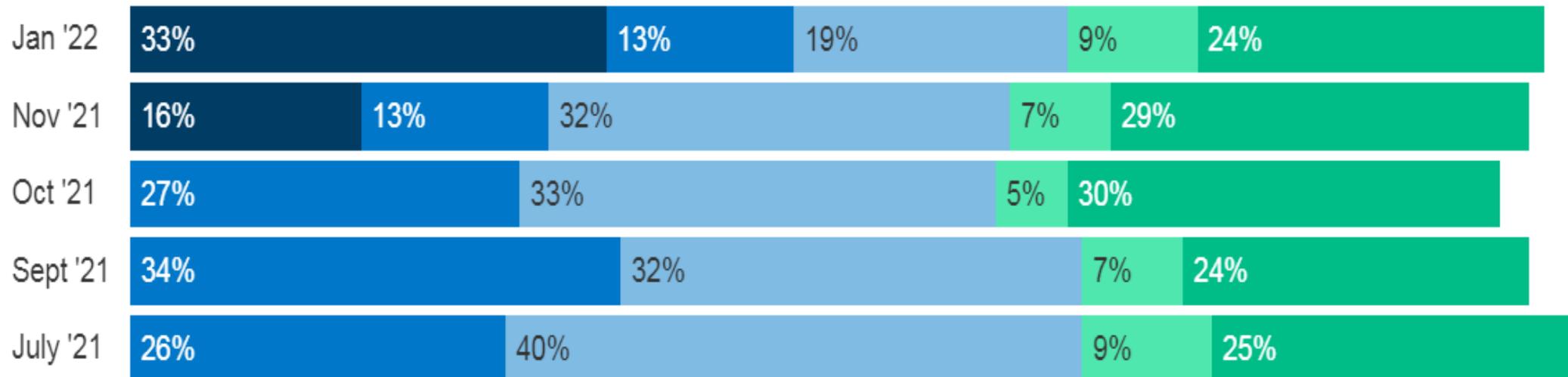


# February 1, 2022: KFF COVID-19 Vaccine Monitor: January 2022 Parents and Kids Update

Twice The Share Of Parents Of Children Ages 5-11 Now Say Their Child Has Been Vaccinated, Fewer Report Wanting To Wait And See

Thinking about your child between the ages of 5 and 11, have they received at least one dose of a COVID-19 vaccine, or not? If not, do you think you will get them vaccinated...?

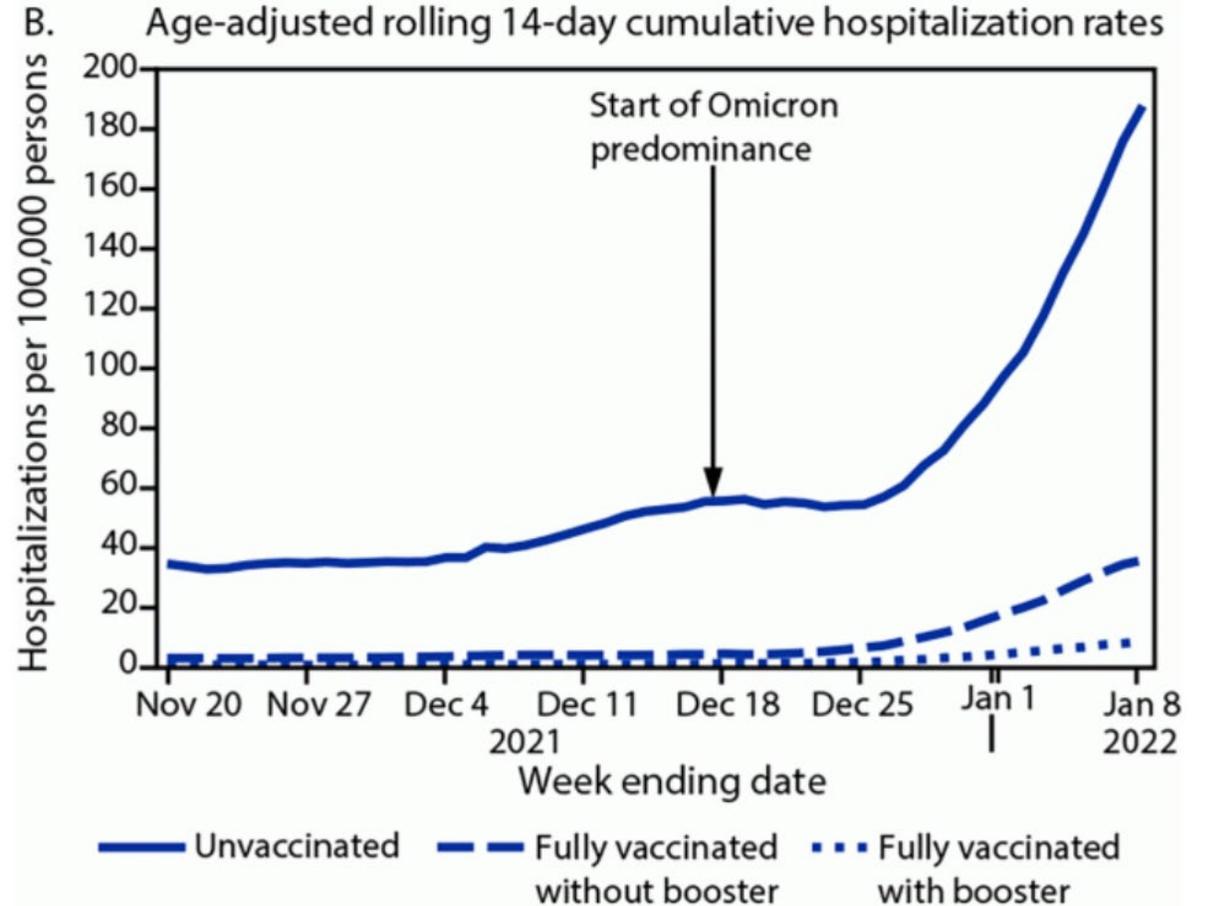
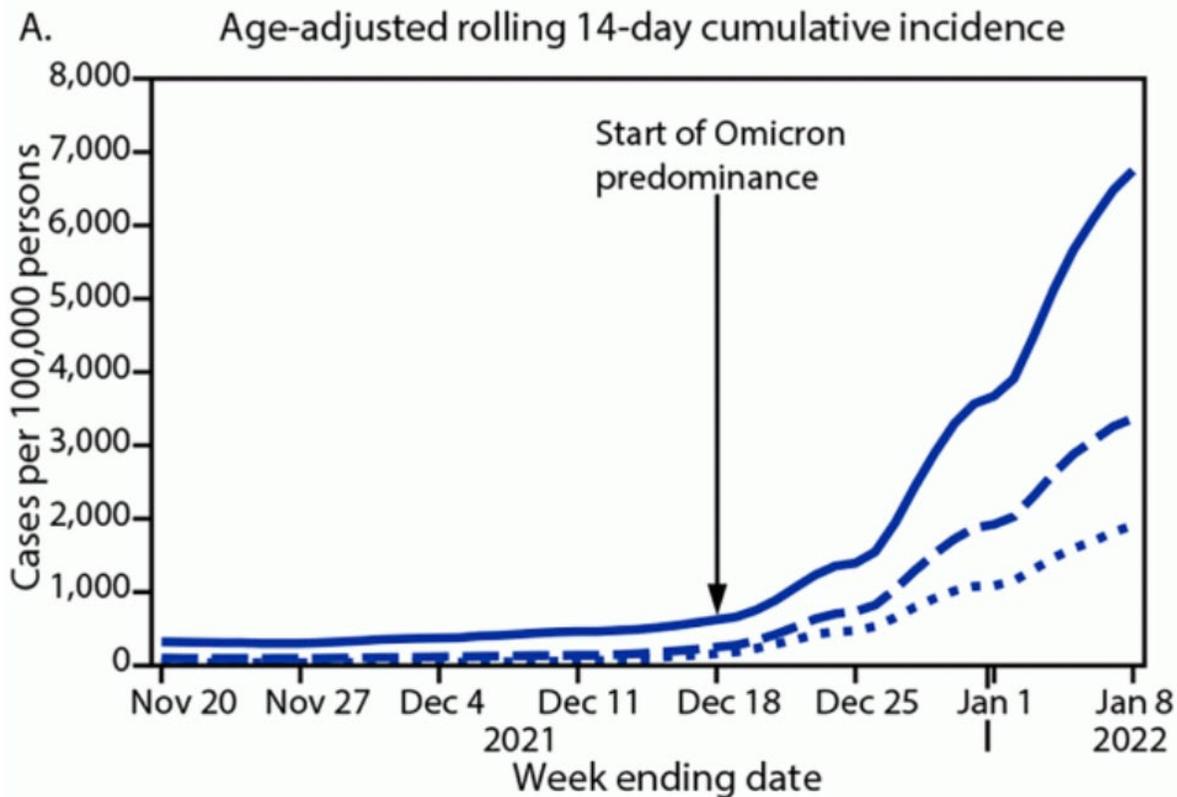
■ Child is vaccinated ■ Right away ■ Wait and see ■ Only if required ■ Definitely not



# **Morbidity and Mortality Weekly Reports**

# February 4, 2022: Morbidity and Mortality Weekly Reports

SARS-CoV-2 Infection and Hospitalization Among Adults Aged  $\geq 18$  Years, by Vaccination Status, Before and During SARS-CoV-2 B.1.1.529 (Omicron) Variant Predominance — Los Angeles County, California, November 7, 2021–January 8, 2022



# February 4, 2022: Morbidity and Mortality Weekly Reports

## Effectiveness of Face Mask or Respirator Use in Indoor Public Settings for Prevention of SARS-CoV-2 Infection — California, February–December 2021



# February 4, 2022: Morbidity and Mortality Weekly Reports

## *Notes from the Field: COVID-19 Vaccination Among Persons Living with Diagnosed HIV Infection — New York, October 2021*

TABLE. Characteristics of persons living with diagnosed HIV infection in 2020 and COVID-19 vaccination status — New York, December 14, 2020–October 24, 2021

Characteristic	Study population, no.	COVID-19 vaccination status, no. (row %)*		
		Received 1 dose of Janssen vaccine or 2 doses of Pfizer-BioNTech or Moderna vaccine	Received only 1 dose of Pfizer-BioNTech or Moderna vaccine	Not vaccinated
Total	101,205	64,278 (63.5)	4,349 (4.3)	32,578 (32.2)



**Geneva Gordon**  
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Mass General Brigham



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# Responding to the COVID-19 Pandemic with Equity & Engagement

Mass General Brigham Community Cares Team

February 11, 2022

# Agenda and Learning Objectives

## Agenda:

- Our community response to COVID-19
- Overview of Mobile Care Teams and Community Messenger Program
- Reflections and ongoing learning
- Continuing to support our communities

## Objectives:

- Provide an overview of Mass General Brigham's community COVID response efforts.
- Share clinicians' experiences with direct community engagement while providing health related information and resources.
- Identify key strategies to engage with diverse community organizations and residents as a large healthcare institution.



# COVID-19's Disproportionate Impact on Black and LatinX Communities

Marty Walsh says Boston's early racial data on COVID-19 is 'disturbing'

"We do see disparities."

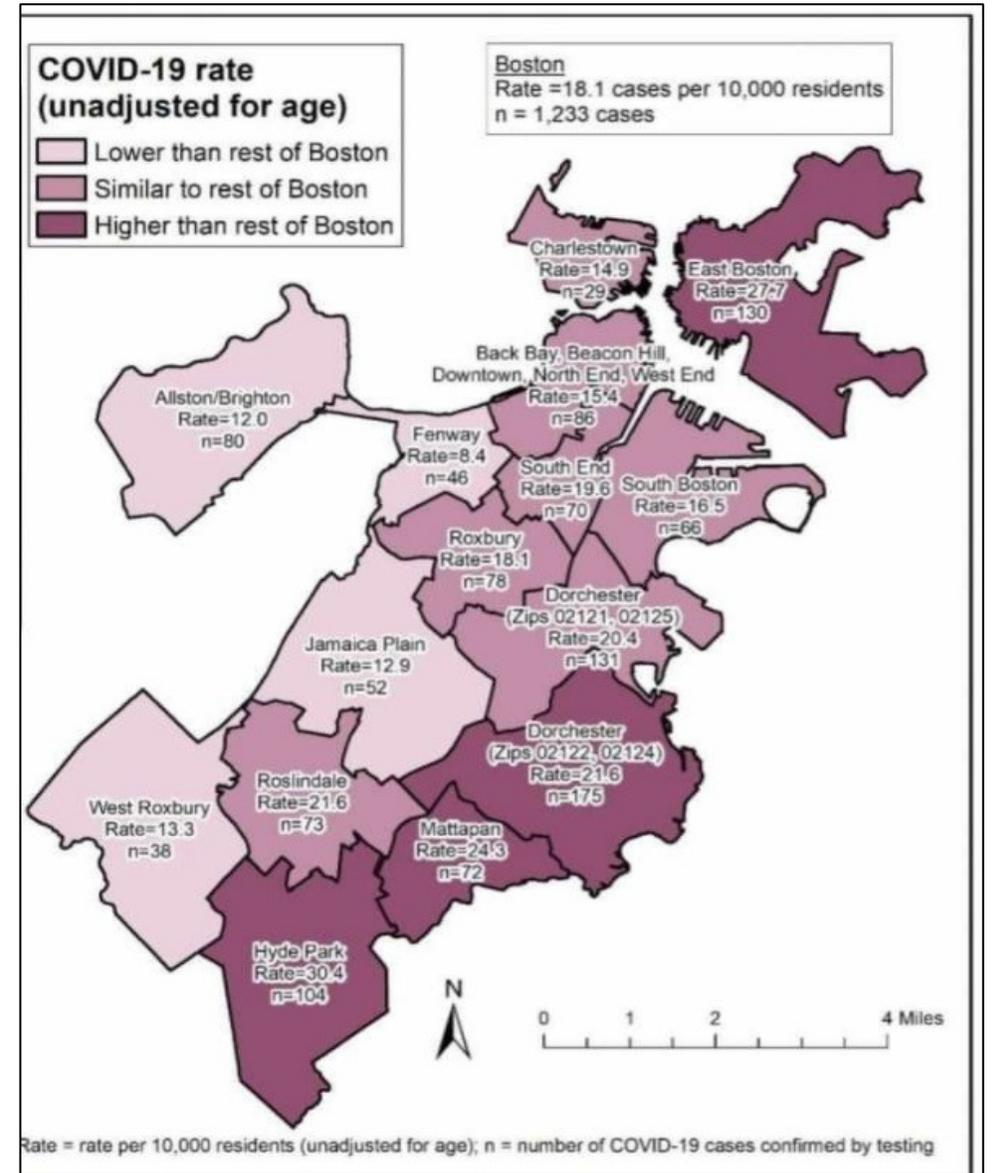
## Coronavirus may be hitting harder in Black and Latino communities

Massachusetts does not release racial and ethnic data, making impact unclear

By Andrew Ryan and Kay Lazar Globe Staff, Updated April 7, 2020, 6:22 p.m.



Civil rights and immigration activists join public health leaders, elected officials in calling for vaccine distribution equity



# Initial Questions & Concerns about COVID-19 Vaccine

## Trust

A way for Big Pharma to make money, history of medical malpractice in the Black community, fear of catching the virus again

## Further Research Needed

FDA Approval  
Vaccine interactions with other treatments.

## Breakthrough Cases

How common are breakthrough cases?

## Booster/Third Shot

Booster shot education (when they will be available, which boosters are they eligible for, how frequently will they need to get booster shot and for how long?)

## Variants

How will the vaccine protect against future variants?

## Side Effects

Concerns about vaccines interfering with medication and potential long-term effects (fertility and pregnancy)

# COVID-19 Equitable Vaccine Plan

This effort will be focused on diverse individuals who may have limited access to technology, be limited-English proficient, have immigration concerns, be disabled, and have mistrust of the healthcare system.

## **Increase Awareness**

of vaccination efforts, including where the vaccine is available, how it is made available, and how to schedule a vaccination.

## **Facilitate Administration**

of the vaccine for those who face challenges with the process, including community sites, scheduling or other logistics including transportation.

## **Address Vaccine Hesitancy and misinformation**

by deploying trusted messengers, including caregivers to answer questions and address mistrust in communities.

# Mobile Community Cares Teams

## Mobile Care Van

- COVID-19 testing, vaccinations and resources
- Onsite Clinicians
- Community resource specialists
- Social Determinants of Health screening
  - Fresh food and hot meals
  - Resource navigation (housing, utilities)
  - Voter Registration

## Engagement Team Van

- COVID-19 information, care kits and resources
- Multilingual Community Messengers and volunteers
- Support community organizations and business
- Host and support Community events
- COVID-19 Education
  - Virtual COVID Q+A
  - FAQ sheets and communications



### COVID-19 resources in your community

We will be in your community providing free COVID-19 resources. We welcome everyone, including those who do not have insurance. We do not ask about immigration status.



# The Community Engagement

## Our guiding principles

- Build relationships with communities of color and enable bi-directional communication and learning.
- Develop and strengthen partnerships with community organizations that build upon community assets and responds to community needs.
- Provide essential information, resources and events in communities that encourage discussions on health information and community needs.
- Acknowledge, celebrate and honor the richness and diversity of the communities we serve.

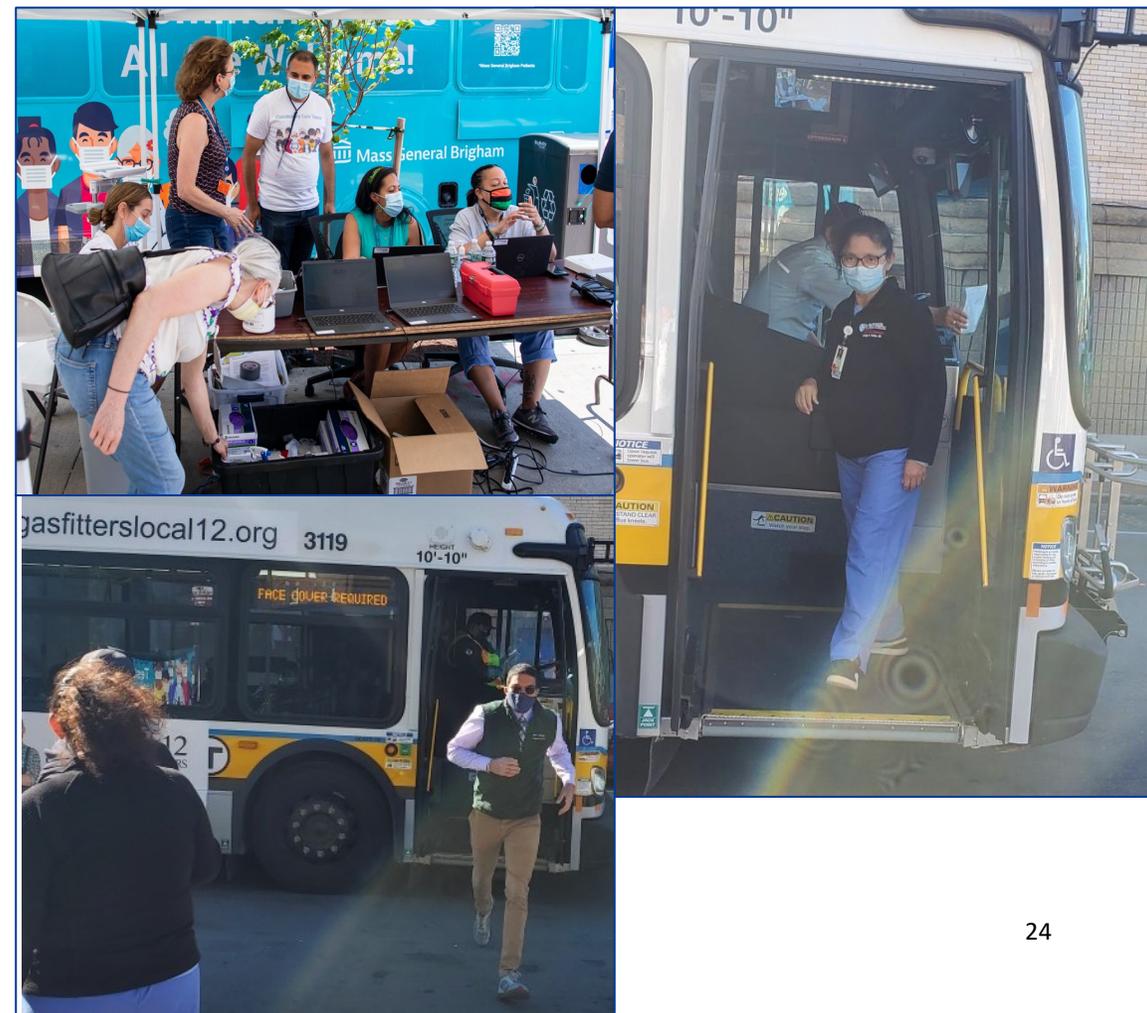


# Community Messengers

- **Video Testimonials**
  - Clinicians' experiences with COVID-19, vaccines and other information
- **Online Community Events and Webinars**
  - Clinicians host COVID-19 information sessions with community organizations and residents.
- **In-Person Community Outreach – The Community Van**
  - Assist in answering COVID-19 related questions, administering surveys and discussing other health information with residents.
- **One on One discussions**
  - Talking with patients and peers about their questions and concerns.
- **Community Messengers**
  - Total of 162 Clinicians fluent in 20 different languages across the system

**Multidisciplinary, multicultural, multilingual group of clinicians**

Authentic engagement with community members on health, wellness and COVID-19.



# Strategies for community engagement around COVID-19 vaccination



Dissemination of information that is accessible



Increasing access and empowering communities



Building trust through genuine partnerships



# Dissemination of information that is accessible

**Mass General Brigham**  
Brigham and Women's Faulkner Hospital

## Tibis sante kominotè

Vandredi orè pou oktòb 2021



**oktòb 8**  
11 am to 2 pm  
Faulkner Community Physicians  
1337 Hyde Park Ave

**oktòb 15**  
11 am to 2 pm  
GW Carver Lodge  
80 Talbot Ave, Dorchester

**oktòb 22**

Pou sipòte pi byen moun ki abite epi ki travay nan kominote COVID-19 fwape pi lò yo, Brigham Health lanse yon tibis sante kominotè ki ofri divès sèvis, ki gen ladann:

- Masik ak dezinfektan pou men
- Enfòmasyon sou je tès ak vaksin COVID
- Kontwòl tansyon
- Sak manje, lòt atik swen pèsònèl (kanrit yo limited)
- Konèksyon nan sèvis (lojman, manje, jiridik, swen sante, sèki ite, elatriye)
- Enskripsyon pou vote

Gratis epi la pou Resous yo disponib nan plizyè langaj. Kontakte taylor@bwh.harvard.edu

**Mass General Brigham**  
Brigham and Women's Faulkner Hospital

## Community Health Van

Friday Schedule for October 2021



To better support individuals who live and work in communities hardest hit by COVID-19, Brigham Health has launched a community health van offering a variety of services including:

- Mask and hand sanitizer
- COVID vaccine information
- Blood pressure checks
- Food bags (FOOD)
- Connection to services (housing, food, utilities, legal, behavioral health, safety, healthcare access)
- Voter registration
- Other personal care items as available

**Free and open to all!**  
Resources available in multiple languages. Over 200? Email taylor@bwh.harvard.edu

**October 8**  
11 am to 2 pm  
Faulkner Community Physicians  
1337 Hyde Park Ave

**October 15**  
11 am to 2 pm  
GW Carver Lodge  
80 Talbot Ave, Dorchester

**October 22**  
11 am to 2 pm  
Church of the Holy Spirit  
525 River Street, Mattapan

**October 29**  
11 am to 2 pm  
Washington Beach  
New Marl Circle, Roslindale

**Mass General Brigham**

## Be in the Know

Education, Information, Celebration

**Mass General Brigham in partnership with Roxbury Main Streets invite you to "Be in the Know" event!**

**When:** Saturday, June 19th, Noon – 4:00 p.m.

**Where:** Nubian Square in front of Final Touch Boutique and Dudley Café



All testing is done outside. Testing may be canceled due to inclement weather.

Where	When	Time	Vaccine	Testing
Boston - 67 Alleghany St	Tuesday 2/8	11:30am-3:30pm	X	X
Lynn - Brickyard Collaborative	Tuesday 2/8	2pm-6pm	X	
Roxbury - Egleston Square YMCA	Tuesday 2/8	4pm-6:45pm	X	
Everett - 100 Elm St	Wednesday 2/9	3pm-7pm	X	X
Peabody - Peabody Institute Library, 82 Main St	Wednesday 2/9	3pm-7pm	X	
Lynn - Marshall School, 100 Brookline St	Thursday 2/10	3pm-7pm	X	
Revere - 123 Shirley Ave	Thursday 2/10	2pm-6pm	X	X
Revere - Mobile Route	Thursday 2/10	9am-1pm	X	X
Boston - 122 Cottage St	Friday 2/11	9am-1pm	X	X
Salem - Market Basket, 227 Highland Ave	Friday 2/11	12pm-6pm	X	
Mattapan - Immigrant Family Services Institute	Friday 2/11	10:30am-1:45pm	X	
Dorchester - Sportsmen's Tennis and Enrichment Center	Friday 2/11	5pm-7:45pm	X	
Chelsea - 318 Broadway	Tuesday 2/15	3pm-7pm	X	
Roxbury - Egleston Square YMCA	Tuesday 2/15	4pm-6:45pm	X	
Lynn - Brickyard Collaborative, 71 Linden Street	Tuesday 2/15	2pm-6pm	X	

**Available resources:**

- ✓ COVID-19 Vaccine - Pfizer
- ✓ Care kits (masks and information about local resources)
- ✓ Ask-a-Doctor: Health care professionals available to answer any questions about the virus and the vaccine.

**Mass General Brigham**

## COVID-19 Vaccine Frequently Asked Questions

Updated: March 30, 2021

### The COVID-19 vaccine in Massachusetts



**When can I get the COVID-19 vaccine?**  
The state will tell us who we can vaccinate and when. Please go to this website to learn more about Massachusetts' plan: [mass.gov/covid-19-vaccine](https://mass.gov/covid-19-vaccine)

*This QR code will also take you to the website.*

**Do you check patients' immigration status when getting vaccinated?**  
**No.** You will never be asked about immigration status when getting vaccinated. You may be asked to show an I.D. or verify your name and birth date if you pre-registered for an appointment.

### General information

**How do we know COVID-19 vaccines work?**  
Clinical trials including many thousands of people from different races, ages and backgrounds have shown that all the available COVID-19 vaccines are very effective at

Get more information about the vaccine on: [generalbrigham.org/vaccine](https://generalbrigham.org/vaccine)



**Mass General Brigham**

## COVID-19 Vacunas para niños/as: Qué necesita saber



La Administración de Alimentos y Medicamentos de Estados Unidos (FDA por sus siglas en inglés) ha aprobado el uso de la vacuna de Pfizer para prevenir la COVID-19 en niños/as de 5 a 11 años.

- La vacuna es **GRATUITA**.
- **NO** necesita una tarjeta de seguro o una identificación para obtenerla.
- Para estar totalmente protegido, su hijo/a necesitará **dos dosis** (con un intervalo de 21 días).

**¿Cómo sé que la vacuna es segura?**  
En un estudio de la FDA, más de 3.000 niños/as de 5 a 11 años recibieron la vacuna sin efectos secundarios graves. Algunos niños/as experimentaron síntomas leves de corta duración, como cansancio, dolor de cabeza, escalofríos, fiebre y dolores corporales. Los médicos siguen observando de cerca si hay problemas de seguridad.

**¿Cómo sé que la vacuna funciona?**  
La investigación ha descubierto que la vacuna Pfizer funciona bien para prevenir COVID-19 en 9 de cada 10 niños/as de 5 a 11 años.

**¿Por qué mi hijo/a debe vacunarse?**

- La vacuna puede ayudar a evitar que su hijo/a se enferme gravemente con COVID-19.
- La vacuna puede ayudar a su hijo/a a permanecer en la escuela y a volver a hacer cosas como los deportes y el esparcimiento.
- Las vacunas pueden ayudar a detener la propagación del virus. Esto puede ayudar a protegerle a usted, a su familia y a su comunidad.

**¿Dónde puede vacunarse mi hijo/a?**

- La vacuna está disponible en su vecindario. Usted puede:
  - Llame al médico de su hijo/a para concertar una cita.
  - Consulte el **horario del camión** de atención comunitaria de Mass General Brigham para encontrar el lugar y la hora que más le convengan
  - Vaya a [VaxFinder.mass.gov](https://VaxFinder.mass.gov) para buscar una cita cerca de usted.

*Como padre/madre o tutor, tendrá que firmar un formulario de consentimiento para que su hijo/a sea vacunado/a.*

**¿Dónde puedo obtener más información sobre la vacuna COVID-19 para niños/as?**  
Puede visitar [massgeneralbrigham.org/vaccine](https://massgeneralbrigham.org/vaccine) para saber más. También puede preguntar al médico de su hijo/a por la vacuna COVID-19.

Horario del camión preguntar al médico de su hijo/a por la vacuna COVID-19.

Preguntas frecuentes sobre la vacuna

Longer than 16 years old, but clinical

ie vaccinated every year? this as millions of people get

event you from getting sick (what is ask, and socially distance.

ore information from ov about what to do after re vaccinated.

cial distancing? y, so we need to use all the tools :mic.

Última actualización: 11/11/2021

# Increasing access and empowering communities

“The vaccine changes my DNA”

“The vaccine has the Bill Gates chip”

- **Transparency:**
  - Communicate with facts & acknowledge feelings
  - Use the power of storytelling: Share your experience
- **Humility**
  - Recognize that we need to work to earn their trust
  - It’s OK to admit that we may not have all the answers
- **Empathy**
  - Think how prior experiences have influenced them
  - We’re all in this together and we need to look out for each other



# Building Trust Through Genuine Partnerships

## Community Partners

- Roxbury Main Streets
- La Colaborativa
- Black Boston COVID-19 Coalition Events
- Boston Rhythm Riders
- No Books No Ball
- Love You Menses
- Catholic Charities
- New Academy Estates
- DeeDee's Cry
- We Got Us
- Franklin Park Coalition
- Greatest Minds

## Featured in the Local News

- El Mundo Boston
- El Planeta
- Bay State Banner
- Boston Globe
- Univision
- Java with Jimmy

## Events We've Supported

- Reggie Lewis – Mass Vax Event
- Catholic Charities – Food Pantry
- United Way Baby Shower
- 4th Presbyterian Church Food Pantry
- Reggie Lewis Youth Vaccination Day
- No Books No Ball - Registration Day
- Juneteenth – "Be in the Know"
- We Got Us – Comedy Event
- LGBTQIA+ Pride Celebration and Vaccine Clinic
- Roxbury Unity Day Parade
- Boston Youth BBQ Vax and Basketball Bash
- New Academy Estates Health, Resource, and Information Day
- Mental Health While Black Maternity and Mental Health Resource Fair
- Black Joy Day
- Boston Vaccine Day
- Boston Rhythm Riders Line Dance Weekend
- HONK! Fest in Nubian Square
- 29th Annual Roxbury and Holiday Parade



# Community Care Vans in Response to COVID-19 Inequities

## Food Distribution

- 2400 food boxes in Chelsea and Revere
- 4000 food bags and 7075 hot meals in Boston Communities
- Delivered 8,059 pounds organic vegetables to Chelsea and East Boston

## Mobile COVID Vaccines

- 13,214 vaccines
- Ethnicity:**
- 36% Hispanic
  - 36% Non-Hispanic
  - 28% unknown

## Mobile COVID Testing

- 6,829 tests administered in 6 hotspot cities
- Ethnicity: All sites**
- 36% Hispanic
  - 43% Non-Hispanic
  - 21% Unknown
- Race: All sites**
- 17% Black
  - 26% Other
  - 33% White
  - 18% Unknown
  - 3% Asian
  - 2% Two or more

## Community Engagement, Education and Care Kits

- 113 community outreach events and collaborations, providing education and resources
- 35,000 care kits distributed in target communities
- 100+ MGB providers and Community Messengers engaged in outreach
- Other resources
  - Baby Baskets
  - Backpacks with school supplies
  - Hygiene products

**Common Languages in Communities:  
English, Spanish, Haitian Creole, Cape Verdean Creole**

# MGB Community Care Van Survey

- Designed to measure the number of community members that attended community events.
- Helps identify community needs, informing requests for resources for communities.
- Enables event planning in response to needed information, supports or resources.
- People were asked to fill out survey upon visiting the MGB Community Care Van.
- Community Messenger may fill out surveys on behalf of the community member.
- MGB giveaways including a water bottle, published books, and other goods.

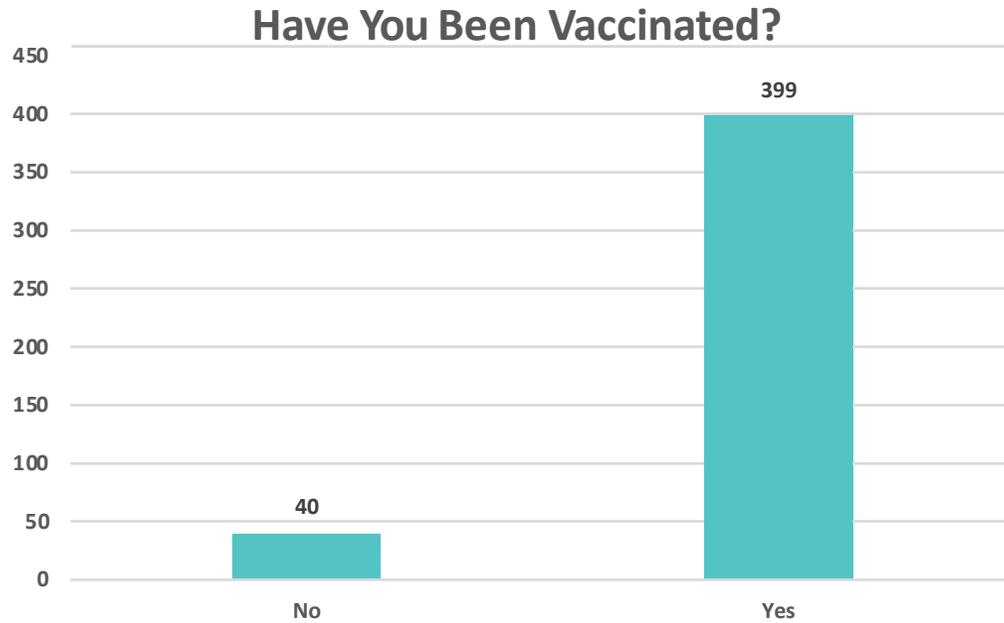
**450 Total Surveys administered  
from 08/28/21 to 12/04/21**

Mass General Brigham Community Care Van Survey

1. Have you had the COVID vaccine?  
 Yes  
 No
2. Do you have questions regarding the COVID vaccine?
3. What are the main challenges you are experiencing/have experienced due to COVID-19?  
 Access to food  
 Access to medication  
 Broadband/Internet or Computer  
 Educational opportunities  
 Fitness and Physical Wellbeing  
 Housing  
 Paying for utilities, rent, other supplies  
 Safety  
 Social Isolation/ Mental and Emotional Wellbeing  
 Spiritual Wellbeing  
 Transportation  
 Unemployment  
 Other: Please specify \_\_\_\_\_
4. What resources would you like to see our Care Team offer in the community?  
 Access to food  
 Access to preventive services (e.g.: face masks, vaccination, blood pressure checks)  
 Access to primary care  
 Access to specialty care  
 Help managing a particular health condition  
 Housing Support  
 Other: Please specify \_\_\_\_\_
5. What is your age?
6. Which of the following describes your gender?  
 Man  
 Woman  
 Prefer to self-describe (Specify: \_\_\_\_\_)  
 Prefer not to answer
7. Are you of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban or Latin American background?  
(Check one)  
 Yes  
 No  
 Prefer not to answer
8. Which of the following describes your ethnicity (check one)?  
 Asian or Asian-American  
 Black or African-American  
 More than one race  
 Native American  
 Other (please specify)  
 White
9. What Zip Code do you currently live in?
10. Are you interested in participating in or learning about research projects?  
 Yes  
 No

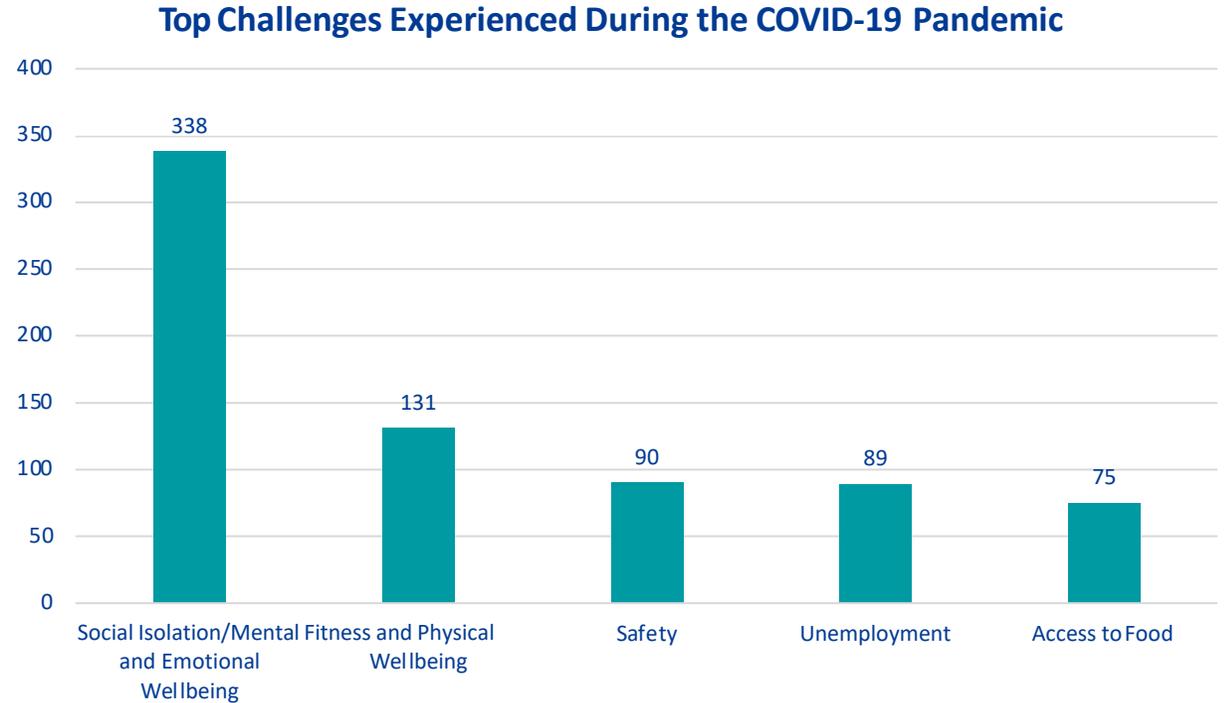


# Community Survey Results



Dates: August 28th, 2021, to December 4th, 2021

Vaccination Status	Percentage of Responses
No	9%
Yes	91%



Top Challenges During Pandemic	Percentage (n=450)
Social Isolation/Mental and Emotional Wellbeing	75%
Fitness and Physical Wellbeing	29%
Safety	20%
Unemployment	20%
Access to Food	17%



# Resources Requested by Community

- Flu Shots and COVID-19 Tests
- Hygiene products and cleaning supplies
- Domestic Violence services and information
- Housing support services
- Outdoor activities
- Youth career opportunities
- Employment resources
- Access to Pediatrician/Primary Care access
- Dental resources



# What we've identified as community needs

## 2022 COVID-19 Surge

### Access to testing/vaccines/masks

- Access to home tests.
- Accessible testing locations changing frequently.
- KN95 mask and Care Kits/ surgical masks.
  - Community partners have requested masks for their clients.

Connecting with our community partners and residents to respond to the immediate needs of families impacted by COVID-19.

### Information Needed

- Information on resources has been constantly changing.
- What's the difference between the types of tests (is one valid for return to work)?
- Clear timeline outlining exposure, how long after should testing occur, cleared to return to work would be helpful.
- FAQs on How to stay safe/ what to do when someone in your home gets COVID?



# What we've identified as community needs - 2022 COVID-19 Surge

## Resources and Supports

- **Therapists and mental health treatment/supports.**
  - Many clients forgo therapy and rely more on advocates and staff.
  - Months long wait lists and limited availability.
- **Domestic Violence Advocacy**
  - Clients feel that their voices are not heard by the courts regarding DV.

## Lack of access to food and groceries

- Shortages in supermarkets and price increases.
- Families quarantining are unable to shop.

## Families with financial hardships

- Struggling to financially recover
- Some not able to work because of COVID
- Assurances with utilities, rent, clothing, Covid supplies and other basic needs.
- Transportation (to testing sites, doctor visits related to covid, etc.)
- Space to quarantine + food/quarantine supplies.



# Thank you, MGB Community Cares Team



# 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)

# COVID WEBINAR

## Advancing Health Equity in Nursing

### 4-Part Series

Continues Feb. 24, 2022  
1:00 pm Eastern Time

[Register Here](#)



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**Angela Richard-Eaglin,  
DNP, MSN, FNP-BC,  
CNE, FAANP**

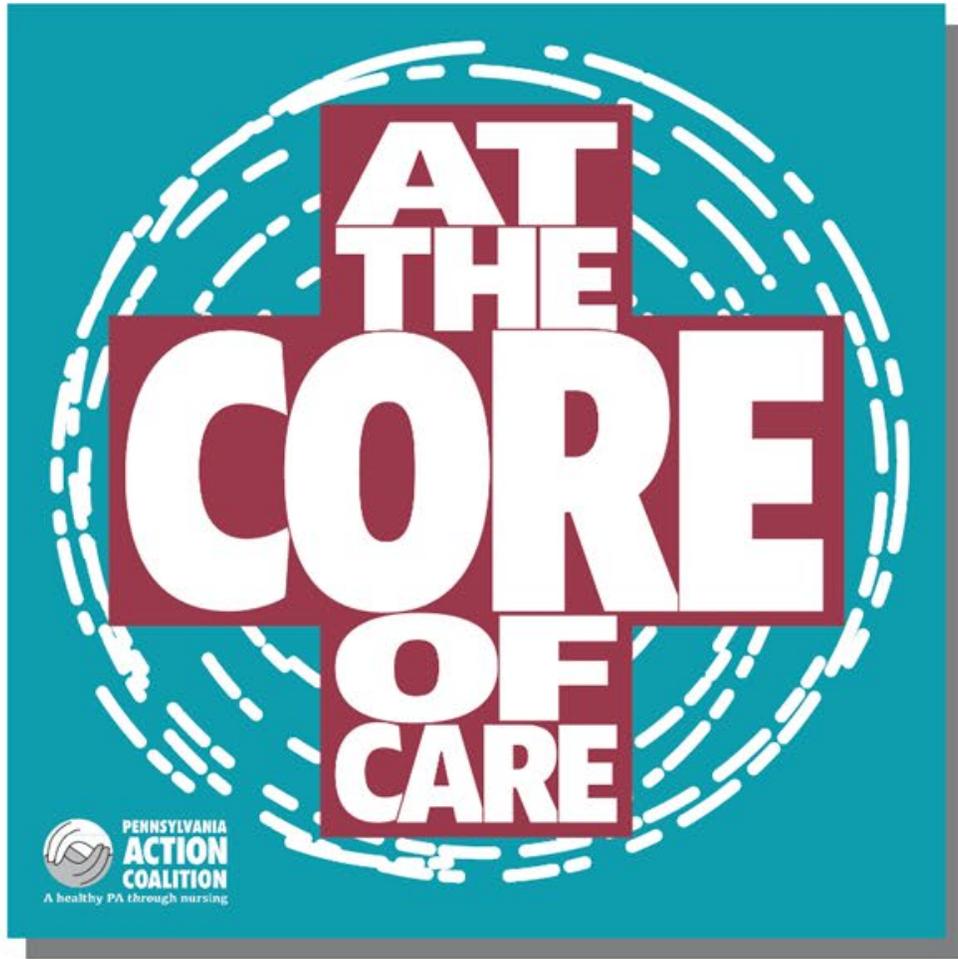
Associate Dean for Equity at  
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**Sharon Cobb, PhD,  
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Director of the RN to Bachelor  
of Science in Nursing Program  
at Charles R. Drew University





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# THANK YOU

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