

COVID WEBINAR

How to Address Misinformation and Promote Vaccine Confidence

Friday, July 30, 2021
1:00 pm Eastern Time



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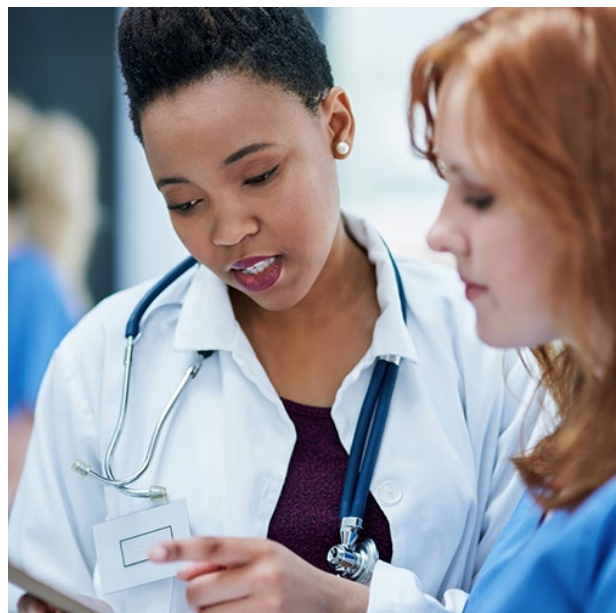
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Assistant Clinical Professor at
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Family Nurse Practitioner
UTMB Urgent Care Services



National Nurse-Led Care Consortium



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

NNCC provides expertise to support comprehensive, community-based primary care and public health nursing.

- Policy research and advocacy
- Program development and management
- Technical assistance and support
- Direct, nurse-led healthcare services

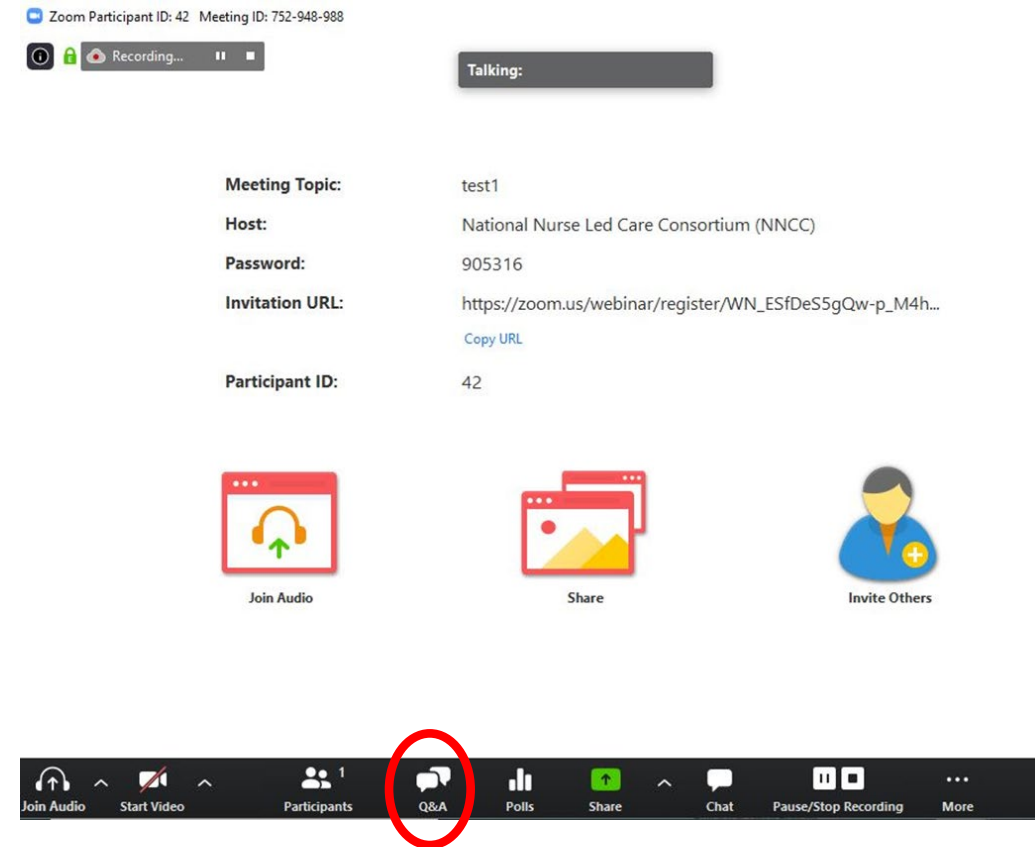
Housekeeping Items

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.



Nurse-Led Vaccine Confidence Project

NNCC is partnering with the Centers for Disease Control and Prevention (CDC) to build COVID-19 vaccine confidence among nurses and the communities they serve.

Through this project, NNCC strives to:

- Empower nurses with the necessary information to engage with 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 everyday nurse champions through our podcast and other media.

Visit nurseledcare.org to learn more!



Nurse-Led Forum for Vaccine Confidence

Our aims are to create a bi-weekly 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 Vaccine News & Resources

- UPDATES: Centers for Disease Control and Prevention
 - [COVID-19 State of Vaccine Confidence Insight Report, Report #12](#)
- [Surgo Ventures](#): How Do We Get America Vaccinated
- [Center for Medicare and Medicaid Services](#): COVID-19 Nursing Home Data

Updated Recommendations on COVID-19 and Delta Variant

What you need to know about Delta

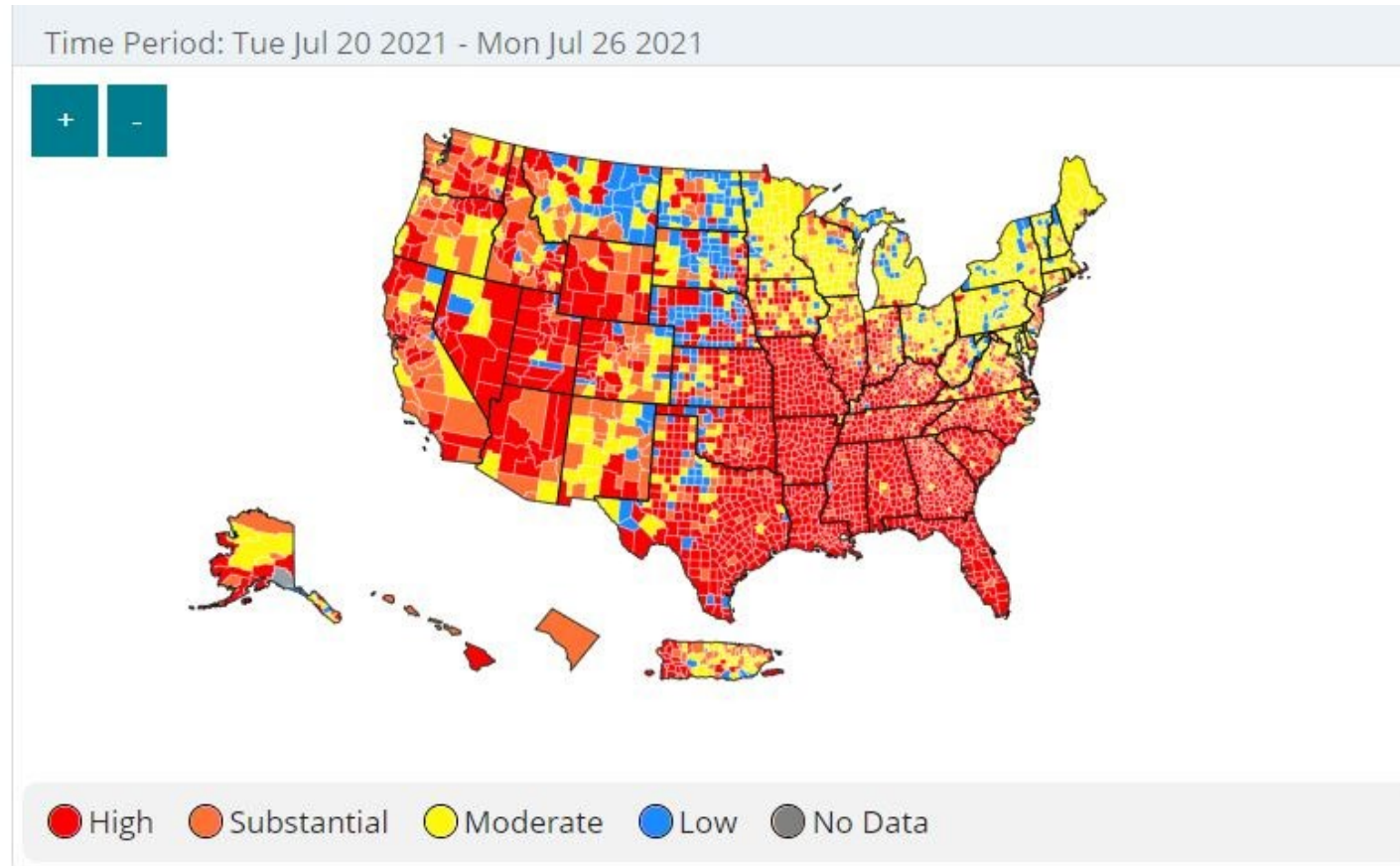
- Getting vaccinated prevents severe illness, hospitalization, and death.
- Getting vaccinated reduces the spread of COVID-19.
- Delta is much more contagious than past versions of the virus.
- Vaccinated people can still get Delta, but it is rare. Virtually all hospitalizations and deaths are among people who are not vaccinated.
- COVID-19 Nursing Home Data

Updated Recommendations on COVID-19 and Delta Variant

What you need to know about masks:

- Everyone in high COVID-19 transmission areas should wear a mask in public while indoors, regardless of their vaccination status.
- All teachers, staff, students, and visitors to K-12 schools should wear a mask regardless of their vaccination status.

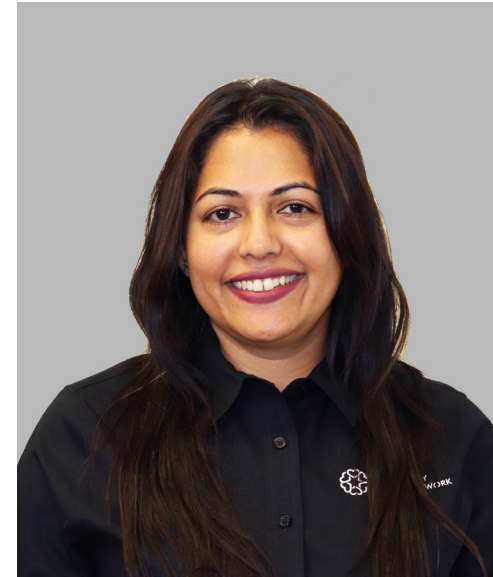
High transmission areas (as of July 29, 2021):



Speakers

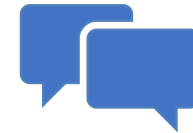


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How to Address Misinformation & Promote Vaccine Confidence



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Objectives

Discuss

Discuss the process of addressing medical misinformation



Explain

Explain stages of change and highlight different approaches while talking with clients who are in different stages of behavior modification



Identify

Identify evidence-based strategies for vaccine discussion



Misinformation

Fake news - fabricated information

Misinformation - false or misleading information

Disinformation - false information that is purposely spread to deceive people

Political, personal gain, innocent “goodwill”

Uninformed and misinformed at same time

Damage from active and misinformed people

What do we do about misinformation?

Curious	Be curious and actively investigate
Check	Check news sources for accountability, journalistic ethics and standards.
Recognize	Recognize our own biases and compensate for them
Judgement	Use our judgement before sharing news content

Information



WHO/ WHAT IS THE
SOURCE ?



WHAT IS THE
EVIDENCE?



WHAT ARE OTHER
TRUSTWORTHY
SOURCES TELLING
ABOUT IT?



WHAT ELSE THE
SOURCE HAS SAID?



DO WE HAVE
EVERYTHING WE
NEED TO KNOW TO
SAY IT IS THE TRUTH?



TO DISCOVER THE
TRUTH, ASK THE
RIGHT QUESTIONS



Information Source



Accuracy - author, credentials,
institution , contact information



Authenticity - .edu, .gov, .org, .net



Commercials/advertisements



When was the website last
updated?



Paywall, need to download a
software

Points to Consider

Accuracy +
Context → Truth

Information can
be factual, BUT
may not be
truthful

Correlation Vs
Causality

Seeing is NOT
believing
(Photoshop)

Be open to facts
we don't like

Dialogue with Community Member



GUIDING APPROACH



SHOW OPENNESS
AND CARE



ASK WHAT THEY
ALREADY LEARNED
ABOUT TOPIC



ASK ABOUT
CONCERNS AND
LISTEN



ACKNOWLEDGE AND
EMPATHIZE



ASK PERMISSION TO
DISCUSS



ASSESS OPENNESS/
READINESS TO NEW
INFORMATION



SHARE ACCURATE
INFORMATION
RESOURCES

Dialogue with Community Member



Directing Style

“This is what you
should do”



Guiding Style

“May I help you?”



Unhelpful/ harmful Practices

- Righting reflex
- Missing cues
- Using jargon
- Discrediting information source
- Questioning the intent of the source
- Overstating vaccine safety
- Confrontation , shaming



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Helpful Approaches

Assure

If you do not have all answers, assure that you will consult and comeback

Support

Support groups with authentic moderator

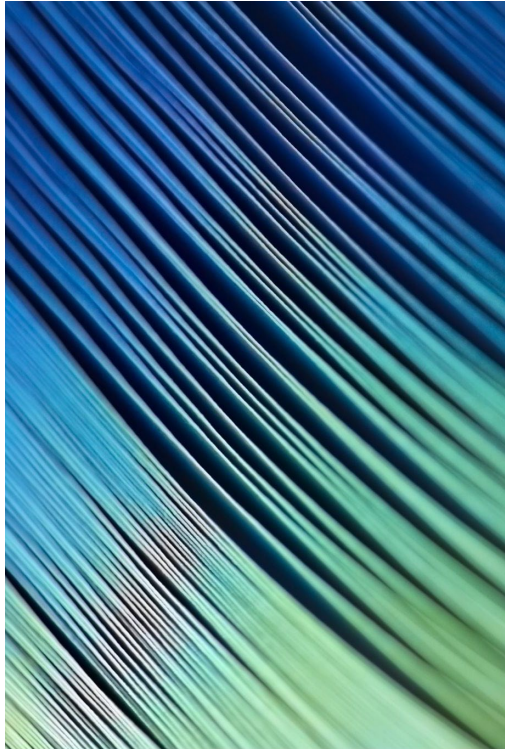
Empower

Make people competent to surf net and learn right information

Acknowledge

Acknowledge “lot of people accidentally believe incorrect information”

Show Openness and Care



Body language

Distractions

“We can talk about this, but do you have other worries as well?”



Understand Misinformation

Spend time to understand misinformation

Ask what they already learned about the topic

Invite conversations about potential
misinformation

“What have you already heard about -----
-----?”

Get a Clear Picture



Ask about concerns and listen
Open-ended questions



“What worries you about -----?”

“Tell me what you are concerned
about?”

Acknowledge & Empathize

- Fully understand concerns and motivations
- Do not minimize or dismiss their concerns
- Acknowledge concerns
 - “I understand what you are saying”
- Empathic responses
 - “You sound quite worried”





Next Step – Discussing facts

Assess readiness to receive factual information

Ask permission before giving factual information

Invite questions about what you just shared

Give credible resources- local hospital information page,



Direct to Authentic Resources

- Work with patients to identify credible sources.
- Patients will continue to seek medical advice from the Internet, peers, and family members
- Provide information about trusted resources

Four Moves to Fact Check

- Check for previous work
- Go upstream to the source
- Read 'laterally'
- Circle back



Excerpt from Web Literacy for Student Fact-Checkers by Michael A. Caulfield,
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<https://webliteracy.pressbooks.com/front-matter/web-strategies-for-student-fact-checkers/>

Fact Checking- SIFT Method



STOP



INVESTIGATE THE
SOURCE



FIND BETTER COVERAGE



TRACE CLAIMS, QUOTES
AND MEDIA TO THE
ORIGINAL CONTEXT

<https://www.notion.so/Introducing-SIFT-04db7879dd7a4efaa76bfb2397d11ffd>

Principles of Vaccine Conversation

An ongoing conversation, not a one-time event

Trust building is the key

Understand the *'why'*

Build together rather than feeling you must fix everything now

Resistance to change is normal

Prepare yourself to "create a psychologically safe environment"

Trans theoretical Model

Pre-
contemplation:
Not considering
change

Contemplation:
Considering
change

Preparation:
Plan and commit
to change

Action: Specific
behavioral
change

Maintenance of
the behavior

Communication Approaches

Open ended Questions

- “I’m curious. How do you feel about getting vaccinated?”
- “What other information might help you make the decision to get the vaccine?”

Clarifying

- “I’m not sure I understood what you meant when you said vaccine can be a problem”

Communication Approaches

Summarizing

- “I heard you express concerns about the safety of the vaccine, if it was tested enough, and if it’s safe for Black patients”.

Affirming

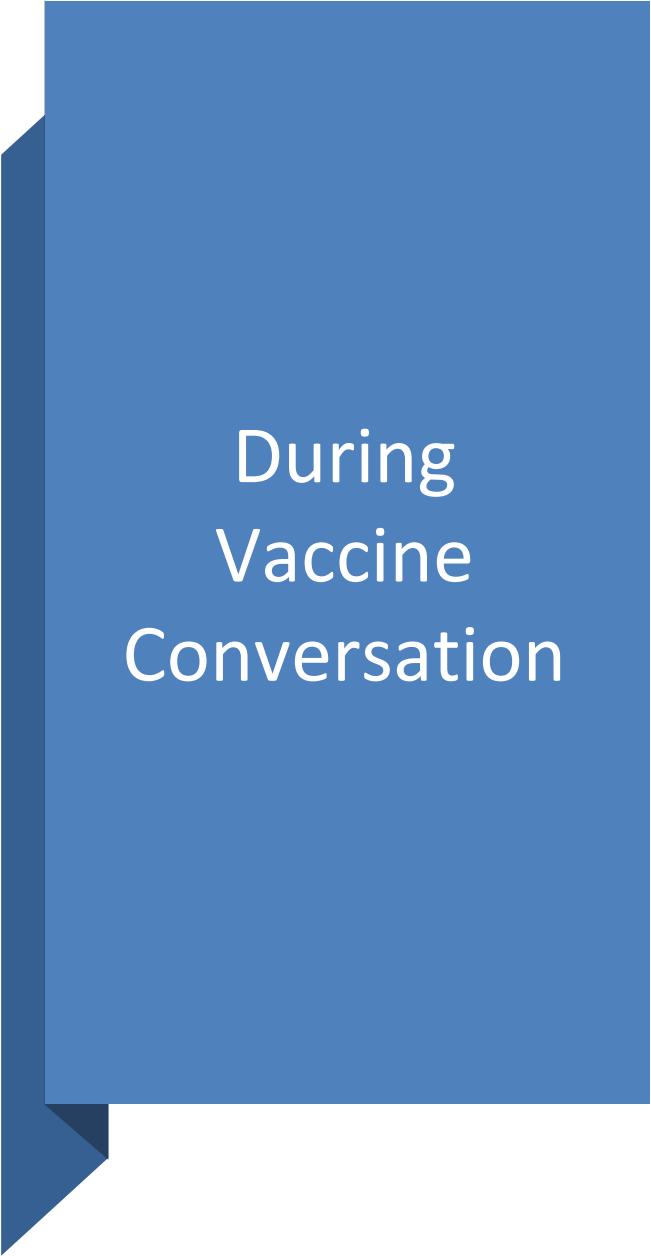
- “The choice is yours. Is there any other information or conversation that might help in your decision?”



Before Vaccine Conversation

Prepare yourself first

- How do you feel about the vaccine?
- Do you have the tools ?
- What is your purpose of this conversation?
- How do you feel about those who don't vaccinate ?
- Expect resistance, prepared to explore the WHY
- Others don't do what you recommend because you are an expert



During Vaccine Conversation

- Ask for permission to talk about vaccine
 - “Is it okay to talk with you about your concerns with the vaccine?”
- Articulate the purpose
 - “My purpose for talking with you is to understand your thoughts and feelings about the vaccine and to answer any questions you might have.”
- Be curious and ask open-ended questions
 - How do you feel about getting vaccinated?
- Understand people’s concerns – nonjudgmental, no blaming, no labelling, no disrespectful language such as
 - “Anti-vaxxers”, non-compliant, resistant
- Active listening
 - “Here’s what I heard you say...”

During Vaccine Conversation

- Provide information based on what people share with you
 - “That is a valid concern. A lot of people share that concern. It is okay to be uncertain.”
- Connect any information to what you heard matters to the person
 - “I’ve been closely following the development and safety considerations of the vaccine. Would it be okay with you if I share what I’ve learned about that?”
- Use short, clear, common language
- Do not try to influence or change their view
- No arguments or overly technical remarks
- No use of power or authority

After Vaccine Conversation

- If you agreed to follow up, keep the word to develop trust
 - “We talked about checking in again this week, and I want to honor that. Do you have any new concerns, or have any of the concerns we discussed changed?”
- Honor their choice and thank them for continuing the conversation
- No anger or frustration if they need more time
 - “Thank you for continuing this conversation together. I appreciate the thought that you have given to the choice you are making.”
- No over enthusiasm if they plan to get vaccinated
- If they had a positive experience, see whether we can get a champion
 - “I hear you say it was a positive experience. I wonder if you are interested in speaking to other friends, family, or staff about it?”

Risk Communication

Tailored to individuals

Be specific - Better understood when probability is given in numbers (e.g., 1 in 1000), percentage etc.

Be consistent

Visual representations of probability

Timely, consistent, relevant, up to date, local information

Common Concerns -Vaccine Safety

- Do not judge, pressure, persuade, or convince
- No blame or shame
- Acknowledge and give an emphatic response

“I often hear that people are concerned about the vaccine safety – that they are worried that it was developed in a hurry.”

“I could share some information about the vaccine’s development [or other specific concern] that has helped others with the same worry. Please let me know if that would be helpful.”

“I have some information that has helped others. Would it be okay if I shared it with you?”

“I am aware of a public session that is being led by [someone who originally shared the same safety concern]. Would it be helpful to you to hear about

Common Concerns- Discussion with BIPOC

- Do not ignore this topic or make assumptions
- “What has been your experience in getting health care in the past? I recognize that far too many Black patients have had bad experiences, and I want to understand yours”
- “My intent is to honor your experience and how the effects of racism impact you. I am here to listen and learn. I respect that all decisions are yours to make.”
- Use terms like Black, Indigenous, Latinx, and Person of Color to acknowledge people’s lived experience
- Do not pressure, persuade, or convince as an expert, don’t think for others
- “Maybe we could...” “Perhaps we should...”
- “What do you think? How does that sit with you?”
- “Only you can make this choice.”

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Vaccine Conversation Roleplay

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Q&A



Nurse-Led Forum for Vaccine Confidence

NEW COVID WEBINARS

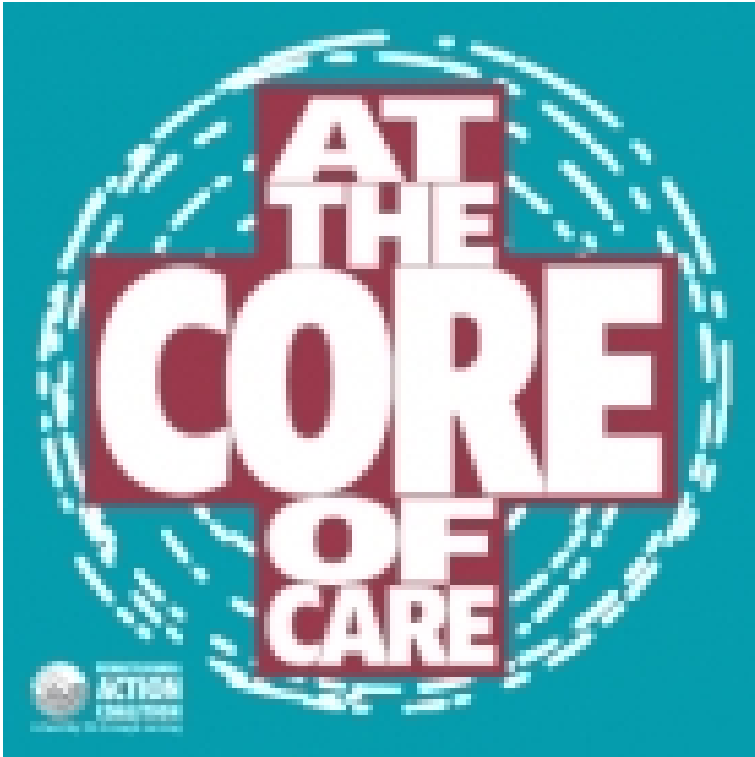
EVERY OTHER FRIDAY 1 - 2 pm ET

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Vaccine Hesitancy: Is Healthcare Listening?

Vaccine Confidence: Building Trust

Vaccine Confidence: Community Partnerships & Accessibility

Sharing Your Vaccination Experience

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Six episodes available now

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