

Nurse-Led Forum for Vaccine Confidence

**Empowering Nurses to Build Vaccine
Confidence Among Health Care Personnel**

Friday, March 19, 2021 at 1:00 pm Eastern Time



**NATIONAL
NURSE-LED CARE
CONSORTIUM**

a **PHMC** affiliate

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

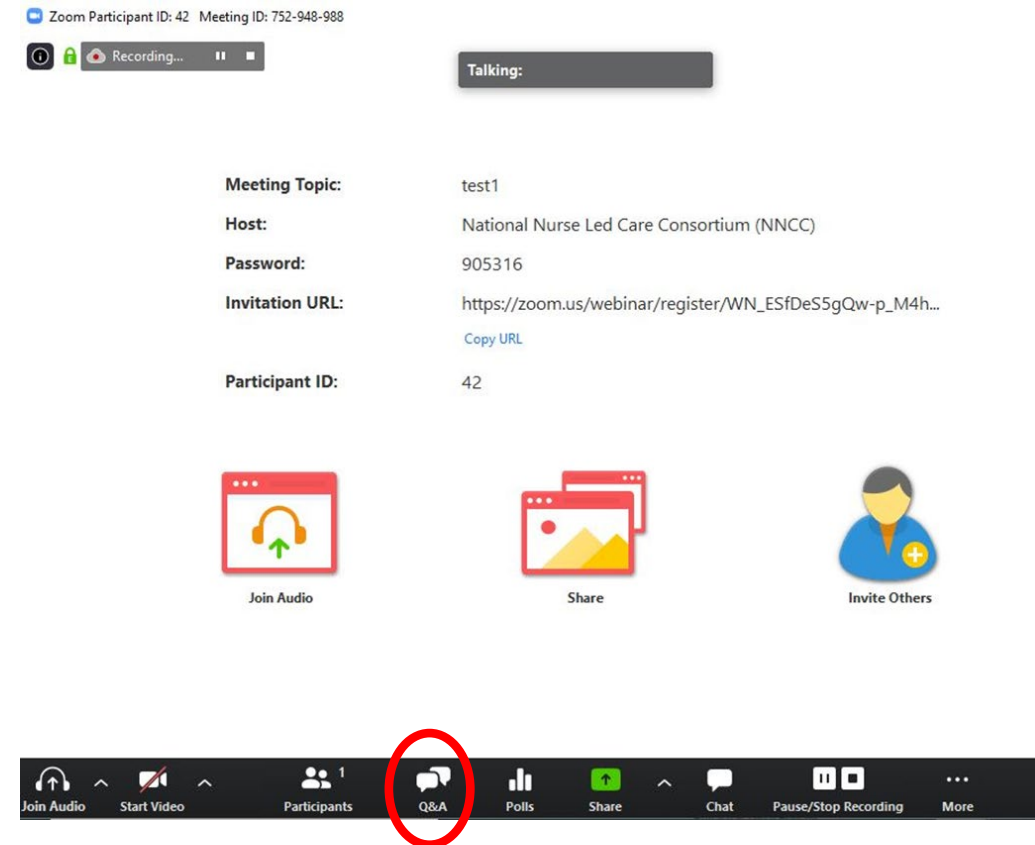
Housekeeping Items

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 2 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 Vaccine Updates – New Guidance

March 8, 2021- CDC released new guidance for [Fully Vaccinated People](#)

If you've been fully vaccinated:

- You can gather indoors with fully vaccinated people without wearing a mask.
- You can gather indoors with unvaccinated people from one other household (for example, visiting with relatives who all live together) without masks, unless any of those people or anyone they live with has an [increased risk for severe illness from COVID-19](#).
- If you've been around someone who has COVID-19, you do not need to stay away from others or get tested unless you have symptoms.

COVID Vaccine Updates – New Guidance

After you've been fully vaccinated against COVID-19, you should continue taking precautions:

- Wear a mask
- Stay 6 feet apart from others,
- Avoid crowds and poorly ventilated spaces
- Delay domestic and international travel. If you do travel, you'll still need to follow CDC [requirements and recommendations](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html).

CDC Guidance: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>

Pop-Up Question

**What resources are you using to stay informed about
COVID vaccines?**

Tell us in the chat box!

Speaker



Stephen Perez, PhD, RN, CRNP

Clinical Lead

Vaccinate with Confidence Team

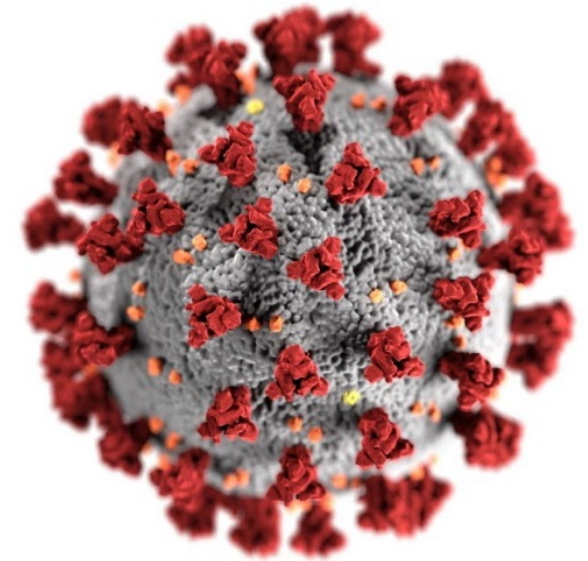
Vaccine Task Force

Centers for Disease Control and Prevention

Empowering Nurses to Build Vaccine Confidence Among Healthcare Personnel

Stephen Perez, RN, PhD

Clinical Lead, Vaccinate with Confidence Team



CDC COVID-19 Response
Vaccine Task Force



Vaccinate with **Confidence**

cdc.gov/coronavirus

Speaker Disclosures

- No disclosures to report
- The content of this presentation reflects my opinion and does not necessarily reflect the official position of the CDC

Presentation Overview

- Elements of vaccine confidence
- Strategies for building vaccine confidence
- Strategies for talking with patients about COVID-19 vaccines



Elements of Vaccine Confidence

Vaccine confidence includes multiple factors

- *Vaccine confidence* is the trust that patients, parents, or providers have in:
 - recommended vaccines;
 - providers who administer vaccines; and
 - processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use.

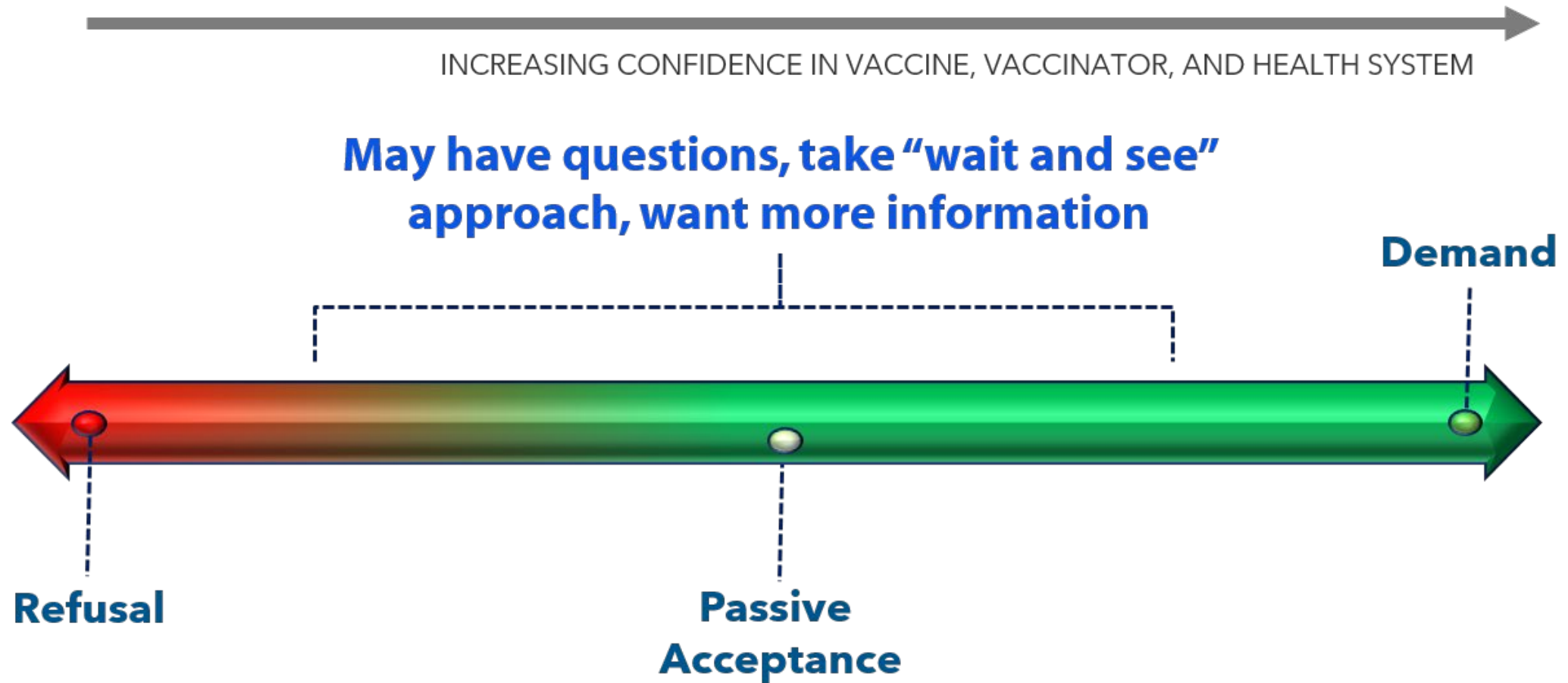


Poll

In your experience, what part of vaccine confidence is the most challenging?

- A. Building trust in recommended vaccines
- B. Building trust in providers who administer vaccines
- C. Building trust in processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use
- D. All of the above
- E. None

Willingness to accept a vaccine falls on a continuum



Public confidence in and acceptance of the COVID-19 vaccine is increasing

February 2021

- **55%** (already vaccinated or will get the vaccine as soon as available)
- **22%** (adopt a wait-and-see approach)

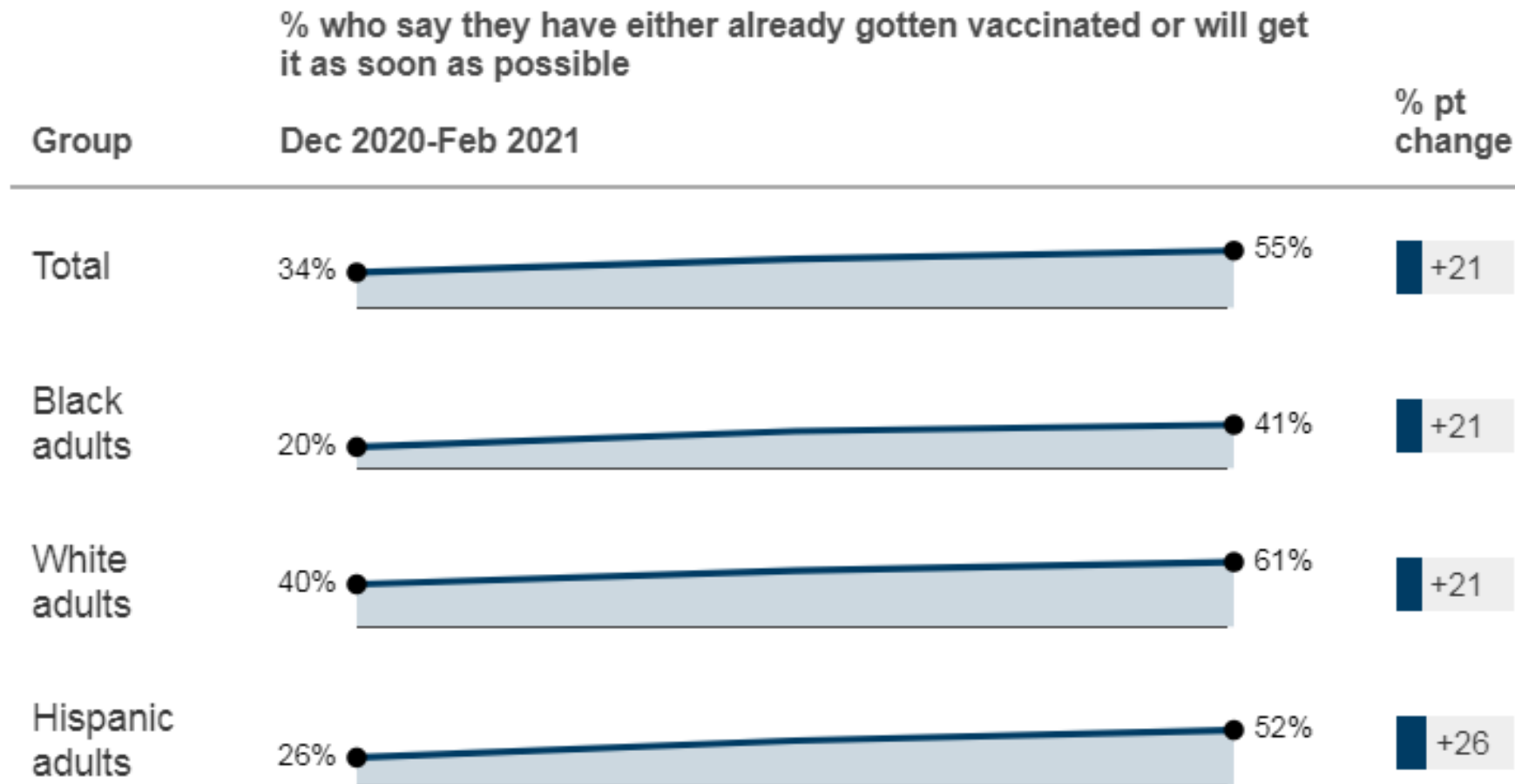
December 2020

- **34%** (will get the vaccine as soon as available)
- **39%** (adopt a wait-and-see approach)



Source: Kaiser Family Foundation Vaccine Monitor (Nov. 30-Dec. 8, 2020, Feb. 15-Feb.23, 2021)
[KFF COVID-19 Vaccine Monitor Dashboard](#) | [KFF](#)

Increasing trends are seen across race/ethnicity groups

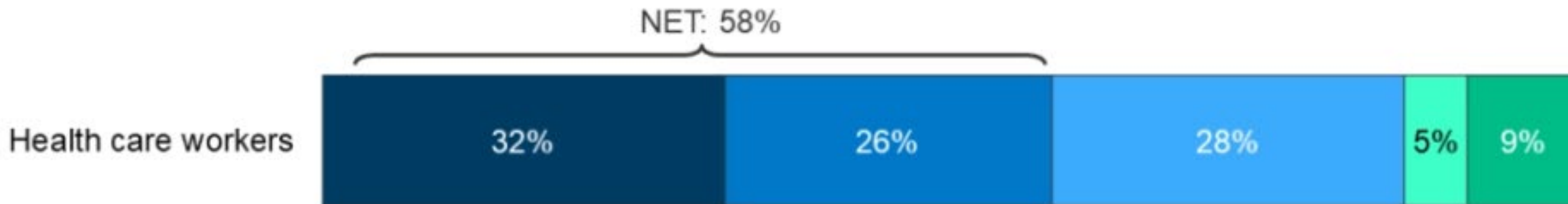


NOTE: December 2020 survey did not have options for respondents to indicate they had already been vaccinated. Data refer to Non-Hispanic Black and Non-Hispanic White adults. Source: Kaiser Family Foundation Vaccine Monitor (Nov. 30-Dec. 8, 2020, Feb. 15-Feb.23, 2021) [KFF COVID-19 Vaccine Monitor Dashboard](#) | [KFF](#)

COVID-19 vaccine confidence is growing among healthcare personnel (HCP)

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA approved vaccine for COVID-19 is available to you for free, do you think you will?

■ Already vaccinated ■ Get it as soon as you can ■ Wait and see how it's working ■ Get it only if required ■ Definitely not get it



Source: KFF COVID-19 Vaccine Monitor (conducted Jan.11-18, 2021).

**KFF COVID-19
Vaccine Monitor**



COVID-19 vaccine confidence is growing among HCP

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA approved vaccine for COVID-19 is available to you for free, do you think you will?

■ Already
vaccinated

■ Get it as soon
as you can

■ Wait and see
how it's working

■ Get it only
if required

■ Definitely
not get it

Health care worker status

Health care worker

54%

10%

14%

6%

15%

50%

Source: KFF COVID-19 Vaccine Monitor (conducted Feb. 15- Feb. 23, 2021).

**KFF COVID-19
Vaccine Monitor**



There continue to be reports of vaccine hesitancy among HCP

Many health care workers are refusing to get a COVID-19 vaccine

Vaccine rollout hits snag as health workers balk at shots

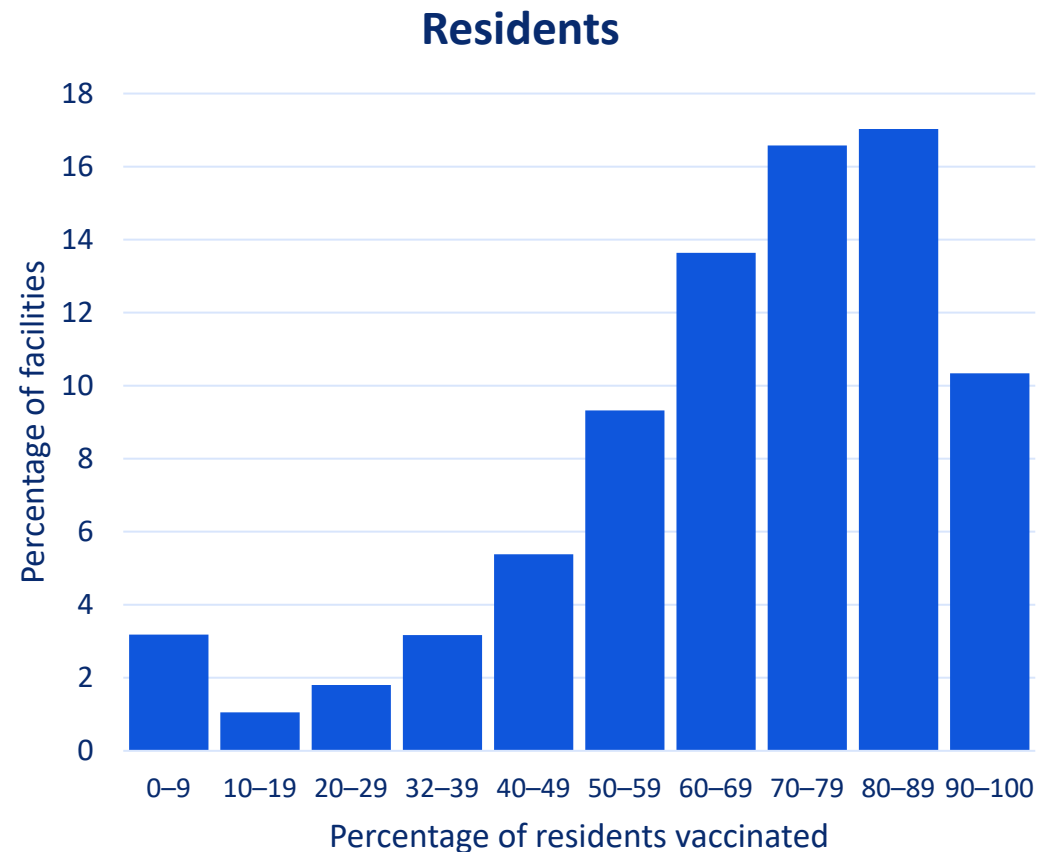
All 4 nurses in a Kansas county's health department refused to give out COVID-19 vaccines

BREAKING | Jan 27, 2021, 12:19pm EST | 2,806 views

Multiple States Report Nursing Home Staff Reluctant To Take Vaccine



Estimated percentage* of residents[†] and staff members[§] at skilled nursing facilities[¶] enrolled in the Pharmacy Partnership for Long-Term Care Program who received at least one dose of COVID-19 vaccine — United States, December 18, 2020–January 17, 2021⁷



*Vaccination percentage >100% (not shown) was estimated for residents in 2,118 (18.5%) facilities and for staff in 559 (4.8%) facilities. Estimated percentage vaccinated >100% might reflect resident and staff turnover or other variability from denominator estimates.

[†]n = 11,376 facilities. The number of residents eligible for vaccination was estimated using the average of National Healthcare Safety Network weekly resident census counts for each facility during December 14, 2020–January 17, 2021.

[§]n = 11,134 facilities. The number of staff members eligible for vaccination was estimated using Center for Medicare & Medicaid Services Payroll-Based Journal counts of unique staff for each facility during July–September (Quarter 3) 2020. Vaccination uptake estimates only reflect skilled nursing facility staff vaccinated through the Pharmacy Partnership for Long-Term Care Program; additional staff might have been vaccinated through other programs.

[¶]Includes facilities with at least one on-site clinic conducted through the Pharmacy Partnership for Long-Term Care Program during December 18, 2020–January 17, 2021.

Vaccine hesitancy existed among nurses prior to COVID-19 vaccine authorization

- American Nursing Foundation Survey (Oct 2020)
 - 63% were somewhat or very confident that the vaccine will be safe and effective.
 - 34% would voluntarily receive COVID-19 vaccine.
 - 57% are comfortable discussing COVID-19 vaccines with patients.

American Nurses Foundation, Pulse on the Nation's Nurses COVID-19 Survey Series: COVID-19 Vaccine, October 2020.

<https://www.nursingworld.org/practice-policy/work-environment/health-safety/disaster-preparedness/coronavirus/what-you-need-to-know/covid-19-vaccine-survey>



Vaccine hesitancy continues among nurses

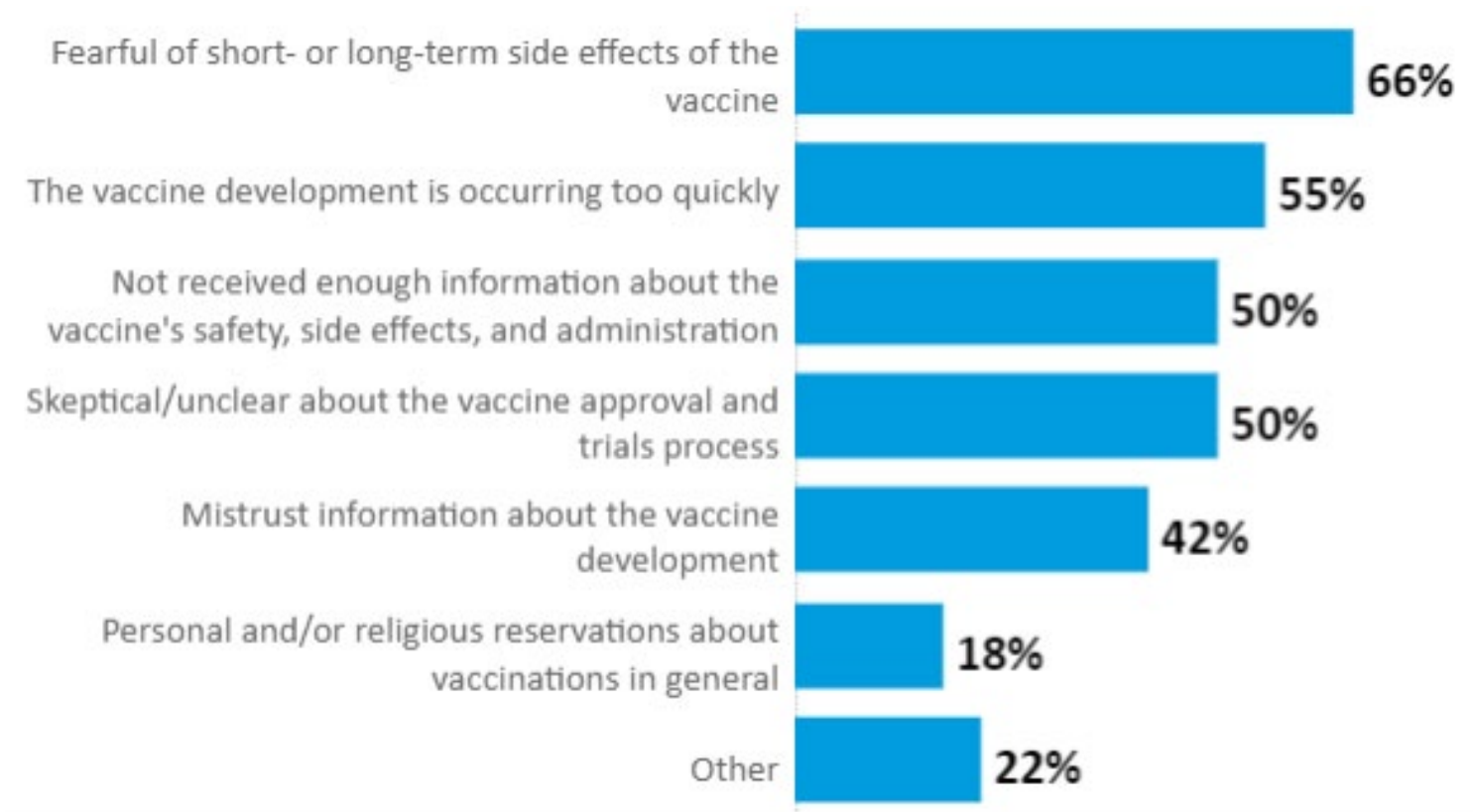
- American Nursing Foundation Survey (February 2021)
 - 30% of respondents had not received the vaccine at the time of the survey.
 - 25% stated they remained undecided about getting vaccinated.
 - 28% said they did not intend to get the vaccine.

American Nurses Foundation, Pulse on the Nation's Nurses COVID-19 Survey Series: COVID-19 Vaccine, February 2021.

<https://www.nursingworld.org/practice-policy/work-environment/health-safety/disaster-preparedness/coronavirus/what-you-need-to-know/year-one-covid-19-impact-assessment-survey/>



Nurses cite concerns over side effects and vaccine development as drivers of hesitancy



American Nurses Foundation, Pulse on the Nation's Nurses COVID-19 Survey Series: COVID-19 Vaccine, February 2021.

<https://www.nursingworld.org/practice-policy/work-environment/health-safety/disaster-preparedness/coronavirus/what-you-need-to-know/year-one-covid-19-impact-assessment-survey/>



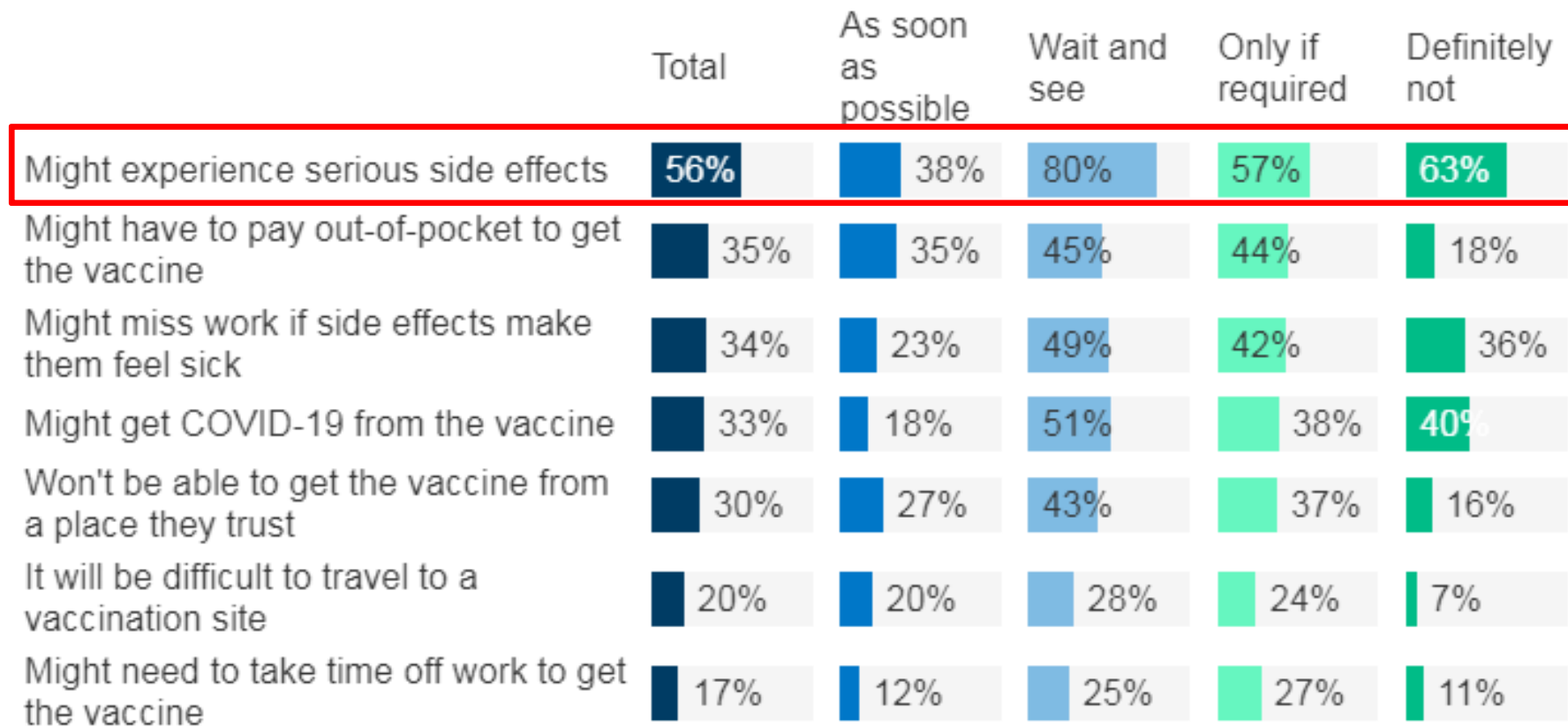
Poll

What concerns are you hearing from nursing colleagues? (Select all that apply).

- A. Fearful of short- or long-term side effects
- B. Vaccine development is occurring too quickly
- C. Not received enough information about vaccine's safety, side effects, and administration
- D. Skeptical/unclear about vaccine approval and trials
- E. Mistrust information on vaccine development
- F. Personal and/or religious reservations about vaccinations
- G. Other – *Let us know in the chat!*

Among the general public who remain hesitant, many are concerned about side effects as well

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:



Source: Kaiser Family Foundation Vaccine Monitor (Feb. 15-Feb.23, 2021) [KFF COVID-19 Vaccine Monitor Dashboard](#) | [KFF](#)

Strategies for Building Vaccine Confidence



Vaccinate with **Confidence**

A National Strategy to Reinforce Confidence in COVID-19 Vaccines

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.

Engage Communities & Individuals

Objective: Engage communities in a sustainable, equitable, and inclusive way—using two-way communication to listen, build trust, and increase collaboration.





Vaccinate with **Confidence**

A component of the National Strategy to Reinforce Confidence in COVID-19 Vaccines

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.

- Tactics**
- ✓ Engage local and national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.
 - ✓ Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.
 - ✓ Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed.



Strategies for building COVID-19 vaccine confidence among healthcare personnel

- Encourage senior leaders to be vaccine champions.
- Host discussions where personnel at different levels can ask questions and share concerns in a safe space.
- Share key messages with staff through emails, breakroom posters, and other channels.
- Make the decision to get vaccinated visible and celebrate it!
- Use empathy and understanding in all COVID-19 vaccination conversations.
- When addressing misinformation, focus on building trust and confidence.
- Highlight the experiences of employees who were initially hesitant to get vaccinated, but who later made the decision to get the vaccine. Empower them to share their reasons for deciding to get vaccinated.
- Supplement larger educational campaigns with authentic, one-on-one conversations with trusted messengers.



Share these key messages with staff

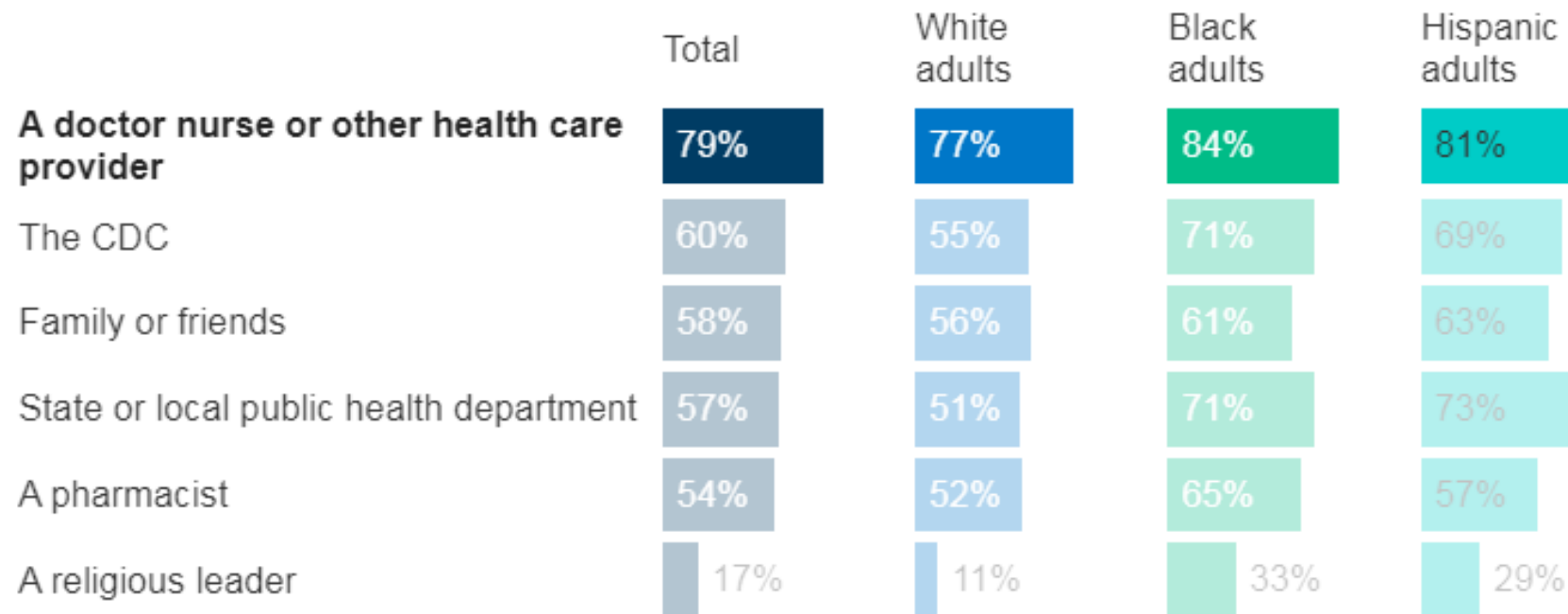
- The best vaccine is the first vaccine that's available to you.
- Vaccine confidence starts with you! Building defenses against COVID-19 in this facility is a team effort.
- Getting a COVID-19 vaccine gives you an added layer of protection against COVID-19 and could also protect your colleagues and your patients.
- You should be vaccinated regardless of whether you already had COVID-19. That's because experts do not yet know how long you are protected from getting sick again after recovering from COVID-19.



Strategies for Talking with Patients about COVID-19 Vaccines

Healthcare providers remain a trusted source of information about COVID-19 vaccines

Percent who say they are likely to turn to each of the following when deciding whether to get a COVID-19 vaccine:



Source: Kaiser Family Foundation Vaccine Monitor (Jan. 11-18, 2021) [KFF COVID-19 Vaccine Monitor Dashboard](#) | [KFF](#)

NOTE: Among those who have not been vaccinated



Vaccine confidence starts with you!

- As part of the healthcare team, **you** are likely included the first phase to receive a COVID-19 vaccine
- **Get a COVID-19 vaccine** when it is available to you
- **Share** your experience and your personal reasons for getting vaccinated with your patients, family, and friends
- **Visibly show** you received the vaccine by wearing a sticker, button, or lanyard and sharing on social media or other communication channels



Prepare for COVID-19 vaccine conversations



Choose to get vaccinated



Start conversations early



Engage in effective conversations



Be prepared for questions



Key messages for patients

1. You can help **stop** the pandemic by getting a COVID-19 vaccine.
2. Get the **information** you need to choose to get vaccinated when its available to you.
3. COVID-19 vaccines are safe **and** effective.
4. COVID-19 vaccine will be **free** for you.
5. After COVID-19 vaccination, you **might** have some side effects. These are normal signs that your body is building protection.
6. You will still need to wear a mask and socially distance in public after getting each shot of the vaccine **for now**.

Know the elements of effective vaccine conversations

- Start from a place of empathy and understanding
- Assume patients will want to be vaccinated but be prepared for questions
- Give your strong recommendation
- Address misinformation by sharing key facts
- Listen to and respond to patient questions
- Proactively explain side effects
- Highlight the benefits of getting vaccinated, including a return to some things that people had stopped doing because of the pandemic

“I strongly recommend you get a COVID-19 vaccine once it is available to you.”

“...This shot is especially important for you because of your [job or underlying health condition].”

Address misinformation about COVID-19 vaccination by sharing key facts



<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html>

COVID-19 vaccines cannot give you COVID-19

People who have already gotten sick with COVID-19 may still benefit from getting vaccinated

Getting vaccinated can help prevent getting sick with COVID-19

COVID-19 vaccines will not cause you to test positive on COVID-19 **viral** tests*



*<https://www.cdc.gov/coronavirus/2019-ncov/hcp/testing-overview.html>

When addressing misinformation, focus on building trust and confidence

- Help patients find accurate sources of information, including patient-oriented materials from your own trusted sources of clinical and scientific information
- Focus on correcting the misinformation rather than the source, particularly if the misinformation comes from patients' families or communities
- Center on the trusted relationship between you and your patient to help build trust in your messaging around COVID-19 vaccines
- Build trust by asking your patients' permission to share information with them



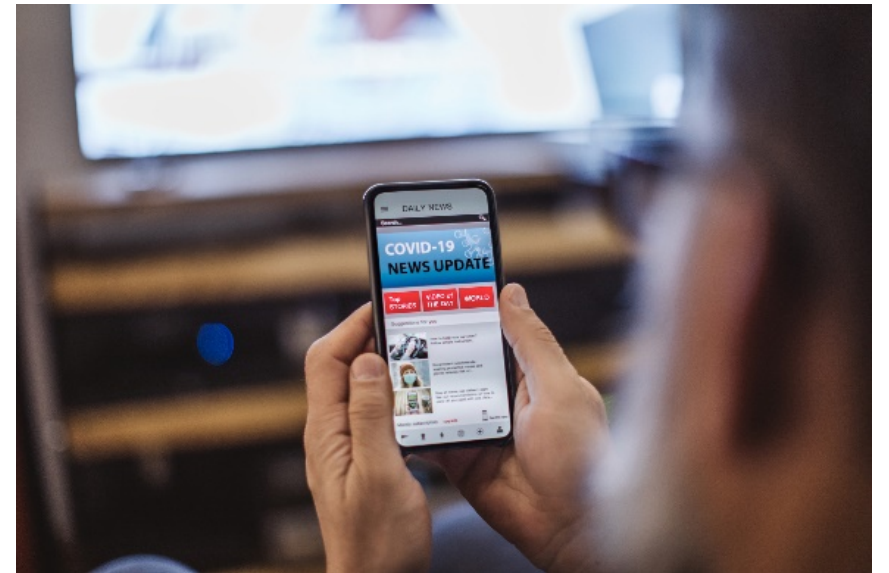
Remember to use culturally responsive messaging and messages when building vaccine confidence.

- Understand that long-standing systemic health and social inequities have put many people from racial and ethnic minority groups at increased risk of getting sick and dying from COVID-19.
- Provide information through channels and in formats and languages suitable for diverse audiences.
- Identify the diverse communities represented in your facility and partner with trusted messengers who are representative of those communities in your efforts to improve vaccine confidence.
- Avoid stigmatizing language and ensure all team members are trained to identify and interrupt all forms of discrimination.



Know where to go for the latest information about COVID-19 vaccines.

- CDC and FDA websites:
 - www.cdc.gov/covid-19/vaccines
 - www.fda.gov/emergency-preparedness-and-response/coronavirus-disease-2019-covid-19/covid-19-vaccines
- Your professional association
- Your state or local health department
- Your facility's immunization coordinator

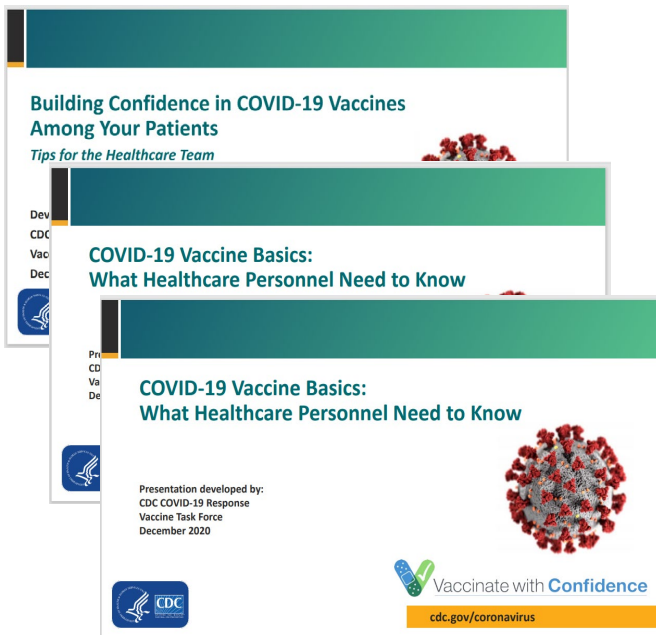


Provider resources for COVID-19 vaccine conversations with patients

- **Preparing to Provide COVID-19 Vaccines:** <https://www.cdc.gov/vaccines/covid-19/training.html>
- **Talking to Patients about COVID-19 Vaccines:** www.cdc.gov/vaccines/hcp/covid-conversations
- **Understanding and Explaining mRNA COVID-19 Vaccines:** <https://www.cdc.gov/vaccines/covid-19/hcp/mrna-vaccine-basics.html>
- **Understanding and Explaining Viral Vector COVID-19 Vaccines:** <https://www.cdc.gov/vaccines/covid-19/hcp/viral-vector-vaccine-basics.html>
- **Making a Strong Recommendation for COVID-19 Vaccination:** <https://www.cdc.gov/vaccines/covid-19/hcp/engaging-patients.html>
- **COVID-19 FAQs for Healthcare Providers:** <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>
- **Health Equity: Promoting Fair Access to Health:** <https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/index.html>
- **Clinician Outreach and Communication (COCA) Call. What Every Clinician Should Know about COVID-19 Vaccine Safety and Effectiveness and How to Address Patient Questions and Concerns:** https://emergency.cdc.gov/coca/calls/2021/callinfo_030921.asp



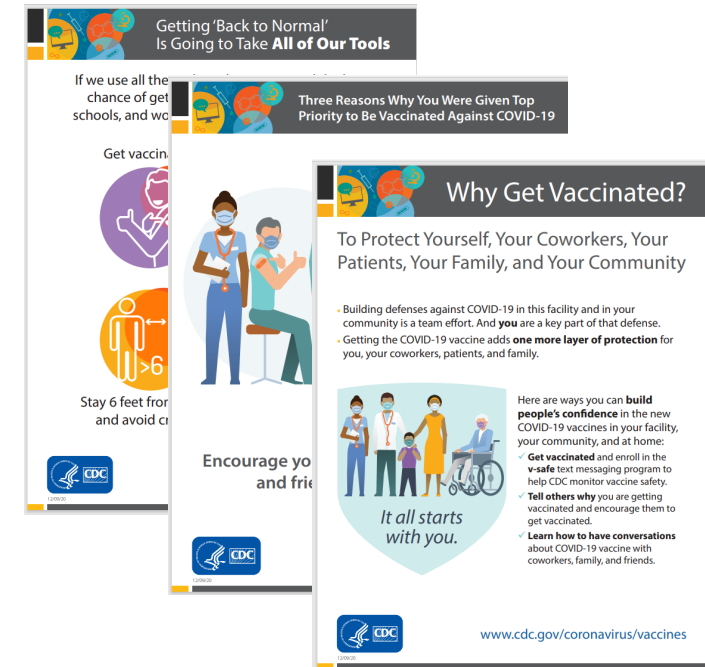
COVID-19 Vaccination Communication Toolkit For Medical Centers, Clinics, and Clinicians



Slides

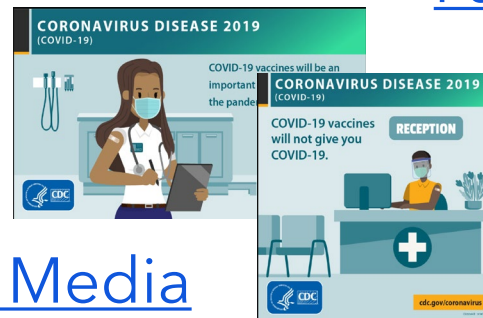


Fact Sheets & FAQs



Posters

Social Media



Stickers



Thank you!

Stephen Perez, PhD, RN, CRNP

Clinical Lead

Vaccinate with Confidence Team

Vaccine Task Force

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Q&A



Nurse-Led Forum for Vaccine Confidence

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