Nurse-Led Forum for Vaccine Confidence

Addressing Vaccine Hesitancy Through Community Engagement

Friday, April 16, 2021 at 1:00 pm Eastern Time



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



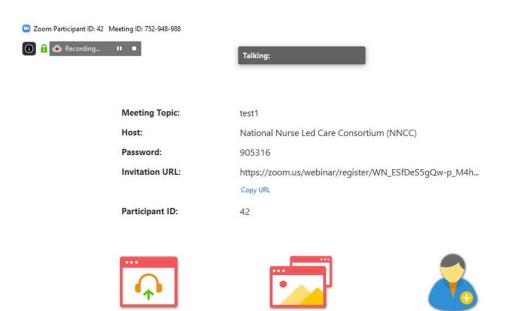
Housekeeping Items

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 <u>nurseledcare.org</u> 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 Updates

Joint CDC and FDA Statement on Johnson & Johnson COVID-19 Vaccine (April 13, 2021)

Tool Kits:

- National Minority Health Month Social Media Tool Kit
- CDC A Guide for Community Partners: Increasing COVID-19 Vaccine Uptake Among Members of Racial and Ethnic Minority Communities
- CDC COVID-19 Vaccination Toolkit for Health Departments and other Public Health Partners
- PSA/<u>Toolkit</u> Example: <u>Roll Up Your Sleeve New York</u>



Poll Question

Who are you partnering with for COVID vaccination efforts? (Select all that apply)

- A. Community centers and spaces (e.g., barbershops, YMCA, etc.)
- B. Community members
- C. Educational institutions
- D. Faith-based centers or groups
- E. Health centers
- F. Local government officials
- G. Local TV or radio stations
- H. Nonprofits and social service organizations (e.g., food assistance)
- I. Other tell us in the chat



Community Partners

Community centers and spaces (e.g., YMCA, barbershops, salons)

Chapters of national organizations (e.g., NAACP, Unidos US)







Faith-based centers or groups

Local government officials





Vaccination sites/clinics

Pharmacies, independent and chain



Community **Partner Network**



Local nonprofits and social service organizations (e.g., food assistance)







Long-term care facilities

Educational institutions and educators





Local TV or radio stations

Federally Qualified Health Centers, community and rural health centers



Speakers



Deborah Washington, PhD, MS, RNDirector of Diversity, Nursing and Patient Care Services
Massachusetts General Hospital



John Nguyen-Yap, MSW
Associate Director of Health Equity
Association of Asian Pacific Community Health
Organizations

Speakers



Deborah Washington, PhD, MS, RNDirector of Diversity, Nursing and Patient Care Services
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Addressing Vaccine Hesitancy in BIPOC Communities

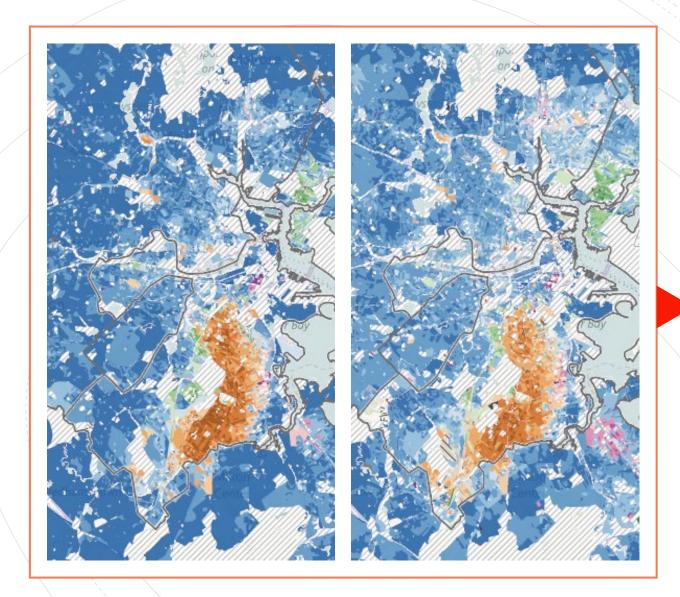
Deborah Washington, PhD, RN

Massachusetts General Hospital

Key Points for BIPOC Communities & Vaccine Hesitancy

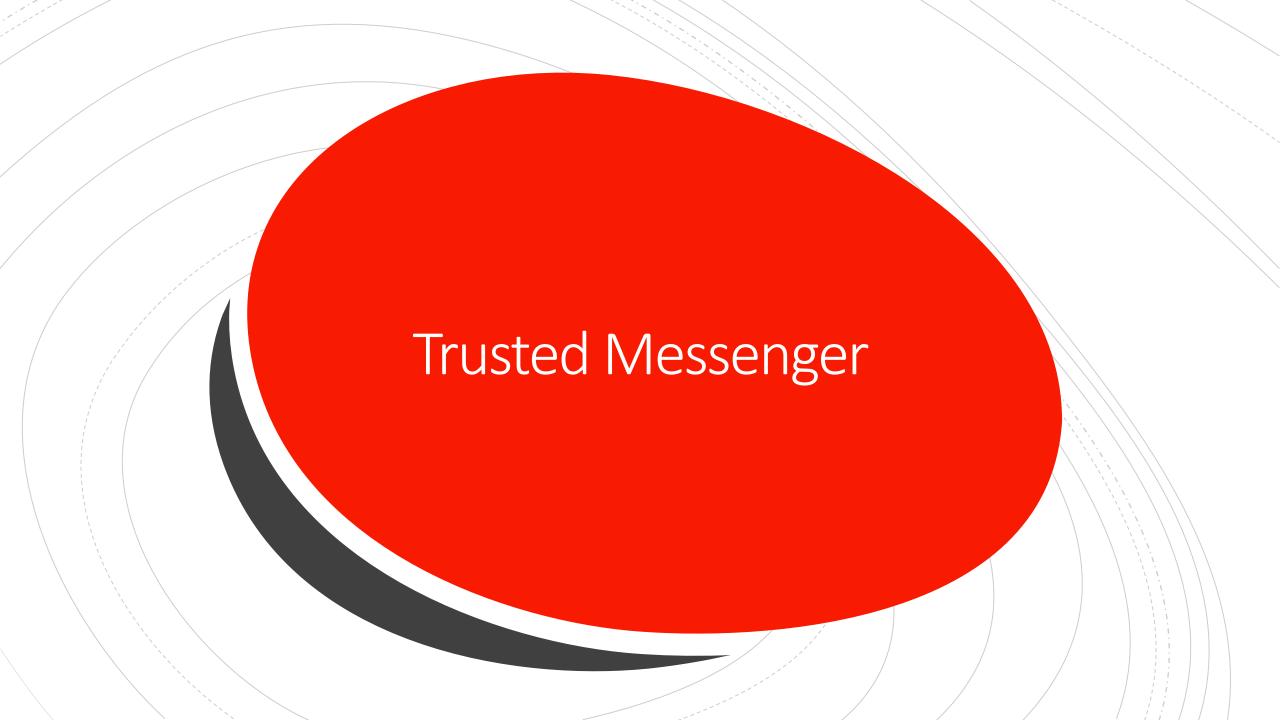
- Undefined Trusted Messenger
- Pro Forma Community Engagement
- Not Communicating the Future

Community Engagement for Sustainable Health



Race based population "Clusters"

Clustering in Boston



OUTCOMES

Information Gathering

"SIDEWALK" CONVERSATIONS

- Multigenerational Encounters
- Reputation of Organization

INFLUENCERS IN BLACK COMMUNITY

- Men
- Elders
- Church Ladies
- Community Activists



The Future of Health Services to BIPOC Communities



Draft PSA on Vaccine Hesitancy

https://www.dropbox.com/s/keg566wu7jlntd2/Vaccine%20D1.mov?dl=0

Audience Feedback – Poll Question

- 1. The PSA captures the reasons for vaccine hesitancy among the Black community.
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- 2. The PSA captures the values of the Black community.
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree



Audience Feedback

No matter "the skin you're in" what resonates with you about the PSA?

What would you add? What would you take out?

Tell us in the chat box!



We need new paradigms



Speakers



John Nguyen-Yap, MSW
Associate Director of Health Equity
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Organizations



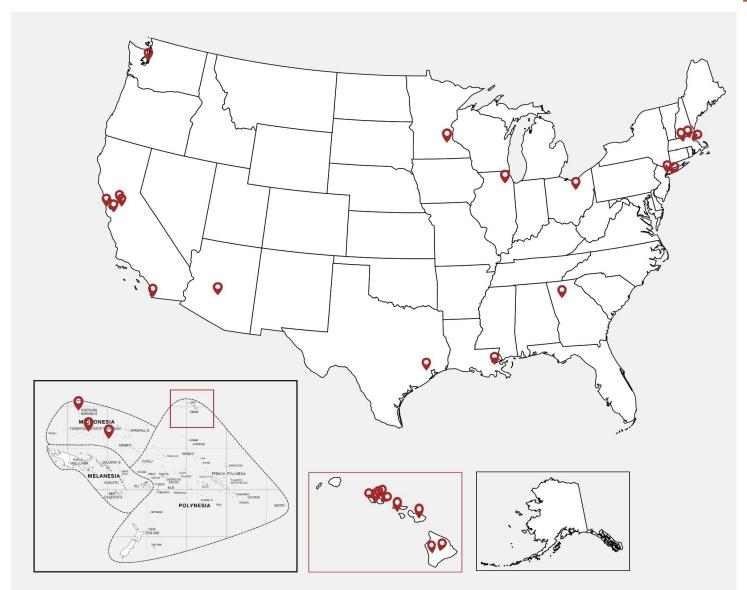
Vaccine Confidence and Access Strategies by Asian American, Native Hawaiian, and Pacific Islander serving Community Health Organizations

Moderated by

John Nguyen-Yap, MSW, Associate Director, Health Equity Association of Asian Pacific Community Health Organizations

April 16, 2021

AAPCHO's Mission & Impact



AAPCHO is dedicated to promoting advocacy, collaboration, and **leadership** that improves the health status and access of Asian Americans (AAs), Native Hawaiians (NHs), and Pacific Islanders (Pls) within the United States, the U.S. territories, and the Freely Associated States.



Vaccine Confidence Needs

- Translated factual information
- Trusted messengers
- Equitable Access to Vaccines





Translated Factual Information

- In 2018, 47% of AAPCHO
 member FQHC patients were
 best served in a language other
 than English. For some
 AAPCHO members, LEP
 patients represented up to 99%
 of their patient populations.
- In-language material is needed by patients and staff for interpretation

KŌKUA KALIHI VALLEY



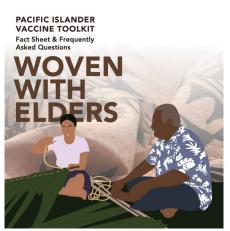


Trusted Messengers

- Community Health Workers
- Elders
- Faith Leaders
- In-Language Media
- Empathy and understanding"Meet them where they're at"
- Word of Mouth









Equitable Access to Vaccines

- Need to get vaccines to those that are ready for it
- Language Access
- Physical Access
- Time of day
- Scheduling Access
- Expanding Local Eligibility







Resources & Reminders



www.msm.edu/ncrn





COVID-19 Resources Hub



- Resources for Health Centers
- COVID-19 Vaccine
- In-Language Materials
- Resources to Address Stigma
- Public Health Considerations
- Webinars
- Policy Updates

www.aapcho.org/covid19



Thank you!



www.aapcho.org



















Nurse-Led Forum for Vaccine Confidence

NEW COVID WEBINARS

EVERY OTHER FRIDAY 1 - 2 pm ET

Visit NurseLedCare.org to register



Vaccine Confidence Podcast Series

Vaccine Confidence: Nurses Turn Skepticism Into Action



At the Core of Care · Vaccine Confidence: Nurses Turn Skepticism Into Action Vaccine Confidence: Nurses Turn Skepticism Into Action is the first episode in a six-part At the Core of Care podcast series about building confidence in the COVID-19...

Read more...

First two episodes available now

Listen here!

Vaccine Hesitancy: Is Healthcare Listening?



At the Core of Care · Vaccine Hesitancy: Is Healthcare Listening? Vaccine Hesitancy: Is Healthcare Listening? is the second episode in a six-part At the Core of Care podcast series about building confidence in the COVID-19 vaccines. During this series,...

Read more...



THANK YOU

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





