



Nurse-Led Forum for Vaccine Confidence

Embracing Generational Diversity: Effective Communication With Colleagues and Patients About COVID Vaccines

Friday, June 4, 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

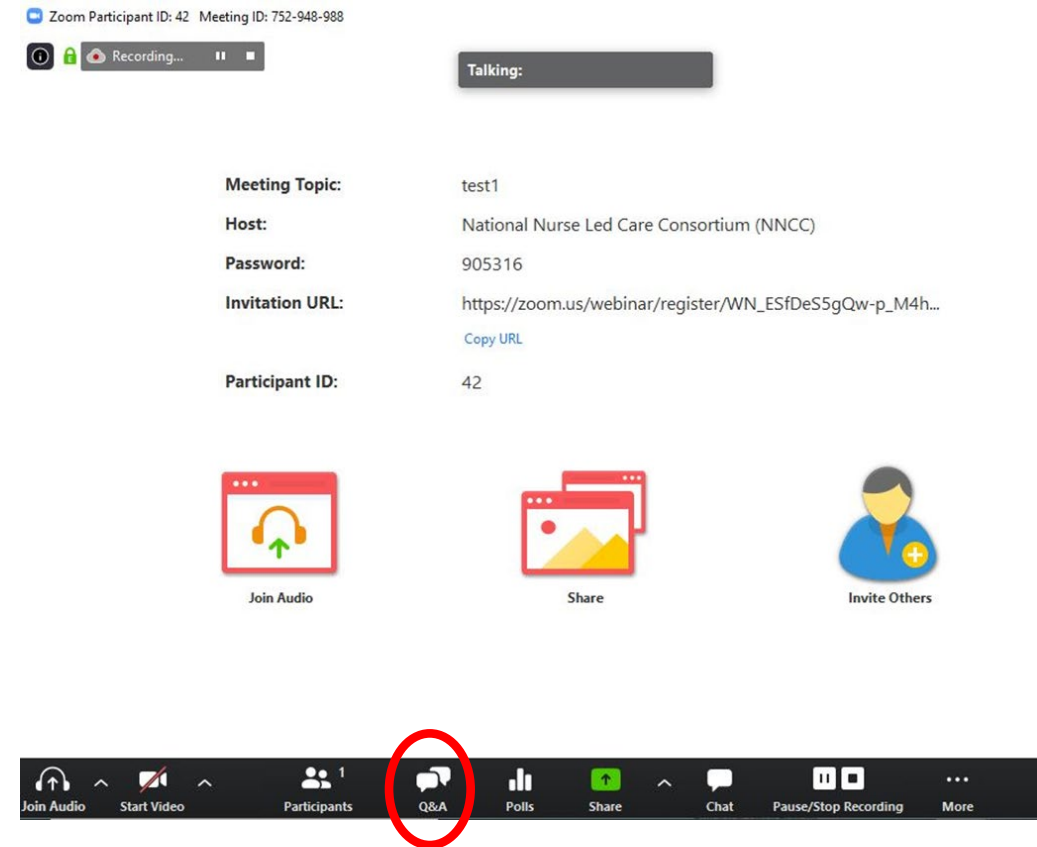
Housekeeping Items

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 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 Updates

- CDC
 - [Disparities in COVID-19 Vaccination Coverage Between Urban and Rural Counties — United States, December 14, 2020–April 10, 2021](#)
 - [Demographic and Social Factors Associated with COVID-19 Vaccination Initiation Among Adults Aged ≥65 Years — United States, December 14, 2020–April 10, 2021](#)



Additional COVID-19 Vaccine Resources

- Kaiser Family Foundation: [Latest Data on COVID-19 Vaccinations by Race/Ethnicity](#)
- National Center on Disability in Public Health: [Addressing COVID-19 Vaccine Access and Confidence Among People With Disabilities](#)
- The COVID States Project #49: [Vaccinating America's Youth](#)
- Public Health Communications Collaborative: [Answers to Tough Questions about Public Health](#)
- Media Campaign: [This Is Our Shot](#)



Poll Question

Which generation do you identify with/are you a part of?

- A. Gen Z: Born after 1996
- B. Generation Y/Millennials: Born 1977 – 1995
- C. Generation X: Born 1965 – 1976
- D. Baby Boomers: Born 1946 – 1964
- E. Traditionalists: Born before 1946



Poll Question

Which group(s) do you find it most difficult to discuss COVID vaccine messaging?

- A. Gen Z: Born after 1996
- B. Generation Y/Millennials: Born 1977 – 1995
- C. Generation X: Born 1965 – 1976
- D. Baby Boomers: Born 1946 – 1964
- E. Traditionalists: Born before 1946
- F. It's easy to discuss COVID vaccine messaging with all generations.

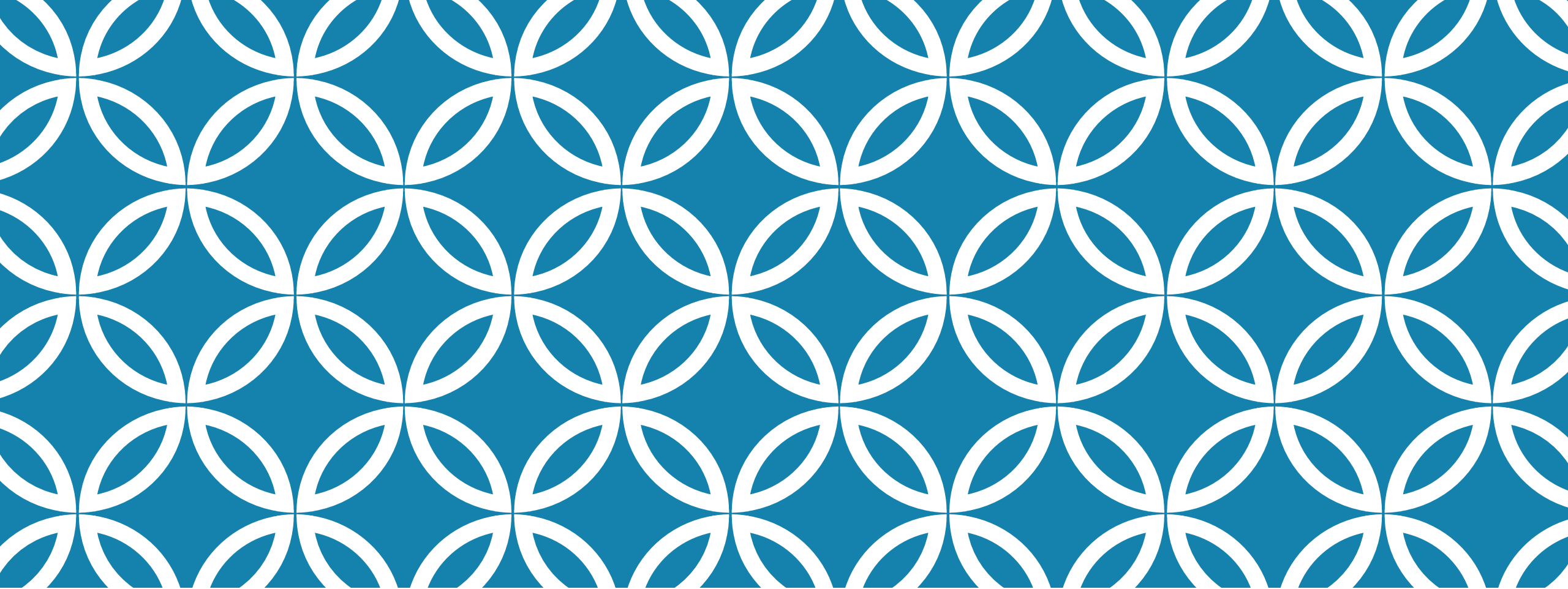
Speakers



Letha M. Joseph, DNP, APRN, AGPCNP-BC
Nurse Practitioner, Durham VA Healthcare System
Consulting Associate/Clinical Faculty, Duke University
School of Nursing



Missam Merchant, MBA, BSN, RN, CCRN-K, PCCN, CV-BC, GERO-BC, MEDSURG-BC, NE-BC
President, SAINA (San Antonio Indian Nurses Association)
Hospital Supervisor, University Health



EMBRACING GENERATIONAL DIVERSITY: EFFECTIVE COMMUNICATION WITH COLLEAGUES AND PATIENTS ABOUT COVID VACCINES

**Missam Merchant, MBA, BSN,
CCRN-K, PCCN,RN-BC, NE-BC**

**Letha M. Joseph, DNP, APRN,
AGPCNP-BC**

DISCLOSURE



Presenters have no conflicts of interest to disclose



No financial or non-financial interest influenced the content of this activity

GOALS/ OUTCOMES

Participants will report knowledge gain and awareness on the impact of generational differences in vaccine confidence.

Participants will report their intent to apply practical strategies to overcome vaccine hesitancy by bridging the gap related to generational differences.

LEARNING OBJECTIVES

1. Highlight the common characteristics of different generations
2. Discuss the impact of generational difference in vaccine confidence
3. Review practical strategies to improve vaccine discussion with different generational groups

TODAYS SPEAKER #1



- I am passionate about generations **in nursing.**
- “WHY”: I was told, I am too young.
- Center for Generational Kinetics, Austin, TX & Pew research.

Definitions

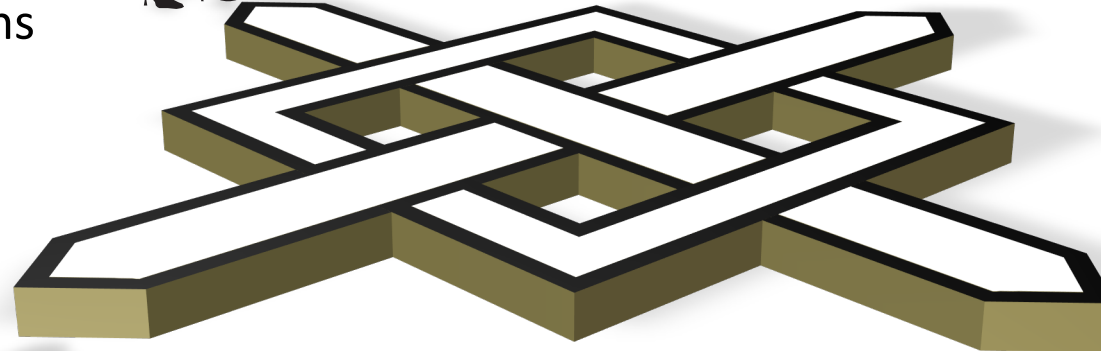
Generation

a group of people born about the same time and raised in about the same place, leading to increased predictability in specific situations



Me-llennials Vs Mega

a division by the life stage in which they find themselves. Me-llennials are financially and professionally behind, most likely feeling lost and uncertain of their path.



Not boxes

are powerful clues on where to start to faster connect with and influence people of different ages, older and younger

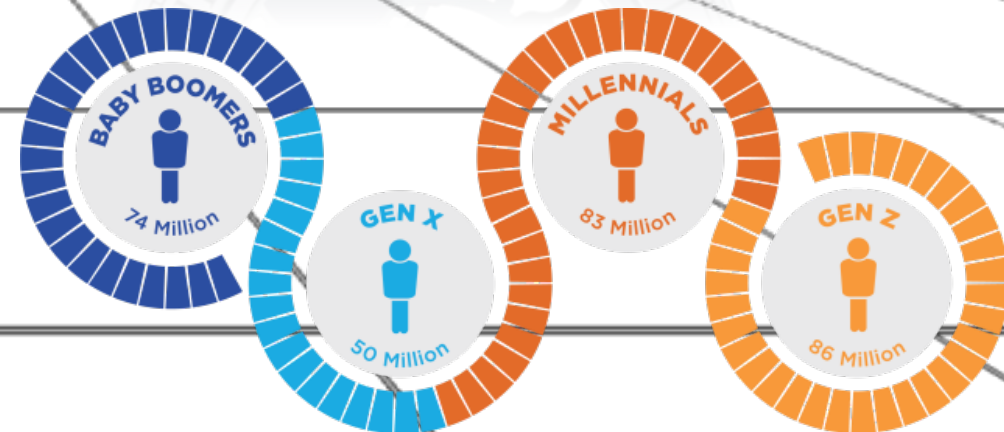
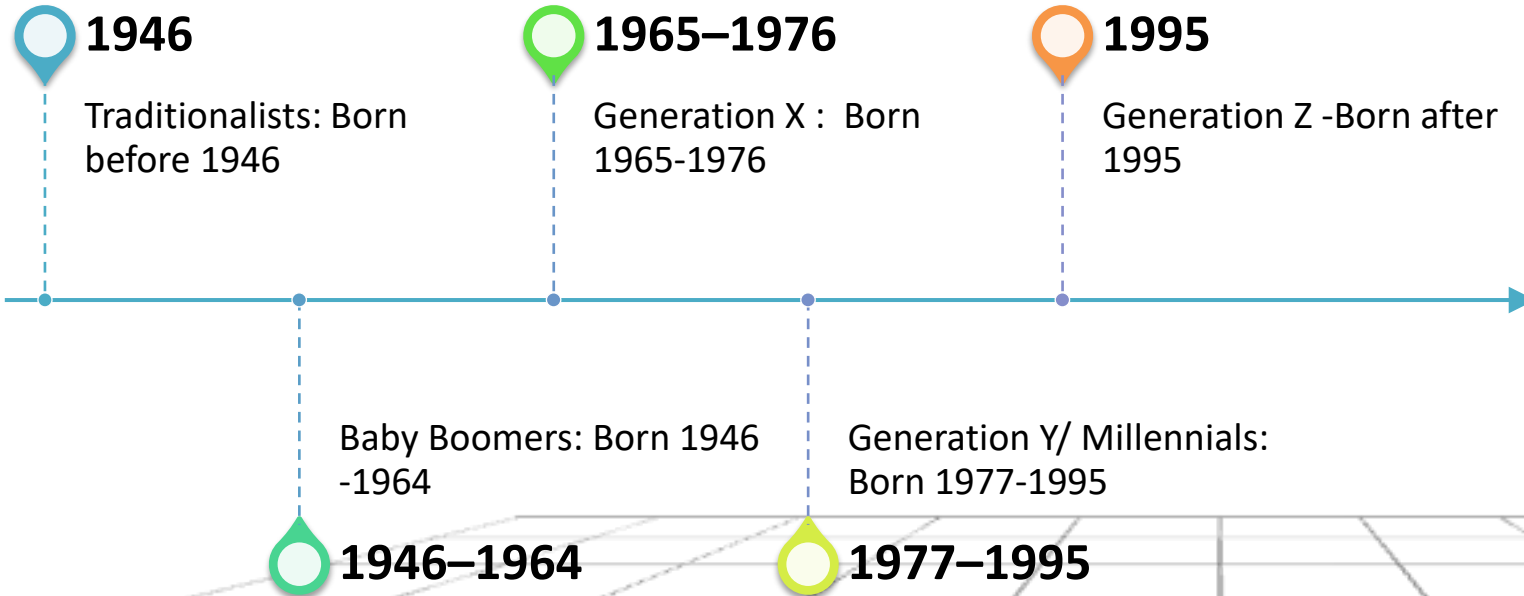


Cuspers

Cuspers are people born within three to five years of the beginning or end of a generation.



Types



Traditionalist

CORE VALUES. TRADITIONALISTS. (Born 1925-1945)

Dedication

Hard Work

Conformity

Law and
Order

Patience

Delayed
Reward

Duty before
Pleasure

Adherence
to Rules

Honor



Generation X

The Common Characteristics of Generation X Professionals



Generation Y / Millennials

Common Traits: Generation-Y Professionals



Tech-savvy



Family-centric



Achievement-oriented



Feedback-seeking

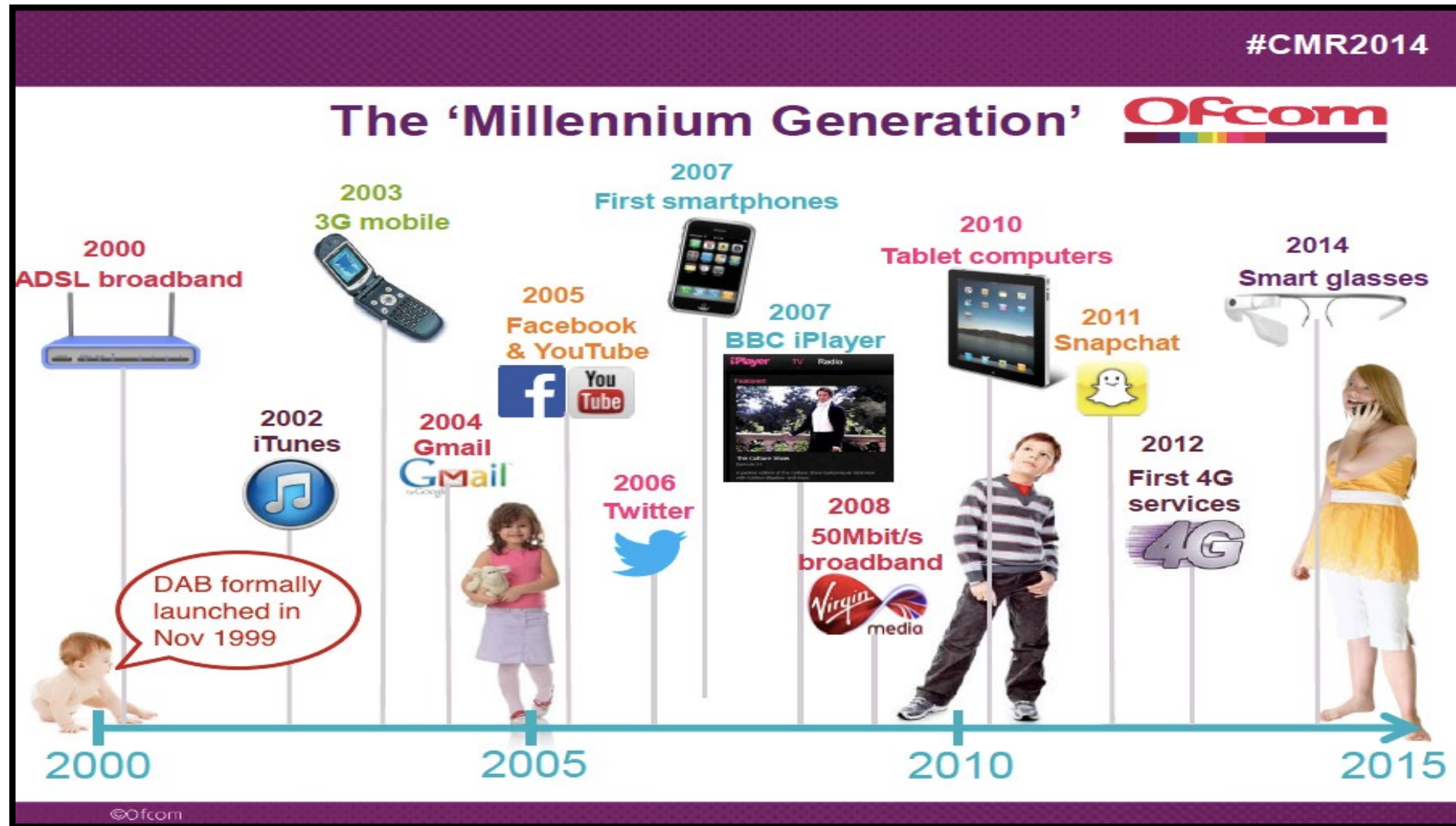


Job-hopping

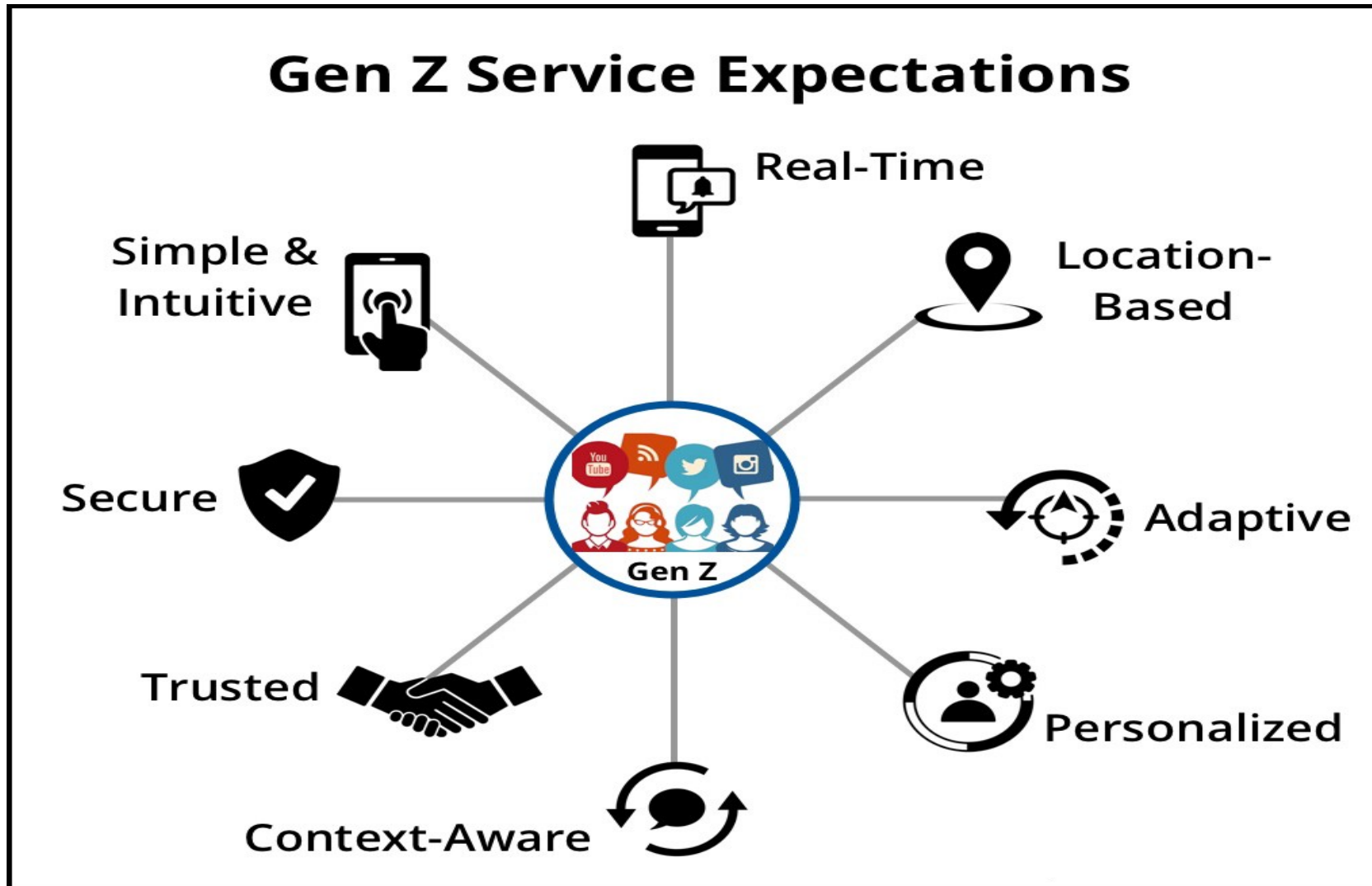


Team-oriented

Technology Revolution



Generation Z / Zoomers / I Gen



<https://medium.datadriveninvestor.com/gen-z-is-coming-how-to-develop-products-and-services-ffaaf725308f>

There are many
kinds of people in
the world....😊
"Everyone dances
to the beat of their
own drum"

In the United States overall...

8% are Watchful. They're waiting to see what happens next.



9% are Cost-Anxious. They want the vaccine but can't afford the time or cost.



4% are System Distrusters. They feel the health care system doesn't treat them fairly.



14% are Covid Skeptics. They don't believe the threat.



Sema K. Sgaier (2021) Meet the Four Kinds of People Holding Us Back From Full Vaccination
<https://www.nytimes.com/interactive/2021/05/18/opinion/covid-19-vaccine-hesitancy.html>

What not to do....LOL

<https://youtu.be/Y0sg9G5BBVU>

<https://abc.com/shows/jimmy-kimmel-live/video/vdka23179113>

TODAY'S SPEAKER # 2



- I am passionate about **COVID 19** vaccinations.
- “WHY”: I need the pandemic to end and

The US race to vaccinate



<https://covid.cdc.gov/covid-data-tracker/#vaccinations>

<https://usafacts.org/visualizations/covid-vaccine-tracker-states/>

(June 3rd 2021)

51% of the population
have received 1 dose

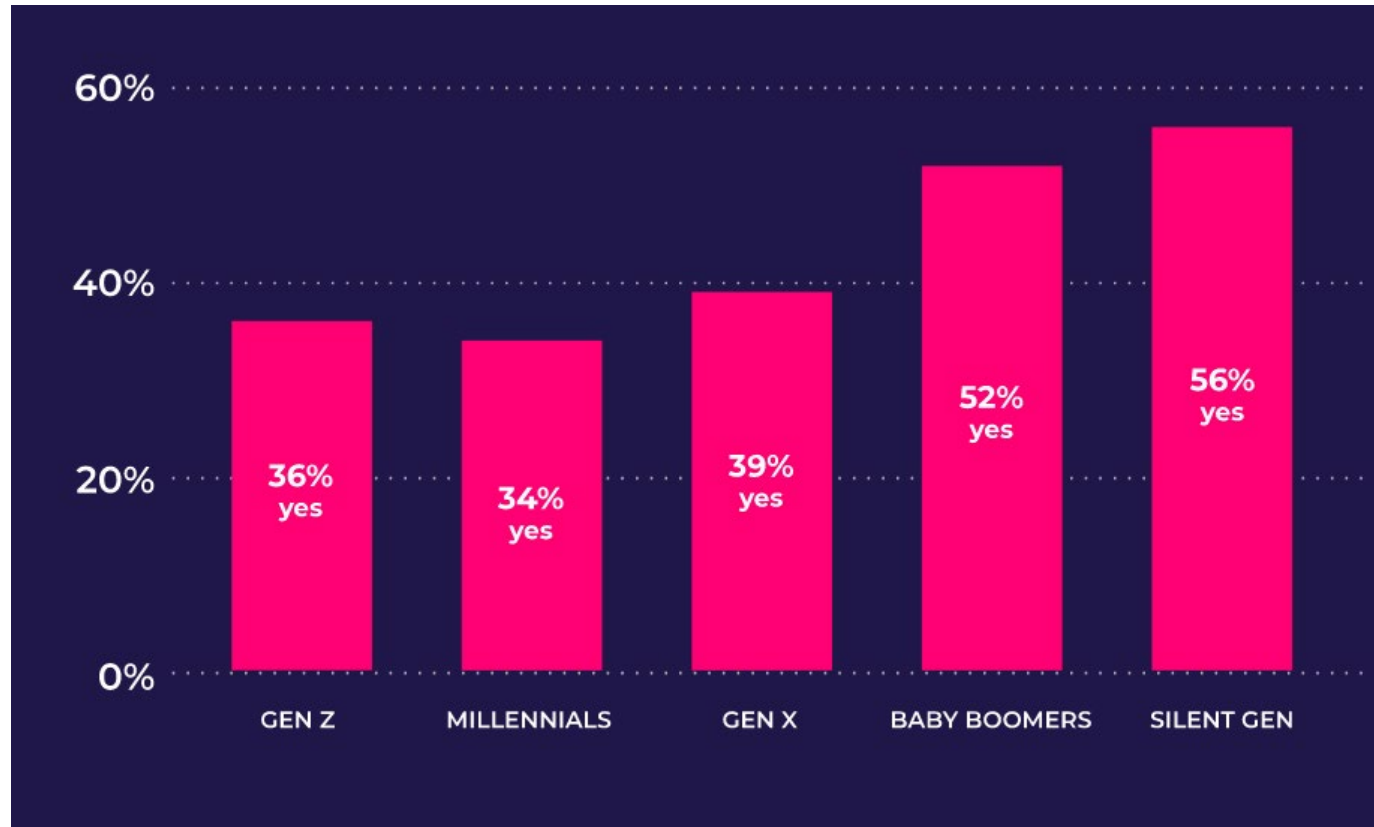
41% fully vaccinated

Population \geq 12 Years of
Age - 60%; 49%

Population \geq 18 Years of
Age – 63%; 52%

Population \geq 65 Years
of Age – 86%; 75%

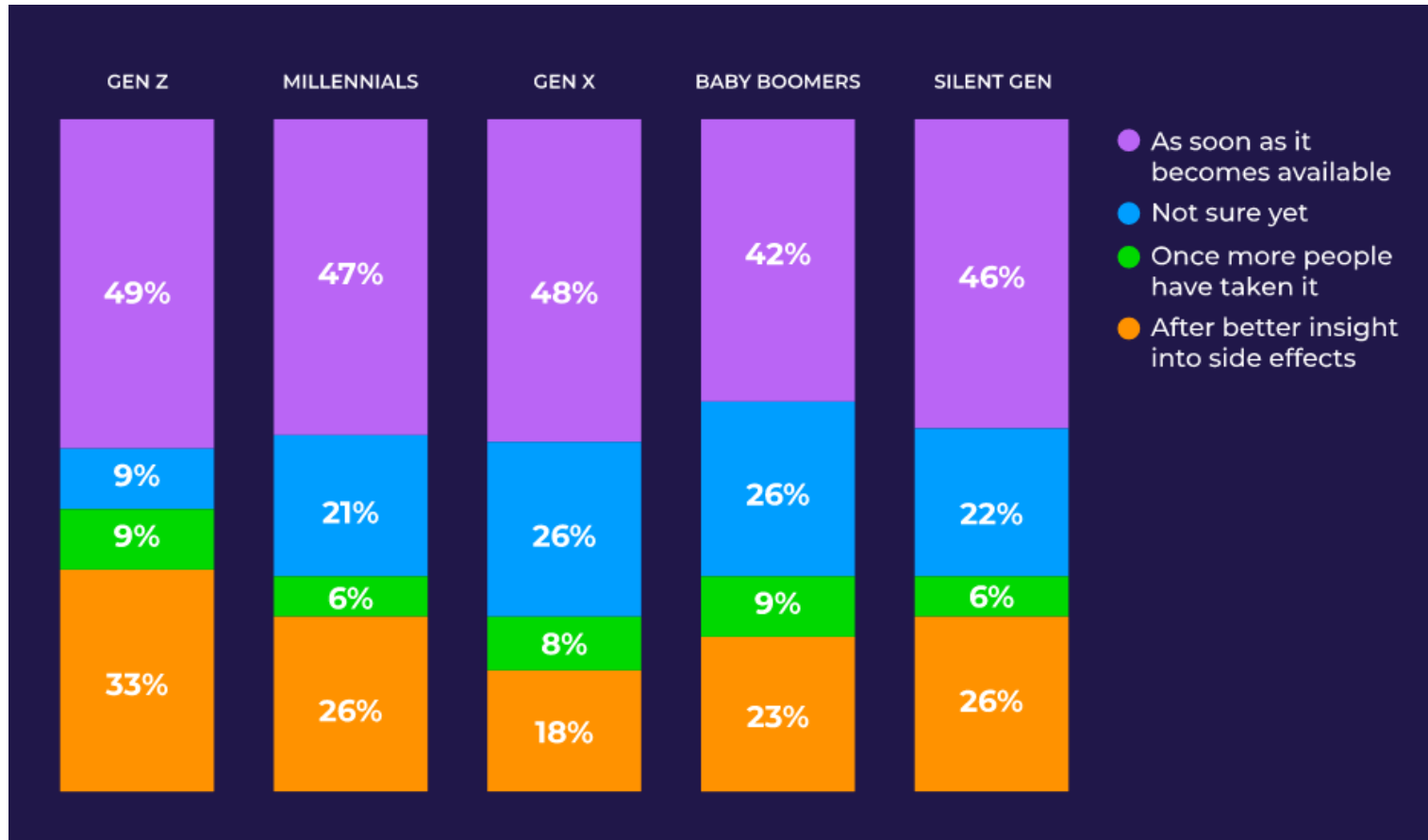
60-90% path to
normality



**DO YOU PLAN TO GET THE COVID-19
VACCINE WHEN IT BECOMES AVAILABLE?**

Results from a
Consumer Survey- Nov.2020
(May not represent national
Sample!)

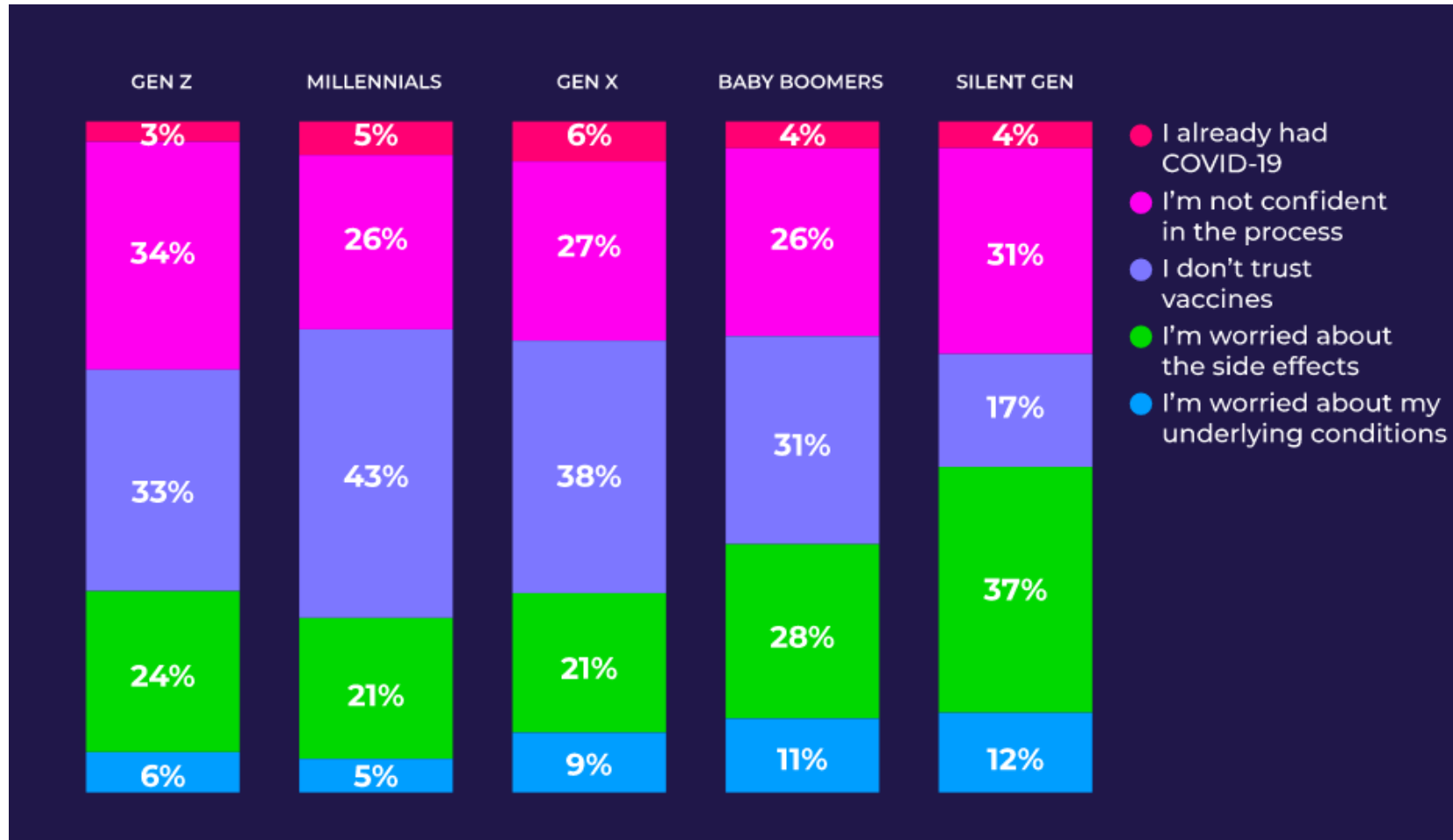
COVID-19 Vaccine Sentiment - Fluent Pulse



IF YES - WHEN WILL YOU GET THE COVID-19 VACCINE?

Results from a
Consumer Survey- Nov.2020
(May not represent national
Sample!)

COVID-19 Vaccine Sentiment - Fluent Pulse

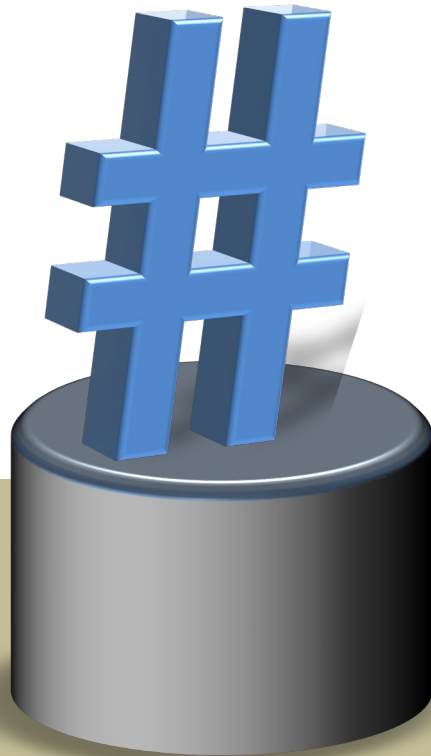


IF NO - WHY AREN'T YOU PLANNING
TO GET THE COVID-19 VACCINE?

Results from a
Consumer Survey- Nov.2020
(May not represent national
Sample!)

COVID-19 Vaccine Sentiment - Fluent Pulse

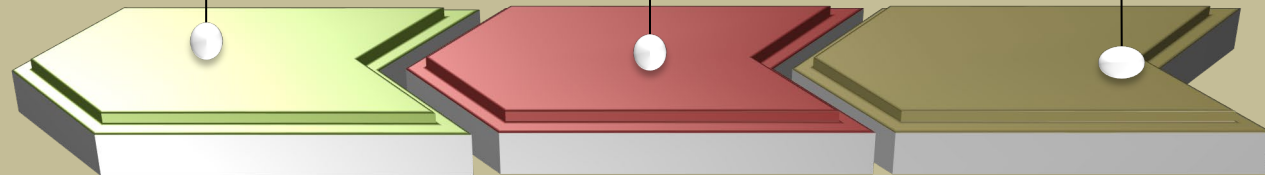
NBC Morning Consult Poll & Harris Poll



26% of Gen Z - would not get the vaccine

34% Gen Z would "wait awhile and see"

21% of Generation Z would not get vaccinated against Covid-19



Harris poll March 19-21, 2021

NBC-Morning Consult poll
May 4-10, 2021

What do young adults say?

1

57% of Gen Z don't think their peers are taking strict COVID restrictions
Vs. 18% of Boomers

2

20% of Gen Z and 21% Millennials know many people that have gone to gatherings with 20 or more Vs. 10% of Boomers

3

"Gen Z ... they have to consider, is this going to impact my choices down the road?" "For the vaccine, is this going to impact my ability to have children?"

4

"People just don't have time to try to find an appointment, to take the time out of their day to go get the shot, and have two days where they feel awful,"

5

What do young adults tell you? Share it in the chat





Psychological Antecedents of Vaccination

Confidence in vaccines and the system
that delivers them

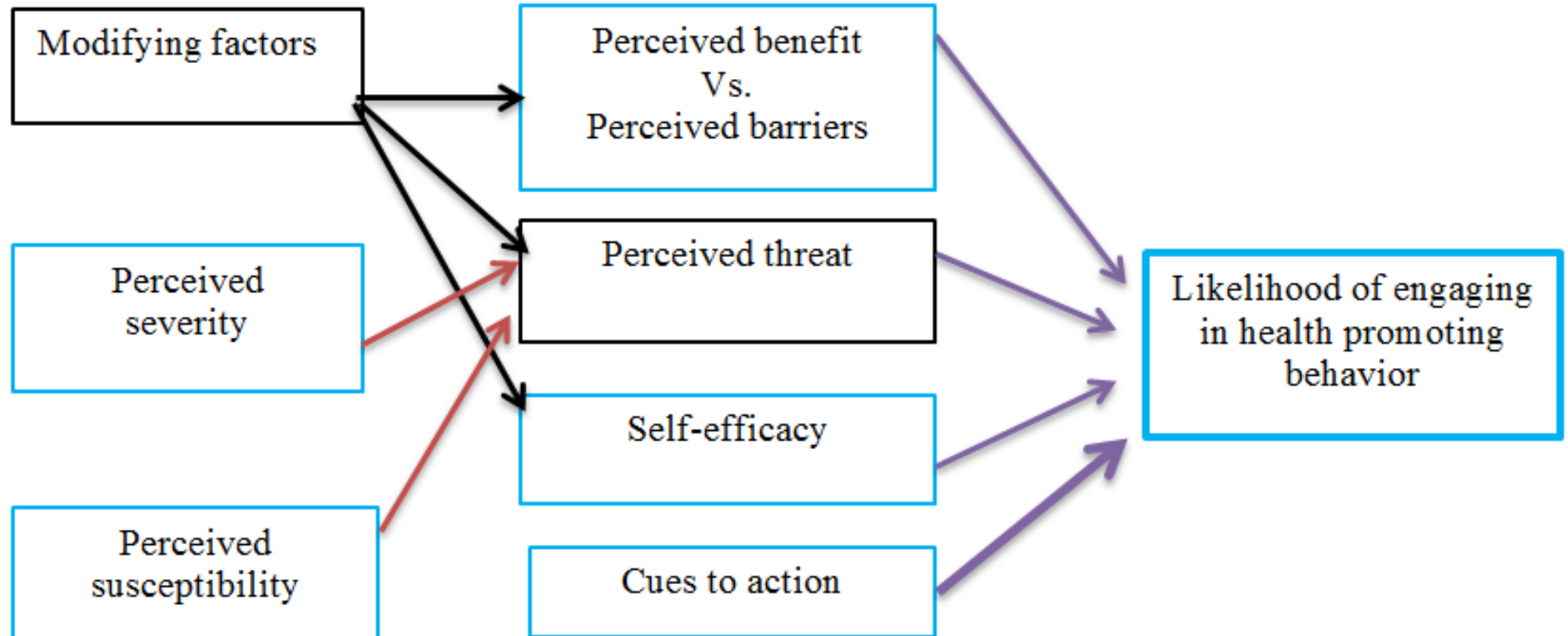
Complacency (risk perception)

Constraints (barriers)

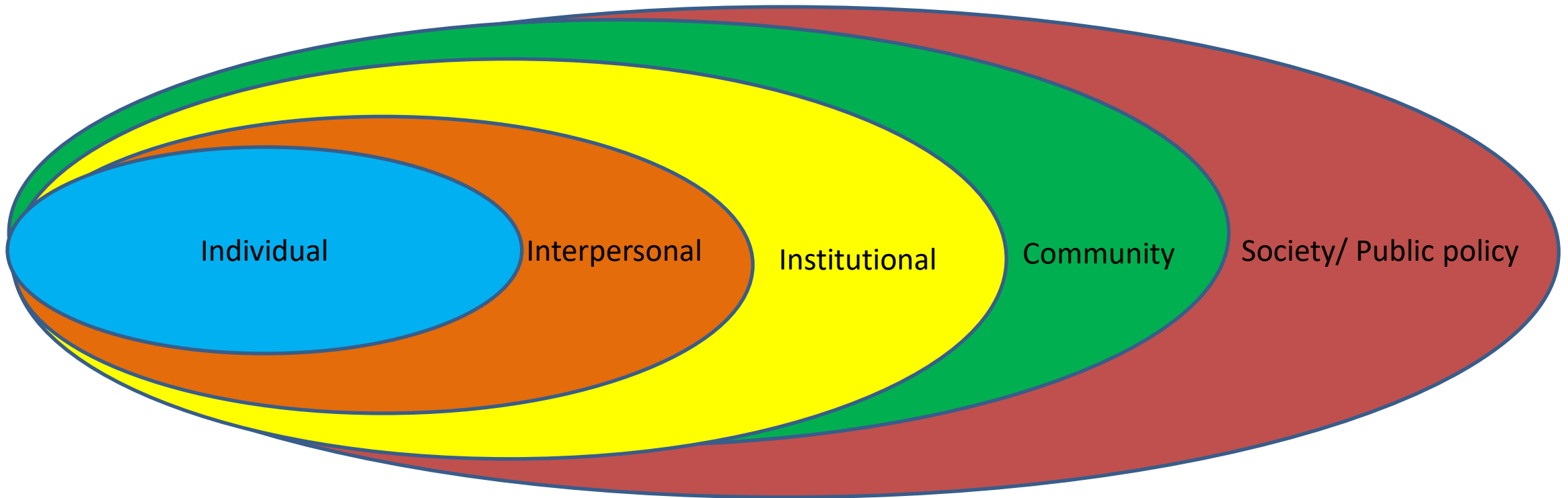
Calculation (engagement in
information searching)

Collective responsibility (willingness
to protect others)

Health Belief Model



Socio-Ecological Model



<https://www.cdc.gov/violenceprevention/publichealthissue/social-ecologicalmodel.html>


<https://www.ruralhealthinfo.org/toolkits/networks/1/theories#social-ecological-model>

Evidence-based strategies



Behavioral Science to Foster Vaccine confidence

- Transparency and trust building through partnerships
- Effective counter-messages for misinformation
- Coordinated communication and consistent messaging
- Balanced, empathetic, and compassionate communication
- Avoid judgment, shaming, & messages that are too direct
- Incremental communication, persistence and consistency



Behavioral Science to Foster Vaccine confidence

- Audience segmentation
- Leverage on the most trusted sources of information for the population of focus
- Public figures and online influencer
- Avoid language such as “requirement” or “mandate”
- Enact social justice, equity, or altruism
- Making vaccination an easy and convenient choice

Behavioral Science to Foster Vaccine confidence

- Promote unity and apolitical decision making
- Promotional materials that induce peer pressure to vaccinate
- Invoke a personal leadership role as a protector of the community
- Build on desires to resume certain activities
- Evoke positive emotions

COMMUNICATION
CONTEXT
COMMUNITY
CONVENIENCE
CULTURE

Complementary heart and head messages

“Let’s review facts” to “tell me more about

Personalized, data driven messages

Empathize and focus on delayers and the hesitant
as well

Leverage on social networks

Bolster community connectedness

Leverage on social benefit & community wellbeing

COMMUNICATION

Tik Tok messages

Authenticity of the messenger

Storytelling

Evidence –based and fact oriented

Clear the misinformation

Change the focus of vulnerability from older adults to anyone



Thank You!

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Q&A





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NEW COVID WEBINARS

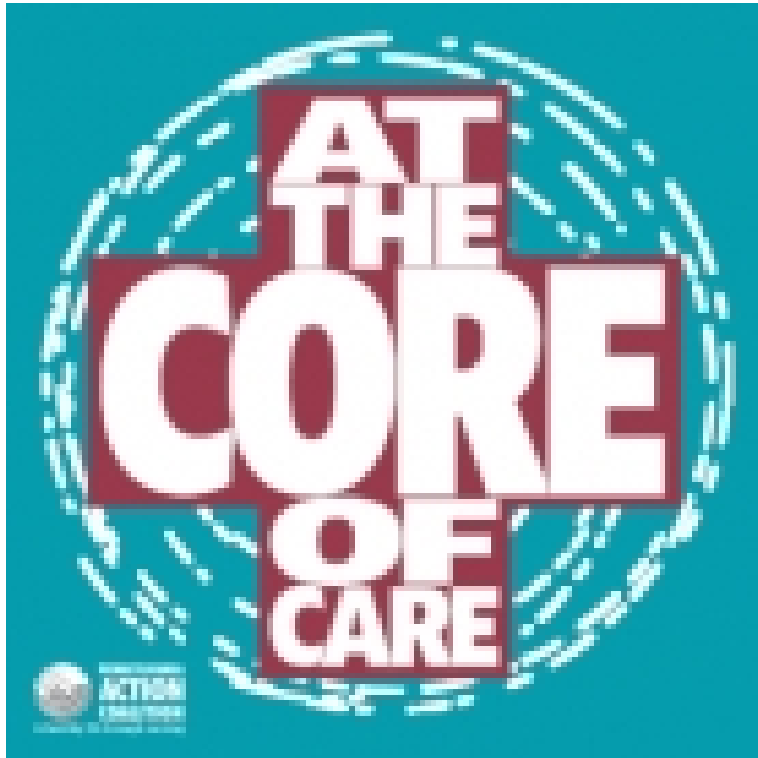
EVERY OTHER FRIDAY 1 - 2 pm ET

Visit NurseLedCare.org to register



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Vaccine Confidence Podcast Series



Topics:

Vaccine Confidence: Nurses Turn Skepticism Into Action

Vaccine Hesitancy: Is Healthcare Listening?

Vaccine Confidence: Building Trust

Vaccine Confidence: Community Partnerships & Accessibility

Sharing Your Vaccination Experience

Vaccine Confidence: Identifying Trusted Messengers

Six episodes available now

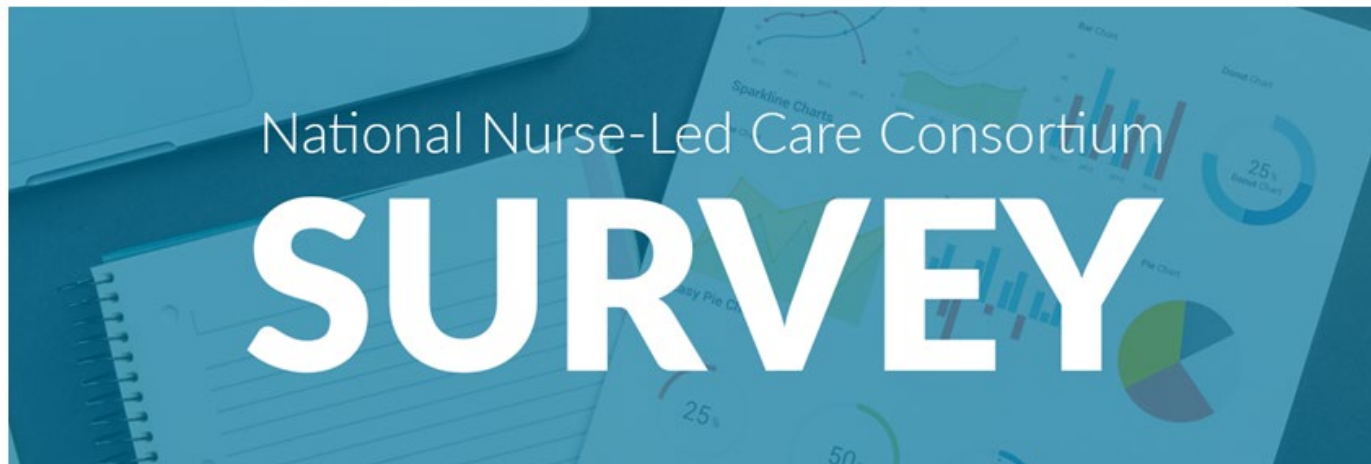
[Listen here!](#)

Nurse-Led Vaccine Confidence Stakeholder Poll

Are you a health care provider or administrator?
NNCC wants to hear from you!

[Participate in the Stakeholder Poll](#)

CLOSES JUNE 9, 2021 AT 5PM EST



THANK YOU

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



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