

COVID WEBINAR

COVID-19 Response: Promising Practices for Supporting Tribal Communities

Friday, July 23, 2021
1:00 pm Eastern Time



**NATIONAL
NURSE-LED CARE
CONSORTIUM**
a PHMC affiliate

Janet Reich, RN, MSHSA

School Nurse
Leupp Elementary School



Sausha Nells, RN, BSN

Youth Wellness Nurse
Winslow Indian Health Care
Center



Erin McCanlies, PhD

Epidemiologist
U.S. Centers for Disease
Control and Prevention



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

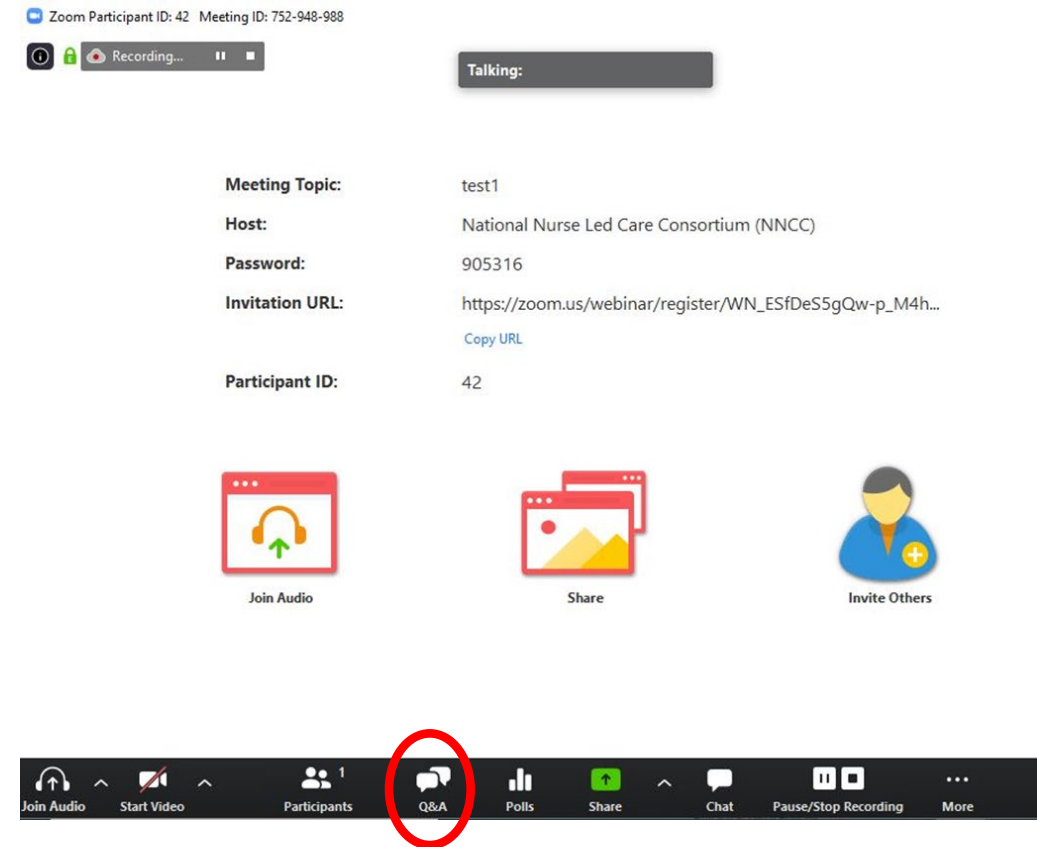
Housekeeping Items

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

- UPDATE: [J&J Vaccine Guillain-Barre Syndrome](#)
- UPDATE: [CDC Guidance for COVID-19 Prevention in K-12 Schools](#)
- Journal of Adolescent Health: [Young Adult Perspectives on COVID-19 Vaccinations](#)
- [Communivax Coalition](#): Carrying Equity in COVID-19 Vaccination Forward: Guidance Informed by Communities of Color
- The New Yorker: [Treating the Unvaccinated](#)

Speakers



Erin McCanlies, MA, MPH PhD
Epidemiologist
U.S. Center for Disease Control and Prevention

Tribal Support Section Work to Increase Vaccine Confidence

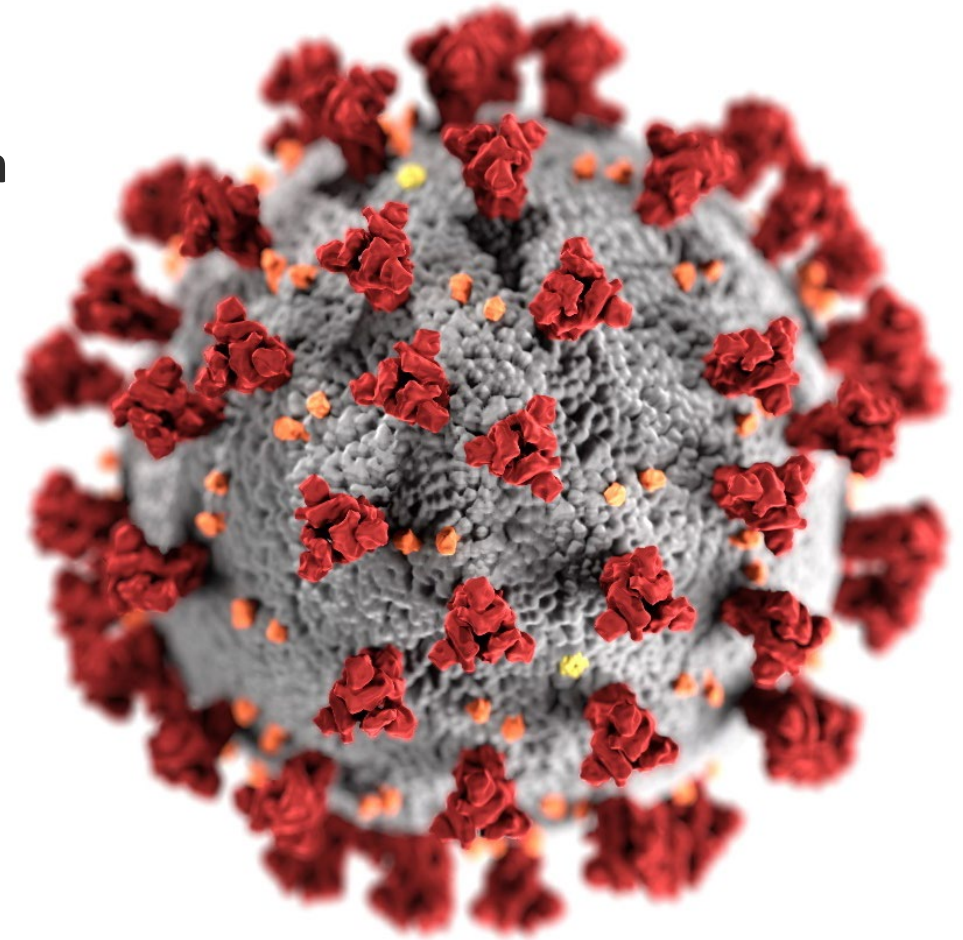
Erin McCanlies, PhD

Therapeutics and Vaccine Coordinator, Tribal Support Section

National Nurse-led Care Consortium

1:00 PM EST

23 July 2021



cdc.gov/coronavirus

Working with Tribal Nations

- Federal government recognizes tribal sovereignty
- Tribes and federal government have a unique government-to-government relationship
- Meaningful consultation between CDC and AI/AN requires
 - information exchange
 - mutual understanding
 - full and equitable participation
 - building and maintaining trust between all parties



Tribal Communities are Impacted by the COVID-19 Pandemic

- Tribal communities were impacted early and disproportionately by COVID-19
- Many complex historical and current factors contributed to this impact, including:
 - Higher rates of underlying conditions
 - Relatively sparse public health and environmental infrastructure
 - Socioeconomic issues including poverty, geographic isolation
 - Resource issues which limit access to healthcare in many rural communities
- These factors additionally intertwine with the vestiges of historical and structural racism



Tribal Communities Face Continued Barriers

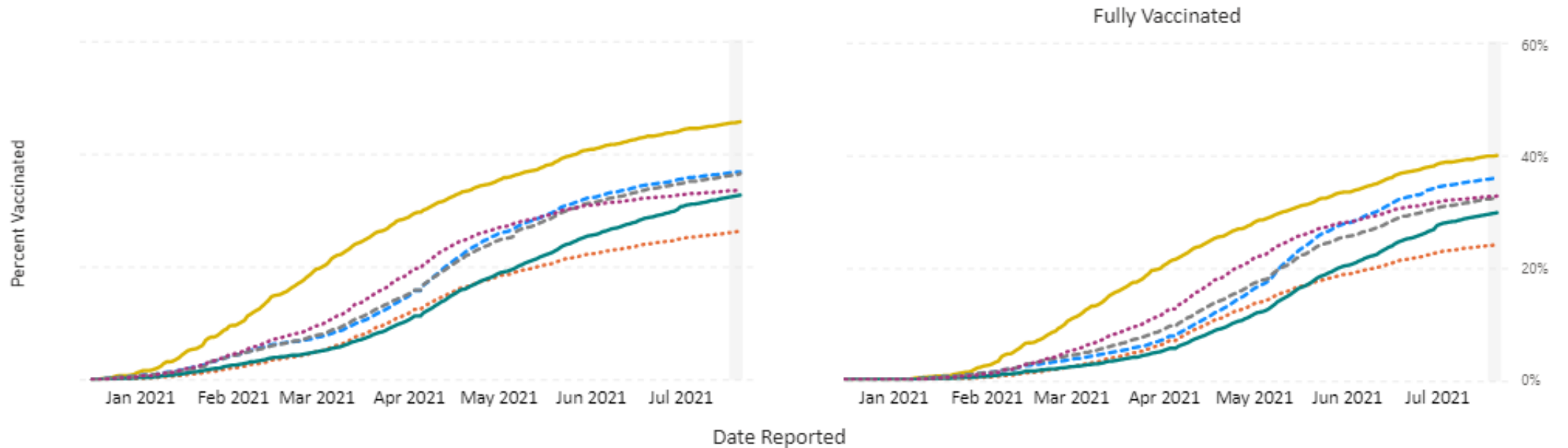
- Understanding the inequities in burden of COVID-19 among American Indian and Alaska Native people
 - Poor classification of race/ethnicity in lab, case reporting, and data on vaccination
- Resources for community prevention strategies
 - Few open source, accessible tools are available to tribal clinics and tribal health agencies



Percentage of People Receiving COVID-19 Vaccine by Race/Ethnicity and Date Reported to CDC

United States, December 14, 2020 – July 21, 2021

	AI/AN, NH	Asian, NH	Black, NH	Hispanic/Latino	NHOPI, NH	White, NH
At Least One Dose	46.7%	37.6%	26.9%	33.4%	37.3%	34.3%
Fully Vaccinated	40.3%	36.2%	24.2%	30.0%	32.7%	33.0%



Continued Reports of Vaccine Hesitancy

Opinion: My Osage tribe is swimming in vaccines – but the people won't take them

Source: *Washington Post*, March 31, 2021

Why Native Americans May Have COVID-19 Vaccine Hesitancy

By John Marcus

Descendant from Taos Pueblo, New Mexico; Mohawk of Six Nations, Ontario; and the Sault Ste. Marie Tribe of Chippewa Indians

Source: *AIHFS Blog* January 26, 2021

MAR 10, 2021

Native communities should avoid the Johnson & Johnson COVID-19 vaccine for now

Opinion: A single-dose vaccine from Johnson & Johnson was good news for nearly everyone—but not for American Indians, nor Alaska Natives

BRUCE L. DAVIDSON MD, MPH

Source: *Indian Country Today*, March 10, 2021

Breaking Through the Covid-19 Vaccine Hesitancy Wall



Olympian Gold medalist Billy Mills (center) receives the first Covid-19 vaccine shot.

Source: *Native News Online*, April 25, 2021

Vaccine Confidence Is Dynamic

Example Behaviors:

Considerations against accepting vaccination

Delaying making a vaccination appointment with a “wait and see” attitude

Community Request

Vaccine Noncompliance

Passive Acceptance

Proactively scheduling a vaccination appointment before being notified of eligibility by a healthcare professional or community health worker



Barriers and Enablers on the Journey to Vaccination

- COVID-19 susceptibility & severity
- Vaccine safety & efficacy
- Vaccine recommendations

1 Knowledge Awareness & Beliefs

2 Intent

- Trust in vaccination institutions
- Vaccination benefits
- Vaccination norms

3 Preparation Cost & Effort

- Appointment scheduling
- Vaccine/appointment costs
- Logistics to get to/from appointment
- Time spent at appointment

4 Point of Service

- Convenience
- Accessibility
- Safety

5 Experience of Care

- Education about vaccine
- Explanation of what to expect/do (side effects)
- Questions answered

6 After Service

- Ease of getting appointment for second dose
- Adverse event monitoring
- Positive reinforcement



Modified from UNICEF Journey to Health, ESARO Network Meeting 2019

Trusted Messenger Engagement

Building trust and vaccine confidence among community members is critical to high vaccine uptake.

As trusted messengers, you can:

- Effectively deliver messages and strategies
- Validate the credibility of information
- Address mis- and dis-information
- Help create a feedback loop for addressing questions and concerns.



Strategies for Building COVID-19 Vaccine Confidence

- Make the decision to get vaccinated visible and celebrate it!
- Encourage Tribal Elders, Tribal Leaders and other trusted members of the community to be vaccine champions.
- Host talking circles where community members can provide input and ask questions.
- Share key messages with community members through social media, news media, storytelling, and other channels.
- Offer peer-to-peer counseling to encourage community members to get vaccinated.



It Will Take More Than One Conversation to Change Minds

- Vaccine hesitancy, especially when rooted in **lack of trust** rather than lack of information, is best addressed through **trusted messengers** in trusted spaces.
- Encourage two-way dialogue and allow space for people to ask questions.



Best Practices for Working with Tribal Nations

- Be mindful of stereotypes – understand the rich diversity of tribal peoples and the importance of self-determination and sovereignty
- Develop culturally sensitive interventions with the tribe
 - Tailor interventions to be respectful of uniqueness and diversity of tribal communities you're working with.
 - Most communities may prefer a community-based participatory approach
- For more information:
 - [National Indian Health Board | Working with Tribes Training \(nihb.org\)](https://www.nihb.org/working-with-tribes-training)



Tribal Support Section

Objective: Provide technical assistance to American Indian and Alaska Native communities



Contact tracing



Infection prevention and control



Community mitigation



Health and risk communications



Data collection, management and analysis



Response management



Epidemiology and surveillance support



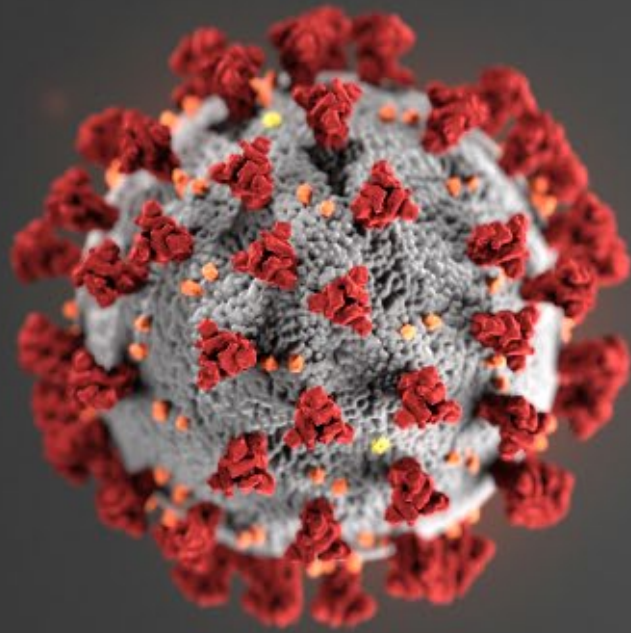
Vaccine uptake and monitoring



Lessons Learned

- Respect the complexity of data collection/analyses
- Listen and ask how you can help
- Build trust with open transparent communication
- Be aware of how historical and current trauma and persisting racial inequity contribute to distrust and disparities in health and socioeconomic factors
- Apply these lessons to other public health programs
- Help build capacity





For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Speakers



Janet Reich, RN, MSHSA
School Nurse
Leupp Elementary School, Navajo Reservation



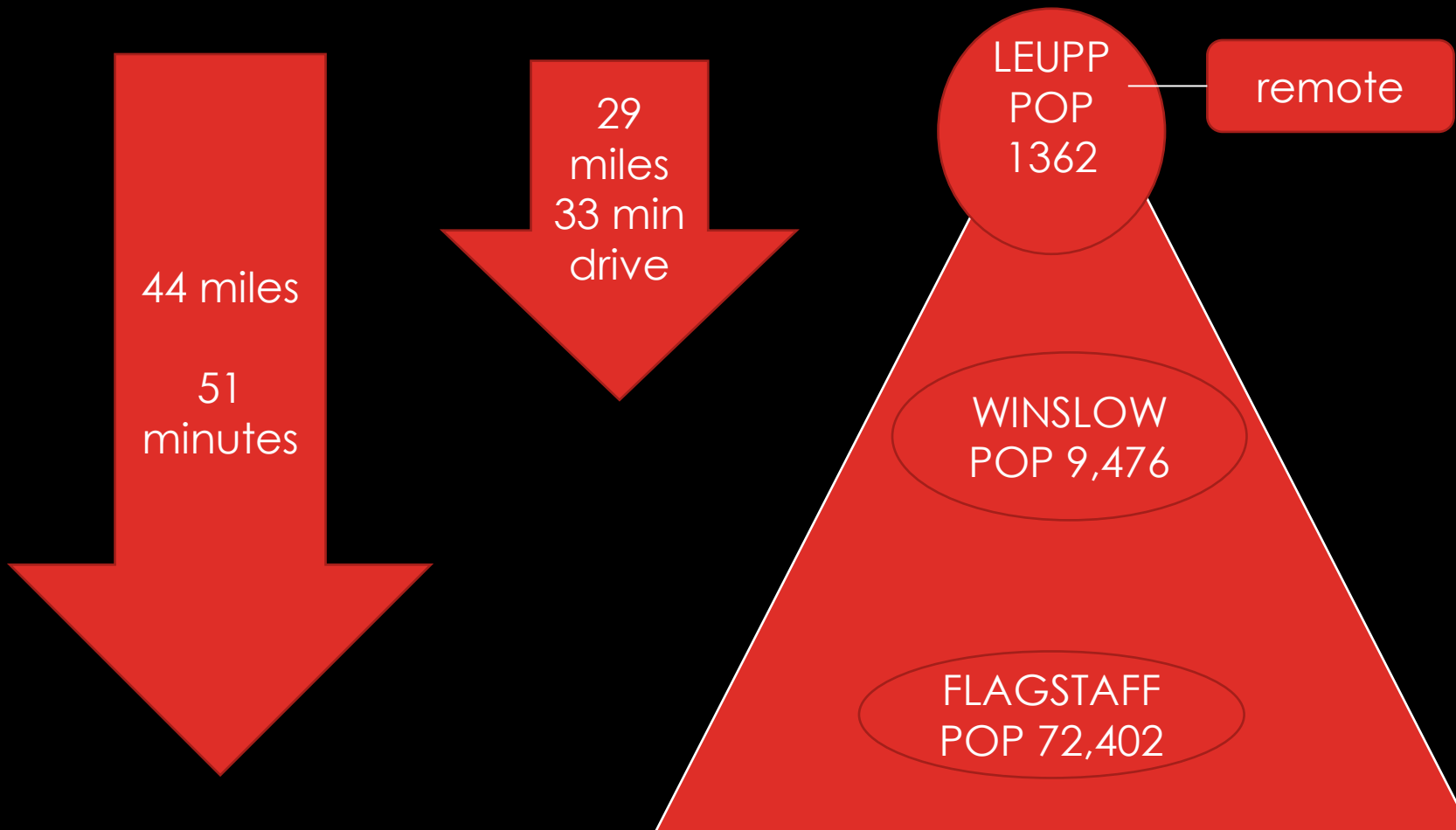
Sausha Nells, RN, BSN
Youth Wellness Nurse
Hozhoogo Iina Youth Wellness Program

WHY NOT ???

What is the cause of so many people not getting vaccinated and how can we overcome it? One nurse's experience on the Navajo Reservation

Janet Reich, RN, MSHSA

WHAT ARE SOME THINGS THAT CREATE AN UNDERSERVED AREA?



Distance from city, travel times, lack of jobs, low income, culture

Limited resources for essentials such as food and healthcare

Limited educational opportunities, lack of access to basic services of water, electric, internet

Police Response from Page, AZ 158 miles and 2 hours 35 min away..... **IF** a unit is available



WHY ARE SO MANY CHOOSING NOT TO VACCINATE !!!!!

- Lack of transportation to get to vaccine locations at times offered
- Out of town/travel long distances for work
- Not wanting to put something foreign in their bodies
- Belief in myths regarding the COVID vaccine
- Fear of long-term effects
- Have had the virus and don't need the vaccine
- Lack of understanding of the research process and not trusting the safety of the vaccine
- Lack of belief and trust in the government that has broken promises so many times before
- Fear that China developed the entire scenario as a way to wipe out many in the world
- Belief that the government is using vaccination as a way to track their activities
- Believe it will not happen to them as they are healthy

HOW CAN WE OVERCOME COVID VACCINE HESITANCY

- EDUCATE EDUCATE EDUCATE
- SPEAK TO THE FEARS
- TAKE THE VACCINE TO THOSE WHO CANNOT COME TO IT

Responding to COVID-19



Sausha Nells, RN, BSN

Youth Wellness Nurse and Covid-19 School Health Task Force Leader

Winslow Indian Health Care Center



Introduction

- Who am I?
 - My Navajo clans
- Where am I from?
- What part of my nursing career experience helped prepare me for the Covid-19 pandemic?



Covid-19 Experience

March 2020 to present- Assisting with Covid-19 Response:

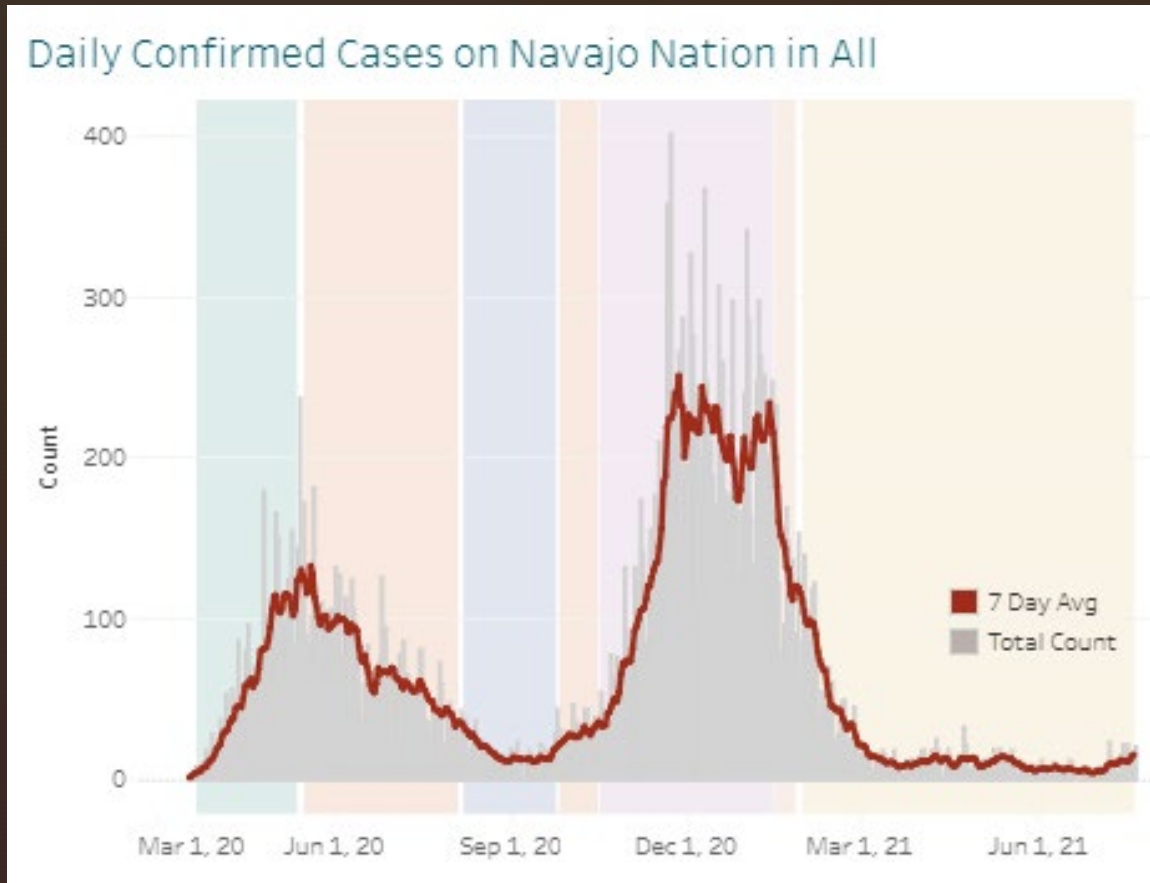
- Outside car triage
- Education and outreach to local schools and churches.
- Prayer time by the flagpole in response to staff anxieties and burnout
- Covid-19 School Health Task force
 - Communication and updates – town hall meetings, KTNN Live forum
 - Weekly meetings as a task force
 - Weekly meetings with schools – 24 schools sites in our area
 - Education
 - Supplies
 - Pediatric COVID Task Force
- Outside COVID vaccination clinics
- School COVID Vaccination Clinics



Covid-19 Experience

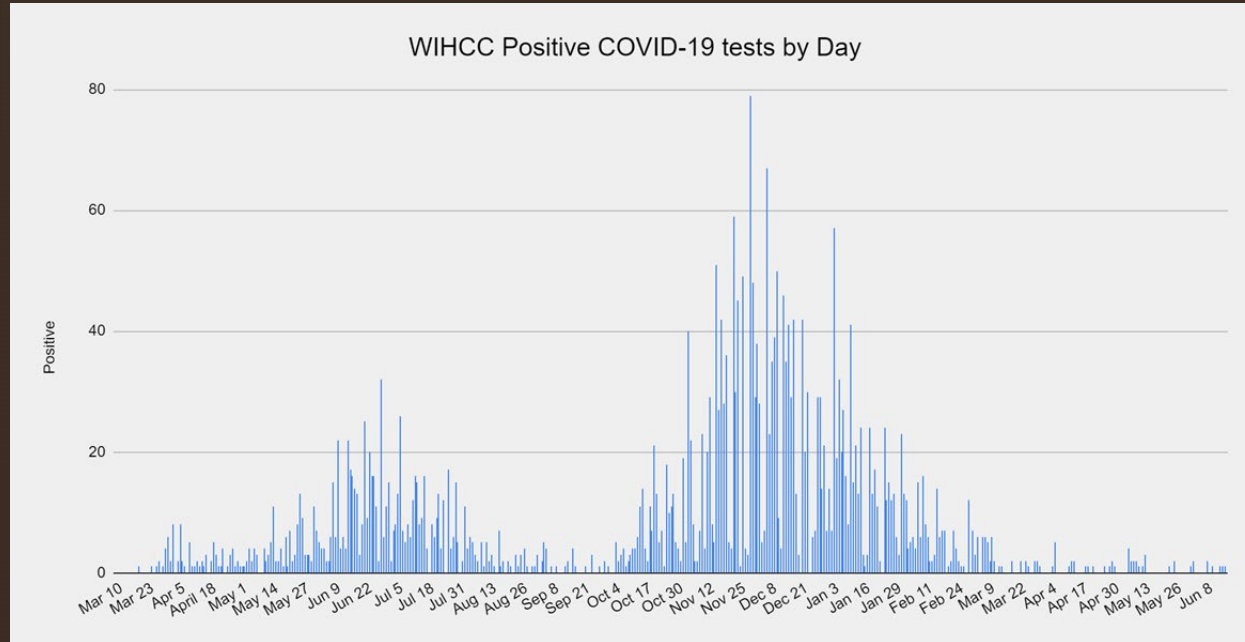
- Fear, Anxiety, Uncertainty, Confusion, Anger, Grief in people
- Hard to tell our people not to shake hands, hug or visit one another
- Social distancing for our people is hard
- Navajo people have strong relationships
- Spiritual practices are a large part of our livelihood
- Ranch work and shepherding kept our people active
- Many remote areas are without electricity and water
- Cultural specific and effective educational tools were implemented
 - Consider family dynamics
 - Consider resources
 - Importance of interpreting educational materials in Navajo

Data for Navajo Nation

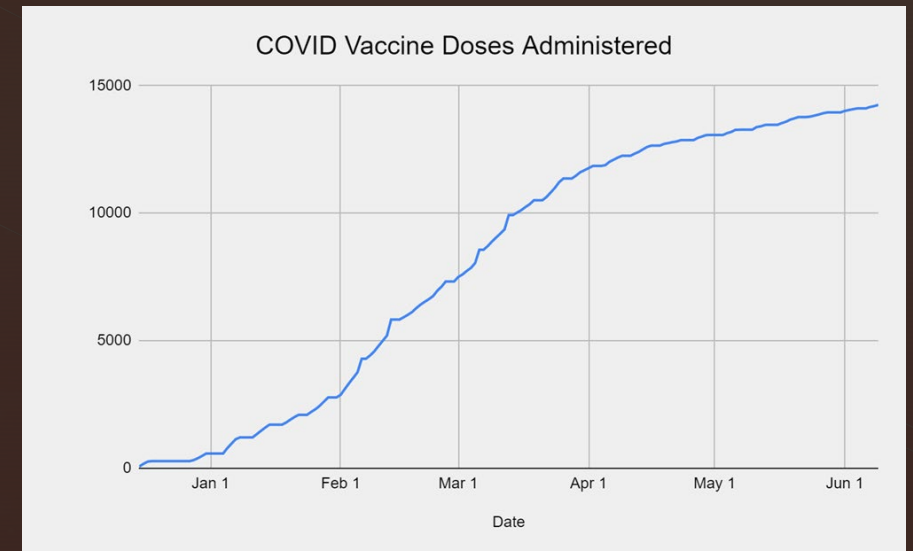


- Covid cases: 31,239
- Covid deaths: 1,366
- Covid vaccination rate: 120,358 fully vaccinated

Data for Winslow Service Area



- Covid cases: 2,884
- Covid deaths: 144
- Covid vaccination rate: 15,196 fully vaccinated



Panel

Q&A



Nurse-Led Forum for Vaccine Confidence

NEW COVID WEBINARS

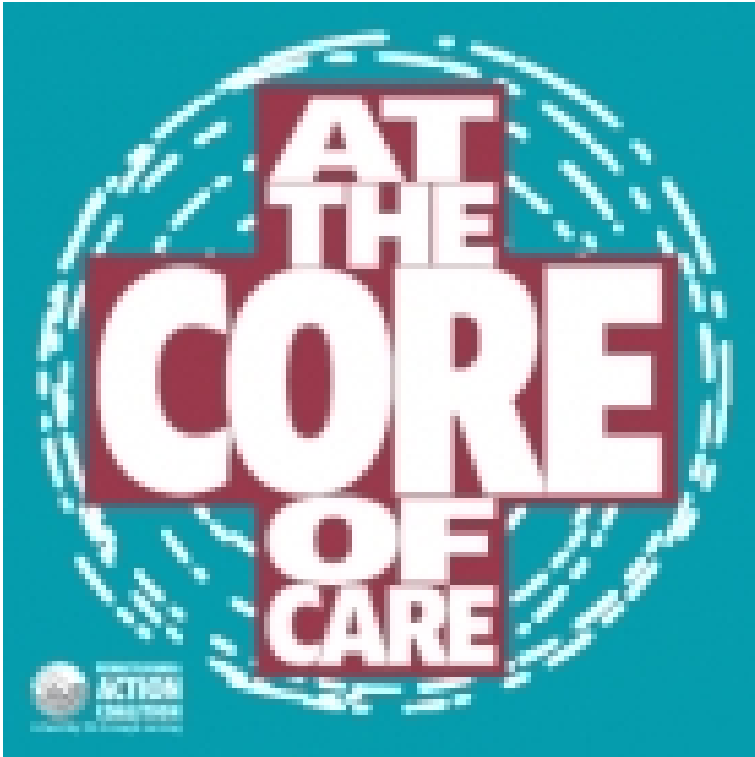
EVERY OTHER FRIDAY 1 - 2 pm ET

Visit NurseLedCare.org to register



**NATIONAL
NURSE-LED CARE
CONSORTIUM**
a **PHMC** affiliate

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!](#)

THANK YOU

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



**NATIONAL
NURSE-LED CARE
CONSORTIUM**
a PHMC affiliate

Find more free continuing education opportunities

NurseLedCare.org



**NATIONAL
NURSE-LED CARE
CONSORTIUM**
a **PHMC** affiliate