

We will get
started at 10am
EST...turn those
cameras on 😊



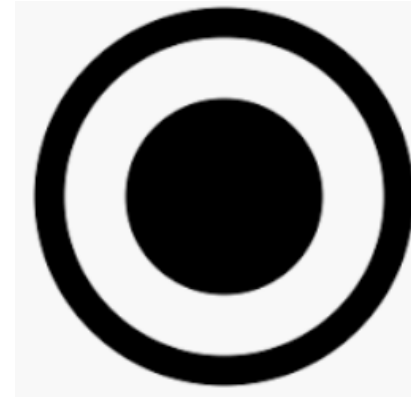
Using Zoom



All lines are UNMUTED upon entry, you can MUTE yourself as needed

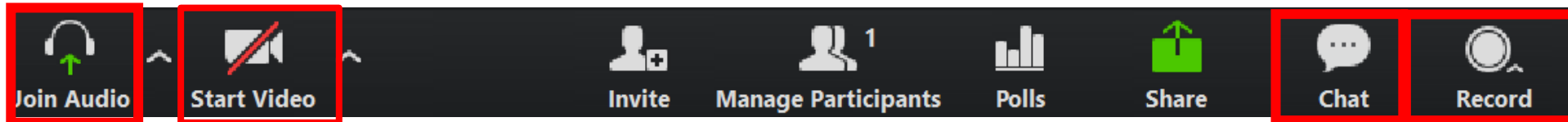


Click “chat” to open the chat box



Session is being recorded

Would love to see you on video - please turn on your camera!





MBQIP Webinar

West Virginia

Barbara DeBaun, MSN, RN, CIC

January 28, 2021

Update from Dianna



Learning Objectives



Discuss strategies for effective communication about COVID-19 vaccines

Discuss techniques designed to overcome resistance to vaccine hesitancy

BRN Contact Hours

- **To earn 1.5 BRN contact hours for attending today's webinar:**
 - Complete and submit the post webinar Survey Monkey. A link to the survey will be sent via email after the webinar concludes.
 - You must participate on the webinar for at least 75 minutes.
 - Certificates will be issued via email within one week after submitting the survey.

Any updates
or progress
to report?

- Which survey question is dragging you down the most?
 - During this hospital stay, staff took my preferences and those of my family or caregiver into account in deciding what my health care needs would be when I left
 - When I left the hospital, I had a good understanding of the things I was responsible for in managing my health
 - When I left the hospital, I clearly understood the purpose for taking each of my medications
- Share one or two of your small tests of change
- What did you learn?
- Any tools, tips, tricks to share?





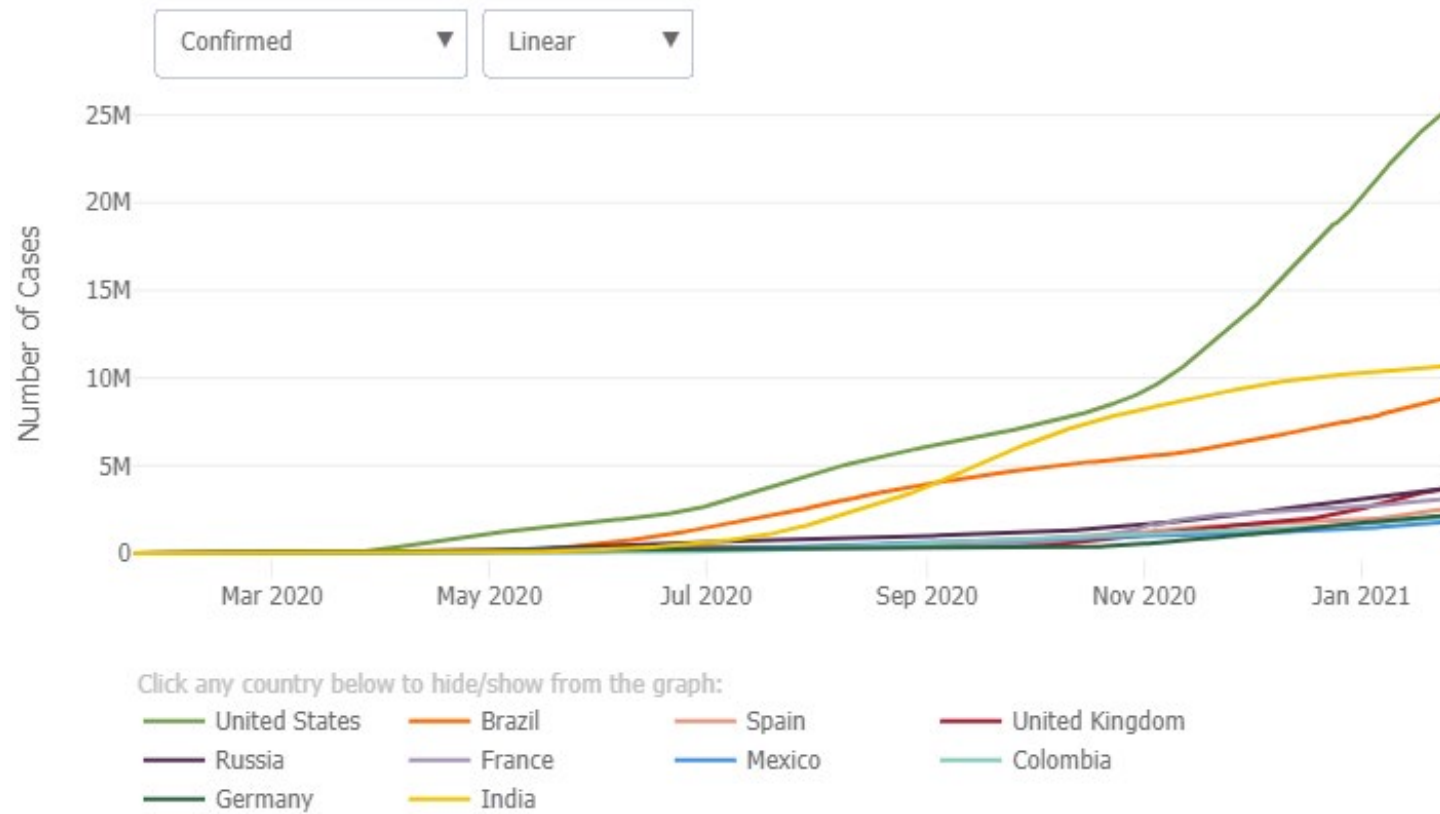
Today's challenges



Pandemic

Infodemic

Pandemic



Infodemic

Misinformation: false information shared by people who don't realize it is false and don't mean any harm

Disinformation: deliberately engineered and disseminated false information with malicious intent to serve agendas



Mitigation efforts

Face covers

Physical Distancing

Hand and environmental hygiene

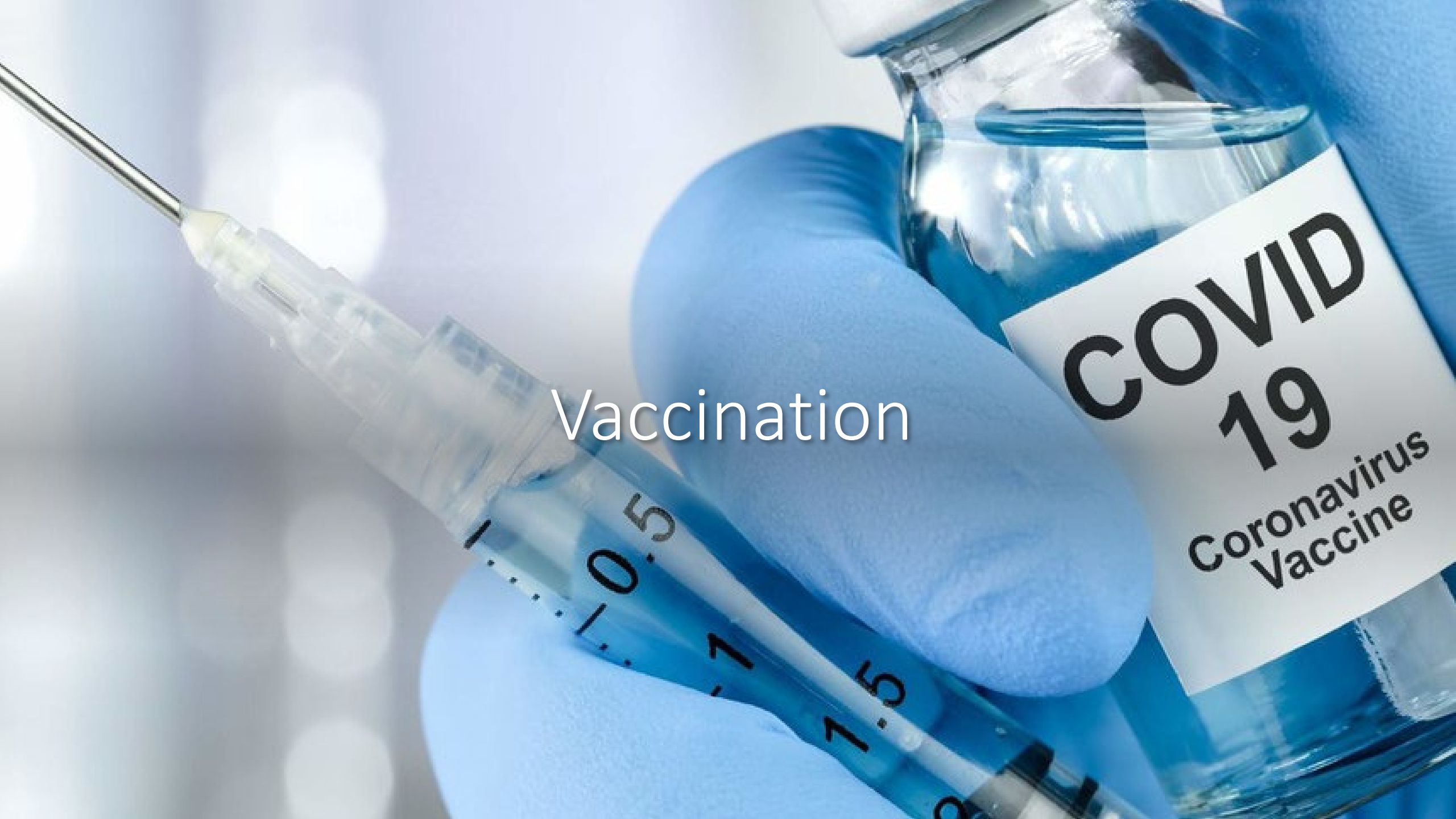
A vibrant rainbow arches across a dramatic sky filled with dark, heavy clouds. Below the rainbow, a lush green valley unfolds, featuring a small village with traditional wooden houses and a church spire. The valley is surrounded by steep, forested mountainsides. The overall scene is a beautiful representation of nature's beauty after a storm.

Getting to the other side of this

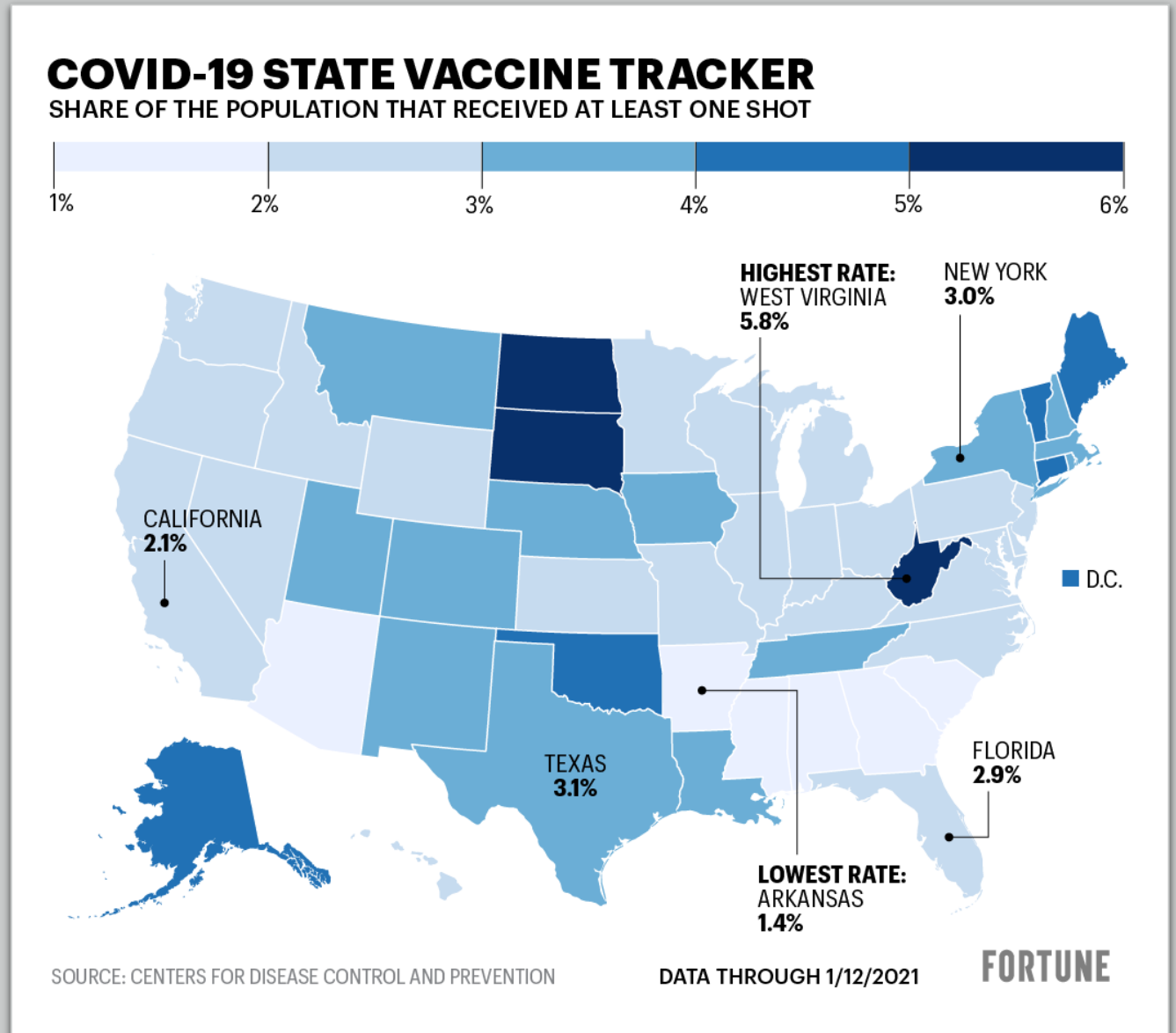
Vaccination

**COVID
19**

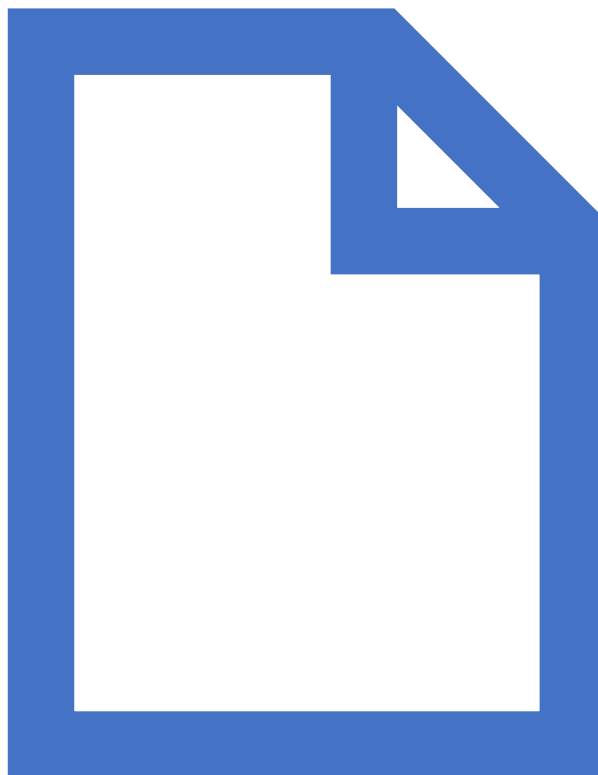
Coronavirus
Vaccine



Look who is in
the lead 😊



Update on vaccine distribution from Hallie



Erosion of Trust



Polling Question #1

- We have conducted a survey of staff to determine 'vaccine acceptance' rate:
 - Yes
 - No and we don't plan to
 - Not yet

West Virginia COVID-19 Vaccines Communication Toolkit

Version 4

1/18/2021

COVID-19 Vaccine Messaging

Clear

Consistent

Scientifically Sound

A photograph of a herd of brown and white cows in a lush green field. One cow is standing prominently in the foreground on the right, looking towards the camera. In the background, several other cows are lying down on the grass. The sky is bright blue with some light clouds. The overall scene is peaceful and rural.

How will we reach herd immunity?

Polling Question #2

- Currently, the percentage of vaccination to achieve 'herd immunity' for the COVID virus is estimated to be:
 - 65%
 - 80%
 - 90%
 - 50%

Vaccine Acceptance Primary Drivers

Enabling

Enabling the environment

Leveraging

Leveraging social influencers

Motivating

Motivating strategies

Enabling the Environment

- Scheduling process that is convenient and easy
- Vaccination sites that are user friendly and efficient
- High quality, customer service-oriented vaccination environment

Change Ideas



Scheduling
process that
is convenient
and easy

- Online scheduling
- Considerations of the non-tech savvy
- Automatic second dose scheduling
- Day of the week/time options

Accessibility

The screenshot shows a web browser window displaying a news article. The browser's address bar shows the URL: https://www.register-herald.com/health/covid-19-vaccination-clinics-planned-across-west-virginia-for-residents-65-and-older/article_28044.... The website's navigation menu includes links for Menu, E-Paper, Local Events, Celebrations, Obituaries, Public Notice, BUY PHOTOS, Contact Us, Subscribe, and a green Login button. The article title is "Covid-19 vaccination clinics planned across West Virginia for residents 65 and older", dated Jan 25, 2021. The main image is a 3D model of a coronavirus particle. To the right, there is a "LATEST PHOTOS" section featuring a photo of a woman holding a sign that says "the answer is 50 greater 98 > 97". Below this is a "WEEKLY POLL" section with the question: "Do you support a \$2,000 direct payment to individuals for pandemic relief?". The Windows taskbar at the bottom shows the search bar, task view, and various application icons, with the system tray displaying the time as 5:05 PM on Tuesday, 1/26/2021.

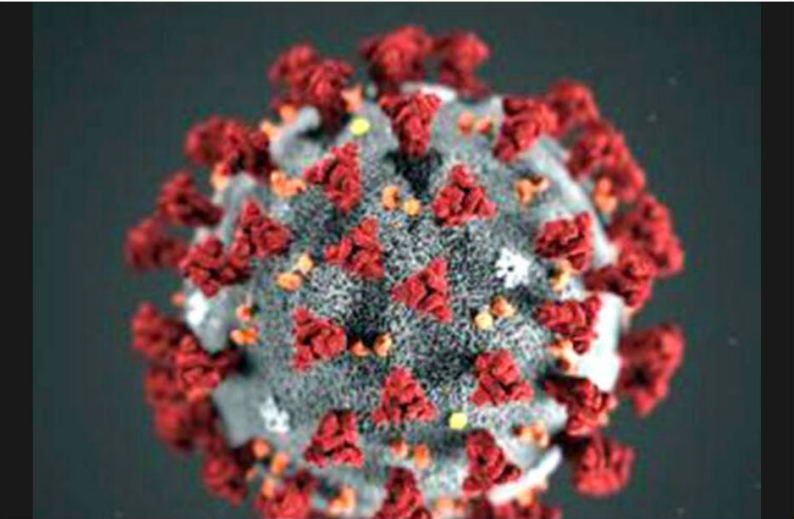
city college covid vaccine - Bing x drive through covid 19 vaccine v x Covid-19 vaccination clinics plan x +

← → × https://www.register-herald.com/health/covid-19-vaccination-clinics-planned-across-west-virginia-for-residents-65-and-older/article_28044... Not syncing

Menu E-Paper Local Events Celebrations Obituaries Public Notice BUY PHOTOS Contact Us Subscribe Login


Covid-19 vaccination clinics planned across West Virginia for residents 65 and older

Jan 25, 2021



PREV

LATEST PHOTOS



NEXT

To view or purchase photos, visit photos.register-herald.com.

WEEKLY POLL

Do you support a \$2,000 direct payment to individuals for pandemic relief?

Waiting for www.register-heral...

Type here to search

5:05 PM
Tuesday
1/26/2021

COVID-19 Vaccine: FAQs & Distri x +

← → ↻ 🔒 https://www.walgreens.com/topic/promotion/covid-vaccine.jsp

Pickup in as little as 30 minutes Clip your mystery deal

w Menu X 🔍 Hi, Barbara


English Español

COVID-19 Vaccine Update: We're following state-specific eligibility requirements for vaccinating priority populations.*
[Learn more >](#)

COVID-19 Vaccine

Get answers to your questions about coronavirus vaccination.

Last updated 1/26/2021



Expert insights Eligibility Stay informed FAQ

Barb DeBaun

Shape Fill
Shape Outline
Shape Effects

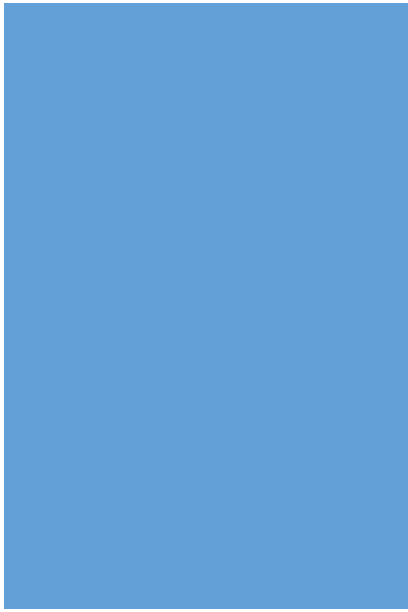
Find
Replace
Select

Editing

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Type here to search

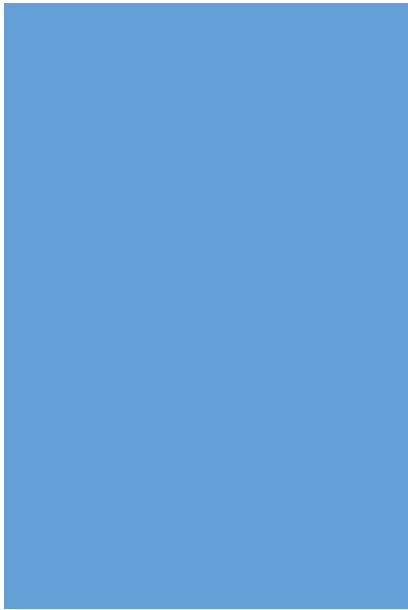
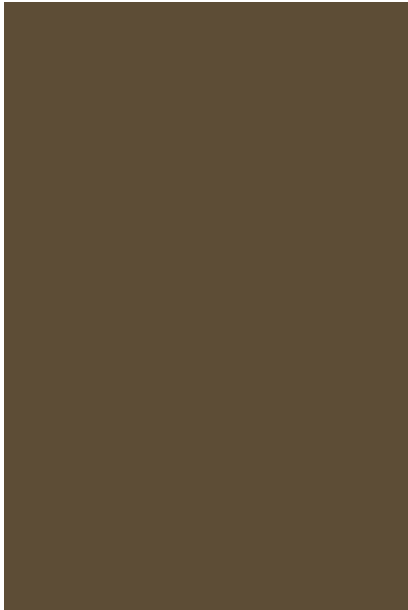


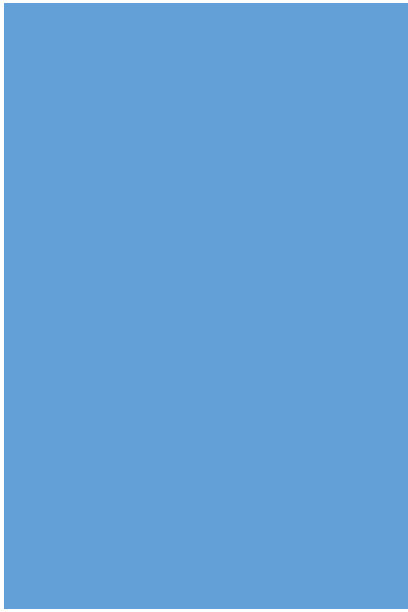
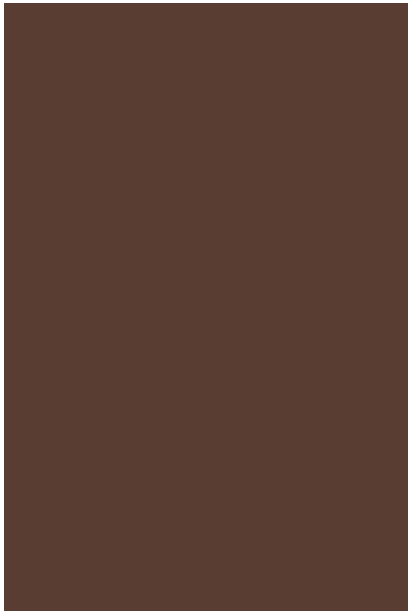




Vaccination sites that are user-friendly and efficient

- Trusted locations
- Ease of parking
- Drive-throughs
- Signage





High quality,
customer
service-
oriented
environment

- Competency training for those administering
- Written material, FAQ's, compatible with literacy/language
- Follow-up calls
- Clean, safe, physical distancing
- Hand sanitizer available
- Opportunity to easily share experience on social media

How to Give a Good Shot

An expert vaccinator on the art of injection.

BY DAN KOIS

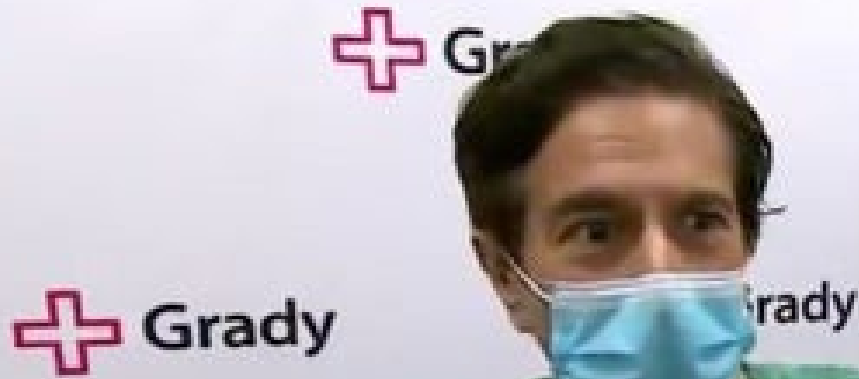
JANUARY 13, 2021 AT 10:24 AM · 4 MIN READ



Grady Memorial Hospital + Grady

Atlanta

7:14 AM ET

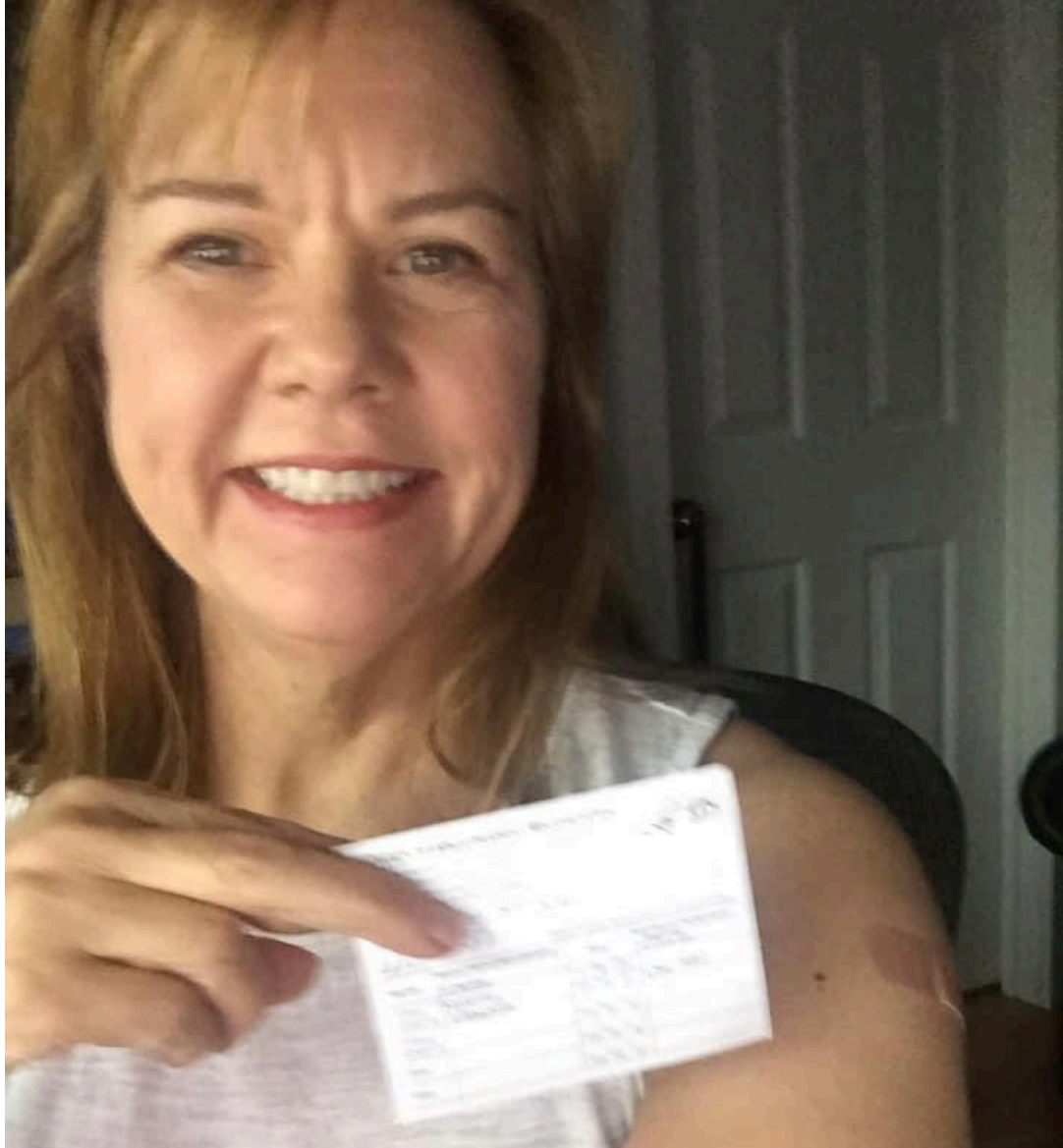


CORONAVIRUS PANDEMIC

DR. SANJAY GUPTA GETS HIS CORONAVIRUS VACCINE LIVE ON NEW DAY







Polling Question #3

- What percentage of staff at your hospital has received at least the first dose of the COVID vaccine:
 - 50%
 - 25%
 - 75%
 - 90%

Leverage Social Influencers

- Identification of influencers (healthcare and community)
- Training for influencers to effectively engage others
- Building influencers' knowledge base about COVID-19 vaccines
- Message/signal receipt of vaccine

Change Ideas



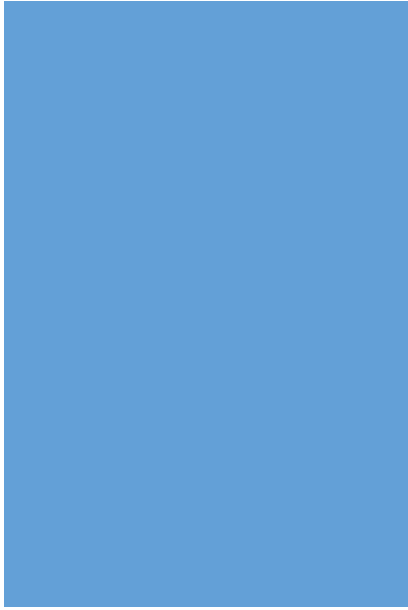
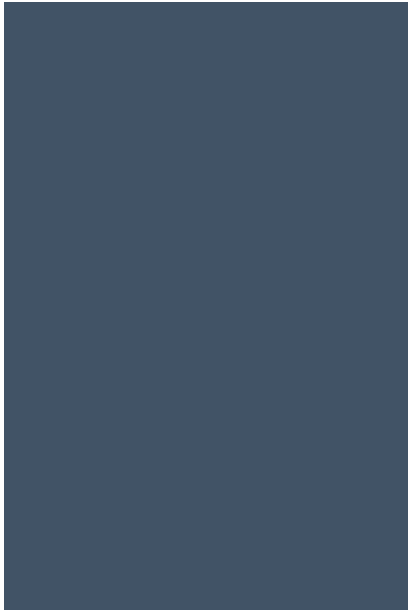
Identification of influencers

- Trusted thought leaders, respected peers, role models
- Represent diversity of workforce and community
- Physicians as influencers
- Training to organizations and communities
- Partner with health workers outside of the hospital (public health, firefighters/EMT's)

A network diagram consisting of several brass pins of varying heights on a dark blue, textured surface. The pins are interconnected by thin, gold-colored wires, forming a complex web of connections. The central pin is the most prominent, with many wires radiating from it to other pins. The background is a dark blue gradient with a subtle grid pattern.

COVID -19 Vaccine Conversation







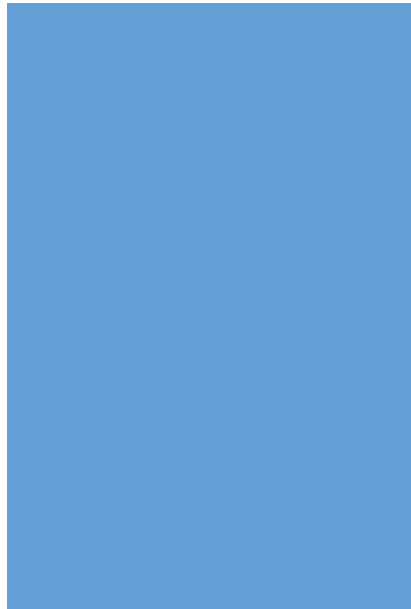
Lakeview Regional Medical Center

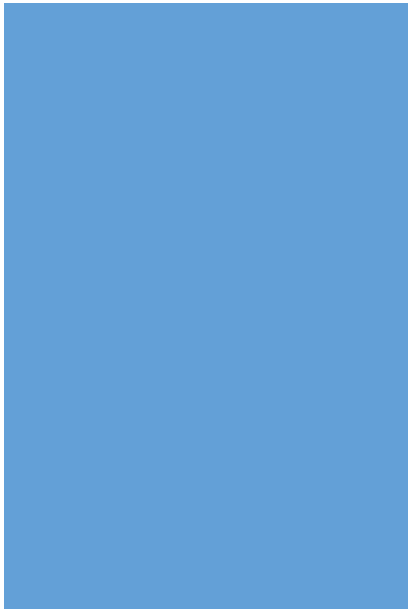


1h · 🌐

Our Chief Nursing Officer, Jennifer Schmidt-Kaklis! 🙌







Training for
influencers to
effectively
engage
others

- The Kotter Model for Managing Change
- Using Sources of Influence to Encourage Change



From the authors of the *New York Times* Bestseller
crucial conversations

Influencer



Kerry Patterson • Joseph Grenny
David Maxfield • Ron McMillan • Al Switzler

Building
influencers'
knowledge
base about
COVID-19

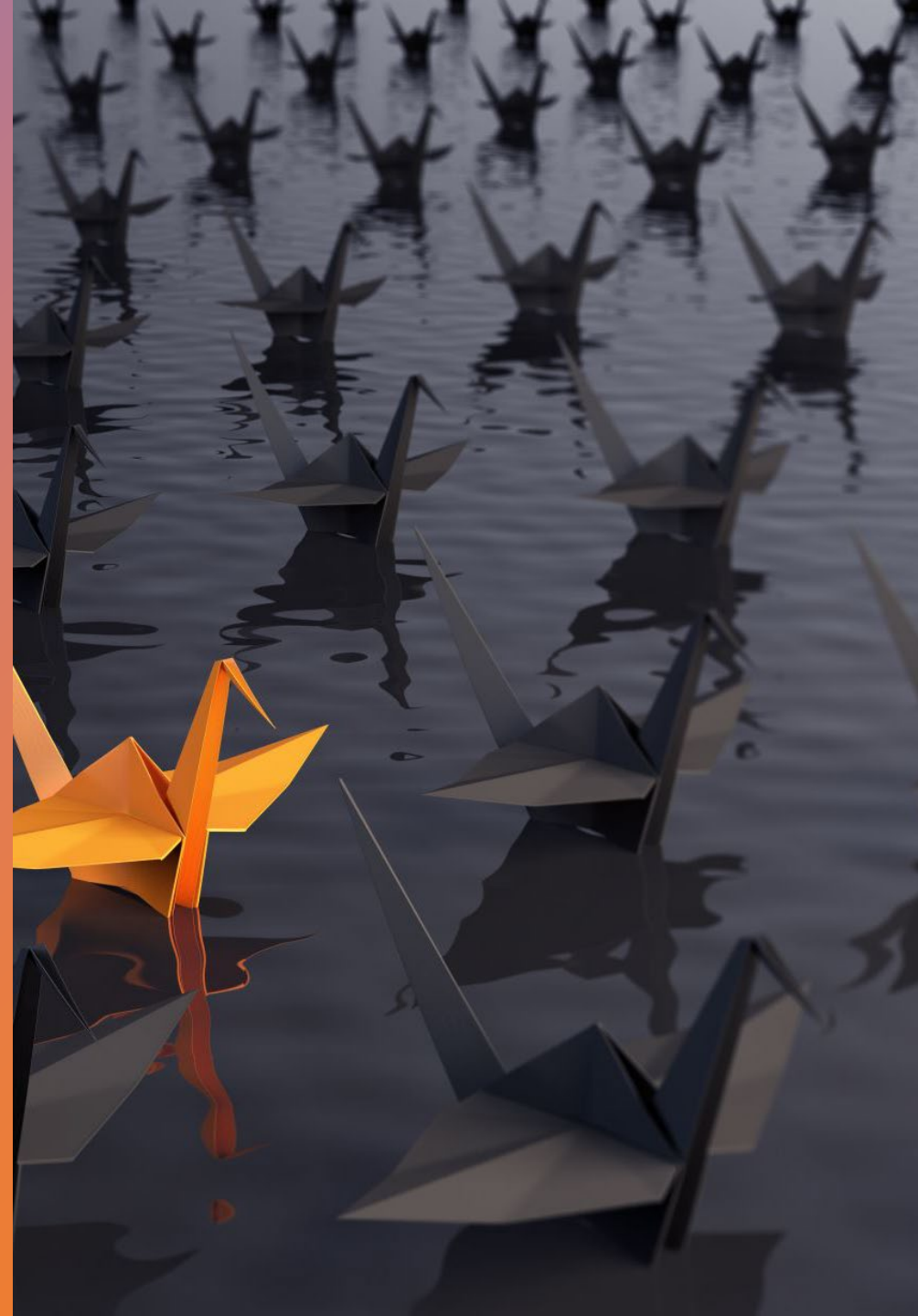
- Equip influencers with clear, consistent and scientifically sound information and how to best communicate it
- Expand outside of hospital to community health workers

A white telephone handset is shown against a blue background. The handset is positioned horizontally, with its coiled cord extending to the left and right. The text "COVID-19 Vaccine Conversation" is overlaid in white, centered over the handset.

COVID-19 Vaccine Conversation

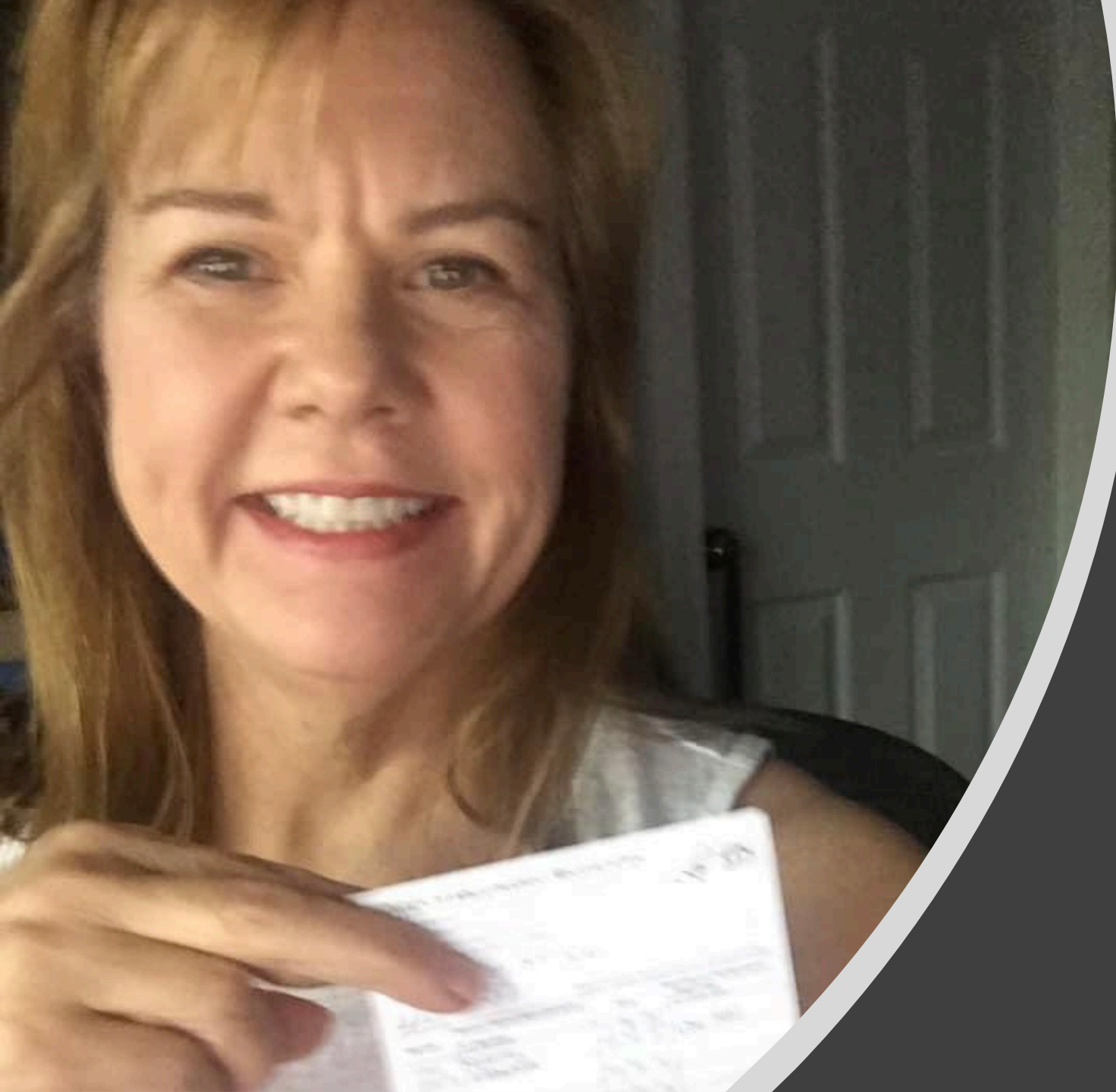
Who else can
help?

+
○ ●



Message/signal
receipt of
vaccine

- Create 'fill-in' cards/signs to hold for photos to post
- Create a hashtag to promote immunization
- Provide stickers, lanyards, buttons



I got mine!



Hashtags

#VaccinesSaveLives

#COVIDvaccine

+

o

Say it loud and
say it proud



Motivation

Transparent information and communication

Develop audience-specific guidelines for messaging

Socialize/build the motivation for being vaccinated

Set goals and celebrate success

Change Ideas



Transparent
information and
communication

- Provide open and transparent communication about COVID-19 vaccines and what to expect
- Safety and benefits
- Possible side effects/adverse effects
- Disseminate targeted, credible, and clear communication from trusted sources
- Provide mechanism for ongoing communication and dissemination of new knowledge and experience



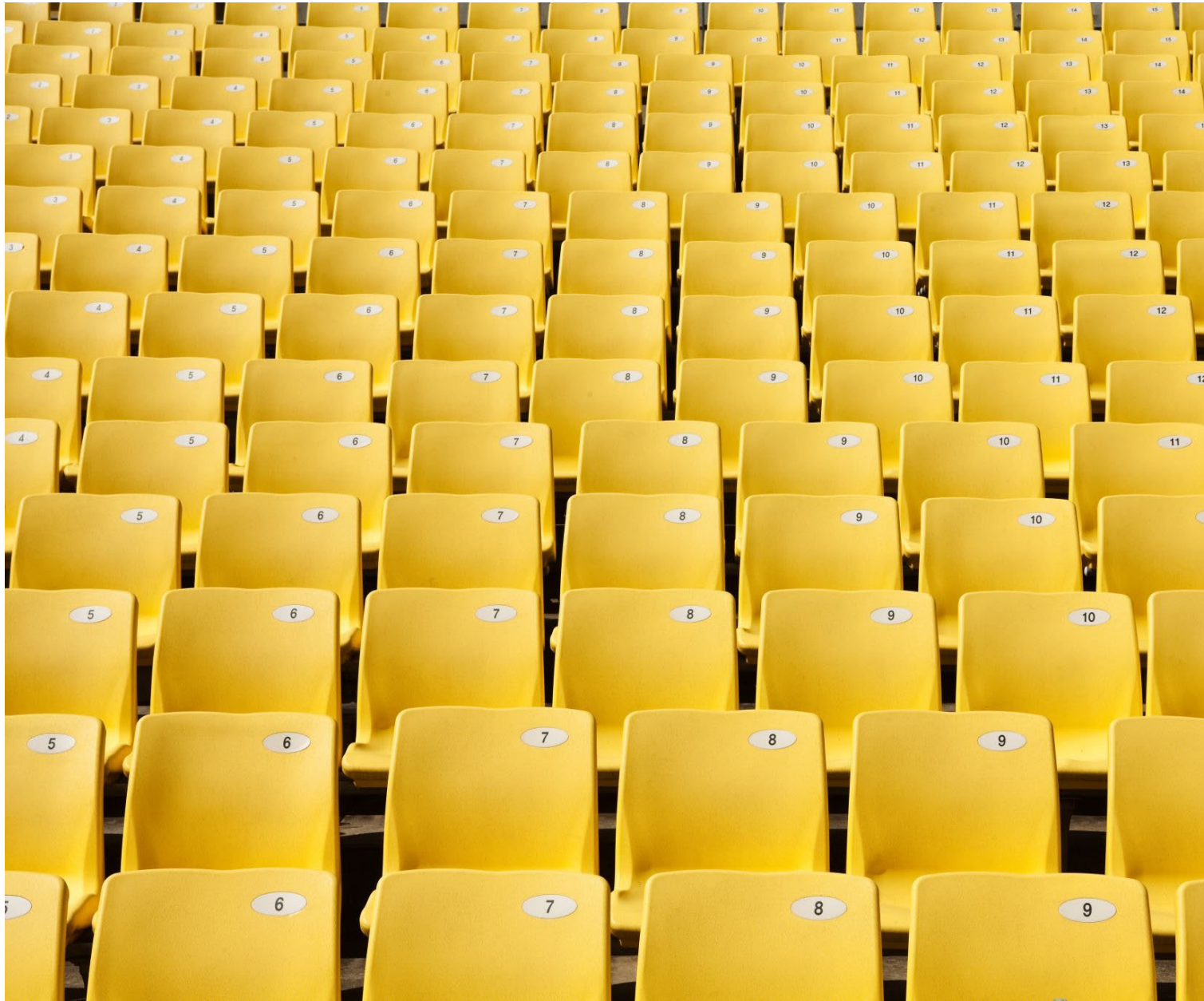
Words matter

Side effects

Immune response

Develop
audience-
specific
guidelines for
messaging

- Make the message match the audience
- Use healthcare workers from a variety of roles
- Build communication that addresses common types of resistance, fears and misperceptions
- Build communication that includes messengers that match diversity of the population; racial, cultural, ethnic concerns about vaccination
- Train the messengers



Who are
you
speaking
to?



The messenger matters



Socialize/build the motivation for being vaccinated

- Create easy way for HCW's to share their stories of being vaccinated
- Create signs to share on social media that say "Why I got vaccinated"
- Create short videos of staff members sharing what vaccination means to them
- Newsletters, marketing, videos, press releases, hospital websites, social media



LIVE

KIM TAYLOR, R.N.
NURSE WHO RECEIVED VACCINE




I had a side effect from the second dose of the COVID vaccine. As a healthcare professional, it's my duty to speak up against misinformation. What I experienced wasn't in the package insert or covered in any studies. I experienced happiness.

I'm happy, in the midst of tragedy, because incredible people have come together and made technological and logistical strides to help overcome an epidemic that has affected an entire planet. Help is here. As of today in [#California](#), everyone 65 and over is eligible to get [#vaccinated](#). Until we're on the other side, [#wearamask](#) [#stay6feetapart](#) [#washyourhands](#) [#covid](#) [#pfizer](#) [#chla](#)



Set goals and celebrate success

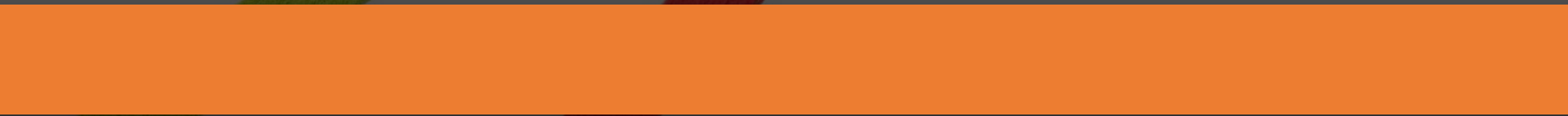
- Develop a big, bold, measurable and time-specific aim statement
 - “Achieve 85% vaccine acceptance at St. Elsewhere’s hospital in West Virginia staff by July 4, 2021”
- Celebrate milestones
- Communicate progress regularly (before meetings, daily briefing, huddles)
- Leverage friendly competition



Conversation Guides for Common
Concerns



Communicating to Connect



Next Steps



Next virtual event will be on
March 4th from 10am-11:30am
EST



Topics will be determined by
YOU



Connect with Barb to
strategize and plan next steps

<https://www.surveymonkey.com/r/TYJCWY7>



*Provider approved by
the California Board of
Registered Nursing,
Provider number CEP
15958 for 1.5 contact
hours*

bdebaun@cynosurehealth.org