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# CDC Presents – Vaccinating with Confidence: Strategies for Improving Vaccination Against COVID-19

## Welcome!

- All lines are muted, so please ask your questions in Q&A
- For technical issues, chat to the ‘Technical Support’ Panelist
- Please actively participate in polling questions that will pop up on the lower righthand side of your screen

## We will get started shortly!



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Quality  
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Initiative

# CDC Presents - Vaccinating with Confidence: Strategies for Improving Vaccination Against COVID-19



June 2021

Leighann Sauls, RN, CDN  
Program Director: North Carolina, Kentucky,  
Georgia & Tennessee



# Leighann Sauls

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# Discussion



**Carolyn Bridges MD, FACP**  
Senior Vaccine Administration SME



**Daniel Budnitz MD, MPH**  
Capt. US Public Health Service



**Daiva Yee, MPH**  
State/Jurisdiction Support Lead

# Objectives

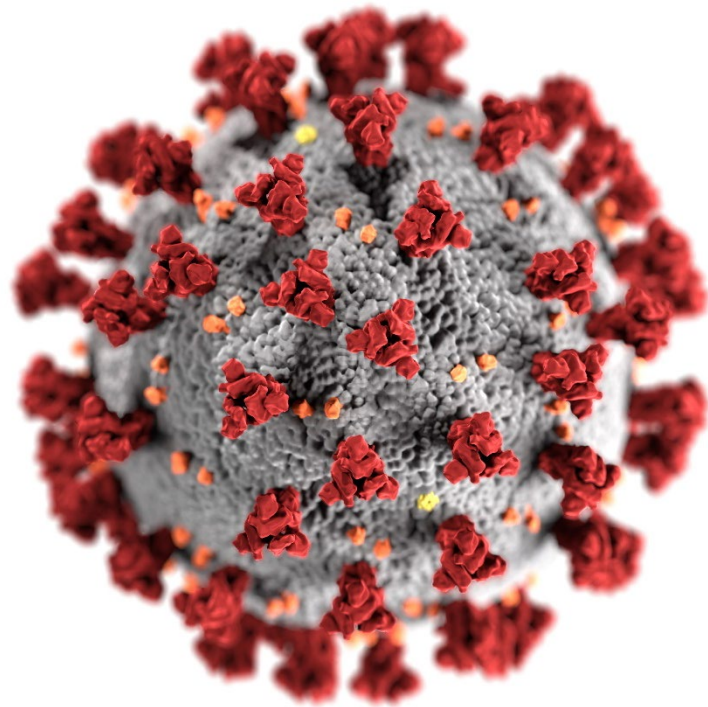
- Learn Today:
  - Define vaccine confidence.
  - Describe strategies for building vaccine confidence.
  - Describe the NHSN module for COVID-19 vaccination in nursing homes and understand the preliminary data.

# COVID-19 Toolkit for People with Disabilities

## Update on U.S. COVID Vaccination

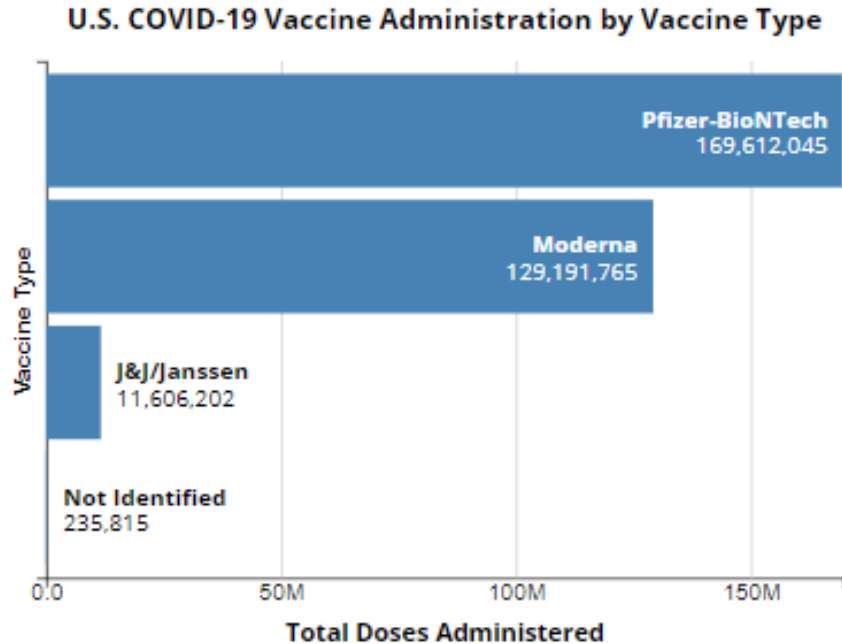
**Carolyn B. Bridges, MD FACP**

Sr. Vaccine Administration Subject Matter Expert  
Consultant to  
COVID-19 Response/Vaccine Task Force



[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

As of 6/14/2021, the U.S. had administered almost 310+ million doses of COVID-19 vaccine

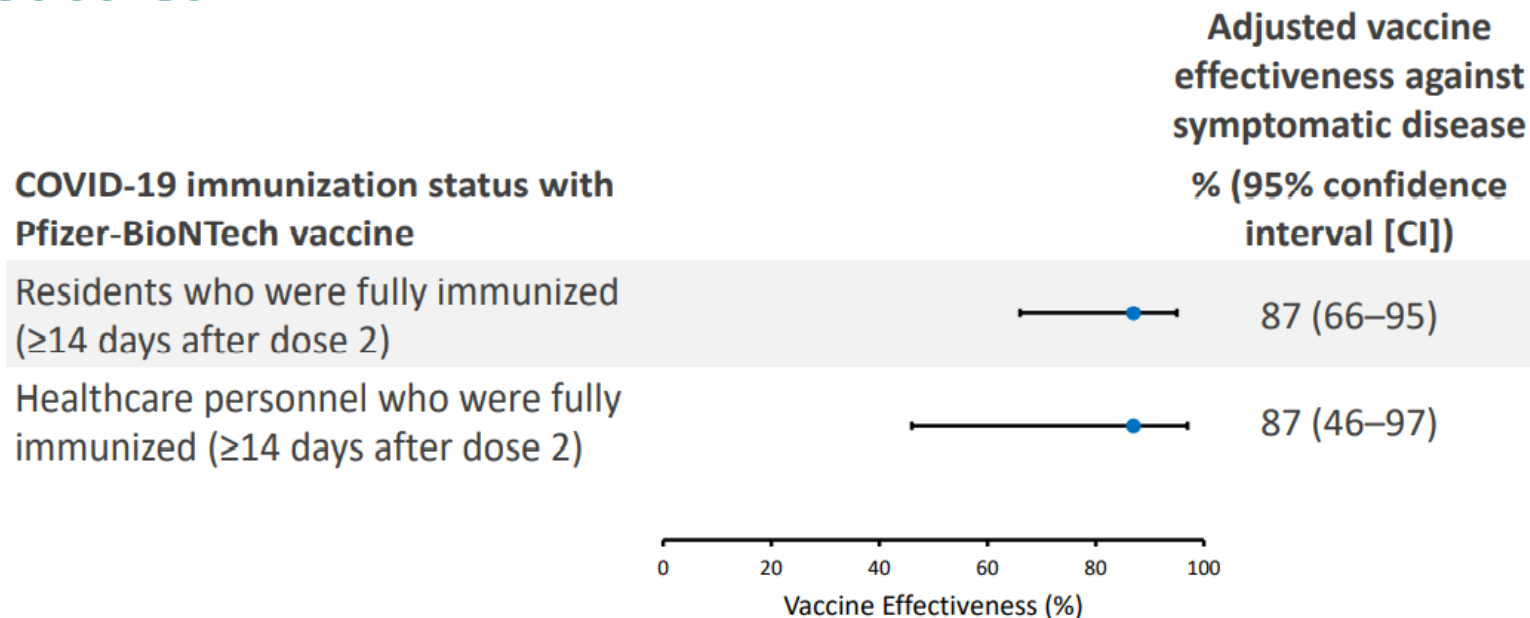


Age Group	% with at least 1 dose	% fully vaccinated
≥18 years	64.7	54.5
≥ 65 years	86.8	76.4

[CDC COVID Data Tracker](#)



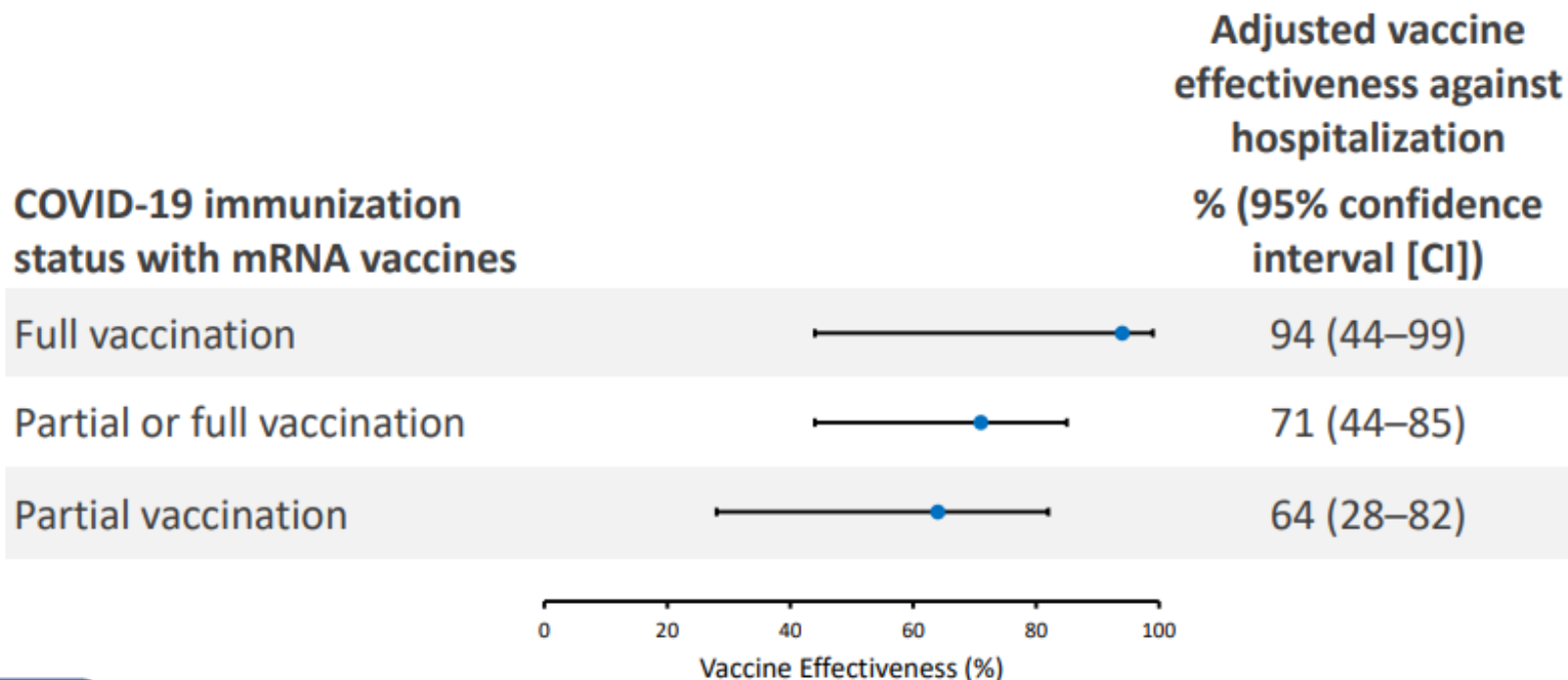
# VE against symptomatic disease in a Kentucky skilled nursing facility with a SARS-CoV-2 R.1 lineage variant outbreak



Cavanaugh AM, Fortier S, Lewis P, et al. COVID-19 Outbreak Associated with a SARS-CoV-2 R.1 Lineage Variant in a Skilled Nursing Facility After Vaccination Program — Kentucky, March 2021. MMWR Morb Mortal Wkly Rep 2021;70:639-643. DOI: <http://dx.doi.org/10.15585/mmwr.mm7017e2>  
[www.cdc.gov/vaccines/acip/meetings/downloads/slides-2021-05-12/09-COVID-Fleming-Dutra-508.pdf](http://www.cdc.gov/vaccines/acip/meetings/downloads/slides-2021-05-12/09-COVID-Fleming-Dutra-508.pdf).

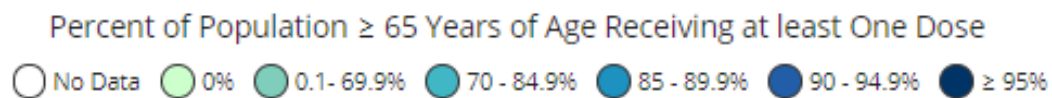


# Interim VE against hospitalization among adults aged ≥65 years



[https://www.cdc.gov/mmwr/volumes/70/wr/mm7018e1.htm?s\\_cid=mm7018e1\\_w](https://www.cdc.gov/mmwr/volumes/70/wr/mm7018e1.htm?s_cid=mm7018e1_w)

[www.cdc.gov/vaccines/acip/meetings/downloads/slides-2021-05-12/09-COVID-Fleming-Dutra-508](http://www.cdc.gov/vaccines/acip/meetings/downloads/slides-2021-05-12/09-COVID-Fleming-Dutra-508)

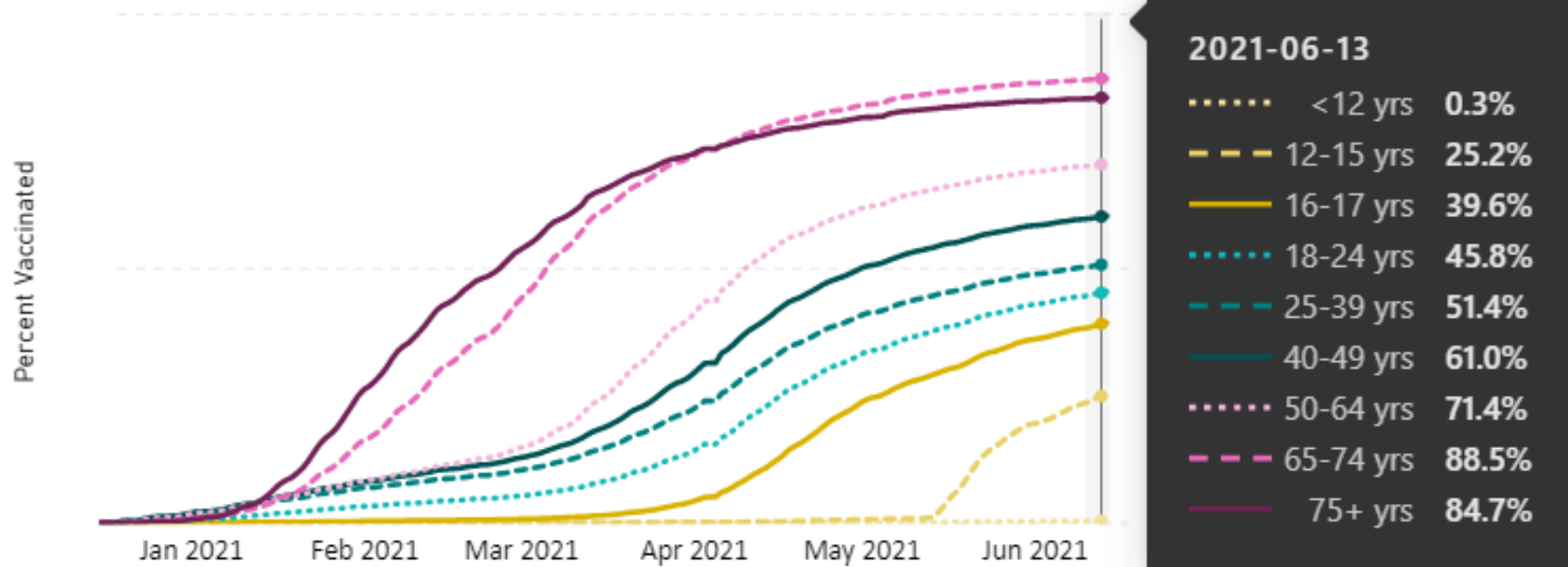


CDC COVID Data Tracker as of June 14, 2021

## Percent of People Receiving COVID-19 Vaccine by Age and Date Administered, United States

December 14, 2020 – June 14, 2021

At Least One Dose



[CDC COVID Data Tracker](#) as of June 14, 2021


# COVID-19 Resources for Older Adults

## COVID-19 Guidance for Older Adults

**Older adults** and people of any age who have serious underlying medical conditions like heart or lung disease or diabetes are at higher risk for developing more serious complications from COVID-19 illness.

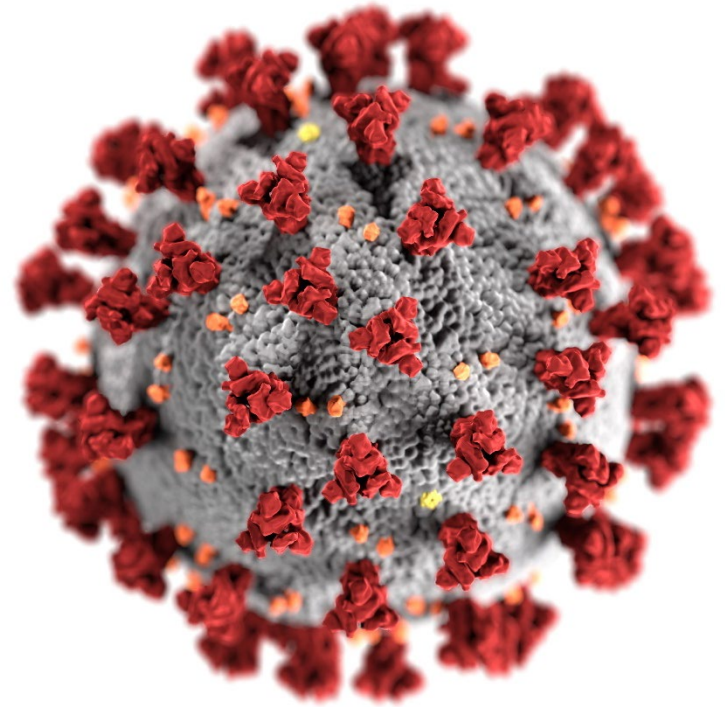
### When You've Been Fully Vaccinated

If you are fully vaccinated, you can start doing many things that you had stopped doing because of the COVID-19 pandemic.

- [What You Can Do Once You're Fully Vaccinated](#)  [102 KB]
- [Choosing Safer Activities](#)
- [Have You Been Fully Vaccinated?](#)
- [Key things to know about COVID-19 vaccines](#)
- [Find a vaccine](#)



# Thank You



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

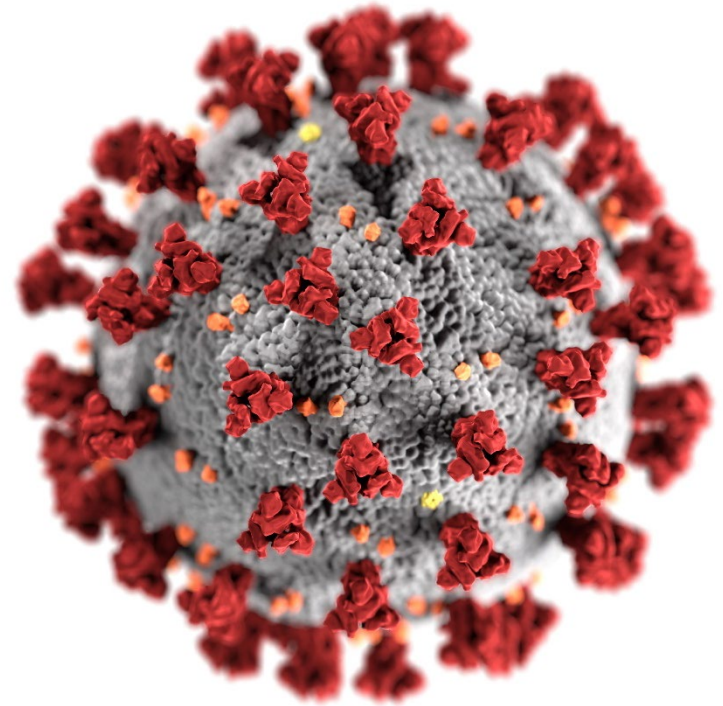
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



# COVID-19 Vaccination Coverage in Nursing Homes Participating in National Healthcare Safety Network (NHSN)

Division of Healthcare Quality Promotion  
Centers for Disease Control and Prevention (CDC)  
COVID-19 Vaccine Task Force

June 2021



[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

# Objectives

- Describe the National Healthcare Safety Network (NHSN) module for COVID-19 vaccination in nursing homes
- Recent preliminary findings





# Usefulness of Reporting Cumulative Vaccine Coverage

- Provide consistent and comparable data for facilities
  - Track vaccination coverage changes as new residents arrive and new healthcare personnel (HCP) are hired
  - Help target facility-level tracking and improvement efforts
  
- Deliver data to health agencies
  - Help identify vaccination coverage gaps and vaccine supply issues
  - Improve infection control policies and recommendations
  - Centers for Medicare and Medicaid reporting requirement for certified nursing homes



# Key Points: COVID-19 Vaccination Module Reporting

- Among residents and HCP in the facility this week, how many have received COVID-19 vaccine, at this facility or elsewhere, since vaccine has been available (December 2020)
- Required entries:
  - 1) Weekly total of residents living and HCP working in the facility
  - 2) No. of residents and HCP vaccinated
  - 3) No. of residents and HCP with contra-indications/exclusions to vaccination
  - 4) Yes/No questions on availability of vaccine at the facility



# Optional to Report by Categories of HCP

<b>Ancillary services employees</b>	Environmental, laundry, maintenance, and dietary services
<b>Nurse employees</b>	Registered nurses and licensed practical/ vocational nurses
<b>Aide, assistant, and technician employees</b>	Certified nursing assistants, nurse aides, medication aides, and medication assistants
<b>Therapist employees</b>	Therapists (such as respiratory, occupational, physical, speech, and music therapists) and therapy assistants
<b>Physician and licensed independent practitioner employees</b>	Physicians, residents, fellows, advanced practice nurses, and physician assistants
<b>Other HCP</b>	Persons not included in the employee categories listed here, regardless of clinical responsibility or patient contact, including contract staff, students/trainee, volunteers, and other non-employees

# Preliminary Findings



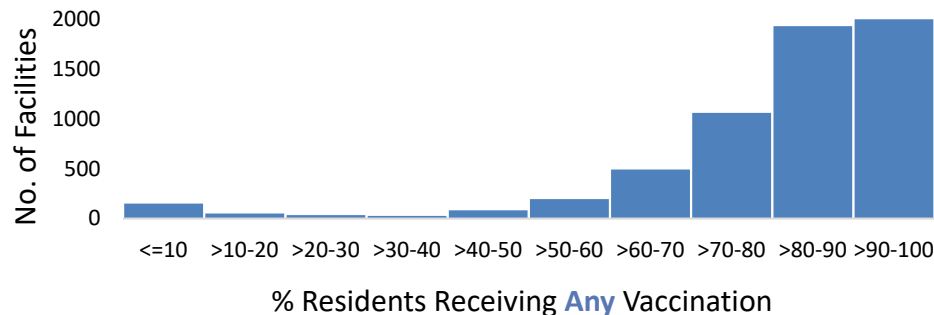
# COVID-19 Vaccination Coverage in CMS-certified Nursing Homes

## Reporting within Last 4 Weeks through Week Ending May 30, 2021\*

Among **6,613** facilities reporting\*

**Residents: 81.4%**

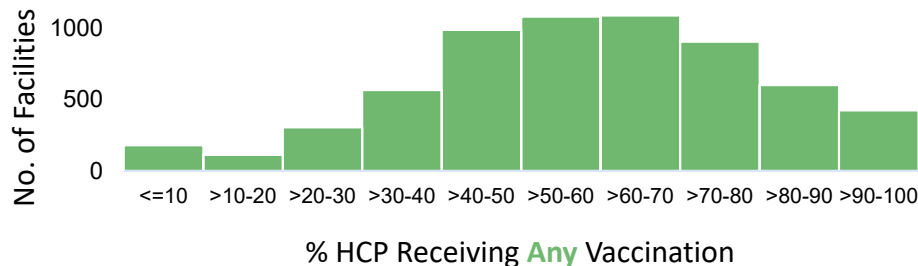
**Any COVID-19 vaccination**  
(400,094 residents)



Among **6,271** facilities reporting\*

**HCP: 59.0%**

**Any COVID-19 vaccination**  
(410,369 HCP)

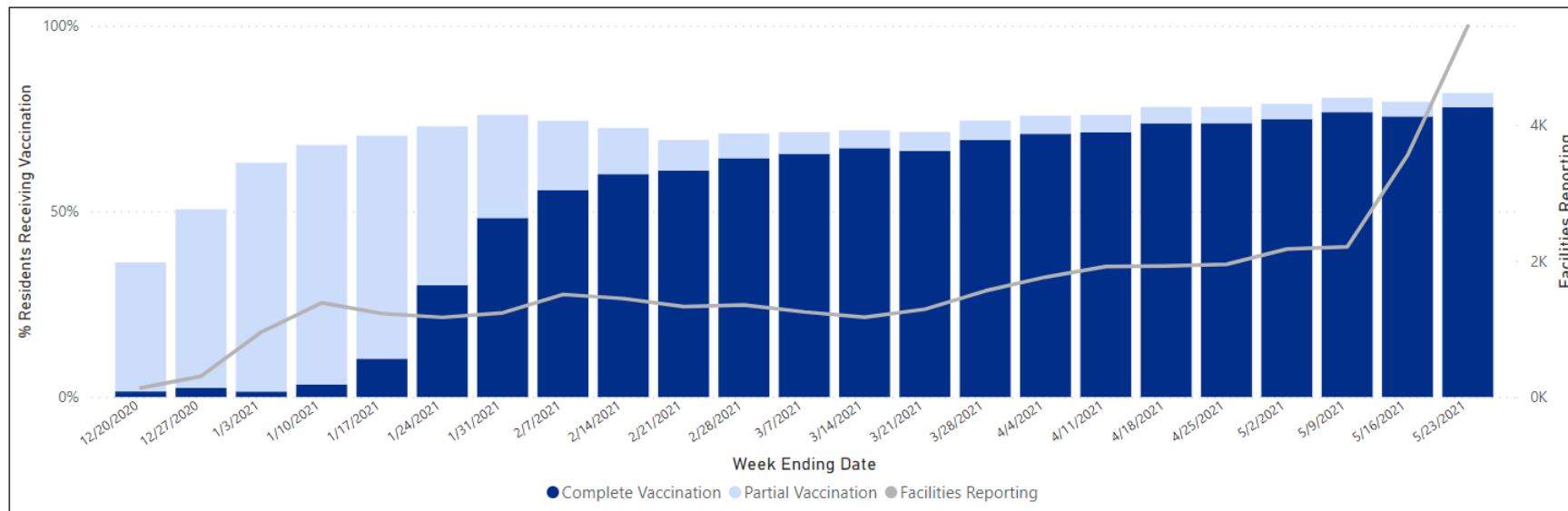


\*Includes data collected for week of May 24 - 30, 2021 or the most recent week reported within the prior 4 weeks

Data reported as of May 31, 2021



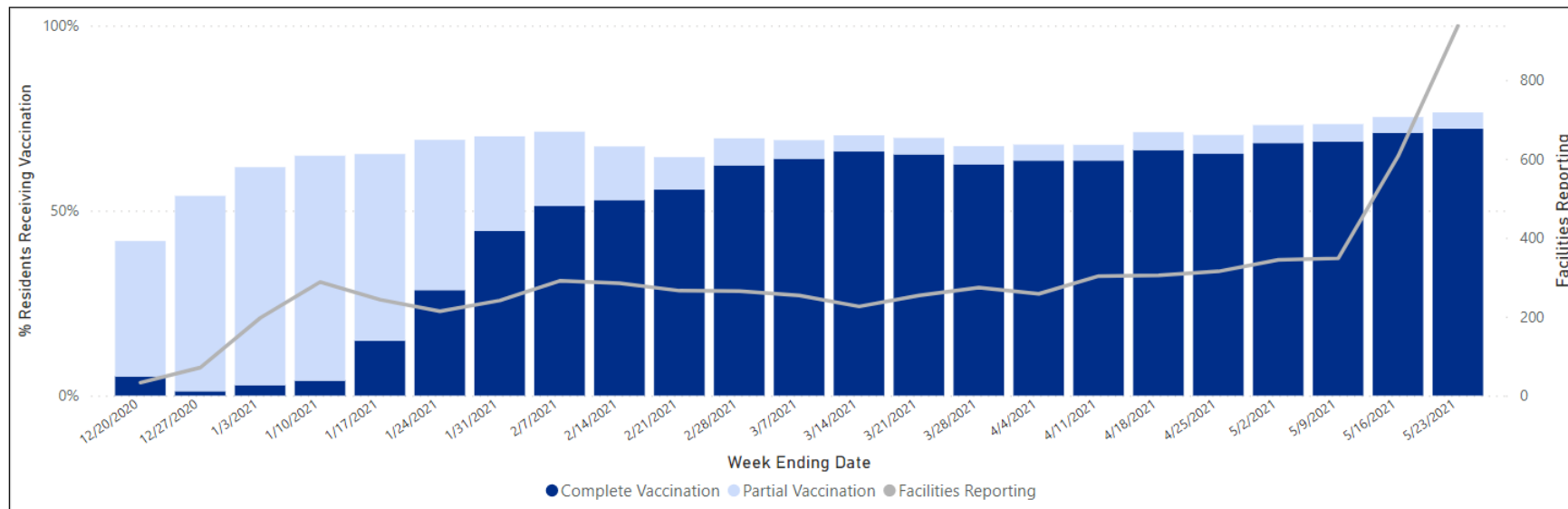
# COVID-19 Vaccination: Coverage and Reporting to NHSN by Week, Residents in CMS-certified Nursing Homes, United States



**Complete Vaccination:** All doses required for vaccination **Partial Vaccination:** 1 dose of a 2-dose vaccination series  
**Data reported as of May 31, 2021**



# COVID-19 Vaccination: Coverage and Reporting to NHSN by Week, Residents in CMS-certified Nursing Homes, Seven States\*



\***Seven States:** Alabama, Florida, Georgia, Kentucky, Tennessee, North Carolina, Louisiana

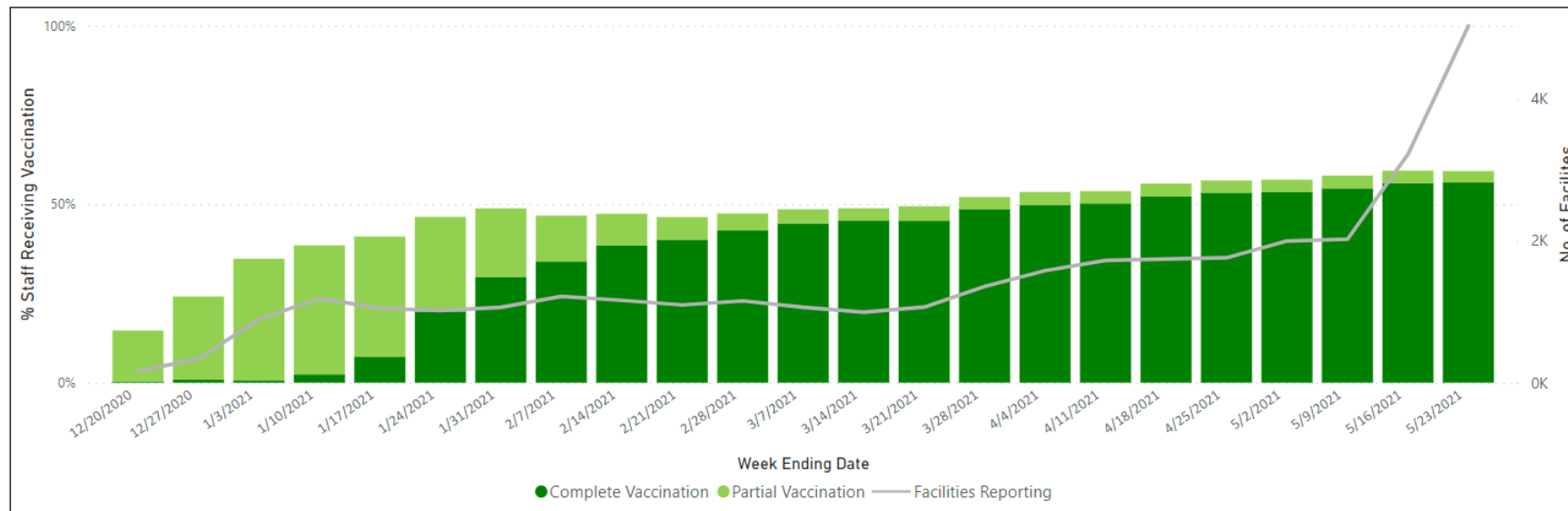
**Complete Vaccination:** All doses required for vaccination **Partial Vaccination:** 1 dose of a 2-dose vaccination series

Data reported as of May 31, 2021





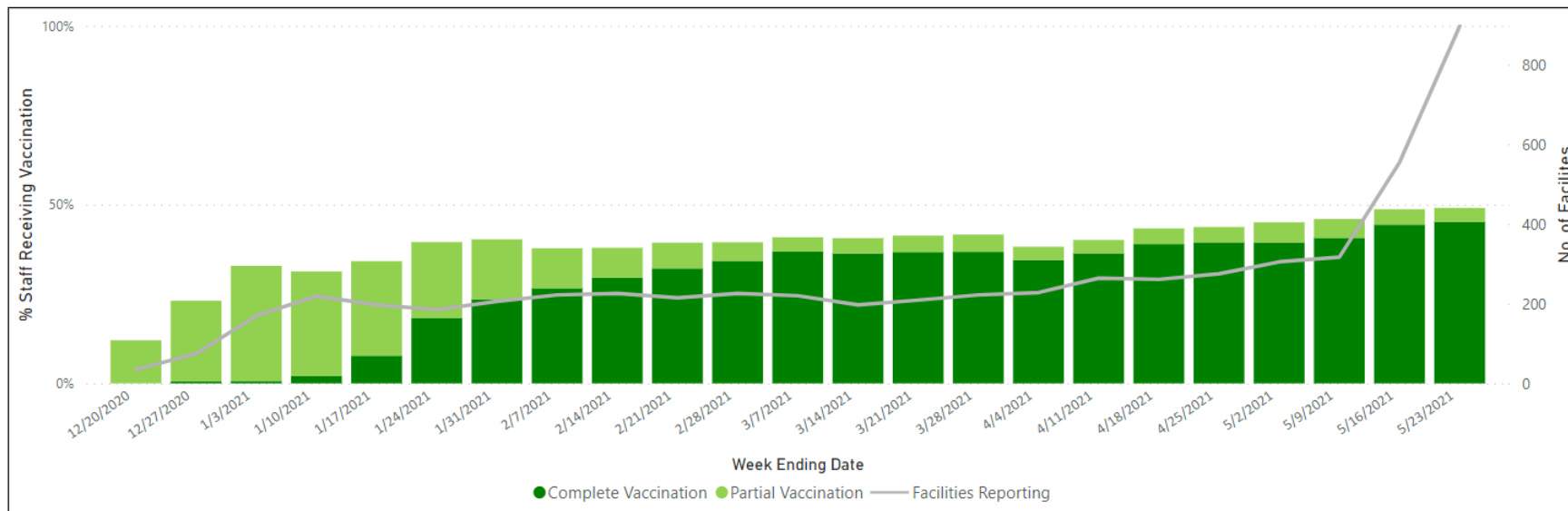
# COVID-19 Vaccination: Coverage and Reporting to NHSN by Week, Healthcare Personnel in CMS-certified Nursing Homes, United States



**Complete Vaccination:** All doses required for vaccination **Partial Vaccination:** 1 dose of a 2-dose vaccination series  
**Data reported as of May 31, 2021**



# COVID-19 Vaccination: Coverage and Reporting to NHSN by Week, Healthcare Personnel in CMS-certified Nursing Homes, Seven States\*



\***Seven States:** Alabama, Florida, Georgia, Kentucky, Tennessee, North Carolina, Louisiana

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Data reported as of May 31, 2021



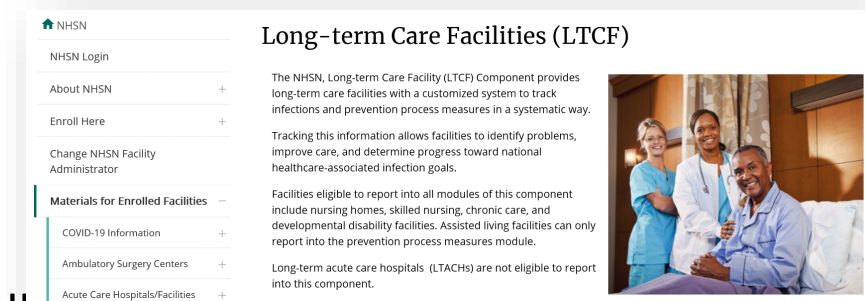
# Resources



# Resources for Facilities Reporting to NHSN:

NHSN COVID-19 Module: [cdc.gov/nhsn/ltc/weekly-covid-vac/index.html](https://cdc.gov/nhsn/ltc/weekly-covid-vac/index.html)

- Data collection forms
- Tables of instructions
- Tracking worksheets
- Training slides
- **Analysis and reporting guides**
- .CSV file upload resources



COVID-19 Vaccination Provider Enrollment:  
[cdc.gov/vaccines/covid-19/provider-enrollment.html](https://cdc.gov/vaccines/covid-19/provider-enrollment.html)

Adverse event reporting to VAERS: [vaers.hhs.gov/reportevent.html](https://vaers.hhs.gov/reportevent.html)

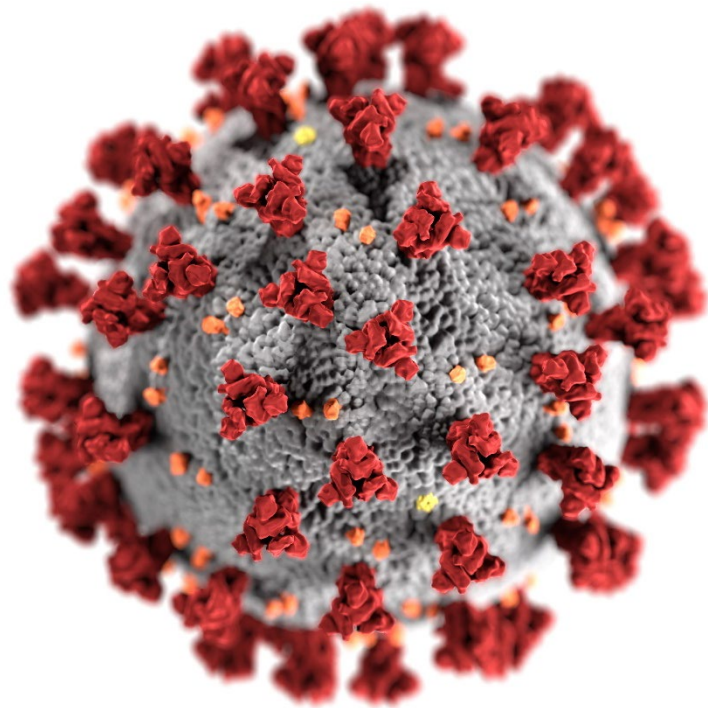
# Questions or Need Help?

E-mail user support at: [nhsn@cdc.gov](mailto:nhsn@cdc.gov)

Please write '*Weekly COVID-19 Vaccination*' in  
the subject line of the e-mail

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

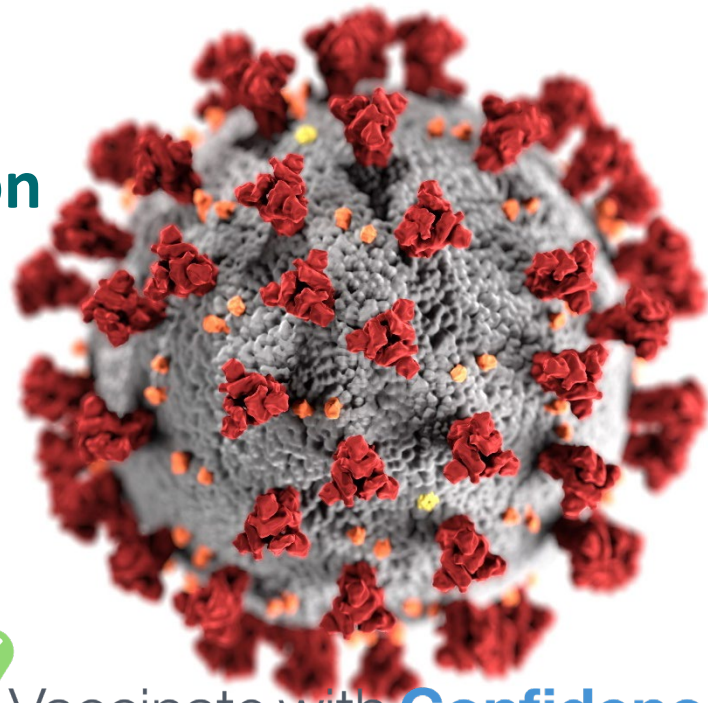
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# Vaccinating with Confidence: Strategies for Improving Vaccination Against COVID-19

June 23, 2021

CDC COVID-19 Response  
Vaccine Task Force



Vaccinate with **Confidence**

[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

## Defining Vaccine Confidence

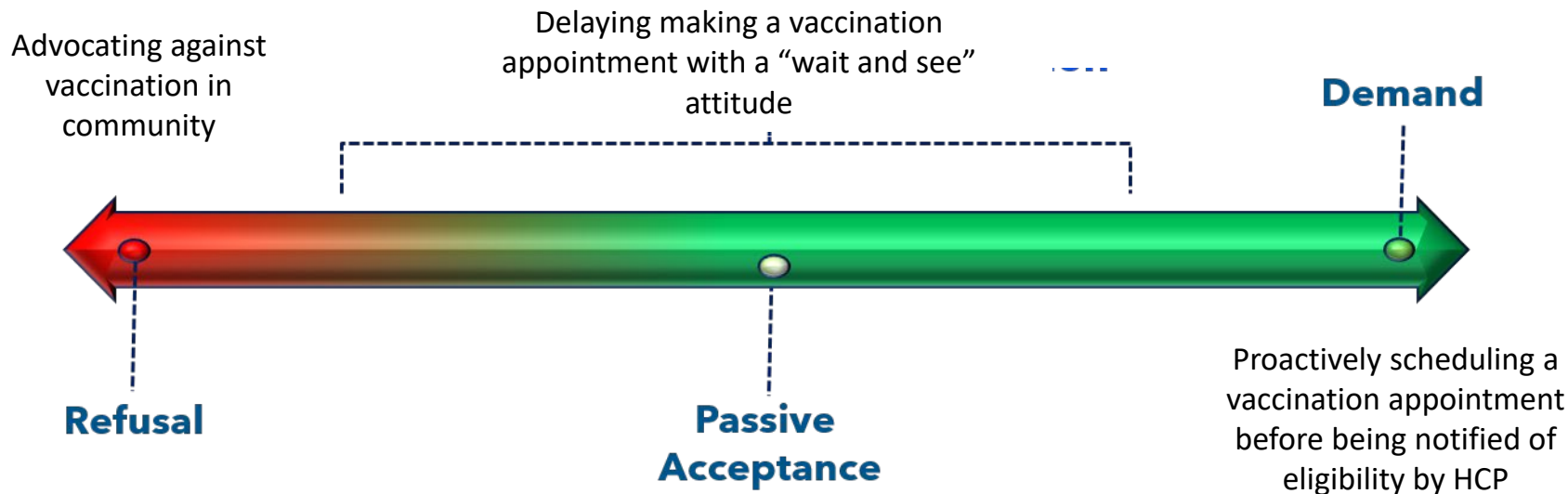
- Vaccine confidence is the **trust** that patients, parents, or providers have in:
  - recommended vaccines;
  - providers who administer vaccines; and
  - processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use.





# Vaccine Confidence is Dynamic

## Example Behaviors:



# Generating Demand for COVID-19 Vaccines

## Vaccine Confidence

Building trust in the vaccine, the vaccinator, and the system



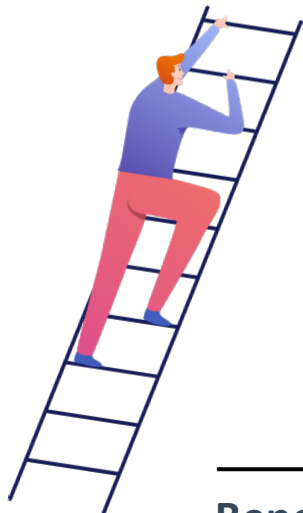
## Demand Generation

Mobilizing individuals and communities to seek, support, and advocate for vaccines



# Ladder to Building Demand

Make vaccines:



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**Necessary** (indispensable for accessing things they want to get back to doing)

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**Normative** (presented as a social default)

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**Desirable** (appealing)

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**Convenient** (reduce out of pocket, social, and opportunity costs)

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**Beneficial** (health benefits outweigh risk of getting COVID-19 or perceived or real side effects from vaccination)

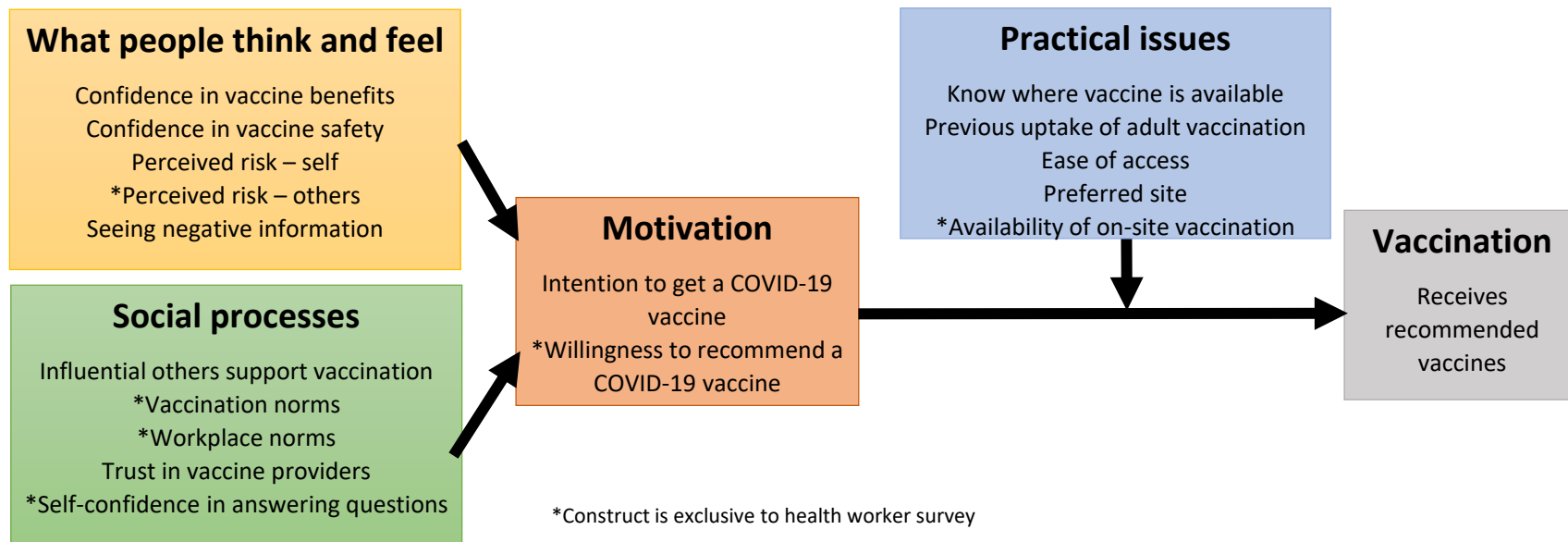
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**Accessible** (easy to get)

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# Social and Behavioral Factors that Drive COVID-19 Vaccine Uptake



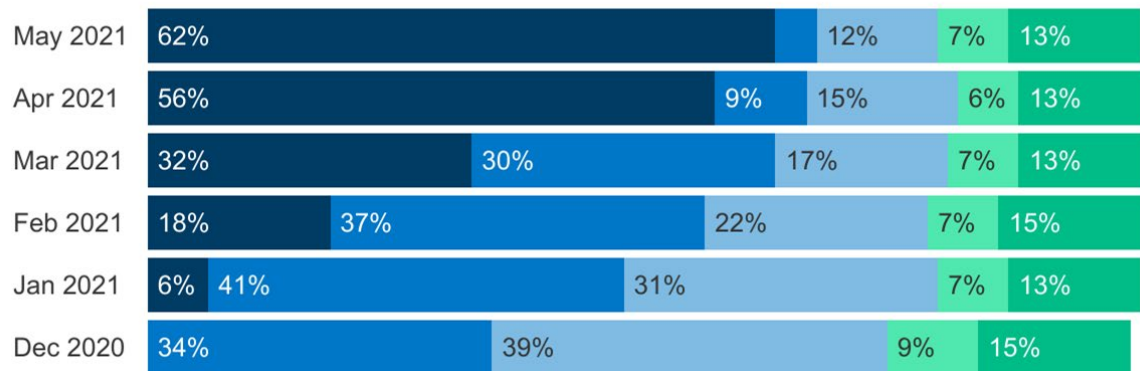
Citation: The BeSD expert working group. Based on Brewer NT, Chapman GB, Rothman AJ, Leask J, and Kempe A (2017). Increasing vaccination: Putting psychological science into action. *Psychological Science for the Public Interest*. 18(3): 149-207



# Trends in COVID-19 Vaccination Intentions

Have you personally received at least one dose of the COVID-19 vaccine, or not? As you may know, an FDA-authorized vaccine for COVID-19 is now available for free to all adults in the U.S. Do you think you will...?

■ Already gotten ■ As soon as possible ■ Wait and see ■ Only if required  
■ Definitely not



NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. December 2020-April 2021 question wording: "When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?" See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor

**KFF COVID-19  
Vaccine Monitor**

# CDC's Vaccine Confidence and Demand Team





# 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.

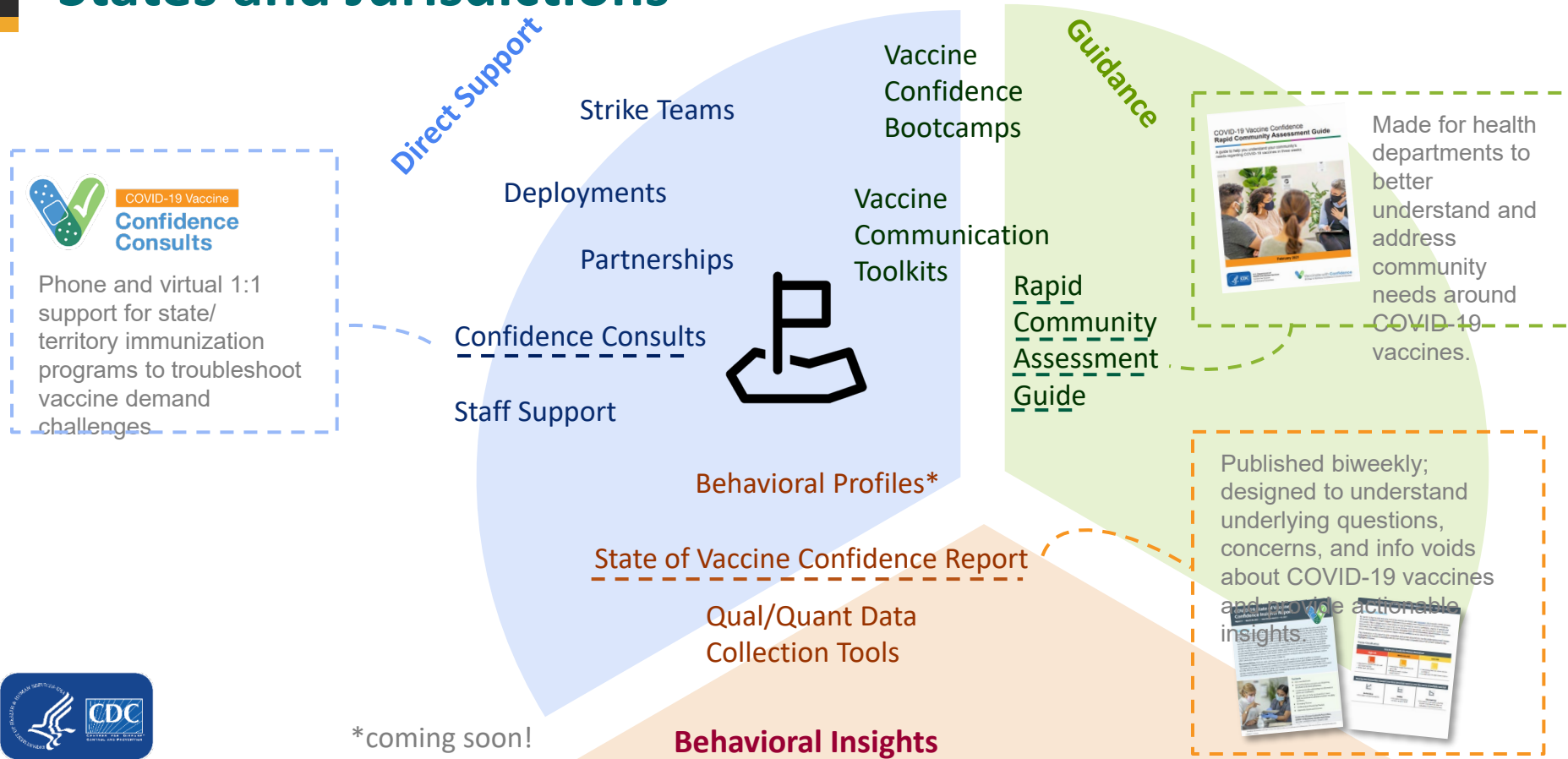
### **Engage Communities & Individuals**

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





# How the Vaccine Confidence Team is Supporting States and Jurisdictions

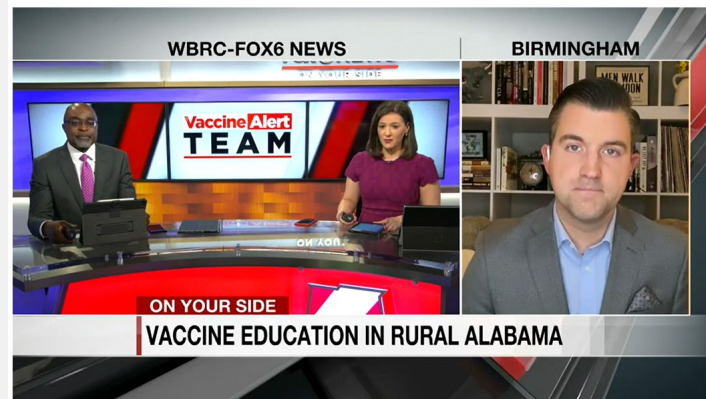


# RCA Findings – Alabama (March 11 – 24)

- Sumter and Macon Counties
- Methods: Key informant interviews, listening sessions, observations, windshield tours
- Findings:
  - Limited vaccine supply
  - Lack of transportation
  - Complex scheduling
  - COVID-19 fatigue
  - Difficult to locate young adults (Sumter)
  - Strong government mistrust (Macon)

CORONAVIRUS

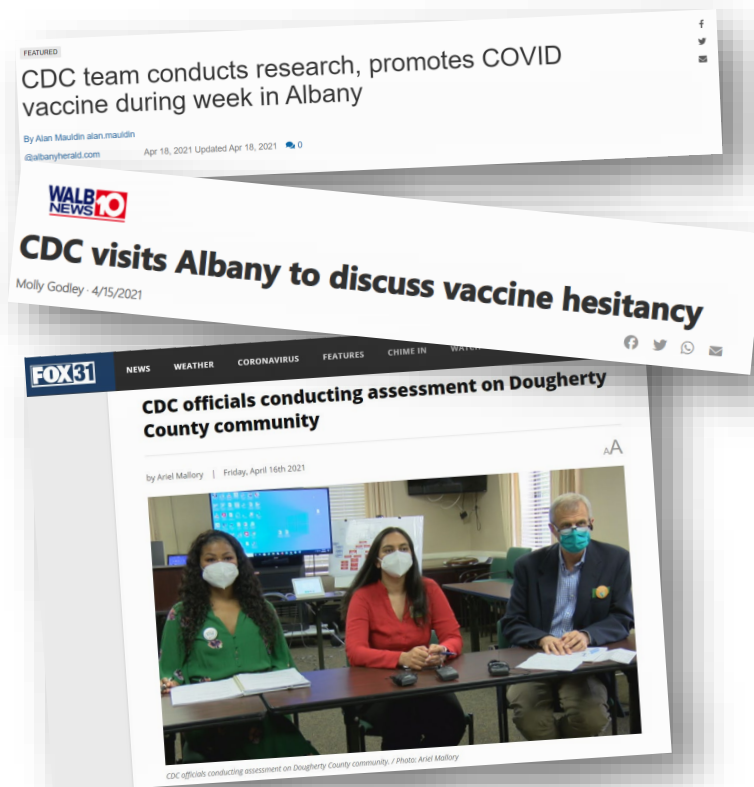
**CDC team in Alabama gathering info on how to improve vaccine confidence**



Educating rural areas on the COVID vaccine

# RCA Findings – Georgia (April 11 – 16)

- Dougherty and Bacon Counties
- Methods: Key informant interviews, listening sessions, observations, street intercept surveys, roundtable meetings, windshield tours
- Findings:
  - Good vaccine supply
  - On-site vaccinations for farmworkers (Bacon)
  - Rumors/myths around vaccine development and side effects
  - Communications challenges
  - COVID-19 fatigue
  - Distrust in health system (Dougherty)



# Strategies for Building Vaccine Confidence and Demand



# Trusted Messenger Engagement

Building trust and vaccine confidence among patients 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



# 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.



# 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 provide input and ask questions
- Share key messages with staff through emails, breakroom posters, and other channels
- Talk to non-medical staff about the importance of getting vaccinated
- Make the decision to get vaccinated visible and celebrate it!



# Encourage Senior Leaders to be Vaccine Champions

- Talk to your leaders about vaccine confidence and why it's important.
  - Ask leaders to lead by example and be photographed while getting COVID-19 vaccine.
  - Invite leaders to share their personal reasons for getting vaccinated and the importance of vaccination for all staff.
- Share via:

- Testimonials given during elevator conversations, meetings, and staff presentations
- Short videos
- Email blasts
- Social media
- Blogs or web articles



Photo credit: National Foundation for Infectious Diseases



# Host Discussions with Personnel at Different Levels

- Purpose: To provide a forum for questions and generate ideas for how to increase COVID-19 vaccine confidence and make it visible
- Format: Facilitated meeting (suggest 60 minutes)
- Participants: People representing management, healthcare teams, labor unions, local racial and ethnic minority healthcare groups, and support staff. Involve COVID-19 Incident Command Teams as appropriate.
- Facilitator: Staff member who is well-respected and seen as a neutral convener on the topic



# Share Key Messages with Staff

- While we don't yet know if the vaccine reduces transmission of SARS-CoV-2, it helps protect you from serious illness and potentially reduces the risk to residents, peers, friends, and family.
- Vaccine confidence starts with you! Building defenses against COVID-19 in this facility is a team effort.
- Getting the COVID-19 vaccine gives you an added layer of protection against COVID-19 and could also protect your colleagues and your residents.
- A COVID-19 vaccine can help protect you from mild to severe COVID-19 illness.



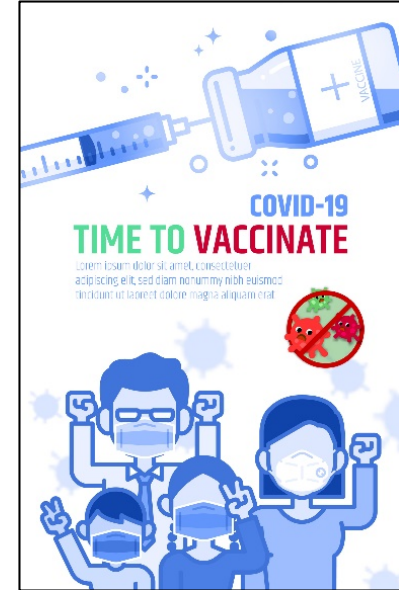
# Talk to Non-Medical Staff about the Importance of Getting Vaccinated

- Talk to non-medical staff about COVID-19 vaccines and the vaccine development and safety monitoring process
- Emphasize the benefits of COVID-19 vaccination
- Create a feedback mechanism for asking questions
- Let them know they also have an important role to play in making vaccine confidence visible



# Make Visible the Decision to Get Vaccinated and Celebrate it!

- Provide “I got my COVID-19 vaccine!” pins, lanyards, masks, bracelets, etc.
- Post a photo gallery in common or break areas or online showing cheerful staff who just got vaccinated.
- Record testimonials on why healthcare personnel in your facility decided to get vaccinated and share with the media.
- Share inclusive, positive, behind-the-scenes moments showing staff caring for patients.



# Additional Strategies for Long-Term Care Facilities:

## *Use social influence to boost motivation.\**

- Empower vaccine acceptors as advocates and providing training so they can encourage and motivate their more vaccine-hesitant coworkers to accept the vaccine.
- Ensure that advocates are held in high esteem among the LTCF staff and match the demographics of staff.
- Make access to the vaccine easy by removing logistical and access barriers to LTCF staff.
- Highlight trends toward increasing vaccination rates.
- Have employees share what motivated them to be vaccinated (e.g., family, communities, and residents).



\*Adapted from the COVID-19 Vaccination Uptake Behavioral Science Task Force: Preliminary Report (February 11, 2021)

# Additional Strategies for Long-Term Care Facilities:

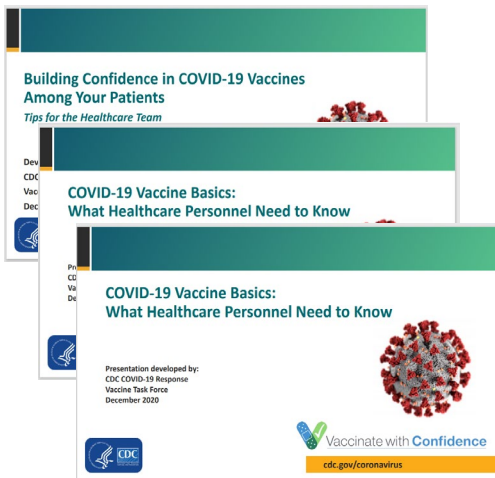
## *Build trust in vaccine safety.\**

- 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.
- Provide information from trusted sources that combats distrust of the vaccine development process.
- Highlight the vaccination of a trusted employee.
- Involve employees across all levels in the organization in building the vaccination plans and policies.



\*Adapted from the COVID-19 Vaccination Uptake Behavioral Science Task Force: Preliminary Report (February 11, 2021)

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



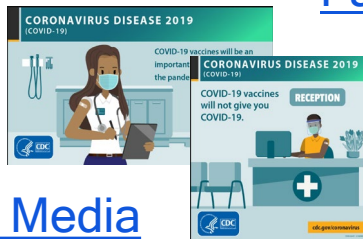
Slides

Fact Sheets & FAQs

Posters

Social Media

Stickers

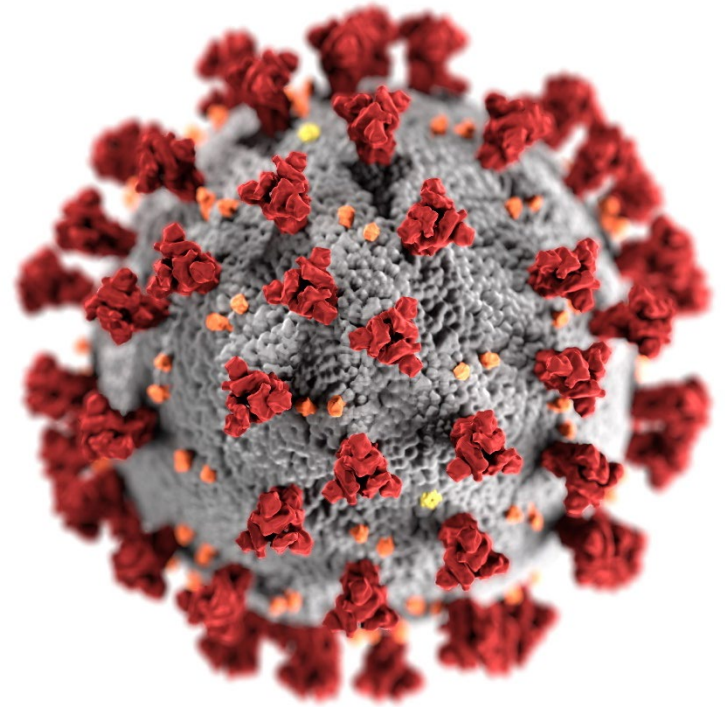


# Thank you!

**Daiva Yee, MPH**  
Epidemiologist  
[nrr3@cdc.gov](mailto:nrr3@cdc.gov)

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

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# Objectives Check In!



- Learn Today:
  - Define vaccine confidence.
  - Describe strategies for building vaccine confidence.
  - Describe the NHSN module for COVID-19 vaccination in nursing homes and understand the preliminary data.

**How will this change what you do? Please tell us in the poll...**

# Mark Your Calendar!



## Vaccination Webinar Event

<https://www.alliantquality.org/virtual-educational-events/>

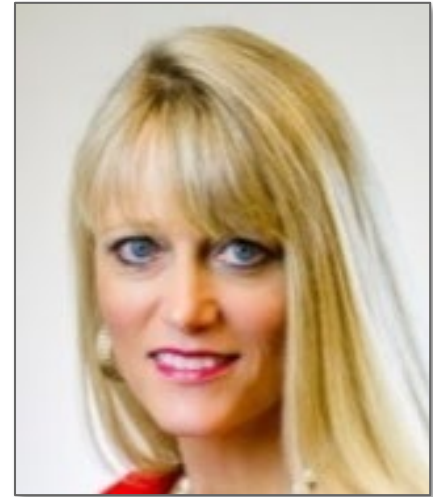
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