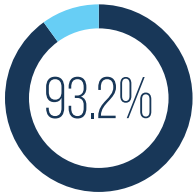


COVID-19 VACCINE BOOSTER CAMPAIGN

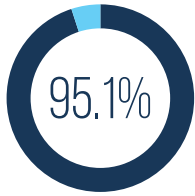
A Recap of the Best Practices from February 2, 2022 CMS Stakeholders Call



FOREST HILLS RESIDENTS:



Fully vaccinated

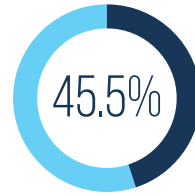


Fully vaccinated with booster

FOREST HILLS STAFF:



Fully vaccinated

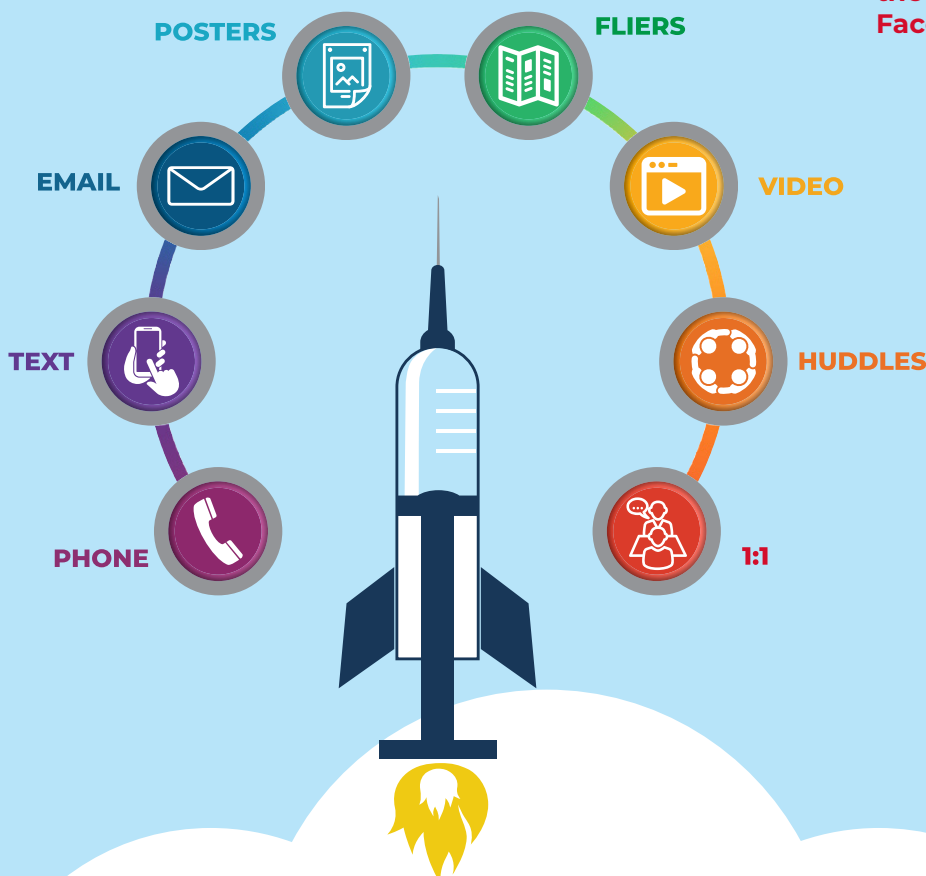


Fully vaccinated with booster

Forest Hill of DC, a long-term care facility in Washington, D.C. achieved a high vaccination rate in Q1. Here is how they did it and how you can too:

- Demonstrate compassion and respect by listening and creating person-centered vaccination messaging
- Connect people to a buffet of good information
- Use empowering language. Do not say to staff “you should” or “you need” instead tell them to make a good decision. Make a good decision for you and your family – Knowledge is power. Get educated.
- Focus on nine weeks of themes:
 - o Efficacy
 - o MRNA
 - o Herd immunity
 - o Cultural history of experimentation – Henrietta Lacks, Tuskegee Airmen
 - o Immune response – good vs bad
 - o How the vaccine is made
 - o What’s in the vaccine – Ingredients already showing up in your life
 - o Trials– Am I a guinea pig?
 - o You are your community/family leader, not I’m going to wait and see
- Listen hard to concerns, objections and validate them
- Flatten information access across departments, managers and frontline champions
- Develop culturally competent messaging by knowing your community, who your formal and informal leaders are and who you need to reach. In DC, we included Black coalition against COVID, Tyler Perry, Director from Africa’s personal testimony to staff, Black Nurses Association, Dr. Kizzy Corbett, peers, churches, physicians.
- Do not offer cash or other incentives – Research supports that getting vaccinated is an important personal decision and cash initiatives are not impactful with COVID.

EIGHT WAYS TO REACH PEOPLE:



Help navigate websites, host townhalls for staff and families, create a video of the medical director, post messaging on Facebook, etc. Remember:

Everyone Thinks Differently

- **Process** – Explain that vaccine spokespeople have no financial conflict of interest and why the process moved quicker than other vaccines to market
- **Analytical** – Share human resources’ real-time list of increasing vaccination percentages
- **Creative** – Provide support for organic evolution of champion frontline staff
- **Relational** – Share importance of protecting loved ones and immune compromised

Everyone Learns Differently

- **Tactile** – Create Q&A flyers and resources for grab and go education
- **Tactile Visual** – Post vaccinated “Healthcare Heroes” collage in lobby, share humorous animation of vaccine kicking-out COVID, “I got my COVID vaccination” stickers on name badges, generate fun photo booth photo opportunities for people getting the vaccine
- **Auditory** – Develop medical director audio/ video testimonies and recommendations, display messages on 60-inch screen at check-in

