

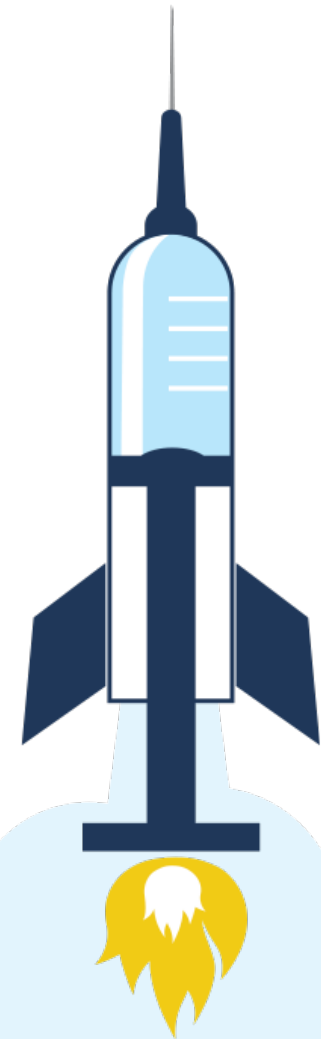
Improving Vaccine Confidence: Communicating With Patients and Their Caregivers

Dr. Iris Feinberg, PhD CHES
Georgia State University

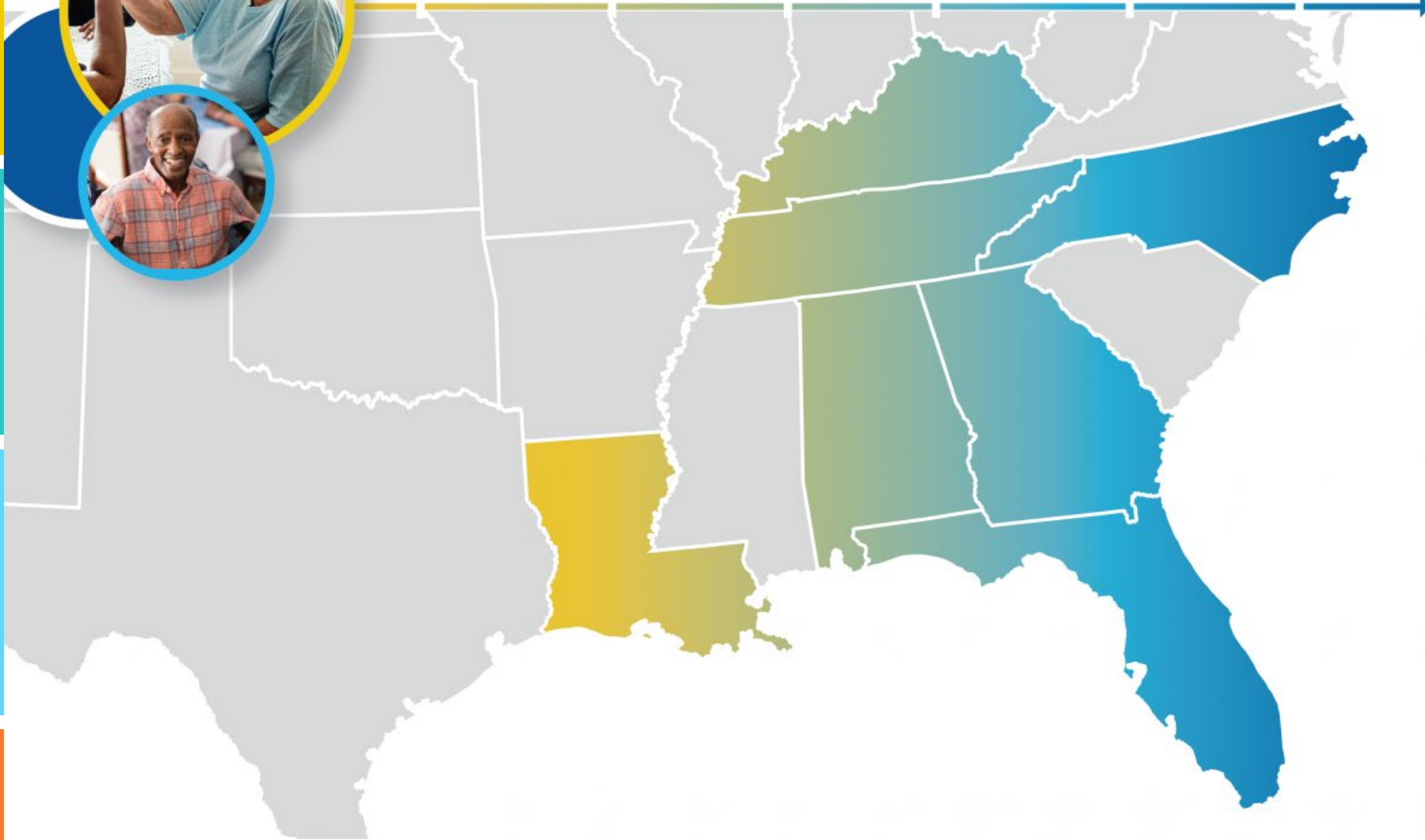
October 5, 2023

 **ALLIANT**
HEALTH SOLUTIONS

QIN-QIO
Quality Innovation Network -
Quality Improvement Organizations
CENTERS FOR MEDICARE & MEDICAID SERVICES
QUALITY IMPROVEMENT & INNOVATION GROUP



Making Health Care Better *Together*



About Alliant Health Solutions

Iris Feinberg, Ph.D., CHES

Dr. Feinberg is an associate research professor in the Department of Learning Sciences at Georgia State University. She is the associate director of the Adult Literacy Research Center, a multidisciplinary research center focusing on functional literacy skills like reading and writing and life literacy skills like health.

Dr. Feinberg's research in health literacy focuses on improving communications between health care providers and patients, including addressing issues of cultural and linguistic responsiveness, plain language, and working with adults with low literacy skills. She created training for and trained newly hired vaccine ambassadors during COVID-19 for the Fulton County Georgia Board of Health and continues to train physical health and behavioral health care providers in best practices for communicating with patients.



Learning Objectives

- Learn about health literacy
- Understand reasons for vaccine hesitancy
- Learn your role in improving vaccine confidence
- Learn best practices for communicating with patients and caregivers

What Is Health Literacy?

Individual

Content knowledge, reading, writing, numeracy and digital skills, speaking, listening, interpreting, and acting on health information

Allows people to understand as well as talk about health needs and concerns



Organizational

Providing health-related content and instructions

Culturally and linguistically responsive

Improving health equity

Vaccine Uptake

✓ **Access**

Location, contact with the healthcare system, convenience

✓ **Affordability**

Financial incentives, opportunity cost

✓ **Awareness**

Knowledge of vaccines and schedules, availability of information, quantity and quality of information

✓ **Acceptance**

Safety, belief in vaccines, perceived risk and vulnerability, individual health beliefs, omission bias, trust, culture, relationship with healthcare provider

✓ **Activation**

Prompts and reminders, collaborative efforts sustained over time

Strategies To Increase Vaccine Acceptance and Uptake

- ✓ Communicating your reasons is not enough: Begin by understanding your target audience
- ✓ Saying it is not enough: Target your communications to the needs of your audience
- ✓ Communicating to patients is not enough: Listen to and engage health care professionals too
- ✓ Communicating is not enough: Design culturally and linguistically responsive interventions to improve access to vaccines

Considering the following concerns... How do we have a respectful conversation about vaccine hesitancy?

The main purpose of the vaccine is to reduce the world population!



The vaccine can make you grow extra body parts.



We are being used as guinea pigs in a government experiment.



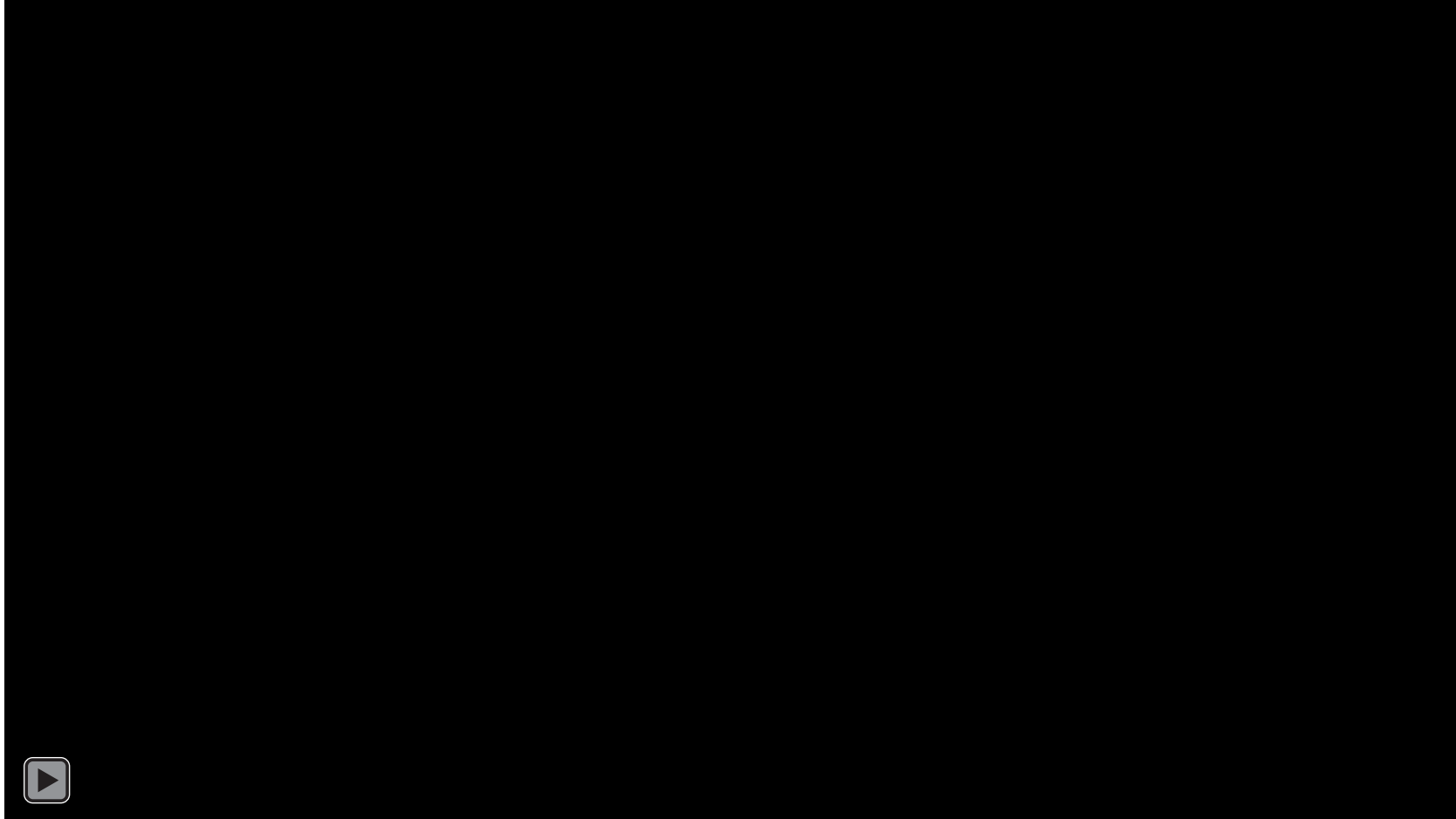
The vaccine injects you with a government chip or tracking device.

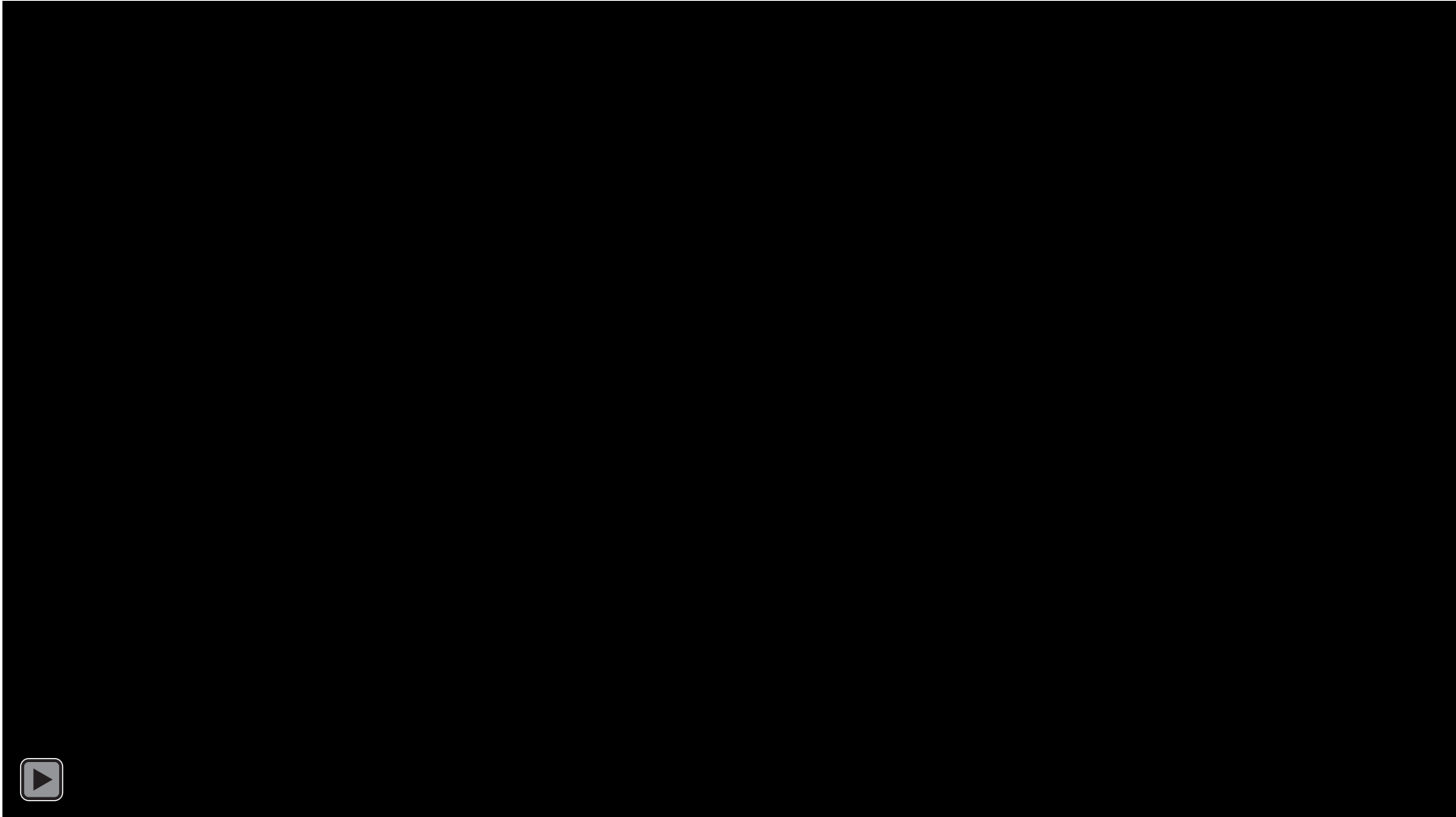


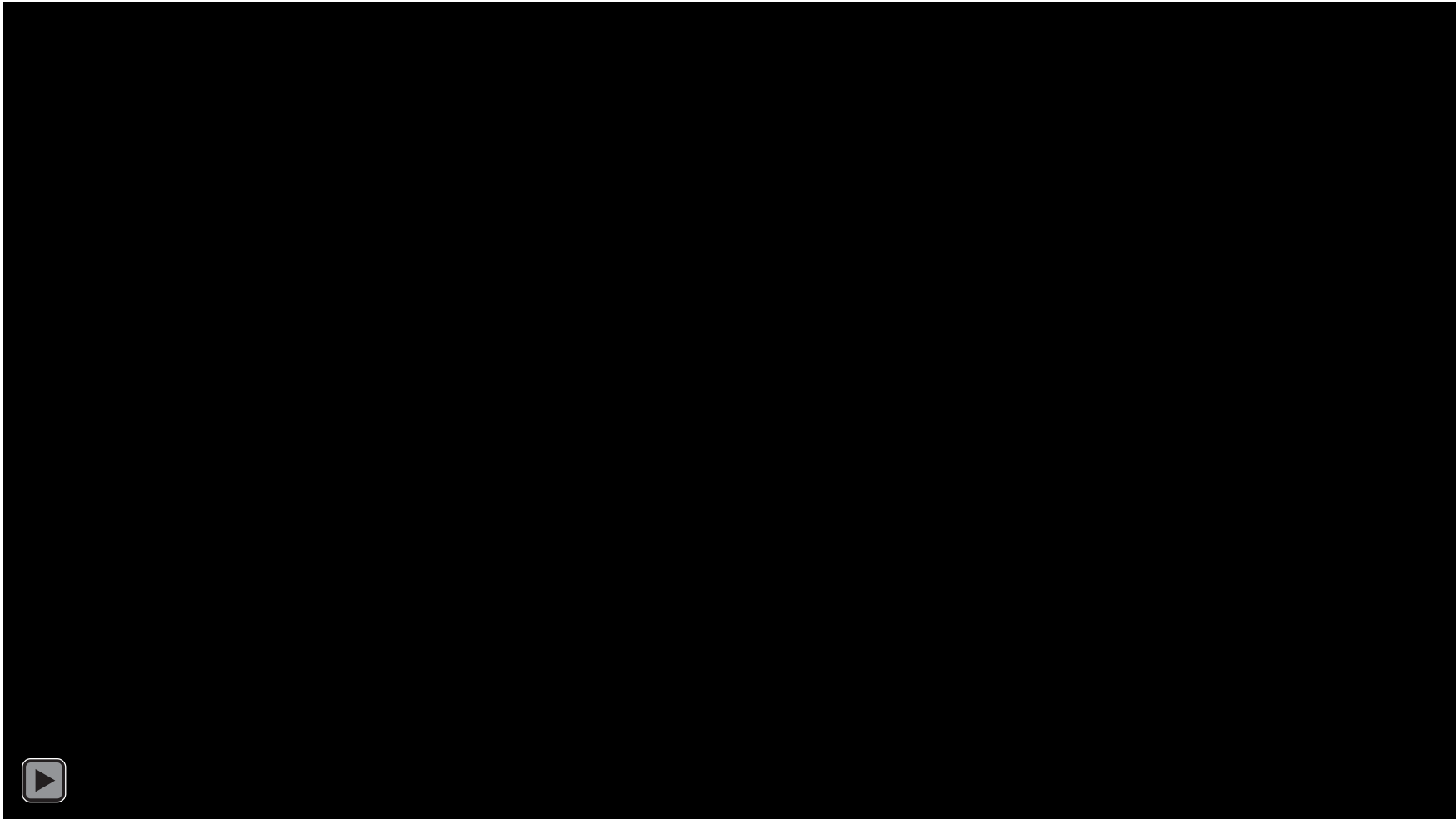
I heard the vaccine contains live virus and can change my DNA.



Motivational Interviewing







They Say.

I Say.

They don't want to get vaccinated – what should I say?



Click to start



Scenario 1



Your friend says:

Hey, they told me you've been vaccinated. Doesn't it scare you? I've heard too many things that make me think it's not a very good idea.

 **Select one of the following answers:**

Reply 1: Wait, are you an anti-vaxxer?

Reply 2: COVID is scary! It has killed more than 3 million people!

Reply 3: Oh, have you heard some things that worry you and make you feel insecure?

Reply 1: Wait, are you an anti-vaxxer?

This is not the best option. This response conveys to them that their concerns are irrational and exaggerated. This will only make them defensive and angry.

Try again – select one of the following answers:

Let's go back to the scenario.

Reply 2: COVID is scary! It has killed more than 3 million people!

Reply 3: Oh, have you heard some things that worry you and make you feel insecure?

Reply 2: COVID is scary! It has killed more than 3 million people!

This is not the best option. When you dismiss people's concerns, the person takes it personally. As a result, they are likely to reject what you have to say, even if it is true.

Try again – select one of the following answers:

Let's go back to the scenario.

Reply 1: Wait, are you an anti-vaxxer?

Reply 3: Oh, have you heard some things that worry you and make you feel insecure?



Reply 3: Oh, have you heard some things that worry you and make you feel insecure?

Good choice! When people have concerns about the vaccine, what they need first is for you to listen to their concerns without judgment and offer them compassion. They are more likely to trust you if they know you understand their fears, respect **WHAT THEY THINK**, and care about **HOW THEY FEEL**.



Your answer is correct. Review the other options below or click “Next” to explore the next scenario.

Review reply 1

Review reply 2

Next

Questions?



Nursing Home and Partnership for Community Health: CMS 12th SOW GOALS



OPIOID UTILIZATION AND MISUSE

- Promote opioid best practices
- Reduce opioid adverse drug events in all settings



PATIENT SAFETY

- Reduce hospitalizations due to c. diff
- Reduce adverse drug events
- Reduce facility acquired infections



CHRONIC DISEASE SELF-MANAGEMENT

- Increase instances of adequately diagnosed and controlled hypertension
- Increase use of cardiac rehabilitation programs
- Reduce instances of uncontrolled diabetes
- Identify patients at high-risk for kidney disease and improve outcomes



CARE COORDINATION

- Convene community coalitions
- Reduce avoidable readmissions, admissions to hospitals and preventable emergency department visits
- Identify and promote optimal care for super utilizers



COVID-19

- Support nursing homes by establishing a safe visitor policy and cohort plan
- Provide virtual events to support infection control and prevention
- Support nursing homes and community coalitions with emergency preparedness plans



IMMUNIZATION

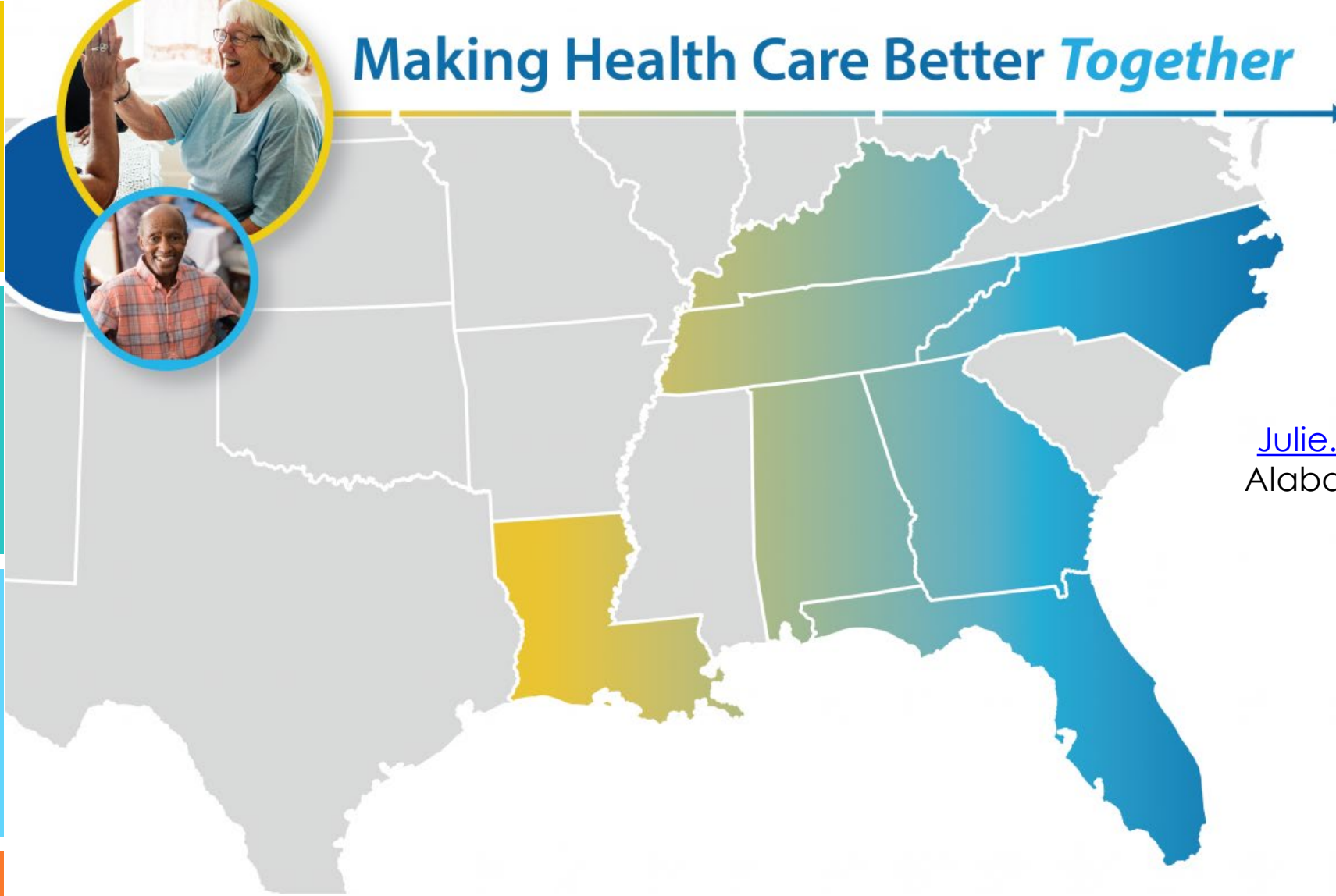
- Increase influenza, pneumococcal, and COVID-19 vaccination rates



TRAINING

- Encourage completion of infection control and prevention trainings by front line clinical and management staff

Making Health Care Better *Together*



Julie Kueker

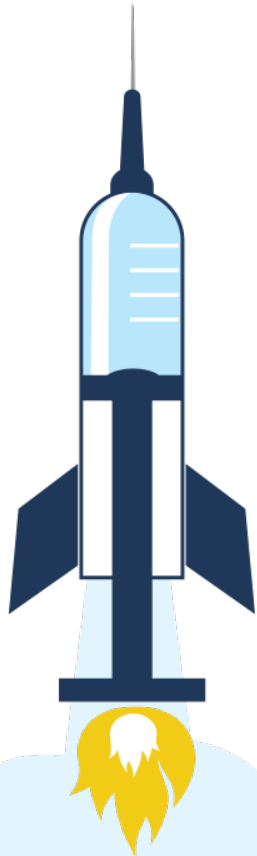
Julie.Kueker@AlliantHealth.org
Alabama, Florida and Louisiana



Leighann Sauls

Leighann.Sauls@AlliantHealth.org
Georgia, Kentucky, North Carolina and Tennessee

Program Directors



Making Health Care Better Together



@AlliantQIO



@AlliantQIO



Alliant Health Solutions



AlliantQIO

This material was prepared by Alliant Health Solutions, a Quality Innovation Network – Quality Improvement Organization (QIN – QIO) under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services (HHS). Views expressed in this material do not necessarily reflect the official views or policy of CMS or HHS, and any reference to a specific product or entity herein does not constitute endorsement of that product or entity by CMS or HHS. Publication No. 12SOW-AHS-QIN-QIO TO1-PCH--4610-09/29/23