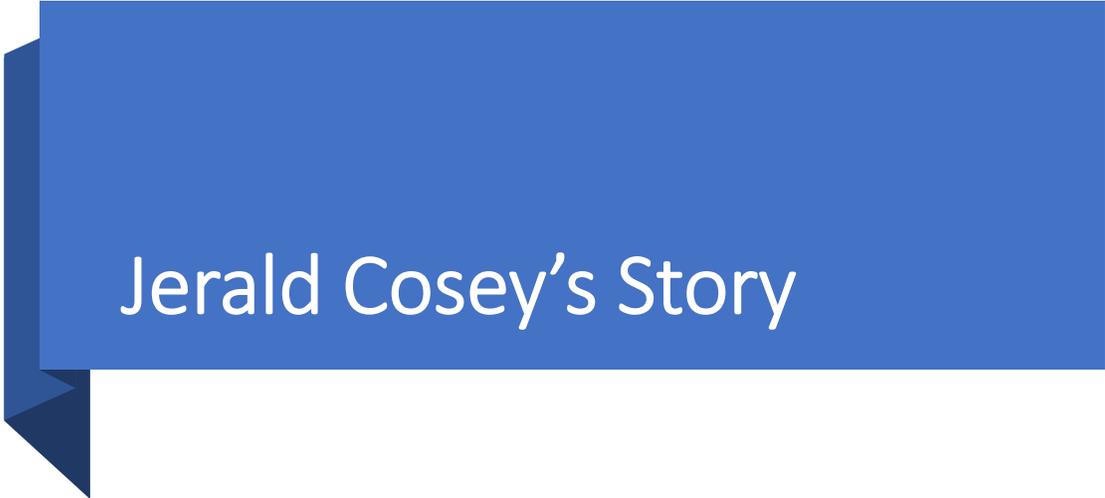


# Indiana Department of Health webinar January 14, 2021



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Jerald Cosey's Story

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## Be a Role Model

- Administrator, DON & Medical Director should receive the vaccine
- Ideally with staff watching or pictures posted (internally)
- If person cannot receive vaccine (e.g., severe allergy to multiple vaccinations previously) – when asked if he/she will receive the vaccine – be truthful about reason for not receiving it – and willingness to take one of other vaccines still in development
- Do it for the residents!
- “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” – Maya Angelou



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## Identify Change Champions

### Individuals

- Respected by the staff
- Who received or will receive the vaccine soon
- Who lead by example
- Recognize and celebrate their important role
- Can be CNA, nurse, housekeeping, laundry, maintenance, etc.



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## How to have “the” conversation



- Be positive
  - This is the moment we have been waiting for!
  - This is how we save lives, our own and everyone around us
  - For the first time in the United States, long term care staff are first; we have risked our lives caring for our residents and now we can protect everyone by getting the vaccine
  - Don't wait too long or you will lose your spot in line
- Be honest
  - We don't know how long the vaccine will be effective
  - We don't know long-term effects of the vaccine beyond 3 months
- Be supportive
  - This is a difficult time for everyone
  - It's hard to know what to believe and who to trust
  - Meet people where they are
- It's not just about education & dispelling myths
- Avoid guilt and shame!

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## Tell Your Story

- I received the vaccine to protect me and my mother-in-law who is 90. I am worried about what would happen if she develops COVID.
- I received the vaccine to protect me and my children. I am worried about what would happen if my children developed COVID.
- I received the vaccine and had a sore arm for two days. I would much rather have a sore arm than end up in the hospital with COVID.
- I received the vaccine and had a fever for a day. I would much rather miss one day rather than 2 weeks of work.

**TELL  
YOUR  
STORY**

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## Moment of Silence

- For those we have lost to COVID
  - Coworkers – CNAs, nurses, providers
  - Family
  - Friends



**MOMENT OF SILENCE**

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## Post-Vaccination Immune Response vs. COVID disease

Post- Vaccination	COVID Disease
Injection site pain (84%) & swelling (10%)	Cough
Fatigue (62%)	Shortness of breath
Fever (14%)	Rhinorrhea
Body Aches (arthralgias 23% & myalgias 38%)	Sore throat
Headache (55%)	Loss of taste or smell
<b>Lasts 24-48 hours</b>	Lasts 14+ days
	<b>Common Long term effects</b> (fatigue, SOB, cough, joint pain, brain fog)
	<b>Serious long term effects:</b> memory problems, depression/anxiety, heart inflammation, kidney injury, loss taste & smell

- Long term side effects can last weeks to months

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## Comparison of Zostavax (shingles vaccine) & Pfizer/Moderna vaccines

	Zostavax (shingles)	Pfizer/Moderna COVID
Number in trial	38,000	40,000/25,000
Efficacy	60%	94-95%
Efficacy by age	Most effective in patients in their 60's	No difference

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## Other COVID Vaccines



- Some staff might be more willing to take vaccines that will be available in the next few months
  - Johnson & Johnson is only 1 shot (and not mRNA)
  - AstraZeneca is an adenovirus very similar to other vaccines (not mRNA)
  - Less of a “guinea pig” feeling when millions have received the vaccines
- When family/patient declines the vaccine, have the provider have a follow-up conversation
- When a staff member declines the vaccine, have the change champion have a follow-up conversation

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# What would be most helpful to you?

- Please answer in the chat box:
- How we can help you around COVID vaccination efforts?
  
- If you have further questions you can contact:
- Dr. Monica Ott – [monica.ott@optum.com](mailto:monica.ott@optum.com)
- Dr. Robert Russell – [rrussell1975@gmail.com](mailto:rrussell1975@gmail.com)

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# Resources from AMDA

Free! Just set up an account

<https://paltc.org/COVID-19>



**COVID-19 Vaccine Education Toolkit**

NEW! Includes:

- Questions and Answers about the COVID-19 Vaccines for PALTIC Staff, Patients, Residents and Family Members
- COVID-19 Vaccine: Answers to Your Questions (PowerPoint Presentation for Staff and Residents)
- Letter from Medical Director to Residents & Families About the COVID-19 Vaccines
- Strategies for Improving Staff and Resident Confidence in the COVID-19 Vaccines
- AMDA COVID-19 Grand Rounds: Pearls from Your Colleagues

AMDA membership is not required to access AMDA's COVID-19 Vaccination Toolkit, however you will need to create an account (which is free) if you don't already have one.

**Questions and Answers about the COVID-19 Vaccines for Patients, Residents and Family Members**

1. How is a vaccine developed and tested?
2. What are the Food and Drug Administration (FDA) requirements for a vaccine?
3. How will we know it is safe?
4. Who else will be evaluating this vaccine to ensure it is safe?
5. What are the types of potential vaccines that may be approved?
6. How does an mRNA vaccine work?
7. What is an Emergency Use Authorization (EUA) and if it is approved, what does it mean?
8. How long will the vaccine protect us?
9. When will we be protected after we get the vaccine?
10. After I have had the second dose of the vaccine and it is 2 weeks in a mass?
11. What if I had COVID-19 or I took a test that showed I have COVID-19?
12. What are some of the possible side effects of the COVID-19 vaccine?
13. We should expect that vaccine recommendations will change as additional vaccines are approved.
14. What can I be doing now while we wait for a vaccine to be approved and distributed?
15. Is the flu vaccine also safe and effective?
16. Who will be able to get the vaccine in a nursing home?

**COVID-19 Vaccine: Answers to Your Questions (PowerPoint Presentation)**  
Description: A presentation for staff and residents in post-acute and long-term care.

**Letter from Medical Director to Residents & Families About the COVID-19 Vaccines**



**Strategies for Improving Staff and Resident Confidence in the COVID-19 Vaccine**  
December 1, 2020

Below is a list of ideas to help overcome hesitancy to get the new COVID-19 vaccine by your staff and residents. You can choose which strategies best fit the needs of your community:

- Use the "Questions & Answers about the COVID-19 Vaccine" document as a guide for town hall sessions with staff, residents and family members to teach them about the development of vaccines, clinical trials, and safety protocols. Allow time to take questions from attendees. Ideally, try to hold these educational sessions regularly, such as every week or every few weeks as new questions/concerns arise.
- Create posters/flyers that you can hang and distribute in your facilities about the importance and safety of the COVID-19 vaccine. Consider having a poster contest with staff and/or residents, with the person who creates the best poster about the COVID-19 vaccine winning a prize. Everyone can vote.
- Strategies to reduce vaccine hesitancy in staff:
  - Hold regular team meetings/group huddles to allow for education about safety and benefits of vaccine, addressing specific questions from staff. These questions can help you determine what the greatest concerns are among staff.
  - Build a stakeholder team with representatives from every part of the facility: housekeeping, dining, nursing assistants, nurses, social workers, Director of Nursing, Medical Director, Administrator. Identify "peer" champions that can help educate and encourage peers to get vaccinated. Hold small huddles with peer groups led by the champion for that group.
  - Encourage role modeling by medical directors, administrators, DON—e.g. post videos of them getting the vaccine on your facility's web page, intranet or on social media; have members of your leadership team get vaccinated during an all-staff meeting.
  - Create a celebratory atmosphere around getting the vaccine—hold the vaccine clinics outside if possible, with music, snacks and other giveaways.
  - Hand out stickers/buttons that say "I got the COVID-19 Vaccine".
  - Ask staff to post pictures of themselves getting the vaccine with the caption, "I'm getting vaccinated."

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## CNA leader talks about COVID vaccine



nahcaCNA #cnamembership #cnasmatter  
 AHCA/AMDA Vaccine Education  
 /ebinar - CNA Focus, Dec 16, 2020

- <https://www.youtube.com/watch?v=QJhk71PLRBkfeature=youtu.be>
- <https://www.nahcacna.org/>

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## How Was The Vaccine Developed So Quickly?

- 1. Global effort with the world's leading scientists focused on a single task
- 2. Nearly unlimited resources
  - money, knowledge, manpower, technology
- 3. A large pool of diverse adult volunteer trial participants

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## COVID-19 Vaccine Facts

FACT: COVID-19 vaccines will not give you COVID-19

FACT: COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests

FACT: People who have gotten sick with COVID-19 should still be vaccinated

FACT: Getting vaccinated can help prevent getting sick with COVID-19

FACT: Receiving an mRNA vaccine will not alter your DNA

FACT: The only absolute contraindication to the vaccine is a h/o severe allergic reaction to this vaccine.

FACT: COVID-19 vaccines are safe for women who are pregnant or breastfeeding, those on immunosuppressants, those with comorbidities including HIV, h/o GBS, h/o Bell's palsy.

Facts about COVID-19 Vaccines at <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html>

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How Effective are the  
COVID-19 Vaccines?

	<b>Pfizer (BNT162b2)</b>	<b>Moderna (mRNA-1273)</b>
Efficacy Overall	95% protection from having an infection	94.1% protection from having an infection

**Similar efficacy with different race, ethnicity and age**

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## Who was included in the COVID-19 Vaccine Trials?

	Pfizer (BNT162b2)	Moderna (mRNA-1273)
Number of people enrolled	<b>Over 40,000</b>	<b>Over 25,000</b>
Race and ethnicity of participants	Total 30% racially diverse 10% black, 13% Hispanic	37% racially diverse 10% black, 20% Hispanic/Latino
Older adults	45% were 56-85 years	23% were >65 years

\* **Notes:** Courtesy of Dr. Anuj Mehta, Data is accurate as of 11/18/2020. More information is constantly becoming available. Sub-group comparisons (e.g. comparisons about efficacy between races or age groups) may be less accurate due to smaller numbers. Sub-group numbers for the Pfizer vaccine are given for US participants with international percentages in parentheses.  
<https://www.pfizer.com/news/press-release/press-release-detail/pfizer-and-biontech-conclude-phase-3-study-covid-19-vaccine>  
<https://www.pfizer.com/science/coronavirus/vaccine>  
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[https://www.modernatx.com/sites/default/files/content\\_documents/2020-COVID-19-Study-Enrollment-Completion-10.22.20.pdf](https://www.modernatx.com/sites/default/files/content_documents/2020-COVID-19-Study-Enrollment-Completion-10.22.20.pdf)

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## Leading through the change cycle

*Where is your organization. . . .?*

<b>Creating a Climate for Change</b>			<b>Engaging &amp; Enabling the Whole Organization</b>			<b>Implementing and Sustaining Change</b>	
01	02	03	04	05	06	07	08
Create a sense of urgency	Build a guiding coalition	Form a strategic vision and initiatives	Communicate the vision. Enlist a volunteer army	Empower & enable action by removing barriers	Get quick wins Communicate them "early and often"	Leverage wins to drive more change. Sustain acceleration	Embed Institutionalize change in the culture

**Kotter 8 Step Model of Leading Change**  
<https://www.kotterinc.com/8-steps-process-for-leading-change/>

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Centers for Disease Control and Prevention. (2021, January 4). *Facts about COVID-19 vaccines*. <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html>

*What Everyone Should Know about Zostavax*. <https://www.cdc.gov/vaccines/vpd/shingles/public/zostavax/index.html#:~:text=%2F06%2F2009,-How%20Well%20Does%20Zostavax%20Work%3F,vaccine%20lasts%20about%205%20years.>

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*Moderna COVID 19 Vaccine Fact Sheet* <https://www.modernatx.com/covid19vaccine-eua/eua-fact-sheet-providers.pdf>

*Pfizer COVID 19 Vaccine Fact Sheet* <https://www.fda.gov/media/144413/download>