



AGENCY FOR HEALTHCARE RESEARCH AND QUALITY



Learning Guide for Leadership

Take Your Best Shot!

Strategies To Increase Nursing Home Staff Confidence in the COVID-19 Vaccine

Nursing home staff are at the front lines of the COVID-19 pandemic. Vaccinations are critical tools in protecting nursing home staff and residents from COVID-19, but staff may have concerns about COVID-19 vaccine safety. Creating an open dialogue with staff and providing fact-based information about the COVID-19 vaccines are important methods to help increase confidence in the vaccine. This Learning Guide provides nursing home facility leadership strategies that enable them to have effective one-on-one conversations with staff on vaccines. The guide outlines a standardized strategy for delivering an organized curriculum to help raise staff awareness of accurate information about the COVID-19 vaccines and increase their confidence in the COVID-19 vaccine.

Preparation for Leadership Presentation

Administrator

- Determine who will facilitate this program to the leadership team. Recommendation: Staff Educator, Infection Preventionist or Nurse Leader.
- Meet with the facilitator and review the learning module curriculum and module facilitation guides.
- Schedule leadership team meeting (60 minutes). Recommended department leaders: Directors/Managers of Maintenance, Environmental Services, Dietary, Recreation, Social Work, Nursing, Minimum Data Set (MDS) Coordinators, Business Office, Therapy/Rehabilitation Services.

Nursing Home Education Leader or Other Facilitator

- Review the Vaccine Education Guide:
 - PowerPoint: [COVID-19 Vaccine Education: A Guide for Conversations with Nursing Home Team Members](#)
 - IHI Handout: [COVID-19 Vaccine Education: A Guide for Conversations with Nursing Home Team Members](#)
- Review the [Vaccine Conversations with Long-Term Care Staff](#)
- Review the *Take Your Best Shot! A Curriculum and Facilitator's Guide for 10-Minute Huddles*.
- Gather materials needed for the Leadership Team Meeting:
 - Notecards for each attendee.
 - Container or basket to collect notecards.
 - [Print the IHI Handout for leadership team](#). (optional)
 - Consider enlisting the support from an administrative assistant to gather and print materials in preparation of the leadership meeting.



Conduct Leadership Meeting

SAY:

We're beginning to turn the corner on the COVID-19 pandemic. For the first time, we have a way to decrease COVID-19 illness, hospitalizations, and death from this virus for ourselves, our families, residents, and friends. Today we are going to provide an overview of COVID-19 vaccine concerns, share facts to help you learn about the vaccines, present the curriculum that will be delivered to staff members during organized huddles, and provide recommendations on how you can serve as a resource to our staff. We want to be sure our staff who have concerns or doubts about the vaccine can receive the answers they need to make an informed decision. Support from this leadership team is essential to "Get Back to Normal."

DO:

- Request all leaders write down at least one question or concern about the COVID-19 vaccines they have or have heard from staff on a notecard. Have participants fold the notecards and place them in a container for review later in the meeting.
- Present the IHI COVID-19 Vaccine Education: *A Guide for Conversations with Nursing Home Team Members* PowerPoint.
- Watch the video: *Vaccine Conversations with Long-Term Care Staff* (less than nine minutes).
- Review the questions and comments submitted earlier. (Facilitator will sanitize hands after handling the notecards). Provide answers to the questions if you know them. Set aside questions that require more research and provide answers as soon as possible.
- Present the overall approach and roll out of the *Take Your Best Shot! A Curriculum and Facilitator's Guide for 10-Minute Huddles*.
- Discuss ideas and strategies for additional engagement with staff in support of the *Take Your Best Shot! Curriculum*.
- Set a facility goal for vaccine compliance for staff. Consider aligning your facility goal with the nationwide goal, set by American Health Care Association and LeadingAge with help from the CDC, of getting 75% of nursing staff vaccinated against COVID-19 by June 30, 2021.¹

Engagement Suggestions to Increase Staff Confidence in the COVID-19 Vaccine

Communication

- Set up anonymous COVID-19 vaccine question box where staff can submit their questions written on a piece of paper.
- Designate a staff bulletin board for posting of anonymous questions and answers.
 - Nursing Home Education Leader, who is responsible for the Vaccine Confidence Program, will collect and review all questions, research for evidence-based responses and post findings from credible sources on the bulletin board.
- Offer a virtual Town Hall meeting (Example: Zoom) and invite your medical team to participate. Identify a staff member who would be willing to share his/her vaccine story (or share short video such as CNA video) and experience and explain what made him/her decide to get the vaccine.
- Send email blasts with vaccine success stories, messages from your medical director, facts/myth buster information from CDC, short informational videos (example: [COVID-19 Vaccinations - Perspectives from a Nursing Home CNA](#)), and details on how to sign up for the next vaccine clinic.
 - CDC had developed a [COVID-19 Vaccine Communication Toolkit for Essential Workers](#) which includes newsletter content, key messages, fact sheets, flyers/posters and social media content to help provide clear, consistent, and credible information about COVID-19 vaccines to your staff.

¹ [Nursing Homes Set Goal To Get 75% Of Staff Vaccinated By June 30 \(ahcancal.org\)](#)

- Leverage closed-circuit TV to share vaccine safety tips, staff vaccine stories, and videos from CDC explaining the benefits.

Recognition

- Create friendly competition for a prize or recognition for the department or unit that have the most staff vaccinations.
- Identify how you will celebrate success: personal hand-written thank you notes from administrator, a bulletin board titled “Vaccine Champions” with staff names who received the COVID-19 vaccine, stickers, pizza, or ice cream.

Supportive Strategies

- Provide a private vaccination area for staff members who are willing to receive the vaccine but have a fear of needles or desire additional privacy.



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