

HEALTH MANAGEMENT ASSOCIATES

# Staged Reopening & Vaccine Hesitancy

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W W W . H E A L T H M A N A G E M E N T . C O M

## ■ TODAY'S PRESENTATION



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## ■ AGENDA

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- + Staged Reopening
- + Managing Staff
  - + Vaccine Hesitancy
  - + Supervision Issues
- + Discussion
- + Next steps

## ■ IN ORDER FOR A PROGRAM TO OPEN

The government permits

The agency is ready

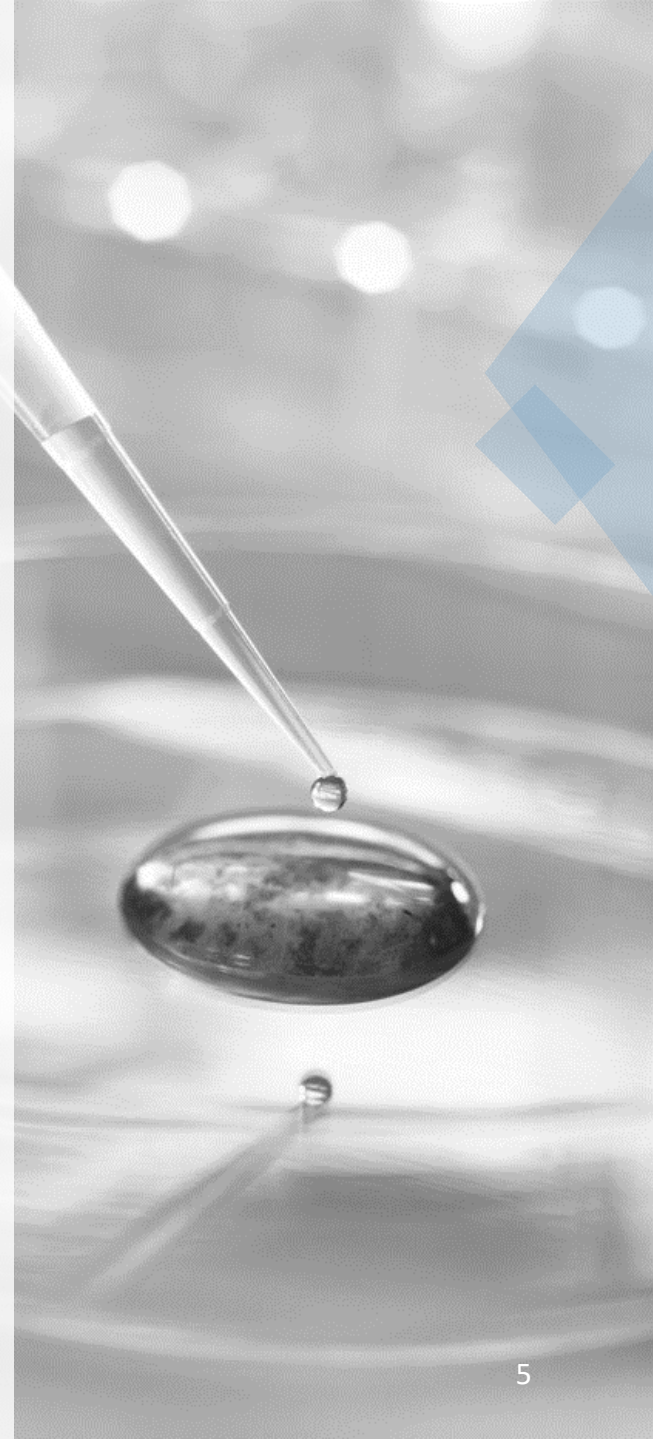
The program is appropriate

Staff are available

Clients can  
attend

# VACCINATION & REOPENING

- + Vaccination is the way forward in supporting a re-opening strategy.
- + There are 2 ways to get there:
  - + Vaccinate all staff
  - + Vaccinate all clients and the community
- + Challenges:
  - + Herd or population immunity targets vary from 70% to 90%, but is really unknown
    - + There is no vaccine for children yet, must rely on adults
  - + Vaccine supply continues to be limited





# THREE VACCINES ARE CURRENTLY AVAILABLE UNDER EUA

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1. **Pfizer/BioNTech: 2 doses** given at least **21 days apart**
2. **Moderna: 2 doses** given at least **28 days apart**
3. **J&J/Janssen: 1 dose**

All 3 underwent rigorous clinical trials among people with diverse backgrounds

Clinical trial data show all 3 are safe and effective at preventing COVID-19

It is unknown how long protection might last

## ■ VACCINATION OPPORTUNITIES

- + The vaccine is especially important to those working in client-facing roles, yet 28% say they want to wait and see\*
- + Staff need to share their concerns, ask questions and get information so they can make good decisions about being vaccinated for themselves
- + Some people will not be able to be vaccinated and may need special consideration

\*KFF COVID-19 Vaccine Monitor (conducted Jan 11-18, 2021): <https://www.kff.org/report-section/kff-covid-19-vaccine-monitor-january-2021-vaccine-hesitancy/>

## EFFECTIVE STRATEGIES TO BUILD CONFIDENCE IN COVID-19 VACCINES

<b>Do Not Wait</b>	<b>Be Credible</b>	<b>Be Clear</b>	<b>Empathize</b>	<b>Acknowledge Uncertainty</b>
<p>Once formed, attitudes are hard to change</p>	<p>Consistency and transparency sharing what is known and not known and emerging information</p>	<p>Avoid jargon and tailor to literacy level of target audience</p>	<p>Show empathy and respect, ensure people feel their concerns were heard and are respected</p>	<p>Manage expectations by noting how fast information is coming and don't over-promise</p>

National Academy of Science: Strategies for Building Confidence in the COVID-19 Vaccines, February 2021



## ■ VACCINE HESITANCY: WHAT DO NATIONAL SURVEYS SAY?

- 59% - worried about possible side effects
- 55% - lack of trust in government to ensure safety & effectiveness
- 53% - concern that the vaccine is too new
- 51% - concern over the role of politics in the development process
- 43% - risks of COVID-19 are being exaggerated
- 37% - don't trust vaccines in general
- 33% - don't trust the health care system
- 27% - worried they may get COVID-19 from the vaccine
- 20% - don't think they are at risk of getting sick from the virus

<https://www.kff.org/coronavirus-covid-19/report/kff-covid-19-vaccine-monitor-december-2020/>

## VACCINE HESITANCY: WHAT DOES THE LITERATURE SAY?

- **Vaccine hesitancy is not the same as being anti-vaccination**
- Medical racism has left significant scars; we need to build trust
- In uncertain and uncontrollable situations, people focus on reducing negative emotions ...**frame vaccination as a concrete, actionable strategy to reduce COVID-19 risk**
  - Highlight feelings of control over reducing COVID-19 risk
  - May require communicating the risk of contracting COVID-19
- **Harm reduction** is an evidence-based public health strategy that was developed in the fight against AIDS and works for vaccination efforts as well.
- Acknowledge fears, anger and negative emotions
- Emphasize stringent safety and efficacy standards of vaccine development process
- **Elicit positive emotions** toward helping one's community restore health & wellbeing
- Raise awareness of manipulation of negative emotions by disinformation campaigns
  - Social media's influence on vaccine hesitancy & compromise of public confidence

# COMMUNICATION STRATEGIES TO PROMOTE VACCINE ACCEPTANCE



Meet People Where They Are & Don't Try to Persuade Everyone



Avoid Repeating False Claims – Emphasize Facts Instead



Tailor Messages to Specific Audiences Down to the Individual Level



Adapt Messaging as Circumstances Change



Respond to Adverse Events in a Transparent, Timely Manner



Identify Trusted Messengers to Deliver Messages



Emphasize Support for Vaccination Instead of Focusing on Naysayers



Leverage Trusted Vaccine Endorsers



Pay Attention to Delivery Details That Also Convey Information – User Experience

National Academy of Science: Strategies for Building Confidence in the COVID-19 Vaccines, February 2021

## ■ VACCINE HESITANCY: POTENTIAL STRATEGIES

1. **“Ask-a-Nurse/Doctor”** info-sessions with small groups
2. **Personal story:** Vaccinated individual shares their story with small group
3. **One-on-one conversations**
4. **Outreach materials:** For employees; for clients/patients
5. **Conversations with residents/clients**
6. **Motivational Interviewing session for staff:** How to use MI to support COVID safety and vaccination

**What’s missing? What can make it easier for personal and small group sessions? How do we build trust? How do we infuse the evidence-base into our response?**

## ■ VACCINE HESITANCY: WHAT REASONS ARE PEOPLE GIVING?

Responses we have heard:

1. I don't trust it's safe
2. I have a special condition and worry it will hurt me
3. I am worried about side effects
4. I haven't gotten COVID-19 yet, so why should I?
5. I don't want the vaccine to give me COVID-19
6. There isn't enough vaccine. I shouldn't get mine if others I love can't

+ Other reasons you've heard?

## ■ SUPERVISION ISSUES

Employers may have questions about requiring employees to be vaccinated, what they should do for those who cannot be vaccinated, & how to address reasonable accommodation requirements

See Equal Employment Opportunity Commission pandemic-specific links:

- + <https://www.eeoc.gov/laws/guidance/pandemic-preparedness-workplace-and-americans-disabilities-act>
- + <https://www.eeoc.gov/wysk/what-you-should-know-about-covid-19-and-ada-rehabilitation-act-and-other-eeo-laws>

See CDC guidance for Workplaces & Businesses:

- + [https://www.cdc.gov/coronavirus/2019-ncov/community/workplaces-businesses/index.html?CDC\\_AA\\_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fcommunity%2Forganizations%2Fbusinesses-employers.html](https://www.cdc.gov/coronavirus/2019-ncov/community/workplaces-businesses/index.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fcommunity%2Forganizations%2Fbusinesses-employers.html)

See US DOL Occupational Safety & Health Administration Coronavirus guidance:

- + <https://www.osha.gov/coronavirus>

## CONTACT US

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**APPENDIX:  
FACT-BASED RESPONSES  
TO COMMON CONCERNS**

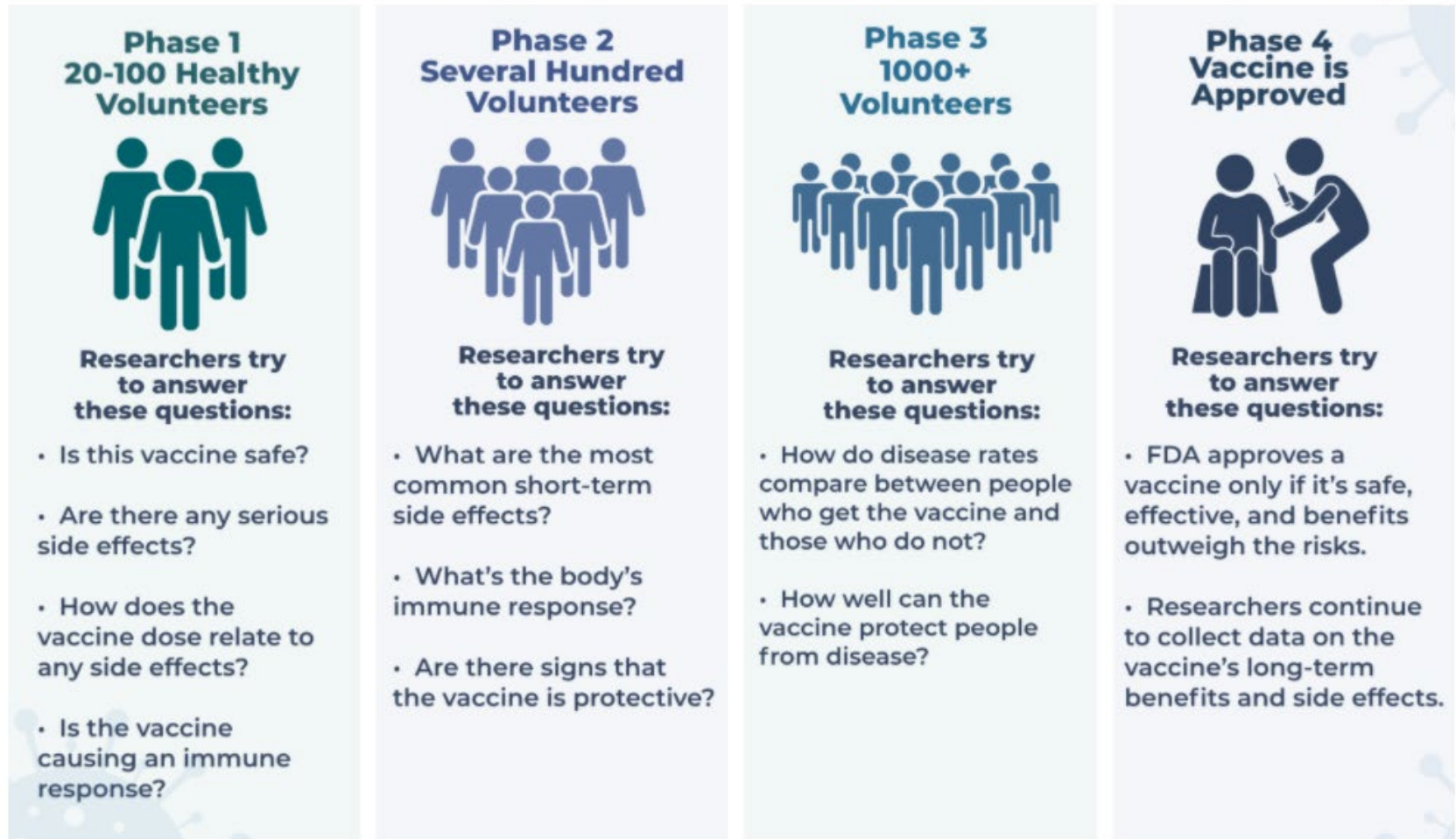
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# 1. I DON'T TRUST ITS SAFE

## Four Phases of Clinical Trials



National Institutes of Health: Understanding Clinical Trials <https://covid19community.nih.gov/resources/understanding-clinical-trials>

## 1. I DON'T TRUST IT'S SAFE

### Clinical Trials

#### Pfizer/BioNTech

**45,302** enrolled as of 12/21/20

- 43,125 received 2<sup>nd</sup> dose

**150** clinical sites in 6 countries

**39** U.S. states

Racial/ethnic distribution in US

**13%** - Hispanic

**10%** - African American

**6%** - Asian

**1.3%** - Native American

**56%** ages 18-55

**40%** ages 56+

#### Moderna

**30,000** enrolled as of 11/30/20

**89** clinical sites

**32** U.S. states

Racial/ethnic distribution

**20%** - Hispanic

**10%** - African American

**4%** - Asian

**3%** - All others

**64%** ages 45 and older

**39%** ages 45-64

**25%** ages 65+

Source: <https://www.pfizer.com/science/coronavirus/vaccine>; <https://www.modernatx.com/cove-study>  
For more information, visit [www.clinicaltrials.gov](http://www.clinicaltrials.gov)

## ■ 1. I DON'T TRUST IT'S SAFE

### Clinical Trials

#### Johnson & Johnson Janssen

**39,321** enrolled as of 1/22/21

Clinical sites in 8 countries:

Latin America - 6

North America - 1 (U.S.)

South Africa - 1

Racial/ethnic distribution in US

**45.3%** - Hispanic

**19.4%** - African American

**9.5%** - Native American

**3.3%** - Asian

**66.5%** ages 18-59

**33.5%** ages 60+

**39.9%** with one or more comorbidity

Source: <https://www.fda.gov/media/146217/download>  
For more information, visit [www.clinicaltrials.gov](http://www.clinicaltrials.gov)

## ■ 2. I HAVE A SPECIAL CONDITION & WORRY IT WILL HURT ME

- All 3 vaccines were tested with people with medical conditions due to the risk of severe illness if these people were to become infected with COVID-19.
- People with underlying medical conditions, including autoimmune conditions who do not have contraindications may receive the vaccine.
- Contraindications do exist for some people
- If you are concerned, you should check with your health care provider.

<https://www.cdc.gov/vaccines/covid-19/info-by-product/clinical-considerations.html>

### 3. I AM WORRIED ABOUT SIDE EFFECTS

Most people do not have serious problems after being vaccinated.

Some people experience side effects mostly occurring the day after vaccination and resolve in 1-2 days.

	Side Effect	To Ease Discomfort
<b>In the arm at site of injection</b>	Pain Swelling (Similar to what you may have had with prior injections)	Apply clean, cool, wet washcloth Use or exercise your arm
<b>Throughout the body</b>	Fever Chills Tiredness Headache	Drink plenty of fluids Dress lightly

**Side effects are a sign that your immune system is doing exactly what it is supposed to do. It is working and building up protection to disease.**

The CDC is continuing to monitor. People are advised to call their doctor if side effects are worrying or do not seem to be going away after a few days.

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/expect/after.html>

### ■ 3. I AM WORRIED ABOUT SIDE EFFECTS

## What about allergic reactions?

- Allergic reactions NOT related to vaccines or injectable therapies, such as to food, pet, venom, environmental factors, latex, or oral medication are NOT a contraindication to vaccination – even if they were severe – but require precaution of longer monitoring time (30 minutes).
  - (A severe allergic reaction is one where you were treated with epinephrine, EpiPen or had to go to the hospital)
- Past allergic reactions to any other vaccine or injectable therapy should consult with healthcare provider
- People with severe allergic reaction (anaphylaxis) after a previous dose of mRNA COVID-19 vaccine or a component requires should NOT get the vaccine and talk your provider.

<https://www.cdc.gov/vaccines/covid-19/info-by-product/clinical-considerations.html>

## ■ 3. I AM WORRIED ABOUT SIDE EFFECTS

### What about long-term side effects?

- COVID-19 vaccines were being tested in large clinical trials to assess their safety.
- This does take time and the risk of waiting increases the number of people who will get COVID-19.
- A system has been developed to monitor for very rare or long-term side effects. That is why safety monitoring will continue.
- CDC has an independent group of experts that reviews all the safety data as it comes in and provides regular safety updates. If a safety issue is detected, immediate action will take place to determine if the issue is related to the COVID-19 vaccine and determine the best course of action.

<https://www.cdc.gov/vaccines/covid-19/info-by-product/clinical-considerations.html>

## ■ 4. I HAVEN'T GOTTEN COVID-19 YET, SO WHY SHOULD I?

COVID-19 has caused very serious illness and death for a lot of people

If you get sick, you risk giving it to loved ones & you may have long-term issues after recovery

COVID-19 Vaccination will help protect you:

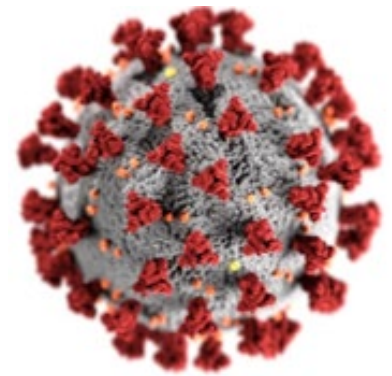
- Helps your body build an immune response against the virus
- May help keep you from getting severely ill, even if you do get COVID-19
- Can protect you family, your coworkers, and clients.





## ■ 5. I DON'T WANT TO GET COVID-19 FROM THE VACCINE

- Two currently available vaccines (Pfizer & Moderna) use messenger RNA to make proteins to help your body build immunity
  - mRNA give cells instructions to produce antibodies to fight the infection
- One vaccine (J&J/Janssen) uses a different virus as a vector which delivers instructions to make antibodies
  - The vector virus poses no threat of causing illness in humans
- **These vaccines CANNOT give someone COVID-19**
- It takes about 2 weeks after being fully vaccinated for the body's immune system to be ready



Sources: College of Physicians of Philadelphia. What is an mRNA vaccine? <https://historyofvaccines.blog/2020/07/29/what-is-an-mrna-vaccine/>  
JAMA. COVID-19 and mRNA Vaccines—First Large Test for a New Approach. <https://jamanetwork.com/journals/jama/fullarticle/2770485>

## ■ 6. CONCERN ABOUT LIMITED VACCINE

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- Some people don't feel right about being vaccinated before others they love
- By getting vaccinated to reduce the potential that you could become infected and bring COVID-19 infection to your family.
- Everyone will be provided an opportunity to receive the vaccine.
- Let's look at how New York is prioritizing vaccinations...

## ■ 6. CONCERN ABOUT LIMITED VACCINE

- New York requires the following process:
  1. Determine eligibility & schedule appointment
  2. Complete the NY COVID-19 Vaccine Form
  3. Bring proof of eligibility to your appointment
  4. Your 2<sup>nd</sup> dose appointment is scheduled automatically
  
- OMH & OASAS is working to support providers through O-LOV Vaccination Program (O-Agency Link-Outreach-Vaccinate)
  - Agencies are encouraged to submit data to the NYS Multi-Agency Vaccination Data Collection System weekly
  - Data will be used to prioritize provider agencies for outreach
  - Outreach teams will support agency vaccinations of eligible staff and clients
  - See: <https://omh.ny.gov/omhweb/o-lov-covid19-vaccine/>