



**September 15, 2021**  
**10:30 am - 12:00 pm**

# **How to Hold Meaningful Conversations About the COVID-19 Vaccine**



Made possible by a grant from  
Archstone Foundation



# Webinar Tips



The meeting is being recorded



"Listen only" mode is on



Handouts are accessible using the Handouts Tab



Submit all questions using Q&A feature



"Chat" and "Hand Raise" features are off



Please complete survey at the end of webinar

# September 15, 2021 Webtalk Evaluation: 4.8/5!

1. Much thanks for the updates
2. Always great! Thank you for putting these on. I depend on them so.
3. Thank everyone for your support and hard work!
4. The public health information and panelist presentations were very helpful in translating policy guidance into practice. Thanks to all!
5. Great webinar, right on target with current environment and new requirements and updates. Thanks team!
6. Once again, thank you
7. Great information! Loved the resources provided in the clickable links towards the end of the slides. Thank you for sending out the handouts before the webinars occur (I like to print it out in advance for note-taking as I follow along)
10. Real situations - "Center Landscape today and Best Practices" discussed /shared by the panelists were super beneficial. Great take home information. Kudos to all of you
11. Thank you not only for the information but the commentary information was very helpful
12. The information from the ACL is very helpful. I was surprised to hear that some centers are having difficulty with staff recruitment. At our center we have been attempting to replace an ASW who refused to be vaccinated and tested as per requirement.
13. Information presented was extremely helpful but clarification needed that testing employees after 9/30/21 refers to employees with an exemption.
14. It was one of the most useful presentations. Thank you to wonderful knowledgeable panelists



# How to Have Meaningful Conversations About the COVID-19 Vaccine

Keith Chartier, MPH, Associate Executive Director

Karen Schindler, PT, Senior Clinical Improvement Advisor

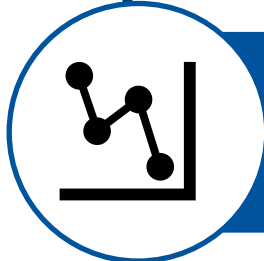
Claudia Kinsella, MSN, RN-BC, Quality Improvement Specialist

Health Services Advisory Group (HSAG)

# Today's Objectives



Describe the importance of workplace well-being during the COVID-19 pandemic.



Analyze the current COVID-19 landscape in California.



Demonstrate how to have meaningful conversations and identify social media misinformation and disinformation.



# Are You Taking Care of Yourself?

# It Has Been a Challenging 18 Months

Closing  
California

Isolation

Infection  
Prevention

Technology

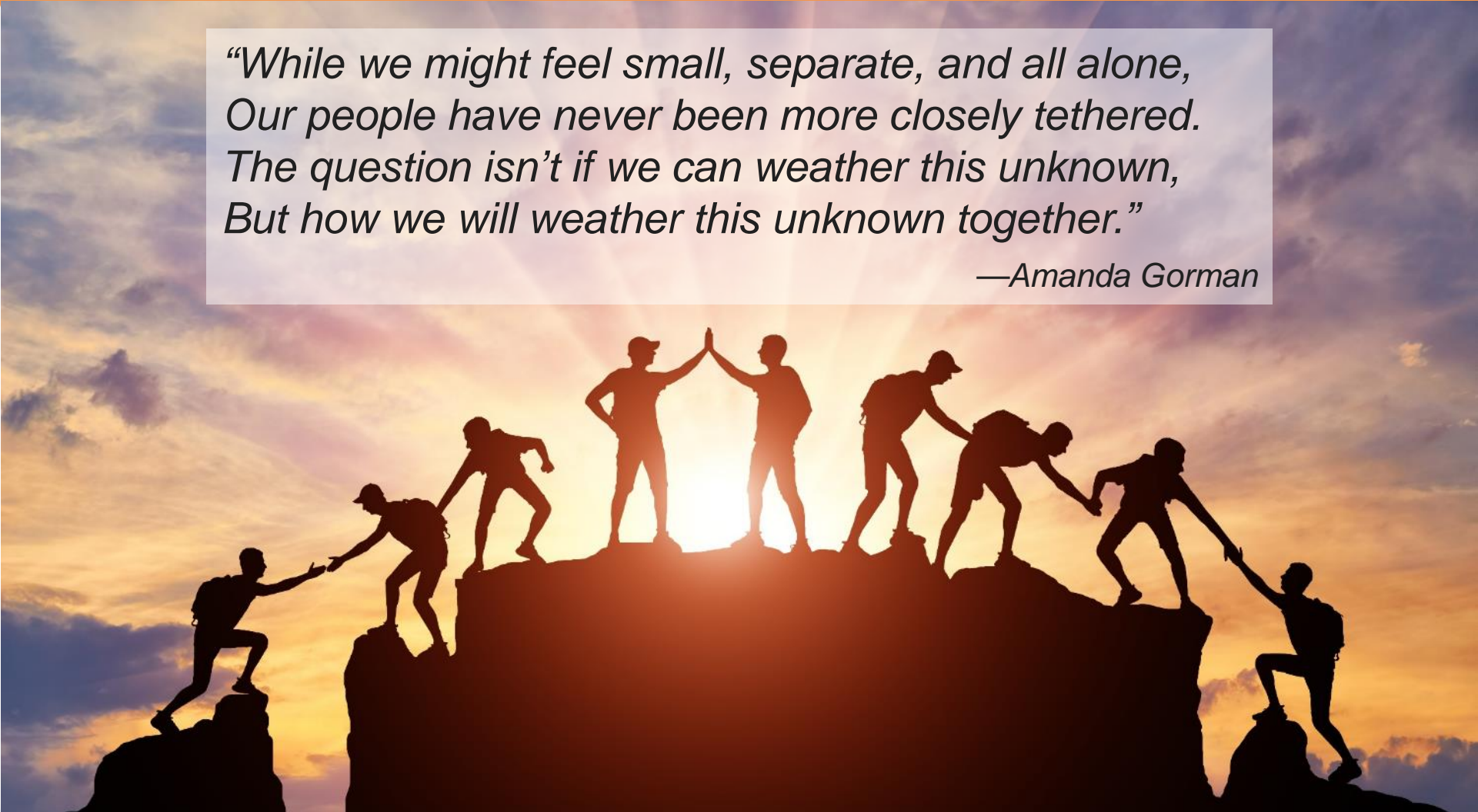
COVID-19  
Deaths



# The Miracle of Morning

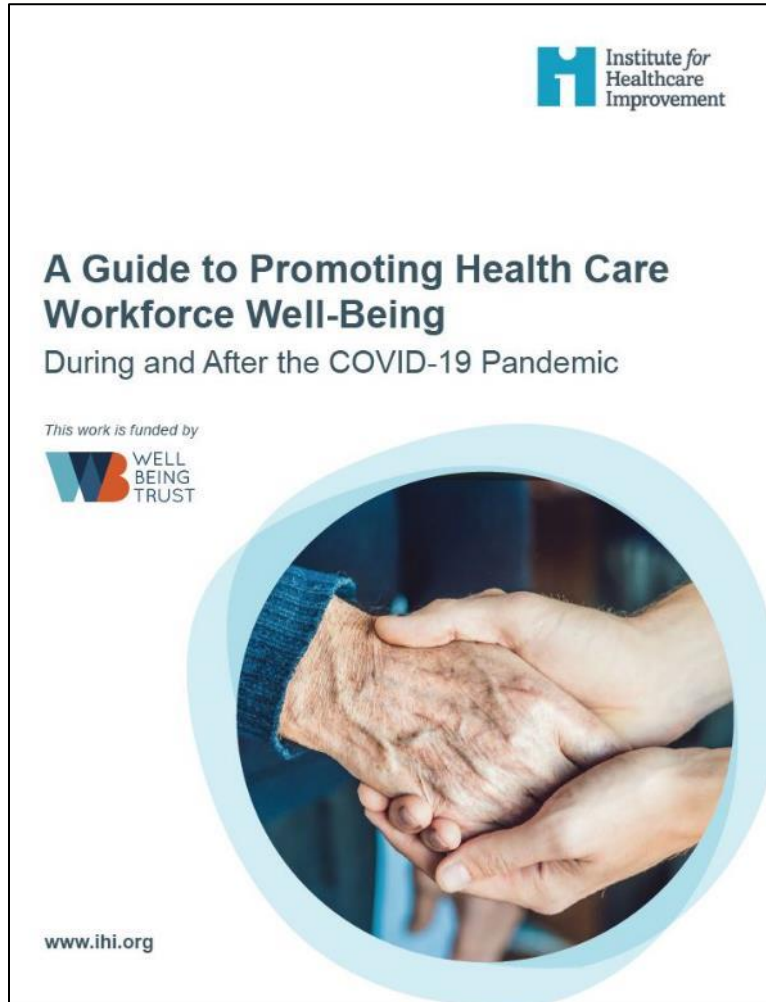
*“While we might feel small, separate, and all alone,  
Our people have never been more closely tethered.  
The question isn’t if we can weather this unknown,  
But how we will weather this unknown together.”*

—Amanda Gorman





# Institute for Healthcare Improvement (IHI) Resources on Workforce Well-Being



Visit <http://www.ihl.org>  
to register and access  
excellent no-cost resources.

# Psychological Safety

## Your Psychological PPE

to Promote Mental Health and Well-Being



These recommendations are based on a review of published literature and the experience of health systems. For more information visit [ihi.org](http://ihi.org).

### Individual



Take a day off and create space between work and home life



Avoid publicity and media coverage about COVID-19



Receive mental health support during and after the crisis



Facilitate opportunities to show gratitude



Reframe negative experiences as positive and reclaim agency

### Team Leader



Limit staff time on site/shift



Design clear roles and leadership



Train managers to be aware of key risk factors and monitor for any signs of distress



Make peer support services available to staff



Pair workers together to serve as peer support in a “buddy system”



# Today's COVID-19 Snapshot

### Confirmed cases in California

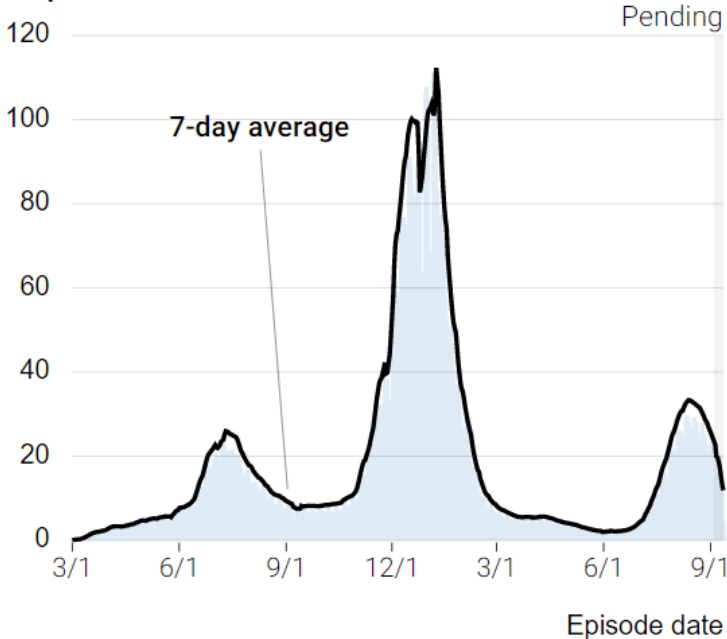
Episode date	<a href="#">Reported date</a>
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**4,360,955** total confirmed cases

**6,842** new cases (**0.2%** increase)

**22.8** cases per 100K (7-day average)

Cases per 100K



### Confirmed deaths in California

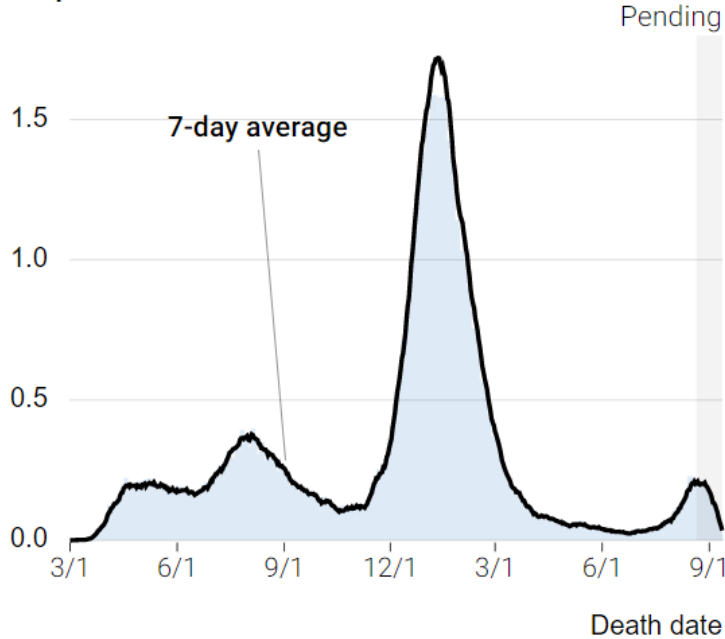
Death date	<a href="#">Reported date</a>
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**66,716** total confirmed deaths

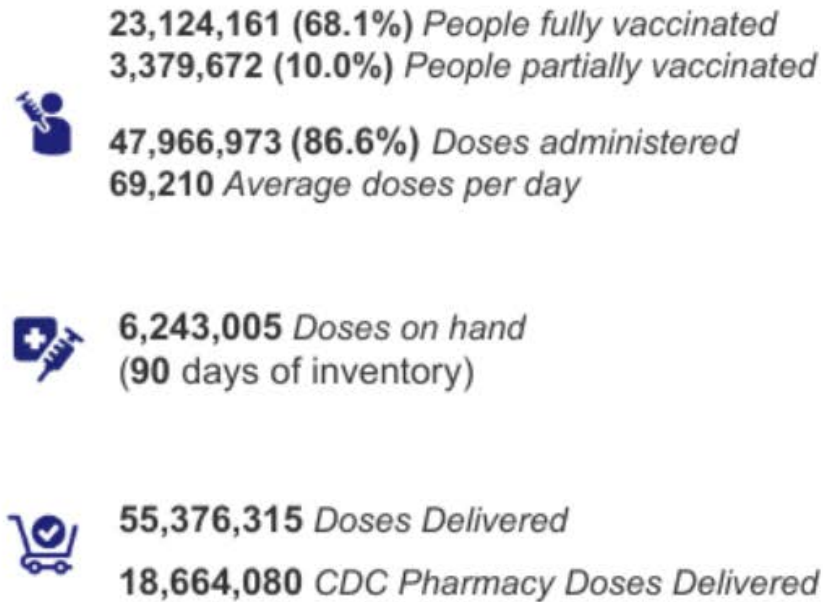
**15** new deaths (**0.02%** increase)

**0.2** deaths per 100K (7-day average)

Deaths per 100K



## Statewide



See [Data Dictionary](#) for Details.

## Doses Administered by County of Residence

County	
(All)	
Los Angeles	12,339,260
San Diego	4,312,913
Orange	3,990,396
Santa Clara	2,848,777
Riverside	2,474,512
Alameda	2,291,188
San Bernardino	2,057,427
Sacramento	1,748,532
Contra Costa	1,617,391
San Francisco	1,301,436
San Mateo	1,115,694
Ventura	1,049,543
Fresno	994,288
San Joaquin	771,005
Kern	757,566
Sonoma	677,118
Santa Barbara	530,294
Stanislaus	524,038
Monterey	520,884
Solano	510,776



Data: 9/12/2021 11:59pm | Posted: 9/13/2021

# COVID-19 Vaccine Mandates

## California

- Healthcare workers (including Adult Day Health Care) must be vaccinated by **September 30.**

August 5 state public health officer order:  
<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/Order-of-the-State-Public-Health-Officer-Health-Care-Worker-Vaccine-Requirement.aspx>

## Federal

- Healthcare workers
- Employers with 100+ employees
- Federal workers and contractors
- **Awaiting further details**

White House Announcement:  
<https://www.whitehouse.gov/covidplan/>





# The COVID-19 Vaccine: How to Effectively Navigate Social Media Misinformation

**Do you find yourself in a conversation tug-of-war  
when it comes to the COVID-19 vaccine?**



# Communicate With Empathy



# Communicating With Empathy



- Conversations are two-way communication—a dance, not a wrestling match.

## Open-Ended Questions

- Listen to **understand**, **not** to respond. Walk a mile in their shoes.

## Recognize Each Other's Strengths

- “I can understand why you are concerned,” or “I appreciate that you wear a mask when you go out.”

## Reflective Listening/Explore-Offer-Explore

- “It sounds like you have concerns about the vaccine’s safety. What have you been hearing? I’m interested in how you see the positives and negatives.”

## Provide Information/Advice with Permission

- “Could I share some information with you based on what you just shared?”
- Do not forget to explore the response to your information.

## Summarize the Conversation

- Communicate understanding, include important elements of discussion, and ask to continue the conversation, as needed.



# Misinformation vs. Disinformation

- **Misinformation:** Incorrect information but is not spread to cause harm.
- **Disinformation:** Incorrect information that is spread to cause harm.



# Misinformation vs. Disinformation (cont.)

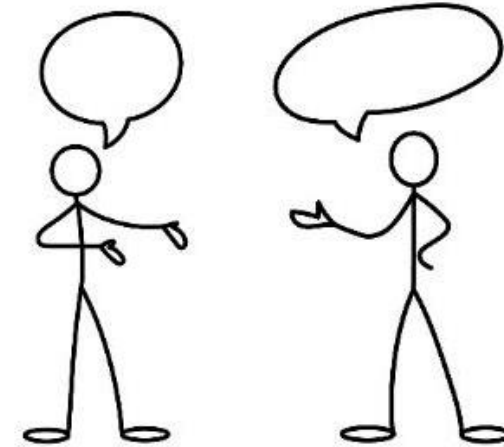
- There is a parallel between how COVID-19 spreads and how information spreads.
  - Super spreader events for misinformation and disinformation
    - Large platform, many followers
    - e.g., hydroxychloroquine
- Immunize against rumors and misinformation.
  - Prepare people but don't give legs to run
- Why can misinformation spread faster than correct information?
  - It is a novelty
  - Status in sharing information that is “novel”



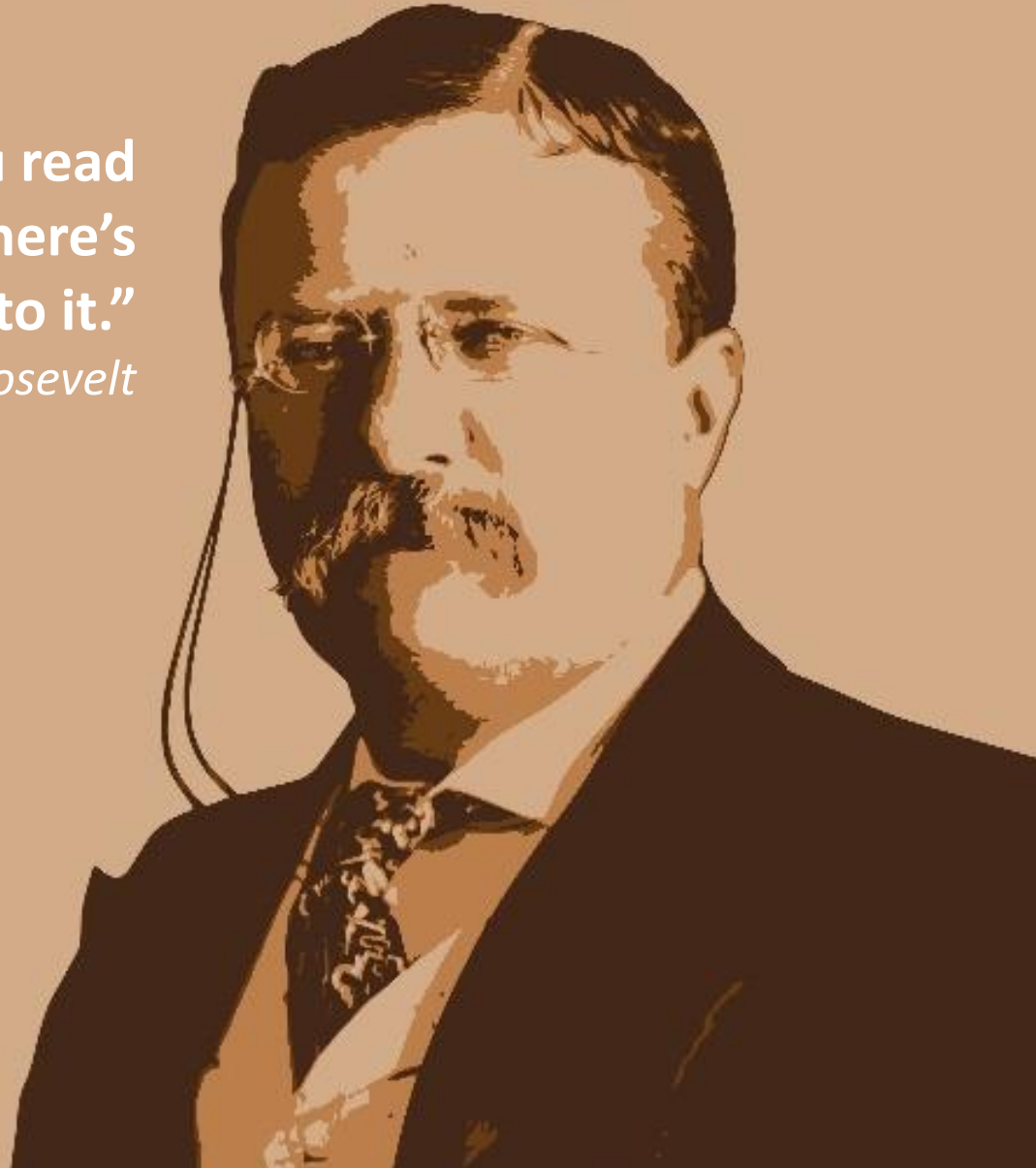


# Strategies to Address Social Media Medical Misinformation

- Don't take the misinformation personally.
- Listen first; people want to be heard.
- Show respect
- Celebrate the fact that the person trusts you enough to have a conversation.
- The goal is not to prove them wrong.



**“Don’t believe everything you read  
on the Internet just because there’s  
a picture with a quote next to it.”**  
*—Theodore Roosevelt*



# How to Address Social Media Misinformation

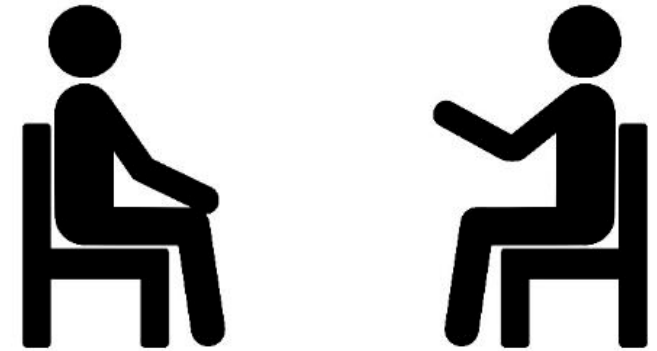
- Try to assess why the information is speaking to the person.
- Take the opportunity to redirect them to more trustworthy information sources and explain to them what we know medically.
- Ask them to consider:
  - Where is this information coming from?
  - Is it gaining popularity because it is sensationalized?

# Leading a Conversation About Social Media and the COVID-19 Vaccine

- Acknowledge the concern.
  - “I see you have been thinking about this a lot.”
  - Encourage discussion; don’t shut them down.
- Ask questions.
  - “Tell me where you heard about this information.”
  - “Do you trust the source?”
- Never be condescending, this is a person who is trusting you to have a conversation; avoid using strongly negative words like “no” or judgmental responses like “that’s crazy!”

# Leading a Conversation About Social Media and the COVID-19 Vaccine (cont.)

- Offer to trade sources. Ask permission: “May I share some recent information that I have?”
- Explain what you know medically and where you found the information.
  - “That is a good question, let’s talk that through.”
- Again, the point is **not** to prove them wrong.



# Actionable Steps to Address Misinformation

- Immunize people against rumors and misinformation.
- Let them know that misinformation and disinformation is common on social media, and teach them how to spot it:
  - It is sensationalized
  - No reference or science behind it
  - Not confirmed by trusted experts (CDC, NIH\*)



# Actionable Steps to Address Misinformation (cont.)

- Be open to discussing misinformation without judgement; practice this.
- Create a list of trusted resources to share with staff.





# Chat Question: What Are Your Trusted Resources and Tools?

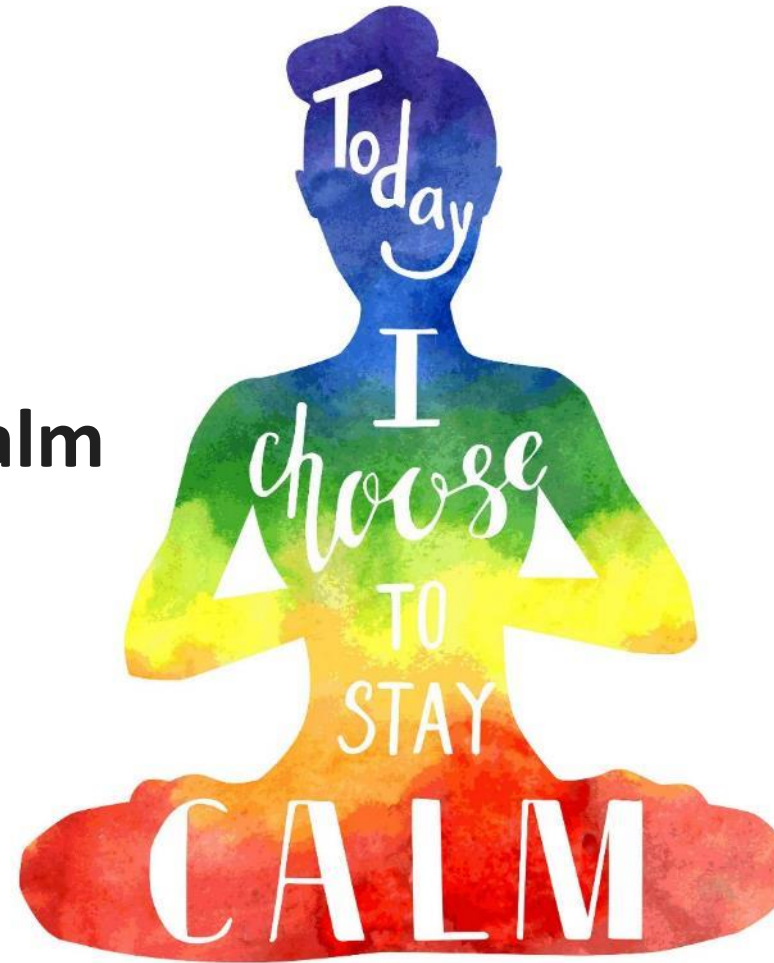
# How to Ensure Your Source is Credible

- Is it sensationalized?
- Are there references or scientific data behind it?
- Is it confirmed by trusted experts (CDC, NIH)?
- Vet the information by comparing it to other resources that have been proven credible.



# Mindfulness Moment

**Headspace | Underlying Calm**




# Four Things To Do by Friday

- 1. Write down and commit to trying one new way you can care for yourself this week.**
- 2. Practice communicating with empathy.**
- 3. Identify your go-to image to reset during a tense conversation.**
- 4. Research a statement with a reputable source that you believe may be misinformation or disinformation.**

You are here: Home ► COVID-19 ► Vaccine Resources

## Vaccine Resources



**Full Speed Ahead! COVID-19  
Vaccination Recognition Program**

Access program materials, resources, and register for upcoming quickinars.

[Learn More](#)

### COVID-19

[COVID-19 Events](#)

[Long-Term Care Facilities](#)

[Contact Us](#)

► [Vaccine Resources](#)

[Telehealth Resources](#)

[Full Speed Ahead! COVID-19 Vaccination Recognition Program](#)

[NHSN Data Reporting](#)

[Improving Vaccine Acceptance](#)

[Vaccine Equity](#)

[National and State Vaccine Data](#)

[Vaccine Guidelines](#)

[Find the Vaccine](#)





# Questions?





# Thank you!

Keith Chartier: [KChartier@hsag.com](mailto:KChartier@hsag.com)  
Claudia Kinsella: [CKinsella@hsag.com](mailto:CKinsella@hsag.com)  
Karen Schindler: [kschindler@hsag.com](mailto:kschindler@hsag.com)



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# Upcoming ALE webtalks & other trainings

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**Sept 15 1:00 pm to 3:00 pm: CA Dept of Social Services webinar [“COVID-19 Updates & Planning For Flu Season During The Pandemic”](#)**

**Sept 16 1:00 pm to 2:00 pm: [CAADS Webinar with Labor Law expert Jennifer Shaw on the Aug. 5 Public Health Order Mandating Vaccinations](#)**

**Oct 6 10:30 am Webtalk: Dr. Tina Sadarangani** - Assistant Professor NYU College of Nursing to discuss early findings from her NIH funded research about CA ADHCs including barriers to primary care providers and centers working more closely together in support of their patients.

*\* Note: Sept 15 is the last in the series of Archstone Foundation supported “free” webinars that are open to all CAADS non-members.*

*\*\*Oct 6 is free to CAADS members and there will be a nominal fee charged for non-members.*

# CAADS Membership

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- **The best time to join CAADS is Anytime! But NOW is ideal** because annual conference is just around the corner and discounted member rates are available.
- New member-only benefits are in the works – including “Office Hours” and “Lunch and Learn” options to support you as you get back to congregating and learning how to navigate CalAIM opportunities for additional reimbursement.
- Join the vibrant and growing CAADS community by going to the CAADS website <https://caads.org/> or email [Danielle@caads.org](mailto:Danielle@caads.org) who will happily answer all your questions and get you started as a CAADS member.

# Thought for the Week

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Empathy is about  
finding echoes of  
another person in  
yourself.

~Mohsin Hamid  
British Pakistani Author

