



Great Plains Quality Innovation Network Nursing Home Vaccination Change Package

The Great Plains Quality Innovation Network Nursing Home Vaccination Change Package was developed to guide nursing homes in improving vaccination rates among residents and staff. The change package identifies barriers and challenges to vaccination and provides interventions supported by evidence-based tools and resources to improve vaccination quality measures and rates.

Table of Contents

Contents

- Table of Contents 1
- All Vaccinations 2
 - Communication Strategies to Improve Vaccination Rates of Staff, Residents and Families 2
- COVID-19 Vaccination 4
 - Build Trust in Vaccine Safety** 4
 - Remove Barriers to Accessing Vaccines** 6
- Influenza & Pneumococcal Vaccination 7

All Vaccinations

Communication Strategies to Improve Vaccination Rates of Staff, Residents and Families		
Barriers/Challenges	Interventions	Tools & Resources
<ul style="list-style-type: none"> • Doubt in the effectiveness of vaccines • Misinformation on social media, internet • Concerns about vaccine safety • Don't believe in vaccination 	<ul style="list-style-type: none"> • Use motivational interviewing techniques when communicating with staff, residents, and families • View the GPQIN Webinar recording: <i>Motivational Interviewing to Build Trust in Vaccinations</i> 	<ul style="list-style-type: none"> <input type="checkbox"/> OARS + Model for Motivational Interviewing (GPQIN) <input type="checkbox"/> Motivational Interviewing to Build Trust in Vaccinations (GPQIN) <input type="checkbox"/> Motivational Interviewing Tip Sheet (GPQIN)
	<ul style="list-style-type: none"> • Review best practices of healthcare organizations that had reached at least 75% of staff vaccinated (self-reported) and were recognized as a GPQIN COVID-19 Vaccination Ambassador • Listen to 'why' the person does not want to receive the vaccine. Review best practices on vaccine messaging to build confidence during one-on-one interactions • Use the C.A.S.E Approach <ul style="list-style-type: none"> ○ Corroborate ○ About Me ○ Science ○ Explain/Advise • Q-Tips podcast: Vaccines - History, Choice and What We Should Know • Focus 4 Health Series: <i>Looking at Immunizations Through a Different Lens</i> • Webinar recording: <i>Vaccinations In Older Adults</i> 	<ul style="list-style-type: none"> <input type="checkbox"/> COVID-19 Staff Vaccination Ambassadors (GPQIN) <input type="checkbox"/> COVID-19 Staff Vaccination Booster Champions (GPQIN) <input type="checkbox"/> Invest in Trust: A Guide for Building COVID-19 Vaccine Trust and Increasing Vaccination Rates Among CNAs (AHRQ) <input type="checkbox"/> Talking about Vaccines: Responding to Concerns about Vaccines (Immunization Action Coalition) <input type="checkbox"/> Vaccinate with Confidence (CDC) <input type="checkbox"/> C.A.S.E. Approach <input type="checkbox"/> Vaccines – History, Choice and What We Should Know (GPQIN) <input type="checkbox"/> Looking at Immunizations Through a Different Lens (GPQIN) <input type="checkbox"/> Vaccinations In Older Adults (GPQIN) <input type="checkbox"/> Current Vaccine Information Statements (VISs) (CDC)

**Interventions
Into ACTION**



"I listened to the [Motivational Interviewing To Build Trust in Vaccinations](#) and found great, practical advice on approaches I could use for those that are hesitant to get the COVID-19 vaccine. I made a list of people I knew that had not been vaccinated. I reached out to them individually to try and really understand their hesitancy; with the hope that I might be able to answer questions, allay fears, dispel myths and just talk with them. I am happy to report that at least 2 or 3 of those I talked with will be getting their vaccine. A few I talked with are bringing their family members with them so they can all get vaccinated. If you want ideas on how to approach your hesitant colleagues, consider learning more about the motivational interviewing technique. I'm happy I did!"

- Karen Russman, Infection Preventionist; St. Williams Care Center - Milbank, South Dakota

COVID-19 Vaccination

Build Trust in Vaccine Safety		
Barriers/Challenges	Interventions	Tools & Resources
<ul style="list-style-type: none"> • Rushed development of COVID-19 vaccine • Concerns with pregnancy, breastfeeding, fertility • Social media misinformation • Concerns about side effects • Already had COVID so protected • Mistrust in government 	<ul style="list-style-type: none"> • Post information from credible sources, i.e., State Departments of Health, CDC, AHRQ • Provide topic-specific information facts • Hold a town hall Q&A with a trusted physician or leader • Identify trusted influencers and champions to assist with messaging • Communicate transparently • Demonstrate true empathy and care 	<ul style="list-style-type: none"> ☐ Safety of COVID-19 Vaccines (CDC) ☐ Frequently Asked Questions about COVID-19 Vaccination (CDC) ☐ Invest in Trust: Guide for Building COVID-19 Vaccine Trust and Increasing Rates Among CNAs (AHRQ) ☐ Myths and Facts about COVID-19 Vaccines (CDC) ☐ Changing the COVID Conversation (deBeaumont) ☐ Communication Resources for Public Health Officials (Public Health Communications Collaborative)
	<p>Access letter templates for residents and families to encourage receiving vaccinations</p> <ul style="list-style-type: none"> • Develop talking points with messaging and language to build vaccine confidence • Six 10-minute COVID-19 Huddle Modules 	<ul style="list-style-type: none"> ☐ 2023 #GetVaccinated Provider Toolkit (AHCA/NCAL) ☐ Take Your Best Shot! Presenting Facts and Addressing Misinformation to Increase Nursing Home Staff Confidence in the COVID-19 Vaccine: A Curriculum and Facilitator’s Guide for 10-Minute Huddles (AHRQ)
	<ul style="list-style-type: none"> • Access state-specific COVID-19 information • Access the GPQIN Vaccination webpage for COVID-19 tools and resources on a variety of topics 	<ul style="list-style-type: none"> ☐ COVID-19 Vaccination Information (North Dakota Department of Health) ☐ COVID-19 Vaccination Information (South Dakota Department of Health) ☐ Great Plains QIN Vaccination Page (GPQIN)
	<ul style="list-style-type: none"> • Be knowledgeable on current COVID-19 vaccinations 	<ul style="list-style-type: none"> ☐ Your COVID-19 Vaccination (CDC) ☐ Overview of COVID-19 Vaccines (CDC) ☐ Stay Up to Date with COVID-19 Vaccines (CDC) ☐ COVID-19 Vaccines for People Who Are Moderately or Severely Immunocompromised (CDC) ☐ COVID-19 Vaccine Information Statements (VISs) (CDC)

Interventions Into ACTION




“Education has been very important. Our Medical Director held a Q & A with our staff and recorded it so we could send it to our other staff members who could not attend. The conversation focused on FAQs for the vaccine and some misinformation that had been circulating. We also share vaccine information from the CDC with staff members who have questions. Frequent follow-up with staff is another tactic that has worked for us. Respectfully asking staff who have declined frequently has convinced them to change their minds. Leadership accepting and advocating for the vaccine has also been important. We also started a reward program that all staff are entered in based on our percentage of staff who receive the vaccine. With each new benchmark, we have another drawing for a new reward. The method that has been most effective is just keeping the vaccine a part of daily conversation so staff understand its importance and how it can impact our resident's lives.”

- Hunter Winklepleck, Administrator; Bethany Home of Brandon - Brandon, South Dakota


“We offered a lot of education leading up to our initial vaccine clinics. We hung up signs in the building displaying common myths of the vaccines. We discussed reasons why staff should get the vaccine, but I truly believe it comes down to talking with your staff 1:1. I had many meetings with staff and discussed their personal concerns, thoughts and feelings about the vaccine and provided education and resources tailored to their specific concerns. We attended numerous shift reports and department meetings and talked about how important the vaccine is to the health and safety of the residents and our employees. Once employees began to agree to get the vaccine, others who were hesitant started encouraging their co-workers; it really was a domino effect. I continue to talk with people who have not yet chosen to get the vaccine to address the fears they still have. We have continued to get more staff to take the vaccine every week and just keep encouraging and educating. We are currently at 90% of our staff vaccinated with more staff planning to get the vaccine. The difference for us was addressing vaccine concerns on a personal level. We addressed fears and tailored responses and education to what each individual was worried about and what each individual had to gain from being vaccinated. We were very persistent in our education and didn't let an initial 'no' stop us from continuing to approach employees and encourage them to rethink their position.”

- Justine Winterowd, Director of Nursing; Eventide Sheyenne Crossings - West Fargo, North Dakota

Remove Barriers to Accessing Vaccines		
Barriers/Challenges	Interventions	Tools & Resources
<p>Health Equity and Social Determinants of Health</p> <ul style="list-style-type: none"> • Worried about missing work • Concerns about caring for family • Vaccine not available nearby • Concerns about side effects • Uncertainty of how long vaccination will be effective • Non-English speaking <ul style="list-style-type: none"> ○ Culture ○ Faith ○ Misinformation ○ Disinformation 	<ul style="list-style-type: none"> • Provide compensated time off to get the vaccine or if side effects are experienced • Help access the vaccine in the facility or community • Address childcare challenges 	<input type="checkbox"/> Invest in Trust: Guide for Building COVID-19 Vaccine Trust and Increasing Rates Among CNAs (AHRQ)
	<ul style="list-style-type: none"> • Onsite vaccination clinics where people gather (i.e., church, senior center, sporting events) <ul style="list-style-type: none"> - Provide transportation vouchers 	<input type="checkbox"/> Vaccinate with Confidence
	<ul style="list-style-type: none"> • Consider language barriers and utilize communication toolkits for persons whose first language is not English 	<input type="checkbox"/> Health Education and Communication Tools for RIM Communities and Other Limited-English-Proficient Populations (CDC) <input type="checkbox"/> COVID-19 Spanish (CDC) <input type="checkbox"/> COVID-19 Vietnamese (CDC) <input type="checkbox"/> COVID-19 Korean (CDC) <input type="checkbox"/> COVID-19 Chinese (CDC) <input type="checkbox"/> CDC Resources in Languages Other than English <input type="checkbox"/> Latinx Community Greater than COVID – The Conversation
<p>Interventions Into ACTION</p> 	<p><i>“Persistence and education are key. We held a mandatory education meeting to discuss the science and facts on the vaccines. We included testimonials from staff who are suffering from long-hauler COVID symptoms, as well as those who had family members with severe COVID. We used resident testimonials who provided reasons why they hope staff will get vaccinated and what they are looking forward to post vaccine. We have actively worked with local pharmacies and the county to get people vaccinated when we don’t have doses on hand. Eventide has a COVID-19 vaccine mandate starting October 1st which we felt was the right decision to make for the those we serve.”</i></p> <p>- Maggie Richardson, Director of Quality, and Infection Prevention; Eventide Fargo - Fargo, ND</p>	

Influenza & Pneumococcal Vaccination

Improve Nursing Home Influenza & Pneumococcal Quality Measures		
Barriers/Challenges	Interventions	Tools & Resources
<ul style="list-style-type: none"> • The Influenza Quality Measure is less than 100% • The Pneumococcal Quality Measure is less than 100% • Inaccurate MDS coding • Resident and family do not know if resident was vaccinated • Limited access to vaccination documentation 	<ul style="list-style-type: none"> • Review current MDS RAI Manual for accurate MDS coding • Review current MDS Quality Measure User's Manual to learn how the influenza and pneumococcal quality measures are calculated 	<ul style="list-style-type: none"> <input type="checkbox"/> MDS 3.0 RAI Manual (CMS) <input type="checkbox"/> MDS 3.0 Quality Measures User's Manual (CMS)
	<ul style="list-style-type: none"> • Access the GPQIN Influenza & Pneumococcal Quality Measure coding tips • Use the GPQIN Vaccination Quality Measure Checklists when coding to ensure accuracy • Have a process to track each resident's influenza and pneumococcal vaccination status throughout their stay and have available when completing the MDS • View the GPQIN Quality Measure Video series – <i>Understanding the Influenza Quality Measures</i> and <i>Understanding the Pneumococcal Quality Measures</i> • GPQIN Office Hours: <i>Improve Your Vaccination Quality Measures – Grab the Low Hanging Fruit</i> • Provide resources and training to those that obtain the vaccination status of residents to ensure each resident meets the Quality Measure criteria of being assessed and appropriately given the influenza and pneumococcal vaccines 	<ul style="list-style-type: none"> <input type="checkbox"/> Influenza Quality Measure Coding Tips (GPQIN) <input type="checkbox"/> Pneumococcal Quality Measure Coding Tips (GPQIN) <input type="checkbox"/> Vaccination Quality Measure Checklist (GPQIN) <input type="checkbox"/> Electronic Vaccination Log (GPQIN) <input type="checkbox"/> GPQIN Quality Measure Video Series <input type="checkbox"/> Improve Your Vaccination Quality Measures – Grab the Low Hanging Fruit (GPQIN)
	<ul style="list-style-type: none"> • Connect with state Health Information Exchange (HIE) and/or state Immunization 	<ul style="list-style-type: none"> <input type="checkbox"/> South Dakota Immunization Information System <input type="checkbox"/> North Dakota Immunization Information System

	Information System (IIS) to view vaccination status	
<p>Interventions Into ACTION</p> 	<p><i>“After viewing the two trainings - Understanding Influenza Quality Measures and Understanding Pneumococcal Quality Measures, we have implemented different ways to get our residents vaccinated prior to admission, especially for the pneumococcal vaccine since we are unable to give that in our facility. If they come from our local hospital, they will administer before discharge if the resident wants the vaccine. We are working on a plan to be able to get our remaining residents who are not vaccinated, but want the pneumococcal vaccine vaccinated! Thank you again for the video; it was very helpful.”</i></p> <p>- Brooke Sjomeling, MDS Coordinator; Walworth Care Center - Selby, South Dakota</p>	

Increase Staff and Resident Influenza Vaccination Rates

Barriers/Challenges	Interventions	Tools & Resources
<ul style="list-style-type: none"> • Doubt in the effectiveness of the influenza vaccine • Have never received the influenza vaccine • Had “the flu” even though received the vaccine • Allergic to the vaccine • Don’t believe in vaccination 	<ul style="list-style-type: none"> • Use motivational interviewing techniques as a strategy when communicating with staff, residents, and families • GPQIN Webinar: <i>Motivational Interviewing to Build Trust in Vaccinations</i> 	<ul style="list-style-type: none"> <input type="checkbox"/> OARS + Model for Motivational Interviewing (GPQIN) <input type="checkbox"/> Motivational Interviewing to Build Trust in Vaccinations (GPQIN) <input type="checkbox"/> Motivational Interviewing Tip Sheet (GPQIN)
	<ul style="list-style-type: none"> • Review the current Influenza Season vaccine types, vaccine coverage and administration 	<ul style="list-style-type: none"> <input type="checkbox"/> Frequently Asked Influenza (Flu) Questions (CDC) <input type="checkbox"/> Recommended Adult Immunization Schedule for 19 years or older, United States (CDC) <input type="checkbox"/> The Adult Vaccine Assessment Tool (CDC)
	<ul style="list-style-type: none"> • Utilize toolkits specific to increasing influenza vaccination rates among healthcare personnel in the post-acute and long-term care settings • Provide credible education to recipients of the influenza vaccine 	<ul style="list-style-type: none"> <input type="checkbox"/> Interim Guidance for Influenza Outbreak Management in Long-Term Care and Post-Acute Care Facilities (CDC) <input type="checkbox"/> HCP Fight Flu Toolkit (CDC) <input type="checkbox"/> Influenza Vaccine Information Statement (CDC)
	<ul style="list-style-type: none"> • Access state-specific information on influenza 	<ul style="list-style-type: none"> <input type="checkbox"/> Influenza Disease (South Dakota Department of Health) <input type="checkbox"/> Influenza Vaccination (North Dakota Department of Health)
	<ul style="list-style-type: none"> • Access the GPQIN Vaccination webpage for specific influenza tools and resources on a variety of topics 	<ul style="list-style-type: none"> <input type="checkbox"/> Vaccination Webpage (GPQIN)

Increase Resident Pneumococcal Vaccination Rates

Barriers/Challenges	Interventions	Tools & Resources
<ul style="list-style-type: none"> • Not aware of pneumococcal vaccine • Lack of documentation of vaccination status • Lack of knowledge about pneumococcal conditions • Don't believe in vaccination 	<ul style="list-style-type: none"> • Use motivational interviewing techniques when communicating with staff, residents, and families • View the GPQIN Webinar recording: <i>Motivational Interviewing to Build Trust in Vaccinations</i> 	<ul style="list-style-type: none"> <input type="checkbox"/> OARS + Model for Motivational Interviewing (GPQIN) <input type="checkbox"/> Motivational Interviewing to Build Trust in Vaccinations (GPQIN) <input type="checkbox"/> Motivational Interviewing Tip Sheet (GPQIN)
	<ul style="list-style-type: none"> • Become familiar with who should receive the pneumococcal vaccination - and when - through the current vaccination standard practices • Provide credible education before receiving the pneumococcal vaccine <p>Use letter templates for residents and families encouraging vaccinations</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Pneumococcal Vaccination: Summary of Who and When to Vaccinate (CDC) <input type="checkbox"/> Pneumococcal Vaccination: Information for Healthcare Professionals (CDC) <input type="checkbox"/> Recommended Adult Immunization Schedule for 19 and Older, United States (CDC) <input type="checkbox"/> The Adult Vaccine Assessment Tool (CDC) <input type="checkbox"/> Pneumococcal Polysaccharide Vaccine (PPSV23) Vaccine Information Statement (CDC) <input type="checkbox"/> Pneumococcal Conjugate Vaccine (PCV15, PCV20) Vaccine Information Statement (CDC) <input type="checkbox"/> 2023 #GetVaccinated Provider Toolkit (AHCA/NCAL)
	<ul style="list-style-type: none"> • Access state-specific information on pneumococcal disease 	<ul style="list-style-type: none"> <input type="checkbox"/> Pneumococcal Disease (South Dakota Department of Health) <input type="checkbox"/> Pneumococcal Vaccination (North Dakota Department of Health)
	<ul style="list-style-type: none"> • Access the GPQIN Vaccination webpage for pneumococcal tools and resources on a variety of topics 	<ul style="list-style-type: none"> <input type="checkbox"/> Vaccination Webpage (GPQIN)



This material was prepared by Great Plains Quality Innovation Network, a Quality Innovation Network – Quality Improvement Organization, 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 HHS12SOW/GPQIN/QIN-QIO-118/0921