



The American Health Care Association & National Center for Assisted Living

COVID-19 Vaccination:

Tactics for Effectively Communicating with Staff

The long term care (LTC) profession is at the forefront of the COVID-19 vaccine distribution process. LTC will play a key role in reducing the prevalence and impact of COVID-19 and promoting vaccine safety and uptake. Ensuring staff in all LTC and senior living settings receive the COVID-19 vaccine will be vital in saving lives.

There are several tactics facilities and companies can implement to build confidence in the vaccine among staff.

1. Communicate often and in multiple ways to emphasize the importance of getting vaccinated.

Examples include:

- **Existing opportunities:** Dedicate time at regular staff meetings or other regularly occurring staff gatherings to share information. Even though some meetings or gatherings are smaller than usual, socially distant, or even held virtually, it's still a good forum to share information and answer questions. Allow staff to share their thoughts and concerns openly, honestly, and without fear of being judged. Be clear it is a safe space.
- **Engage staff leaders:** Ask peers and peer leaders on your staff to be first in line for the vaccine and to promote and support widespread vaccination. Pair a member of leadership with a frontline caregiver to demonstrate the importance of all staff members getting the vaccine.
- ***Electronic Communications:** Provide information promoting vaccine confidence and safety in emails, e-newsletters, on the company's intranet, and other electronic communication. Provide new information, data, and positive media coverage as it becomes available. Consider linking to online resources from the [CDC](#) and [FDA](#).
- ***Social media:** Take advantage of social media to build confidence about the vaccine from peers. Be sure to use the hashtag **#GetVaccinated**. Sample content might include:
 - Showing staff members who have chosen to get the vaccine doing just that, and share their positive stories.
 - Videos from a medical expert to help explain why it's important and safe to be vaccinated.
 - Positive media stories about the vaccine.
 - Highlight new resources (such as webinars) from your state association, AHCA/NCAL, CDC, FDA, etc.

2. Host a “town hall” meeting.

This can be done in the center or virtually, depending on time and capabilities. It is an alternative option to regular staff meetings and may provide more time to listen to and address staff concerns about the vaccine.

3. Build community partnerships.

Messages are impactful when there is support from external community leaders, organizations, and groups. Reach out to local churches, community centers, senior centers, and other community organizations to discuss how you can work together to encourage vaccination. Examples might include:

- Recording a short video together about why it is important to get the vaccine for social media. Provide hope, a positive message for staff and residents alike. This can be done as simply as with an iPhone.
- Invite someone who can speak about the vaccine to address staff at a virtual meeting, or even at a “town hall” meeting. This could be a church leader, medical expert, or another trusted community member.

4. *Invite the local media to cover vaccine clinics at your center.

- If possible, determine a staff member who would be willing to be a champion for the vaccine who could be interviewed.
- Share these stories in your regular communications with staff and on social media.

5. Engage staff and residents in promoting vaccine confidence.

- Use a Quality Assurance and Performance Improvement (QAPI) type approach by pulling together a workgroup, setting a target for facility vaccination rates, and conducting RCA to determine if any individuals are hesitant to be vaccinated and why.
- Engage staff to seek information that builds confidence on the vaccines.
- Celebrate vaccination rates (see ideas below).

6. *Create collateral to post around the center and for staff to wear to indicate they have been vaccinated.

This is also an opportunity to show the outside community that staff is being vaccinated at a center.

Examples: Buttons, window placards, lawn signs, display banners, posters, and stickers.

**Indicates AHCA/NCAL will provide materials to assist with these efforts.*

Please email COVID19@ahca.org with any questions.