

Lesson 1:

Introduction to The Three Drivers of Trust for COVID-19 Vaccine Uptake



Key Drivers of Trust

Empathy - People trust you when they think that they believe that you care about them

Logic - People trust you when they have faith in your judgment and competence

Authenticity - People trust you when they think they are interacting with the real you

Trust Building is an ongoing series of conversations, not a one-time event; it takes time, patience and persistence; it can be lost if not repeatedly nurtured

Trust does not involve persuading, convincing, cajoling, or pressuring people

Barriers to Trust

- people's psychological resistance to change
- existing inequities and histories of broken trust
- burnout
- differences in race, age, culture, income-level, staff role, and other traits impact people's ability to trust one another

Building a culture of trust and safety will help you retain and recruit staff and address burnout

Leadership

- Leadership means taking responsibility to enable others to achieve a shared purpose in the face of uncertainty
- Servant leaders share power, put others first, and help people develop
- Leaders should conduct an emotional inventory to check their own mindset and readiness to build trust

Vaccine Ambassadors

- Communicate with empathy, logic and authenticity; they meet people where they are with curiosity and without judgment
- COVID-19 vaccine and booster uptake can be achieved at scale by recruiting vaccine ambassadors who build trust person-by-person, and on all shifts, through an intentional and distributed relational strategy
- Credit and celebrate vaccine ambassadors (and others) for their contributions to your facility's vaccine uptake
- Building trust for vaccine uptake in long-term care facilities can also include system-level strategies such as paid-time off for vaccination and booster recovery, engaging employee unions and training staff about trauma-informed care

Systemic Racism Impacts Trust Building:

- Leaders must understand the historical and present-day impact of racism among those who identify as Black, Indigenous, or People of Color, many of whom often experience discrimination at work and while accessing and using health care, and how that impacts their willingness to trust the COVID-19 vaccine
- Leaders should show up ready to respect and be present to people's experiences of disparities and power dynamics; ask their permission to discuss it; acknowledge the bias of one's lived experience; and recognize that many people are not used to and may be uncomfortable with having conversations about race and inequity