

# Moving Needles Project Newsletter

## ! PROJECT UPDATES : **WHAT'S NEW WITH MOVING NEEDLES**

This month we're pleased to celebrate Avalon Healthcare Group and Dr. Sabine von Preyssh-Friedman for receiving the Laura Scott 2021–22 Outstanding Influenza Season Activities Award at the National Adult and Influenza Immunization Summit. To read about Avalon's efforts, and those of other award winners, [check out the Immunization Excellence Awards Booklet](#).

Our pilot sites have completed four months of data collection and are seeing successes with implementing assessments and standing orders for residents. If you are thinking about trying one of these process changes, [check out the Moving Needles website](#) for resources.

It has been harder to raise COVID-19 and flu vaccination rates for staff. If you are having challenges, know that you are not alone. Dr. JoAnne Reifsnnyder shares some ideas to shift our thinking about staff vaccination in our **Tips and Tidbits** section of the newsletter below.

Lastly, influenza cases are rising both rapidly and unseasonably early across the country. Hospitalizations are also increasing. But vaccination rates are extremely low compared to the past few influenza seasons. Please check in with your residents and staff about getting vaccinated. Even if they refused before, [the current data](#) about the severity of this season has been helping to encourage vaccination when it is offered again.

### PILOT SITE SPOTLIGHT

Name: ALG Senior – Wexford House

- Type of Facility: Assisted Living
- Number of Beds: 80
- Total Number of Employees: 50
- Location: Denver, NC
- Staff Intervention Chosen: Build trust between administration and front-line staff: empower CNAs and front-line staff by creating immunization champions/advocates.
- Resident Intervention Chosen: Adopt standard operating procedures: assess residents at admission and yearly thereafter; offer vaccines onsite at regular intervals and at no cost.

"Wexford House is a pleasure to work for! Great teamwork and communication, all staff are friendly and always there to help when need be. It's a calming environment where residents are their own person no matter what their diagnosis may be. There is always a fun activity going on. The residents still have their independence and are allowed to still live like they're at home! The residents all become friends and even help each other out every once in a while. Overall, it's a relaxing atmosphere that they can call home."  
~ Ashley Frye, CNA, Supervisor, Med Tech



## Do You Know Your Recommended Vaccines?

Recently CDC has updated its recommendations for both pneumococcal and COVID-19 vaccines.

- CDC recommends routine administration of pneumococcal conjugate vaccine (PCV15 or PCV20) for all adults 65 years or older who have never received any pneumococcal conjugate vaccine or whose previous vaccination history is unknown. If PCV15 is used, this should be followed by a dose of PPSV23 one year later. The minimum interval is 8 weeks and can be considered in adults with an immunocompromising condition, cochlear implant, or cerebrospinal fluid leak. If PCV20 is used, a follow-up dose of PPSV23 is NOT indicated. See [Pneumococcal Vaccination: Summary of Who and When to Vaccinate](#) for CDC guidance on vaccination options for adults who have previously received a pneumococcal conjugate vaccine.
- Updated (bivalent) COVID-19 boosters became available on September 2, 2022, for people 12 years of age and older. The updated boosters are called “bivalent” because they protect against both the original virus that causes COVID-19 and the Omicron variant BA.4 and BA.5. Previous boosters are called “monovalent” because they were designed to protect against the original virus that causes COVID-19. You are up to date with your COVID-19 vaccines if you have completed a COVID-19 vaccine primary series and received the most recent booster dose recommended for you by CDC.

## Featured Resource

TITLE

### Pneumococcal Vaccine Timing for Adults

CDC



DESCRIPTION

This guide provides instructions about what pneumococcal vaccines are recommended for which older adults.

WHY ITS IMPORTANT

This easy-to-read guide makes incredibly complex recommendations more understandable.

HOW TO ACCESS

<https://www.cdc.gov/vaccines/vpd/pneumo/downloads/pneumo-vaccine-timing.pdf>

# TIPS & TIDBITS

JoAnne Reifsnyder, PhD, MSN, MBA, RN, FAAN, shared the following behavioral economics strategies to address vaccine hesitancy:

- We need to understand the person’s unique circumstances and intervene with compassion. Education alone is not usually enough to change complex human behavior.
- Use stories over statistics and immediate over long-term benefits. Frame discussions in terms of protection from loss. Use social networks and trusted advisors. Make the right thing to do the easy thing to do. Seek commitment and avoid an avalanche of information.

See the full summary of her discussion with additional tips on the [Moving Needles website](#).



## GET IN TOUCH

To be added to the newsletter distribution list or request more information about the project, contact: [movingneedles@paltc.org](mailto:movingneedles@paltc.org)



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