

Moving Needles Project Newsletter

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

The Moving Needles is proud to share that Centers for Disease Control and Prevention Director Dr. Mandy Cohen visited Statesman Health and Rehabilitation Center, a Saber facility and one of the Round 1 skilled nursing pilot sites to learn about their vaccination programs and encourage residents and staff to receive this season's vaccines, particularly influenza and COVID-19.

Moving Needles is well into Round 2 of the pilot project. For this cycle 12 assisted living and skilled nursing facilities are participating. All facilities are focusing on 5 vaccines for residents (influenza, COVID-19, pneumococcal, shingles, and Tdap) and 3 for staff (influenza, COVID-19, and hepatitis B). These facilities are building on some of the lessons learned from Round 1 (see the **"Tips and Tidbits"** section) as well as introducing their own evidence-based and creative ideas to increase vaccination rates.

Facilities will adopt standard operating procedures for each phase of their vaccine program: assessing, recommending, administering, and documenting. This will begin with the seasonal concentration on influenza and COVID-19 vaccines and expand to other vaccines later in the project cycle.

The second year of the program is also working with additional chains to add to the evidence-base of what works to improve immunization rates in long-term care. This element includes testing a traveling nurse model to deliver and administer vaccines to adults in assisted living facilities, independent living facilities, and continuing care retirement communities.

For more information about the project, including intervention strategies to consider, see the [Moving Needles website](#).

PILOT FACILITY SPOTLIGHT

Name: Avalon - Grays Harbor Health and Rehabilitation Center

Type of Facility: Skilled Nursing

Number of Beds: 82

Total Number of Employees: 119

Location: Aberdeen, WA

Grays Harbor endeavored to increase accessibility of vaccines for both staff and residents. Grays Harbor staff held 2 flu events, one for staff and one for residents.



This included a "flu carnival" with games, prizes, popcorn, cotton candy, and snow cones, and a raffle for the staff. "I also had T-shirts made and pins to wear on the badges. I set up 3 days for employees to come in and get vaccinated providing pizza, doughnuts and other snacks each day for them. Employees responded well to vaccine incentives and it would not have been possible without the funding from the Moving Needles project."
- Tonya Wakefield, Infection control/staff development coordinator



Do You Know Your Recommended Vaccines?

Updated, monovalent COVID-19 vaccines are available and recommended for everyone 6 months and older. The new vaccines replace the previous bivalent vaccines, which are no longer available in the US. Three manufacturers – Pfizer-BioNTech, Moderna, and Novavax – are producing the vaccines. All are effective at protecting people from seriously illness, hospitalization, and death.

The federal public health emergency may have ended, but COVID-19 is endemic, meaning it is continuously circulating in all our communities. Getting a COVID-19 vaccine is the safest, most reliable way to build protection against the disease. It provides more protection than getting infected and recovering from COVID-19.

[See more information about COVID-19 and the CDC's recommendation for the new, monovalent vaccine here.](#)

Featured Resource

Poster for Setting and Measuring Vaccination Goals

AMDA



DESCRIPTION

AMDA developed this poster template for facilities to set target vaccination rates for multiple vaccines for both facility residents and staff.

WHY IT'S IMPORTANT

Evidence shows organizations with both a realistic and an aggressive ("stretch") target show higher increases in rates.

HOW TO ACCESS

Find the poster for facility staff [here](#)

Find the poster for facility residents [here](#)

AMDA has a limited supply of posters available. If your facility is interested in using these, please contact movingneedles@paltc.org

TIPS & TIDBITS

AMDA continues to gather and share lessons learned from Round 1 of the project. For this second in the series of "Best Practices" we highlight:

The Role of Leadership in Creating a Culture of Routine Vaccination

- Leadership is vital. Facilities with medical directors, DONs, and/or other administrators supporting both vaccination and process changes to increase vaccination rates, are far more likely to achieve results. If leadership is not personally vested in the process, staff and residents are less likely to comply.
- Facility leadership must continually make efforts to build trust with frontline staff, even outside of vaccine efforts. When staff know that leaders and administrators care about them personally, they are more likely to respond favorably to a vaccine recommendation.
- Setting targets can be motivating! Evidence shows that organizations with both a realistic and an aggressive ("stretch") target show higher increases in rates. When those targets are shared visually with staff and addressed during team and staff meetings, buy-in for vaccination efforts is increased. See "Featured Resource" for a template.



SCAN HERE



LEARN MORE

For more information about the project or to subscribe to this newsletter, visit our website, scan the QR code, or contact movingneedles@paltc.org



MOVINGNEEDLES.ORG