

Comprehensive training

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Individual and interpersonal-level interventions and strategies

Michelle Dynes, PhD, MPH, MSN, RN,
CNM, FAAN, FACNM

Immunization Demand Specialist

UNICEF East Asia and Pacific Regional
Office





Outline

1. Learning Objectives
2. Definitions
3. Strategies to Help Increase COVID-19 Vaccine Confidence & Demand
4. Interpersonal Communication for Immunization (IPC/I)
5. An Introduction to Motivational Interviewing (MI)

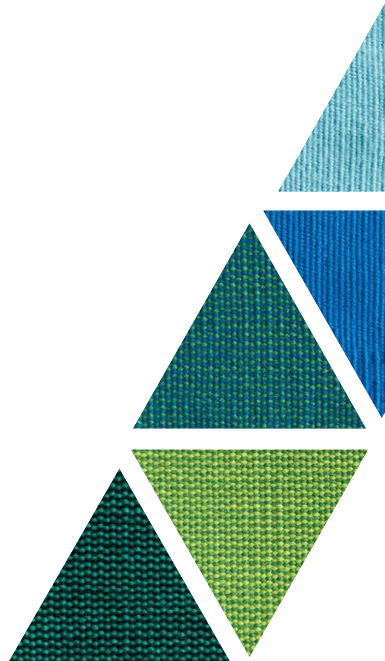




Learning objectives

Participants will...

- Review definitions and basic concepts around strategies to generate demand at the individual and interpersonal level
- Describe 12 strategies for COVID-19 vaccination
- Describe the principles of effective interpersonal communication for immunization (IPC/I)
- Explain the steps to apply rapid motivational interviewing (MI) techniques for COVID-19 vaccination





Definitions

- **Interpersonal communication** – the process of exchanging information, ideas, thoughts, and feelings between a group of two or more people using verbal and nonverbal messages.
- **Nonverbal communication** – a method of transmitting information or conveying thoughts or feelings through actions such as body language, gestures, facial expressions, or sounds that not quite words; these can strengthen or contradict what is expressed verbally.
- **Empathy** – The ability to understand and share the feelings of another
- **Sympathy** – Feelings of pity and sorrow for someone else's experience

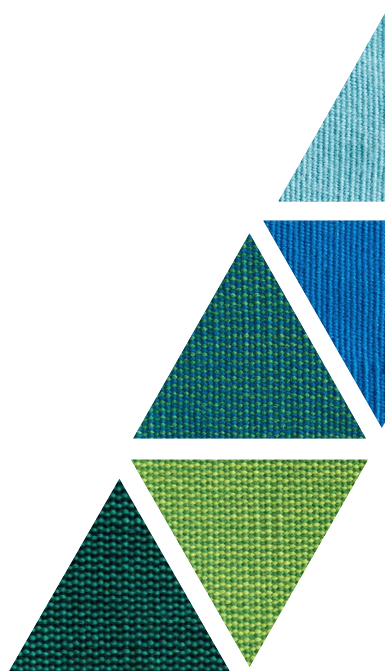




Problem statement

Negative interpersonal interactions between healthcare workers (HCW) and clients can reduce the community's:

- Trust in HCWs and in the health system more broadly
- Desire and likelihood to follow recommendations and return for future services



Strategies to Help Increase COVID-19 Vaccine Confidence and Demand



Principles of Effective Interpersonal Communication for Immunization (IPC/I)

01

Welcome client warmly

02

Use empathy to demonstrate understanding

03

Keep messages simple and clear using local language

04

Avoid assumptions of vaccine acceptance or hesitancy

05

Listen actively to encourage discussion

06

Check understanding at end of discussion



Principles of Effective Interpersonal Communication for Immunization (IPC/I)

01

Be polite, even when you disagree

02

Encourage clients to express ideas and fears

03

Show appreciation for client's knowledge and questions

04

Avoid interrupting client when they speak

05

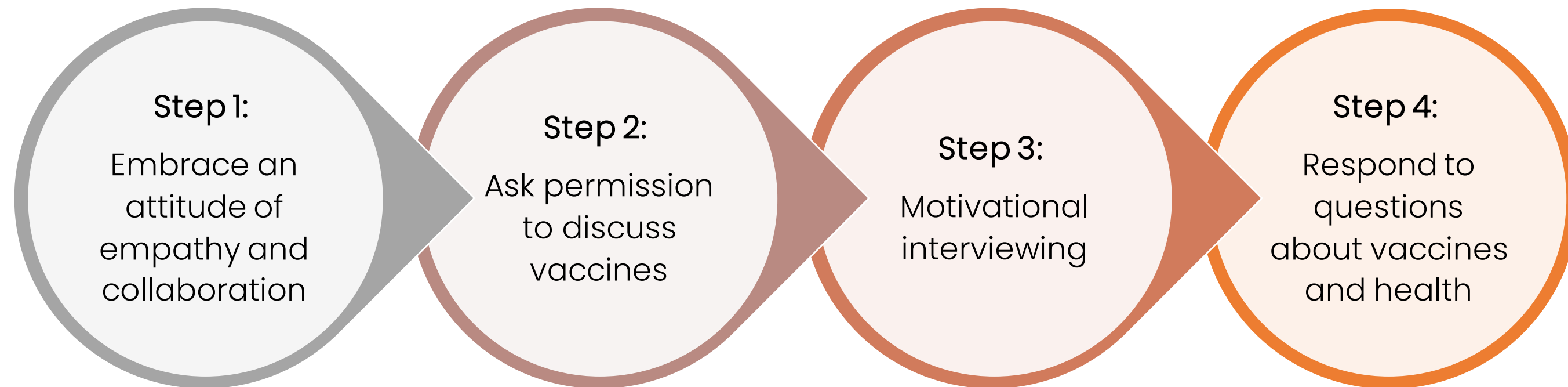
Use appropriate body language, facial expressions and eye contact

06

Use respectful terms of address



How to Apply Motivational Interviewing (MI) Rapidly in a Client Visit (1-5 minutes)



APA and CDC. Talking with patients about COVID-19 vaccination: An introduction to motivational interviewing for healthcare professionals. <https://www.cdc.gov/vaccines/covid-19/hcp/engaging-patients.html>



How to Apply Motivational Interviewing (MI) Rapidly in a Client Visit (1-5 minutes)



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Step 1 – Embrace an attitude of empathy and collaboration

- Be compassionate, show empathy, and be genuinely curious about the reasons why the client/caregiver feels the way they do.
- Be sensitive to culture, family dynamics, and circumstances that may influence how they view vaccines.
- Arguing and debating do not work. Taking a strong initial stand may also backfire, especially with people who have concerns about vaccines.



How to Apply Motivational Interviewing (MI) Rapidly in a Client Visit (1-5 minutes)



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Step 2 – Ask permission to discuss vaccines

- Start by asking permission to discuss vaccines (e.g., "If it is okay with you, I would like to spend a few minutes talking about COVID-19 vaccines and your family.")
- If they say no, respect that.
 - **Option 1** – Move on and say "I respect that, and because I care about your overall health, maybe we could talk about the vaccines at a future time."
 - **Option 2** – based on the client's emotions and your assessment of their world view and values, spend a few minutes exploring why they don't want to talk about it. The goal is to understand, not to change their mind.
- If they say yes, move on to Step 3

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STEP 3 – MOTIVATIONAL INTERVIEWING

- Ask a scale question - e.g., “On a scale of 1 to 10, how likely are you to get a COVID-19 vaccine?”
- Explore both sides of the number given. “Okay, why 4?”, “What would help you move to a 5 or 6?”
- People have more experience explaining why they haven’t taken the vaccine. Talking out loud actually changes how people process choices.
- Be compassionate and curious about their mixed feelings. Show support to help them incorporate personal values and the health needs of their family and community as they make their decision.



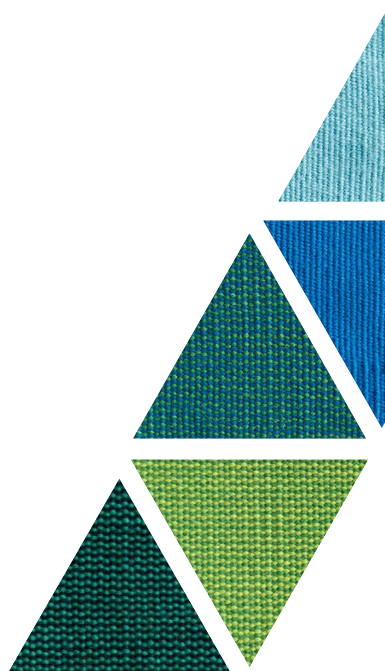
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Step 4 – Respond to questions about vaccines and health

- If knowledgeable and aware to answer the question, respond with empathy and provide scientific information, as needed. Refer them to trusted resources.
- If the question is outside your competence or awareness, recommend they speak with a knowledgeable expert and make a referral, if possible.



Example from the Field – Ethiopia



Ideas generated using HCD

- Employee of the month awards or awards that commend positivity and welcoming attitudes from health workers
- Community ceremony/festival with drama, music, poetry to recognize families who completed their vaccination schedule.
- Involve local stakeholders who have community influence in micro-planning for vaccination community mobilization activities.
- Formal community ceremony to recognize families who fully immunize children.
- Community dialogues: mother's groups, leaders and grandmothers must discuss the importance of vaccines as prevention.



3 Truths in Addressing Negative HCW and Client Interactions in the Field

1. HCWs are the most trusted source of information for vaccination.
2. The quality of interactions between HCWs and clients is a key factor in uptake of vaccination.
3. HCWs want to provide high quality care, including respectful interpersonal communication; the realities of service environments and limited human resources are often barriers to achieve this.



3 Best Practices in Addressing Negative HCW and Client Interactions

1. During IPC/I & MI training for HCWs, provide ample time for role play to help practice and improve communication techniques.
2. Key elements of IPC/I & MI should be integrated into scopes of work, supervisory visits and performance evaluations.
3. IPC/I & MI interventions should be coupled with activities that address issues of workforce, workplace environment and work/life balance.



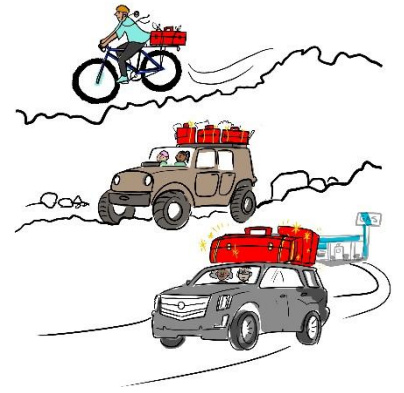


Metrics and Evaluation

Example of HCW Metrics	Example of Client Metrics	Example of Other Metrics
<ul style="list-style-type: none">• % correct on IPC/I & MI knowledge test• Number/% of HCWs newly trained in IPC/I & MI techniques• Number/% of HCWs receiving IPC/I & MI refresher training• Number/% of supervisors trained for IPC/I & MI supportive supervision• Number/% HCWs reporting value of IPC/I & MI approaches	<ul style="list-style-type: none">• Number/% of clients reporting high/very high satisfaction with immunization visit• Number/% of clients reporting positive interactions with HCWs• Number/% of clients reporting trust in HCWs around communication for immunization• Number/% of clients reporting feeling comfortable asking questions and share concerns	<ul style="list-style-type: none">• Number of facilities where IPC/I & MI is integrated in pre-service and CE• Number of HCWs reporting effective supervisor support• Number of supportive supervision visits conducted with HCWs



Actions You Can Take to Address Negative HCW and Client Interactions in Different Operating Environments



Mountain Bike

- Supportive supervision sessions to review and roleplay IPC/I & MI steps
- Introduce a comment box into facilities for clients and HCWs to share experiences

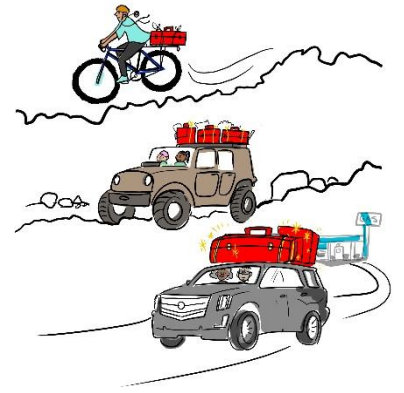


Sturdy 4x4

- All the above from 'mountain bike' examples
- Weekly SMS to HCWs sharing tips for engaging with vaccine hesitant clients
- Contest on innovative ideas to make clients feel comfortable to ask questions and share concerns
- Observe health worker/client interactions using a checklist of IPC/I & MI techniques



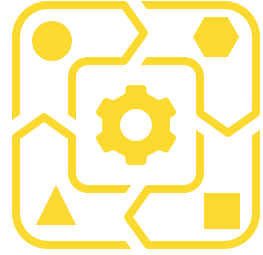
Actions You Can Take to Address Negative HCW and Client Interactions in Different Operating Environments



Luxury Vehicle

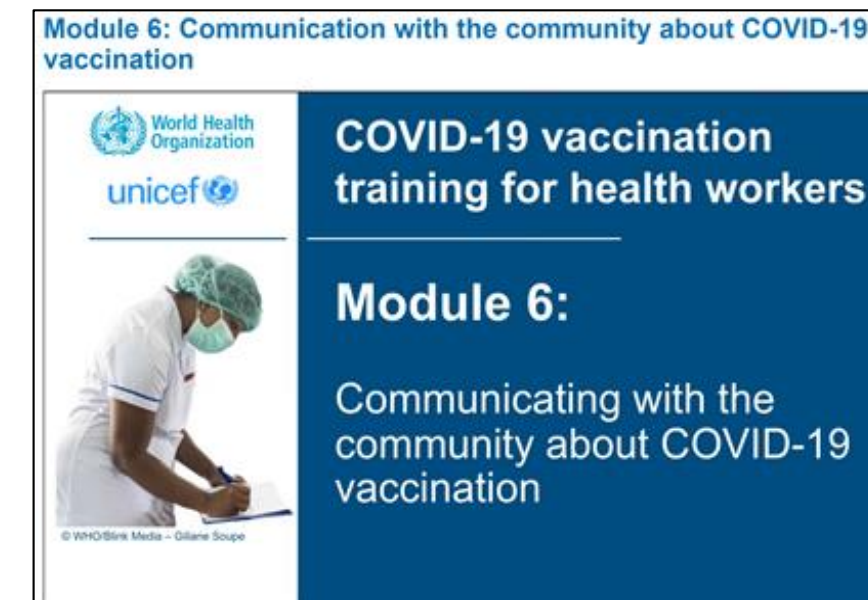
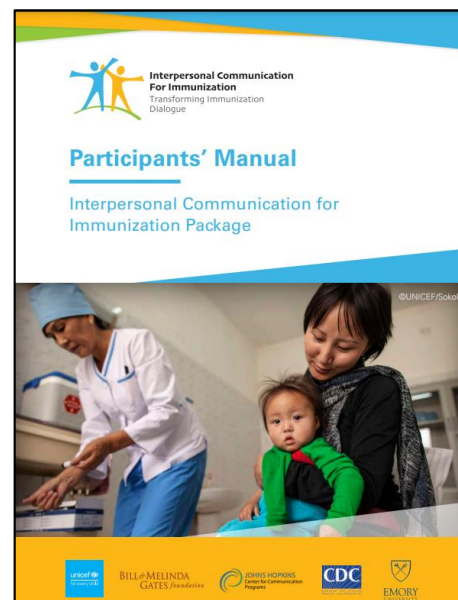
- All the above from 'mountain bike' and 'sturdy 4x4' examples
- National pulse surveys on client and HCW IPC/I experiences
- Integration of IPC/I & MI concepts into a national action plan
- Hire and develop IPC/I & MI focal points within the MOH through implementation of master training, cascading to subnational
- Capacitate HCWs through virtual and in-person modules on IPC/I and MI and incorporate into pre-service training and CE
- IPC/I & MI incorporated nationwide into supportive supervision and evaluation processes
- Enough human resources to provide ample time for IPC/I & MI during client visits
- Activities to improve work environment, motivation, and overall work/life balance of HCWs





Key Resources

- UNICEF. Interpersonal communication for immunization. <https://ipc.unicef.org/index.php/package-components>
- APA and CDC. Talking with patients about COVID-19 vaccination: An introduction to motivational interviewing for healthcare professionals. <https://www.cdc.gov/vaccines/covid-19/hcp/engaging-patients.html>
- OpenWHO. COVID-19 vaccination training for health workers. *Module 6: Communication with the community about COVID-19 vaccination*. <https://openwho.org/courses/covid-19-vaccination-healthworkers-en?locale=en>
- COVID-19 vaccination field guide: 12 strategies for your community. <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/community.html>
- WHO & UNICEF. (2022). Human-centred design for tailoring immunization programmes. WHO. <https://apps.who.int/iris/bitstream/handle/10665/354457/9789240049130-eng.pdf>



Group work



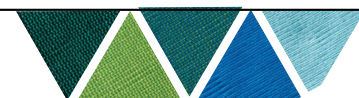
Group Exercise – What should Nurse Tida say next?

Objective:

To help participants practice and identify good interpersonal communication for immunization (IPC/I) and motivational interviewing (MI) skills

Agenda:

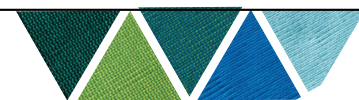
- Miro onboarding
- Exercise instructions and scenario set-up
- Group exercise: *What should Nurse Tida say next?*
- Wrap up discussion on IPC/I and MI best practices



Group Exercise – What should Nurse Tida say next?

Facilitator guide:

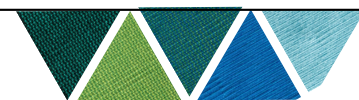
- Allow participants and facilitators to introduce themselves if they are new to the group
- Share the link of the group exercise on Miro Board. Make sure all participants can access the link.
- Share your screen on Zoom in case any participants cannot get Miro to properly function; encourage these participants to participate by following along via your screen and using the chat function on zoom to communicate their responses
- Read the exercise instructions out loud
- Have a participant read out loud a short description of the health worker / client scenario to set the scene



Group Exercise – What should Nurse Tida say next?

Facilitator guide:

- Discuss – What motivations and other factors might influence Bobby's decision to get vaccinated for COVID-19?
- Ask the question '*what should Nurse Tida say next?*'
- Allow participants to type their ideas using the Miro Board sticky notes function
- Using another sticky note on Miro, allow participants to type in a description of the body language and tone of voice that Nurse Thida should use during the discussion
- When the participants have finished adding their responses, discuss the response(s) that stands out as particularly effective communication. Ask the group:
 - Which responses will help make the client feel respected? Why?
 - Which responses will help make the client feel comfortable asking questions and sharing their perspective? Why?
 - Which responses will most likely stimulate behavior change? Why?



Group Exercise – What should Nurse Tida say next?

Instructions for participants:

This exercise puts you in the shoes of a health worker, Nurse Tida, who is faced with a vaccine hesitant client. We will start by reading a short description of the situation. You will have the chance to decide what Nurse Tida should say next. This is not a competition but a chance to put your new interpersonal communication (IPC) and motivational interviewing (MI) skills to work.

Keep in mind that good IPC will make the client feel respected and comfortable enough to share their honest perspective and ask questions. Good MI will use curiosity to better understand the hesitant client's perspective; it will encourage the client to speak out loud the reasons they should be vaccinated, something they may not have much practice doing. These strategies will help the client think about vaccination in a different way and leave them feeling good about the discussion, even if they do not get vaccinated that day.

Remember, it's not easy to know what to say in response to hesitancy, so don't worry if you are unsure. Practice will help you improve these skills and better empathize with health workers who find themselves in these situations on a regular basis.

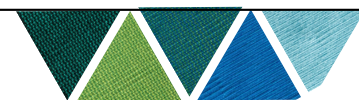


Group Exercise – What should Nurse Tida say next?

Health Worker / Client Scenario (page 1):

Nurse Tida is a 25-year-old registered nurse and has been working at the health center for 3 years. Before the pandemic started, she could not have imagined how her life and job would change so drastically as a new nurse. While work was very busy at the health center before, now her daily work feels overwhelming as she has been tasked with COVID-19 vaccination, in addition to her usual duties.

Nurse Tida really wants to provide high quality health services to her community, but sometimes she finds herself in situations where she simply doesn't know what to say, especially when a client refuses vaccination. Pre-service training didn't cover this aspect of communication.



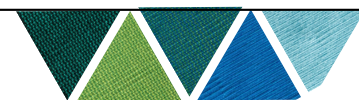
Group Exercise – What should Nurse Tida say next?

Health Worker / Client Scenario (page 2):

Bobby is a 52-year-old man who visits the health center each month for management of high blood pressure. Bobby has 3 grown children and 8 grandchildren whom he adores. After his wife passed away unexpectedly last year, Bobby spends as much time with his family as possible.

He has worked hard as a taxi driver for the past 30 years. He enjoys meeting new people and gets the chance to hear many interesting perspectives on politics, religion, and life in general. Even though Bobby has risk factors for having severe COVID-19 disease, he hasn't accepted COVID-19 vaccination. When asked why not, he usually says with a laugh, "I have lived this long without the vaccine, why should I take it now?"

Bobby secretly has serious concerns about the safety of the vaccine – he has heard several stories of terrible side-effects, even death, from his passengers and from the hosts of radio talk shows he listens to in the taxi.



Group Exercise – What should Nurse Tida say next?

Health Worker / Client Scenario (page 3):

After reviewing Bobby's blood pressure today and adjusting his medication, Nurse Tida decides she must at least ask Bobby about COVID-19 vaccination. She has tried in the past but hasn't made any progress. Nurse Tida recently attended a short training on IPC/I and MI, so she hopes to use some of her new communication skills.

Nurse Tida says: *"Bobby, before you leave today, I would like to ask your permission to discuss COVID-19 vaccines."*

Bobby, gives Nurse Tida a little laugh, shrugging his shoulders and says: *"Well, alright if we can talk about it if we must. But you know you are probably just wasting your time on me!"*

Nurse Tida gives Bobby a smile, takes a slow deep breath, and says...

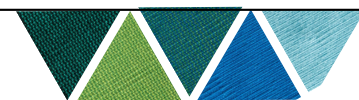
WHAT SHOULD NURSE THIDA SAY NEXT?



Group Exercise – What should Nurse Tida say next?

Facilitation Questions/Discussion (page 1):

1. Discuss – What motivations and other factors might influence Bobby's decision to get vaccinated for COVID-19?
2. Using the sticky notes on Miro, type in the response you think Nurse Tida should say next. You can expand on how the discussion might flow with up to 5 sentences of text.
3. Using another sticky note on Miro, type in a description of the body language and tone of voice that Nurse Tida should use during the discussion.



Group Exercise – What should Nurse Tida say next?

Facilitation Questions/Discussion (page 2):

1. Once you are finished writing your ideas, I would like each participant to read out loud what you wrote and explain your reasoning.
2. Which response and body language examples would make Bobby feel comfortable sharing his honest perspective and asking questions?
3. Which response and body language examples would make Bobby feel good about the discussion, even if he doesn't get vaccinated?

