



Washington State
Hospital Association



WSHA COVID-19 Meeting with State Leaders

Every other Monday 3:00 – 4:30pm

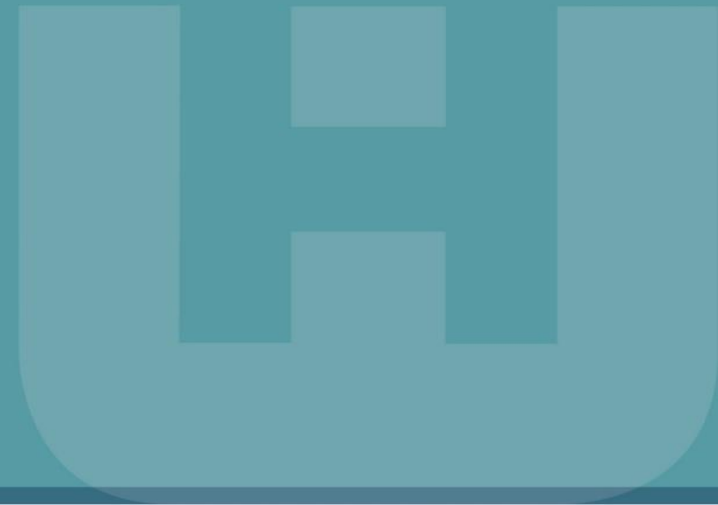
May 3, 2021

Agenda

- **Vaccine Update – Michele Roberts, DOH**
- **Epi Report & COVID-19 Update – Dr. Bob Lutz, DOH**
- **Addressing Vaccine Hesitancy – Liz Perez & Greg Endler, DOH**
- **End of 2021 Legislative Session – Zosia Stanley, WSHA**

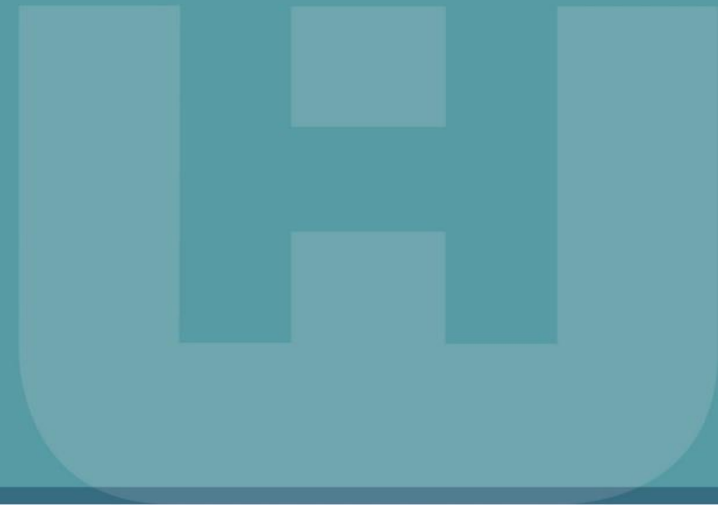
Vaccine Update

Michele Roberts, DOH



Epi Report & COVID-19 Update

Dr. Bob Lutz, DOH

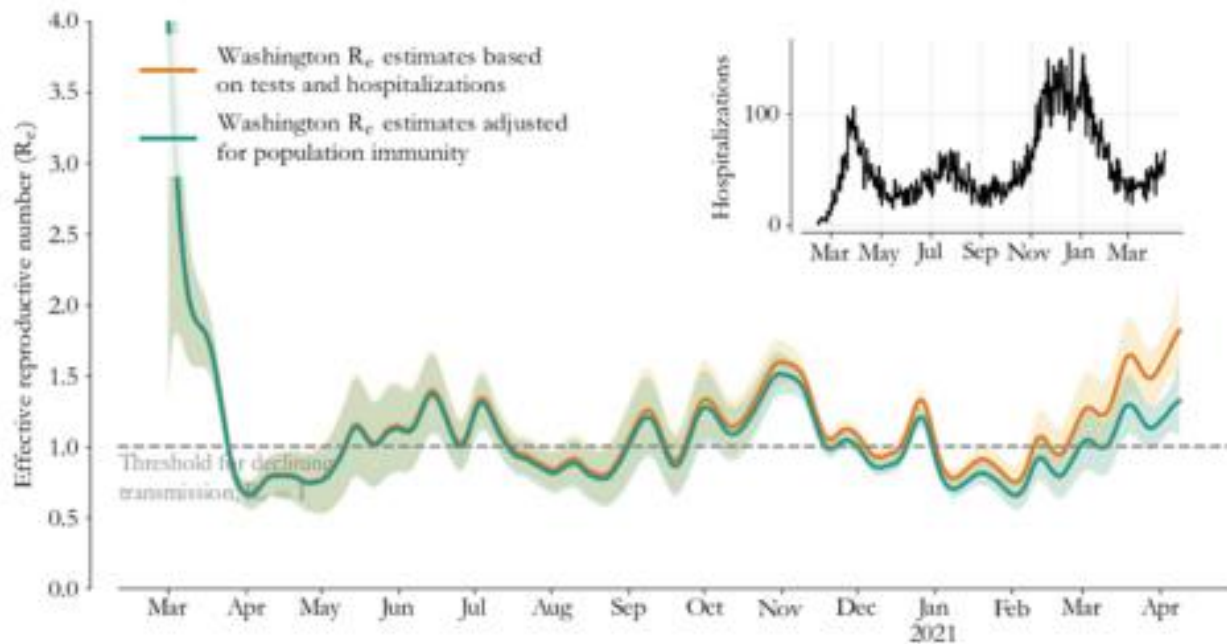




Mask Up, Washington.

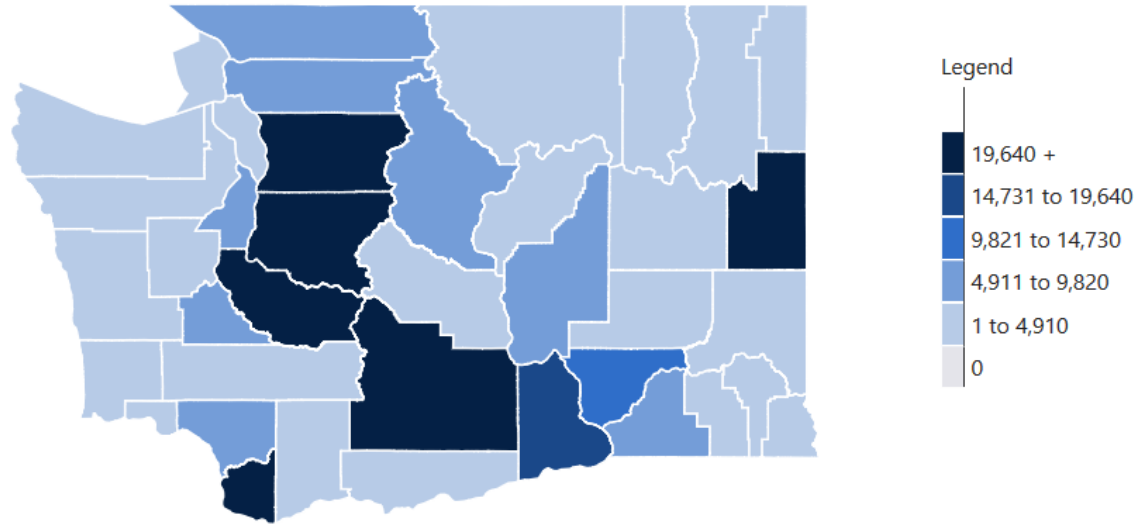


WSHA Leadership
May 03, 2021
Bob Lutz



data from WDRS through April 15, the best estimate for the reproductive number (R_e) in Washington on April 02 was 1.82, previously 1.72 (orange – “behavior- & variant”) & 1.32, previously 1.29 (green – “immunity-adjusted”)

CASES BY COUNTY



total cases (confirmed & probable) –
404,709; Δ 9397; 1342/d (1212/d)

total hospitalizations –
22,223 Δ 378; 54 (56.1/d)

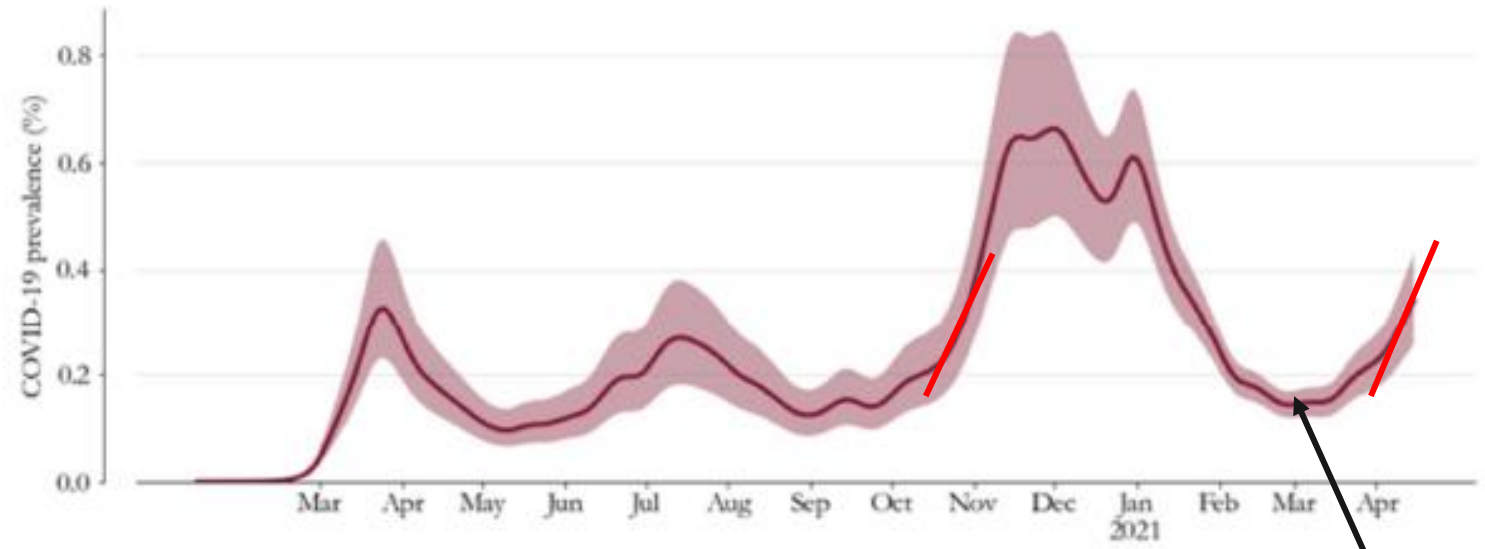
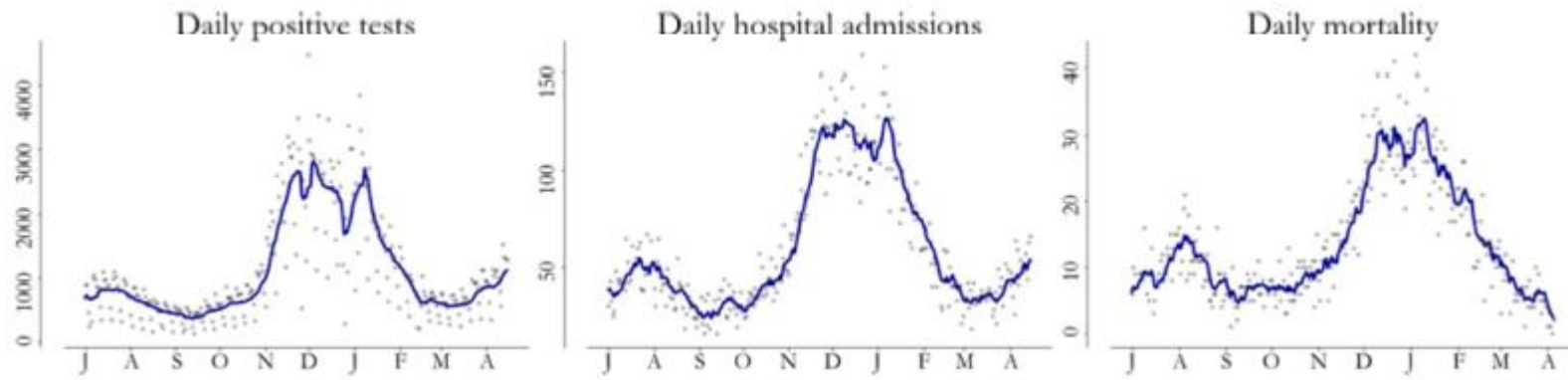
total deaths – 5499; Δ 65

*IR – 250.8/100,000/2wks
(217.5/100,000/2wks)

*as of 05.01.2021

Healthy Washington | Roadmap to Recovery

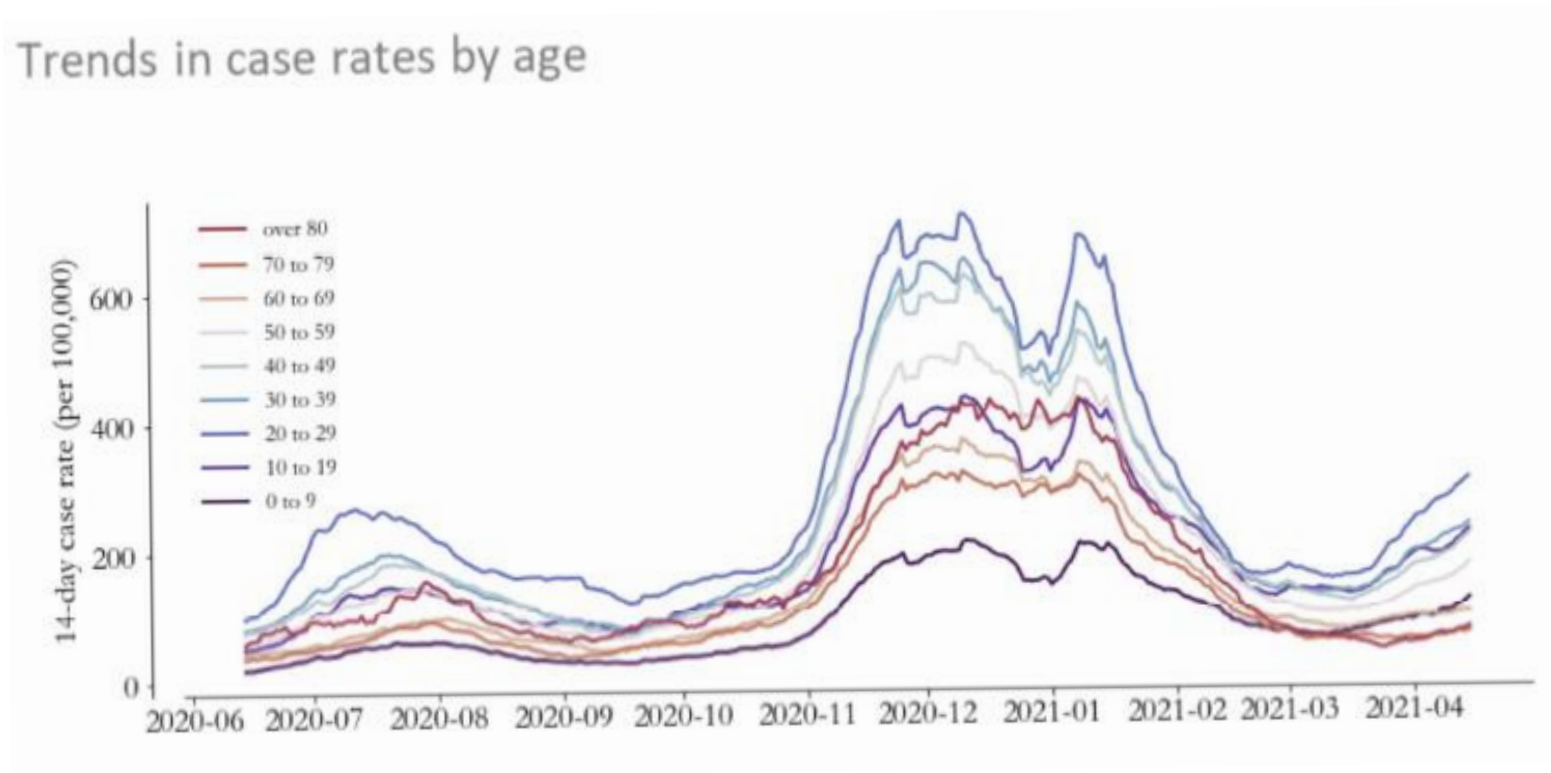




prevalence 0.34%*
 (previously 0.28%)
 *model-based

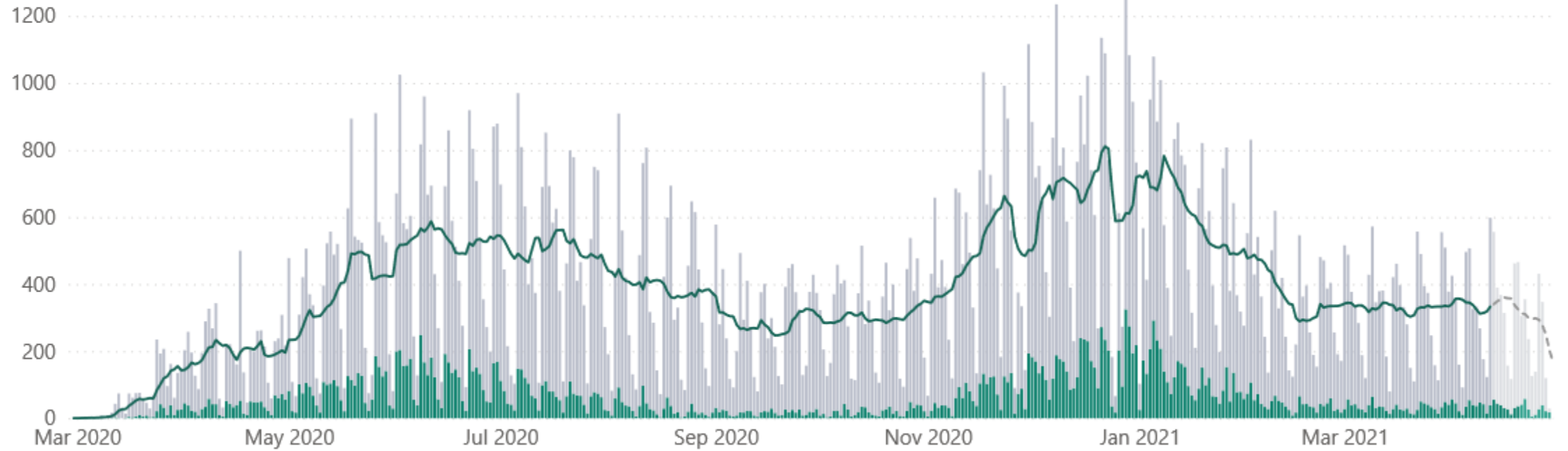
.14%

Trends in case rates by age



NUMBER OF MOLECULAR TESTS

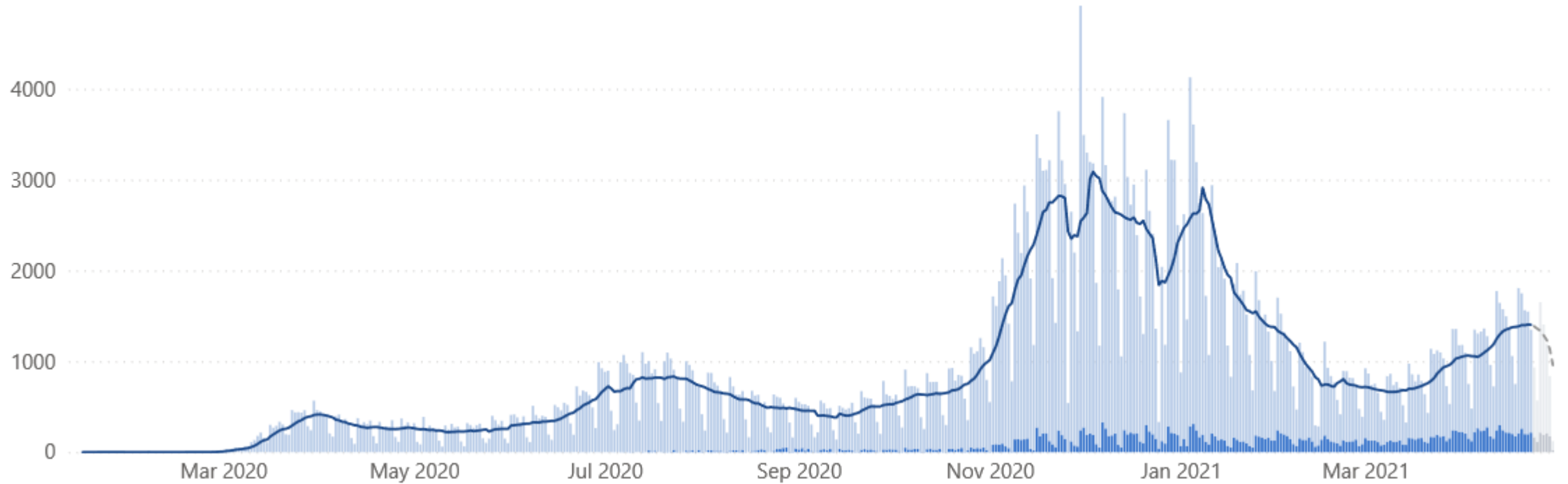
● Positive ● Positive (Incomplete) ● Negative ● Negative (Incomplete) — Total (7 day rolling avg.) — Incomplete data (7 day rolling avg.)



~19,269/d

CASE COUNTS

● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)

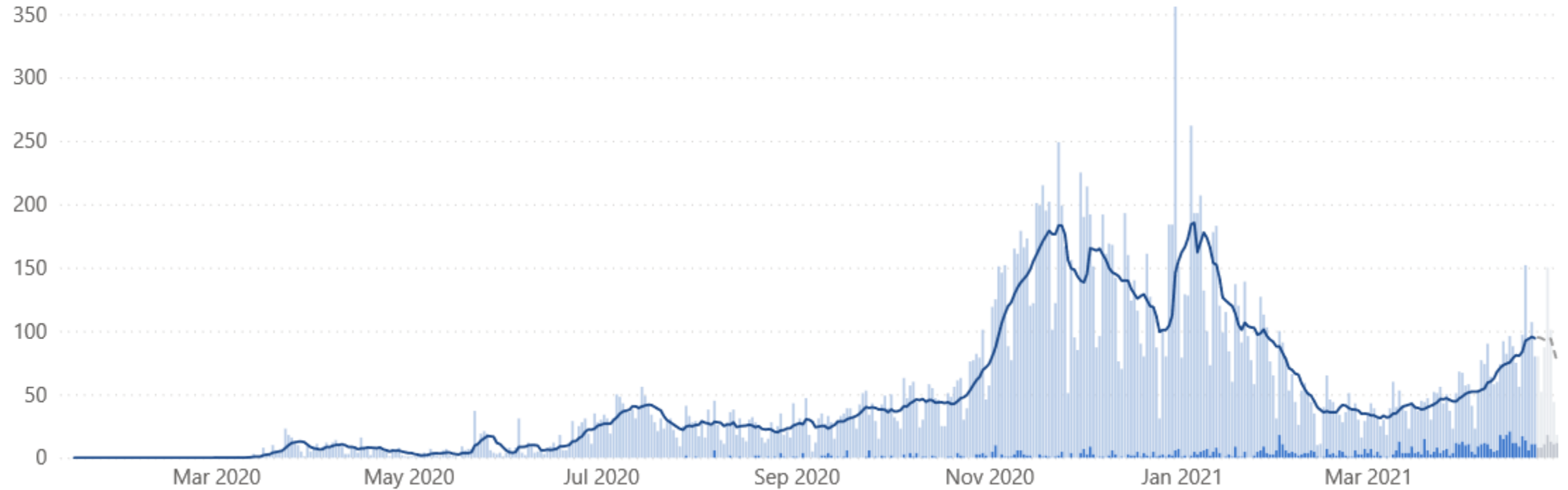


data as of 04.30.2021

Washington –
250.8/100,000/2wks
(217.5/100,000/2wks)

CASE COUNTS

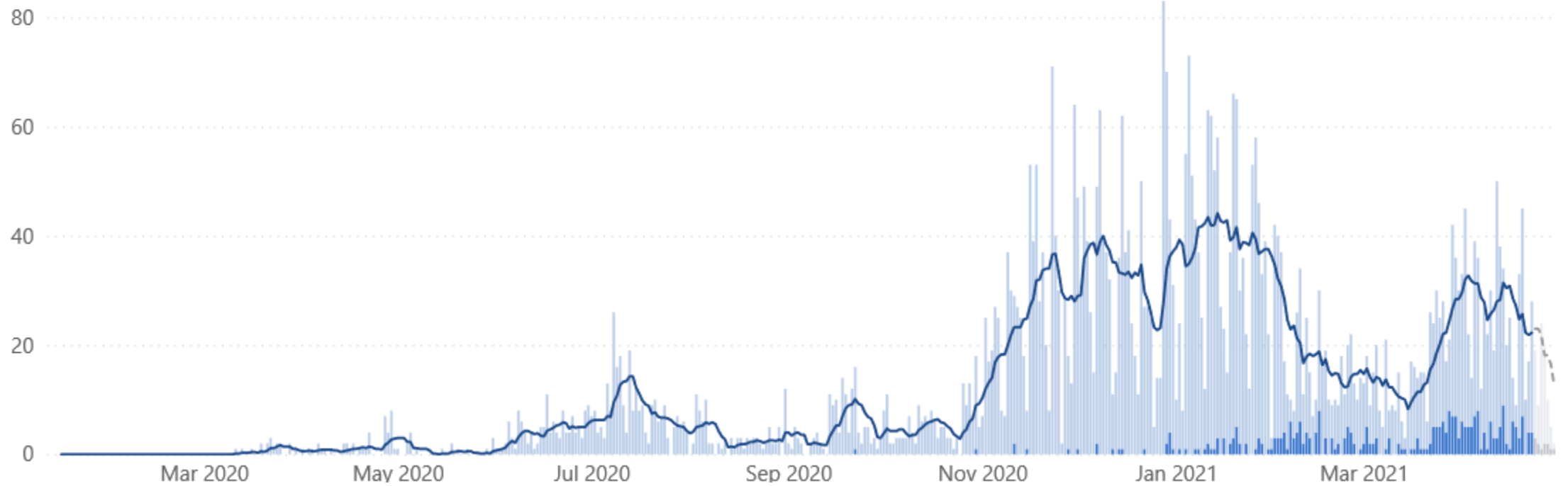
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Clark County –
239.2/100,000/2wks
(140/100,000/2wks)

CASE COUNTS

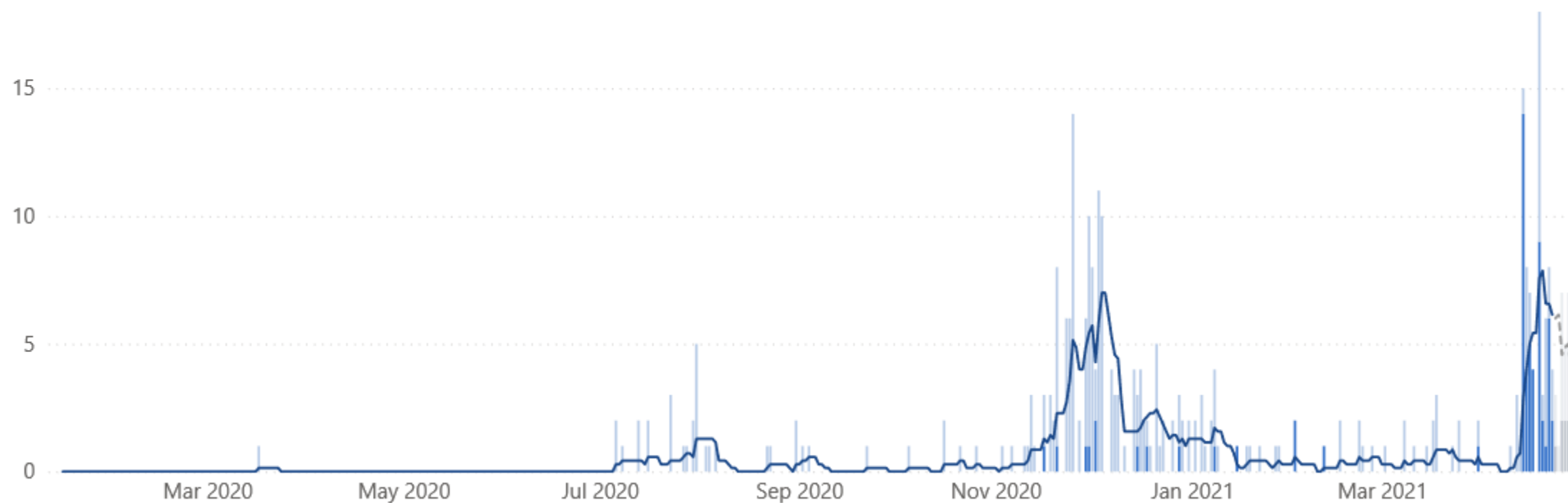
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Cowlitz County –
331.2/100,000/2wks
370.1/100,000/2wks

CASE COUNTS

● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Ferry County –
935.5/100,000/2wks
(140/100,000/2wks)

CASE COUNTS

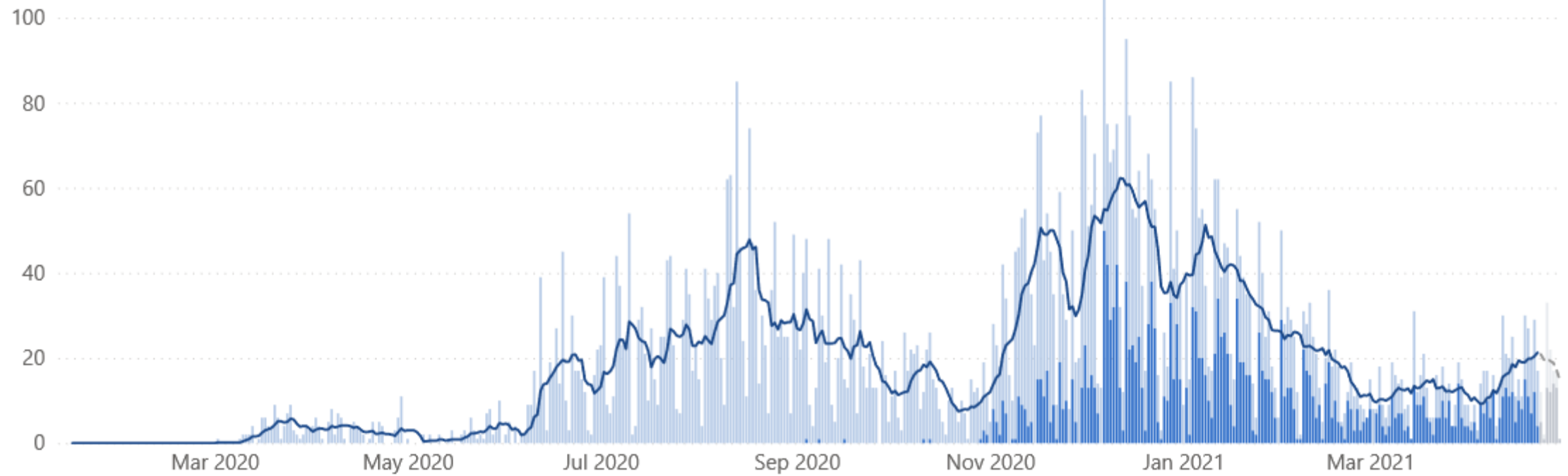
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Franklin County -
329.7/100,000/2wks

CASE COUNTS

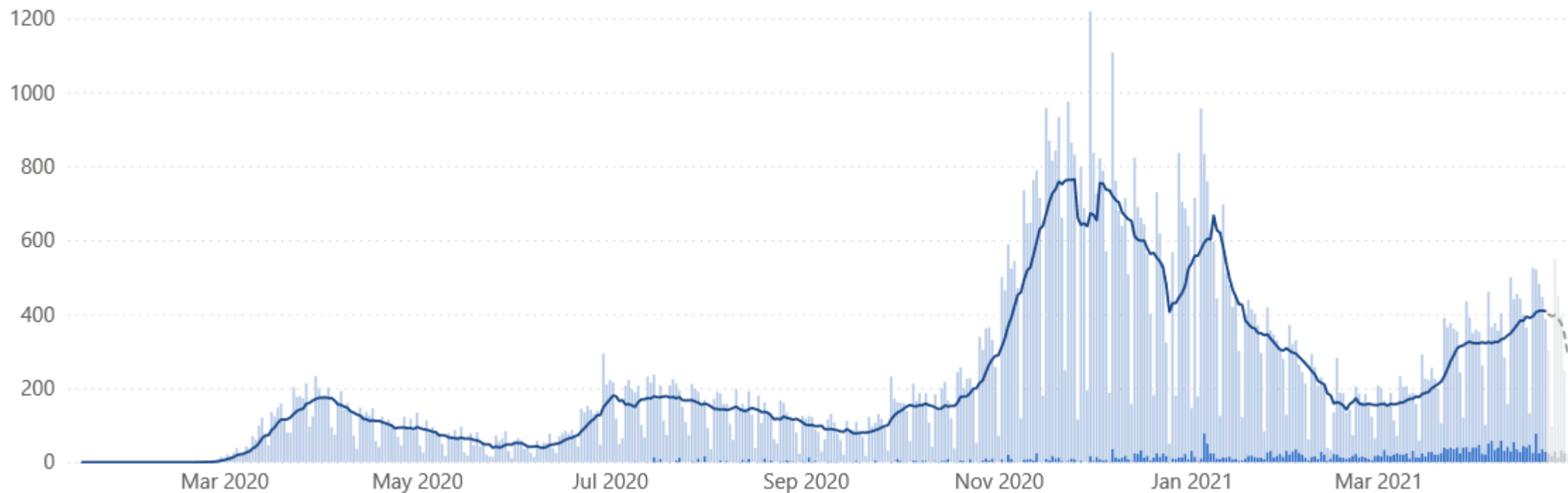
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Grant County –
272.6/100,000/2wks

CASE COUNTS

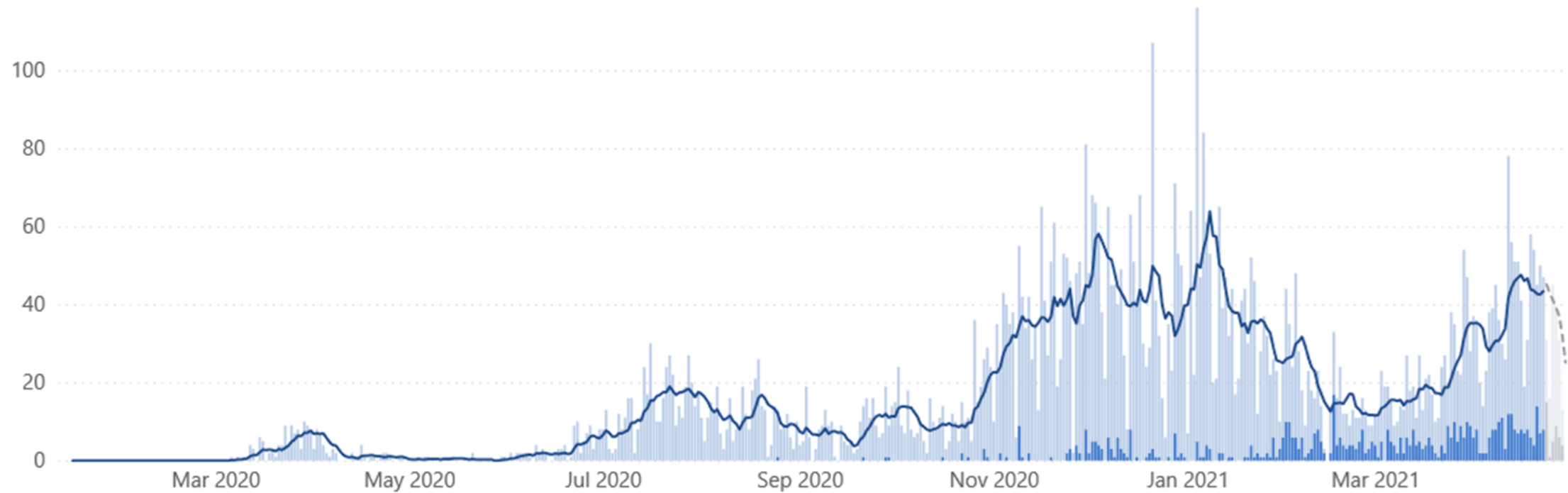
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



King County –
245.1/100,000/2wks
(198.1/100,000/2wks)

CASE COUNTS

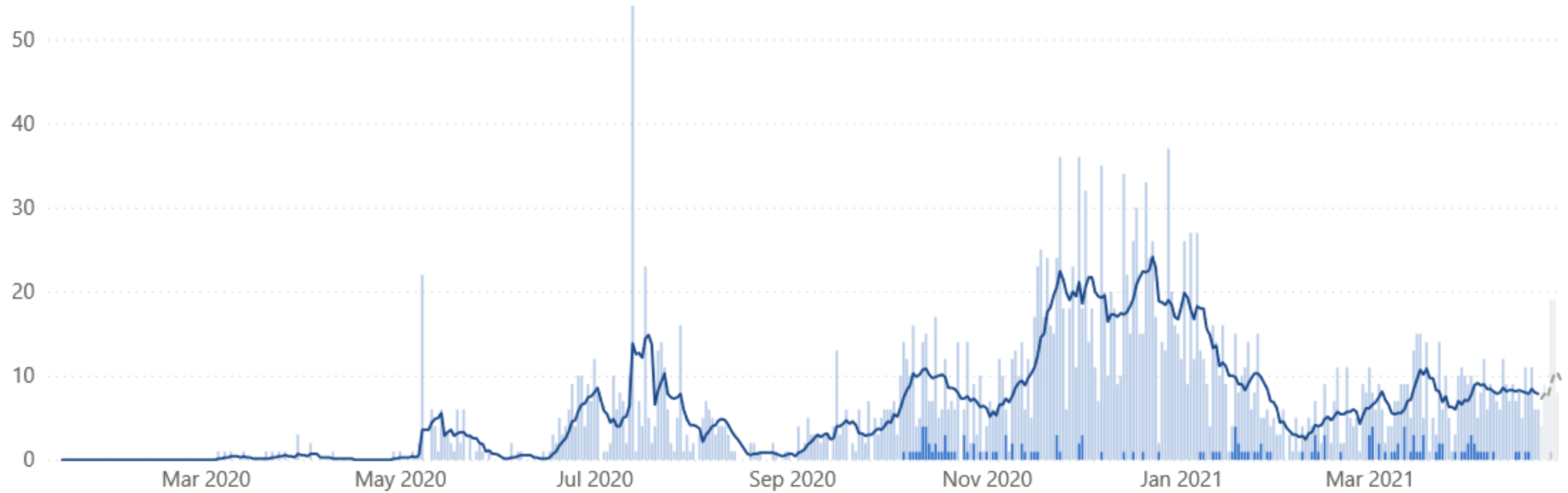
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Kitsap County –
225.6/100,000/2wks
(160.2/100,000/2wks)

CASE COUNTS

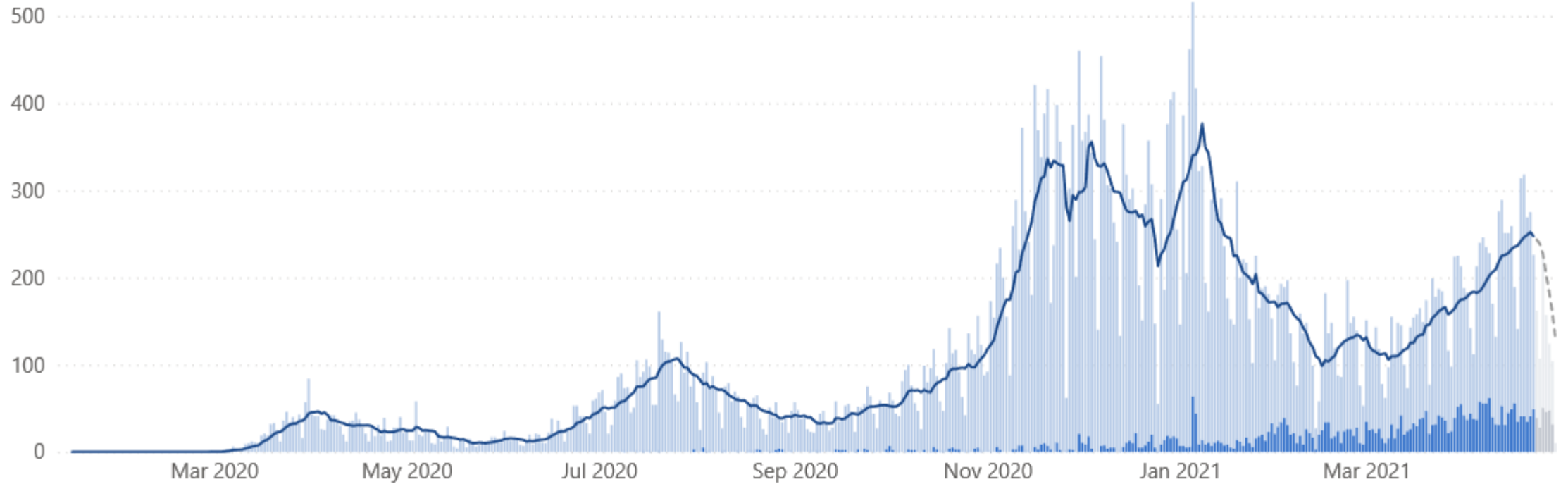
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Kittitas County –
236.8/100,000/2wks
(216/100,000/2wks)

CASE COUNTS

● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Pierce County –
369.8/100,000/2wks
(275.5/100,000/2wks)

CASE COUNTS

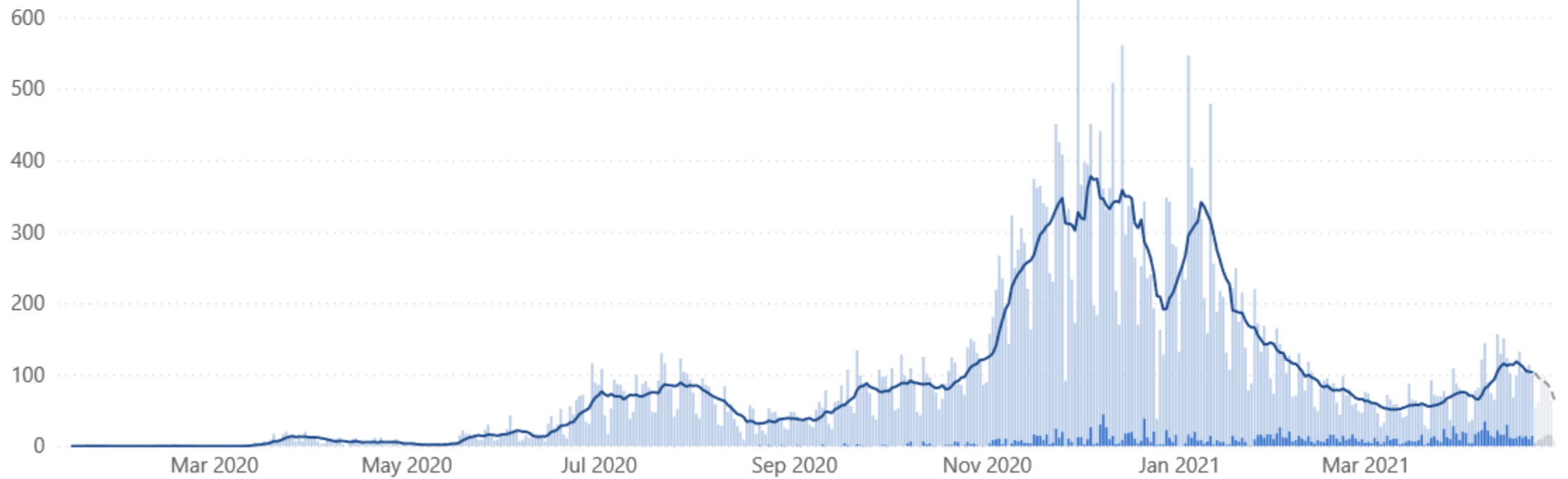
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Snohomish County –
227.5/100,000/2wks

CASE COUNTS

● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Spokane County –
289.5/100,000/2wks
(183.5/100,000/2wks)

CASE COUNTS

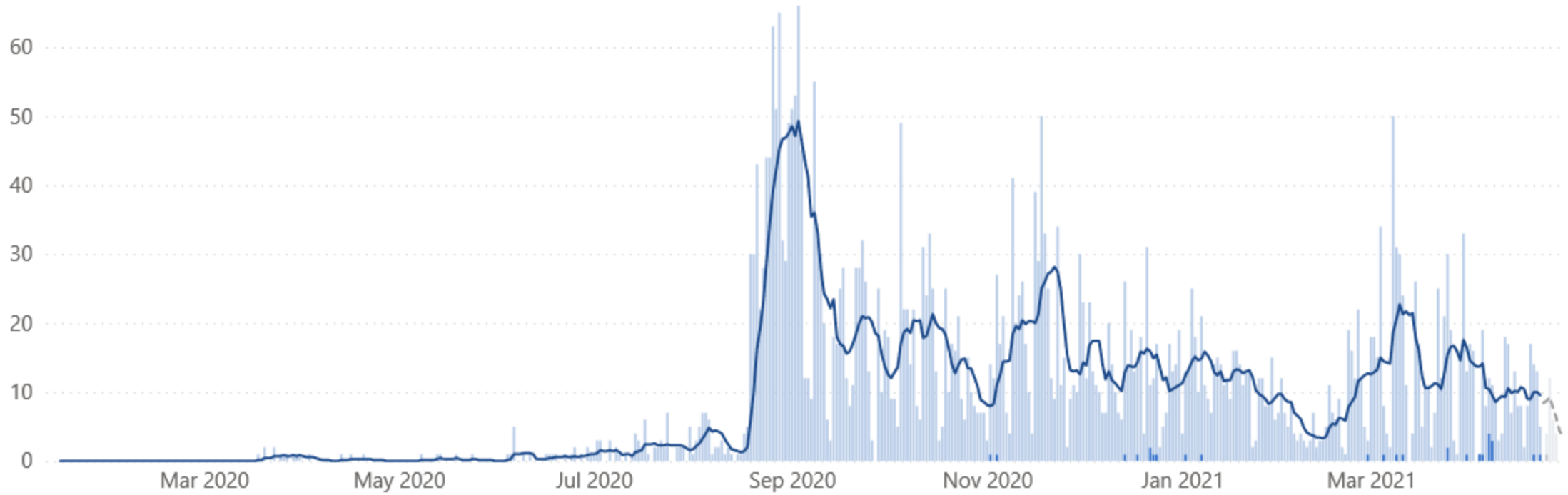
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Stevens County –
298.3/100,000/2wks
(219.9/100,000/2wks)

CASE COUNTS

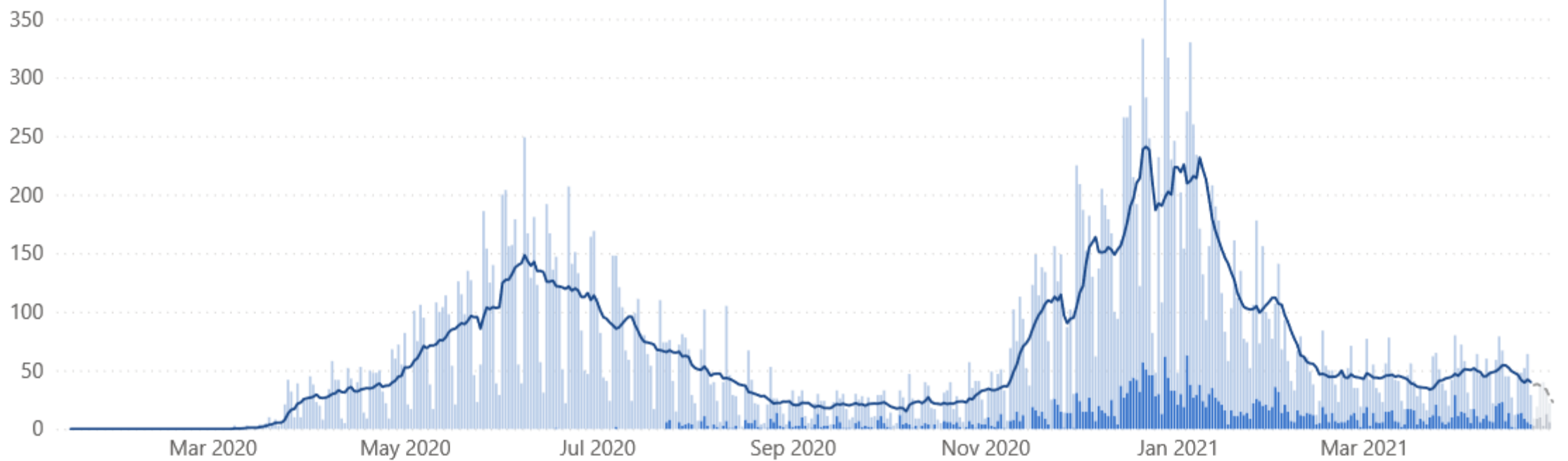
● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Whitman County –
277.3/100,000/2wks
(388.3/100,000/2wks)

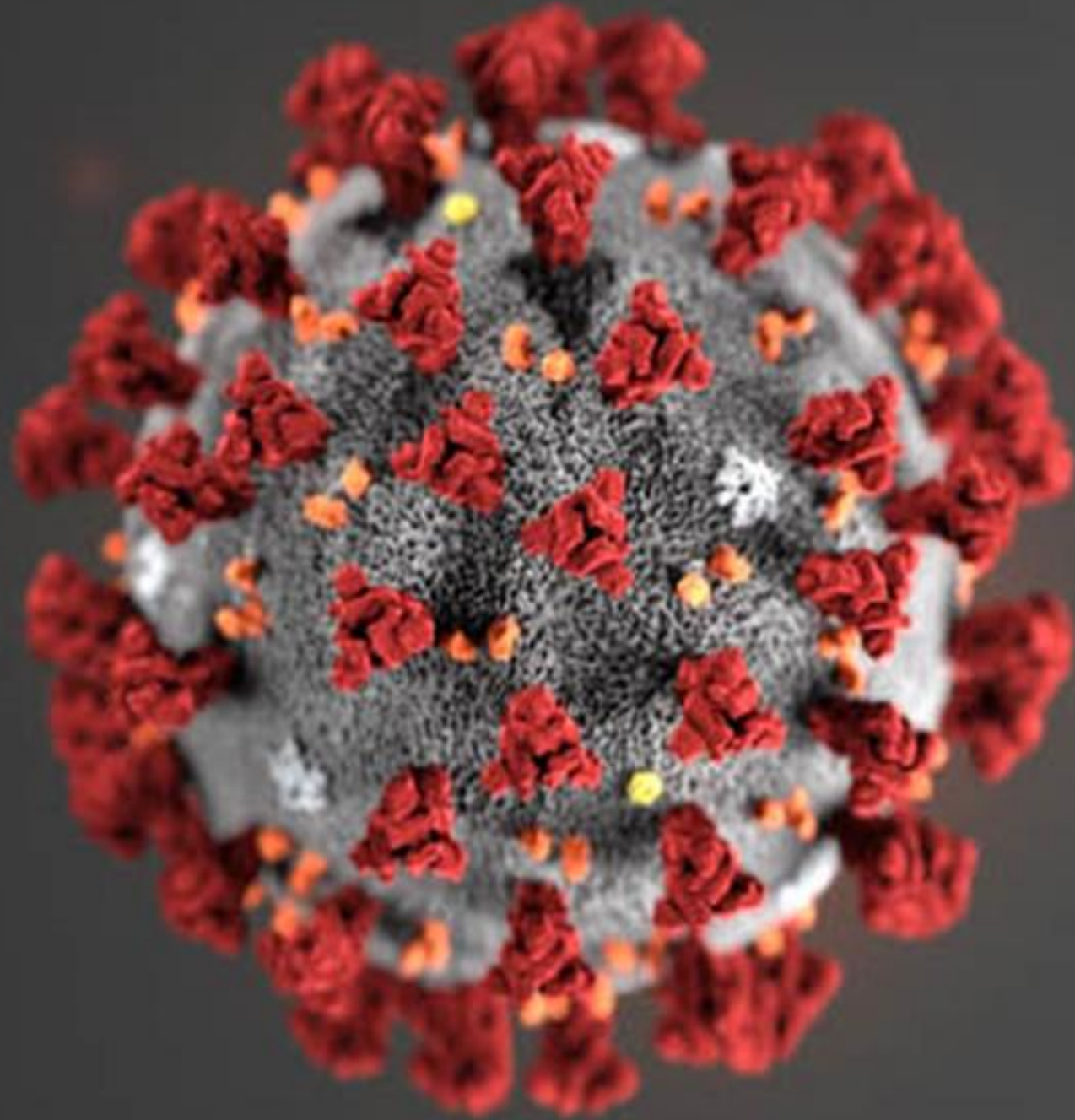
CASE COUNTS

● Probable Cases ● Confirmed Cases ● Incomplete (Probable Cases) ● Incomplete (Confirmed Cases) — Total Cases (7 day avg.) - - - Incomplete (7 day avg.)



Yakima County –
261.8/100,000/2wks
(261/100,000/2wk)

healthcare

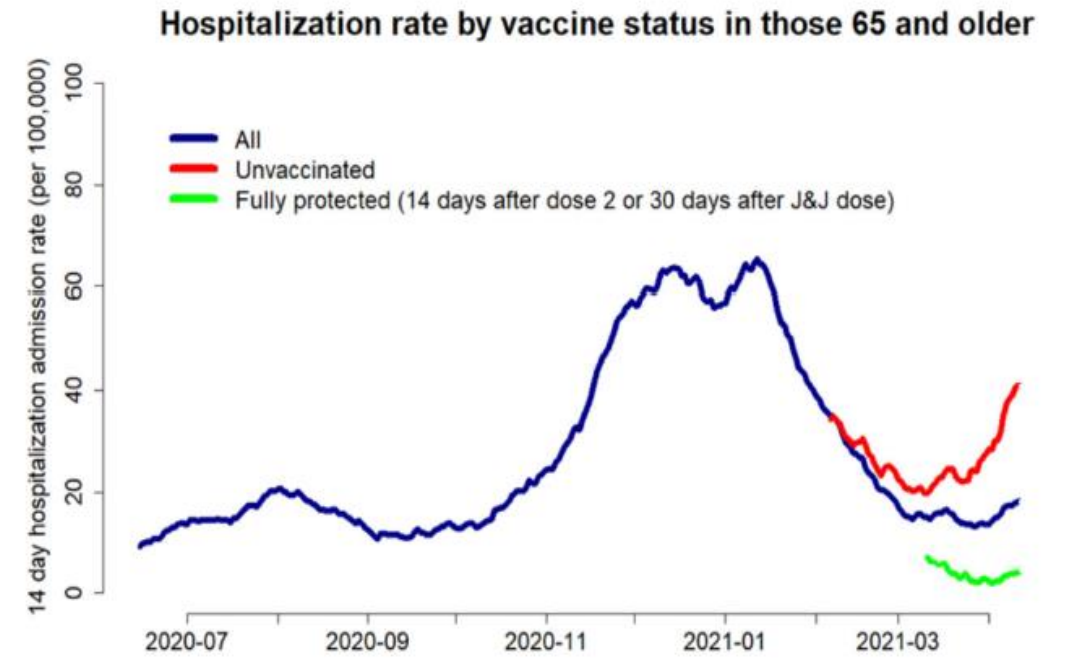


WA Health COVID-19 hospital admissions

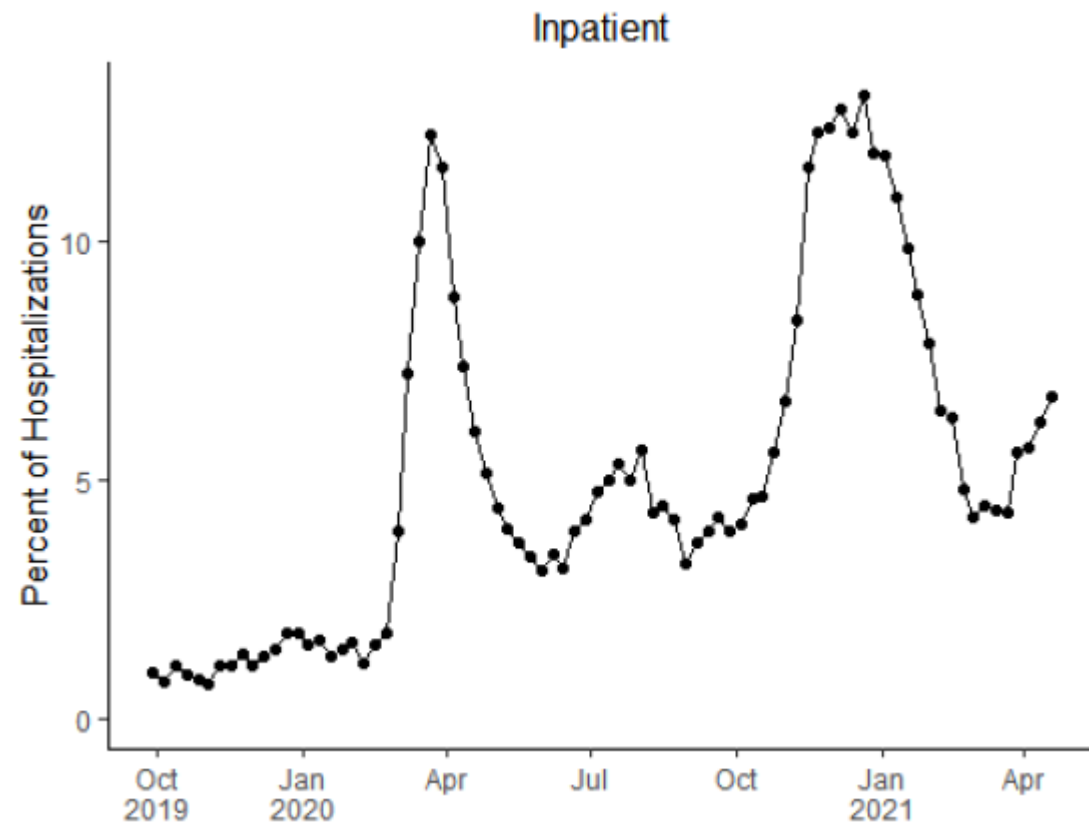
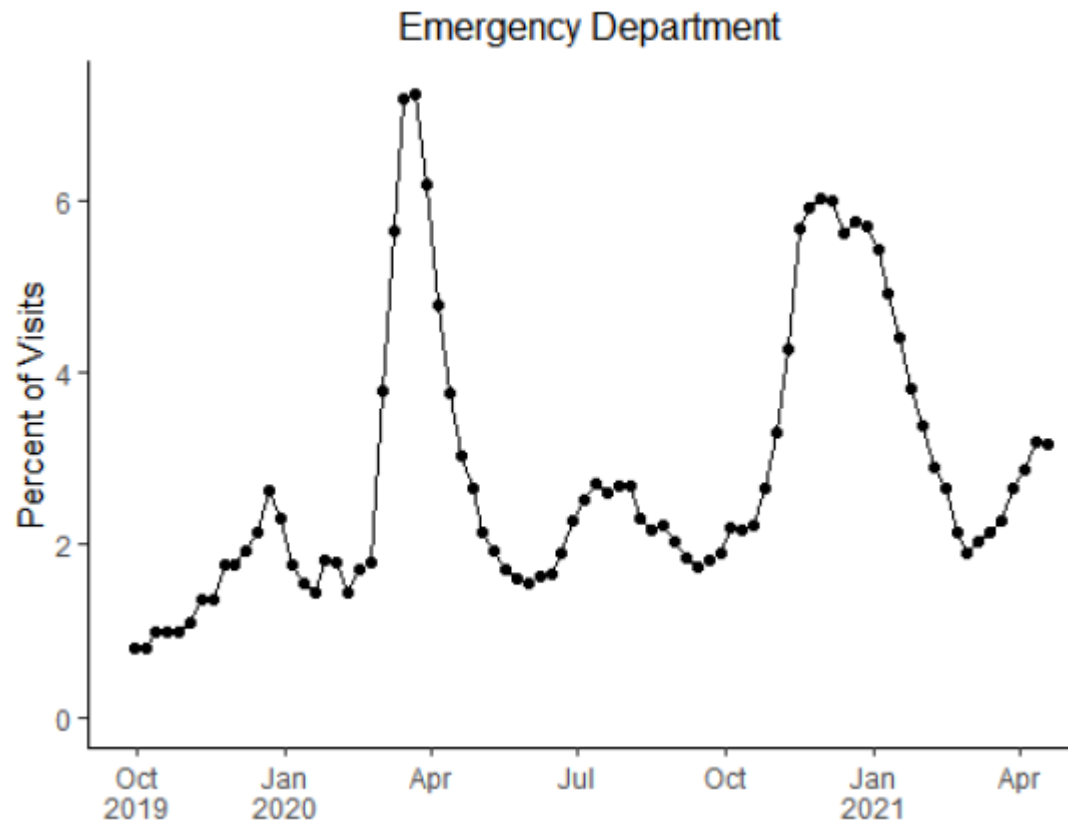


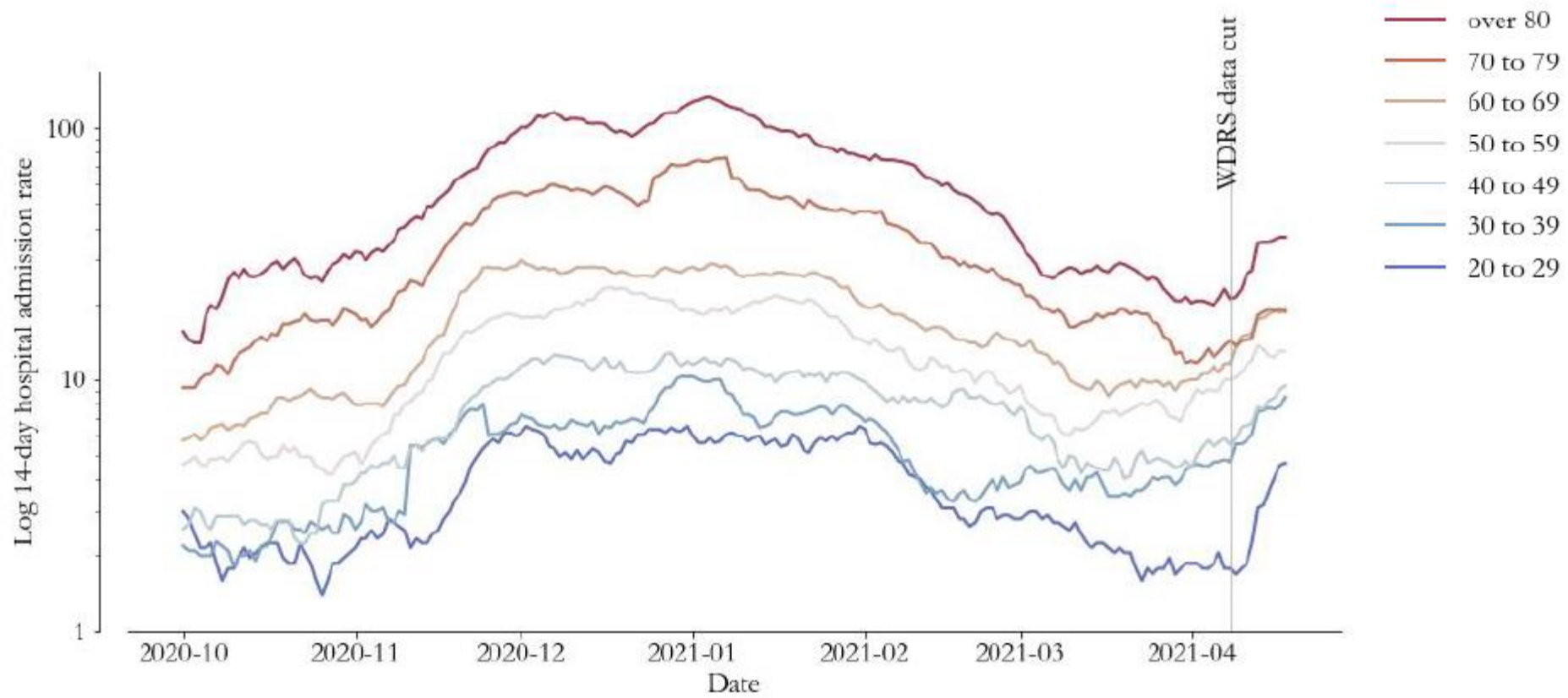
data as of 04.24.2021

Vaccination impact



weekly trends in COVID-like illness





WA HEALTH – 04.23.2021

System at a glance
?

County: All | Parent Org: All | System: All | Facility: All

COVID-19 stats

536
COVID positive

56
Ventilated Confirmed

3
COVID Deaths

Adult Bed capacity

Availability

| ICU Beds | Acute Beds | Surge/Overflow |
|---------------------|-------------------------|----------------------|
| 97 | 112 | 1,133 |
| <small>AIIR</small> | <small>Non-AIIR</small> | <small>Total</small> |

Occupancy

| ICU Beds | Acute Beds | Surge/Overflow |
|---------------------|-------------------------|----------------------|
| 81.6% | 85.0% | 7.6% |
| <small>AIIR</small> | <small>Non-AIIR</small> | <small>Total</small> |

Supplies

Count of Facilities that are unable to source supplies

| Supply Type | Days on hand | | | |
|----------------------------|--------------|----------|----------|-----------|
| | 0 days | 1-3 days | 4-6 days | 7-14 days |
| Ventilator supplies (di... | 7 | 3 | 1 | |
| Surgical Masks | | | | 2 |
| Other respirators Incl... | 4 | 2 | 1 | |
| N-95 | 7 | 1 | | 3 |
| Gowns (Single Use) | | | 3 | 3 |
| Gloves | | | 1 | 3 |
| Eye Protection | | | | 1 |
| Total | 18 | 6 | 6 | 12 |

Staffing - Facility Count

19
Critical Staffing Today

17
Critical staffing next week

Bed Availability by County

| County | ICU AIIR | ICU Non-AIIR | Acute AIIR | Acute Non-AIIR | Surge/Overflow |
|--------------|-----------|--------------|------------|----------------|----------------|
| ADAMS | 0 | 0 | 14 | 10 | 1 |
| ASOTIN | 1 | 0 | 1 | 6 | 10 |
| BENTON | 2 | 3 | 11 | 42 | 203 |
| CHELAN | 0 | 0 | 3 | 11 | 3 |
| CLALLAM | 0 | 3 | 0 | 12 | 0 |
| CLARK | 1 | 6 | 9 | 96 | 41 |
| COLUMBIA | 0 | 0 | 2 | 1 | 0 |
| COWLITZ | 8 | 6 | 2 | 85 | 0 |
| FERRY | 0 | 0 | 2 | 8 | 0 |
| FRANKLIN | 1 | 0 | 3 | 5 | 0 |
| Total | 97 | 112 | 311 | 987 | 1,133 |

Equipment

| | | |
|--------------------------------------|-----------------------------------|-----------------------------------|
| 1,383 | 448 | 0 |
| <small>Ventilators Available</small> | <small>Ventilators in use</small> | <small>Ventilators Needed</small> |

Power BI | Rev: 2020.06.01
Data refreshed: 4/23/2021 8:32:42 AM

WA HEALTH – 05.02.2021

System at a glance
?

County: All | Parent Org: All | System: All | Facility: All

COVID-19 stats

592
COVID positive

75
Ventilated Confirmed

5
COVID Deaths

Adult Bed capacity

Availability

| ICU Beds | Acute Beds | Surge/Overflow |
|----------------------------------|--------------------------------------|--------------------------------------|
| 118 <small>AIR</small> | 128 <small>Non-AIR</small> | 1,178 <small>Total</small> |

Occupancy

| ICU Beds | Acute Beds | Surge/Overflow |
|------------------------------------|--|-------------------------------------|
| 77.0% <small>AIR</small> | 82.1% <small>Non-AIR</small> | 3.8% <small>Total</small> |

Bed Availability by County

| County | ICU AIR | ICU Non-AIR | Acute AIR | Acute Non-AIR | Surge/Overflow |
|--------------|------------|-------------|------------|---------------|----------------|
| ADAMS | 0 | 0 | 8 | 9 | 1 |
| ASOTIN | 1 | 0 | 1 | 17 | 10 |
| BENTON | 4 | 5 | 18 | 36 | 207 |
| CHELAN | 1 | 0 | 8 | 19 | 3 |
| CLALLAM | 1 | 5 | 0 | 10 | 0 |
| CLARK | 1 | 8 | 10 | 112 | 41 |
| COLUMBIA | 0 | 0 | 1 | 2 | 0 |
| COWLITZ | 8 | 4 | 1 | 80 | 0 |
| FERRY | 0 | 0 | 2 | 6 | 0 |
| FRANKLIN | 2 | 1 | 3 | 9 | 0 |
| GARFIELD | 0 | 0 | 2 | 4 | 8 |
| Total | 118 | 128 | 321 | 959 | 1,178 |

Supplies

Count of Facilities that are unable to source supplies

| Supply Type | Days on hand | | | |
|----------------------------|--------------|----------|----------|-----------|
| | 0 days | 1-3 days | 4-6 days | 7-14 days |
| Ventilator supplies (di... | 7 | 3 | 1 | |
| Surgical Masks | | | | 2 |
| Other respirators Incl... | 4 | 1 | 2 | |
| N-95 | 7 | 1 | | 3 |
| Gowns (Single Use) | | | 3 | 3 |
| Gloves | | | 1 | 3 |
| Eye Protection | | | | 1 |
| Total | 18 | 5 | 7 | 12 |

Staffing - Facility Count

12
Critical Staffing Today

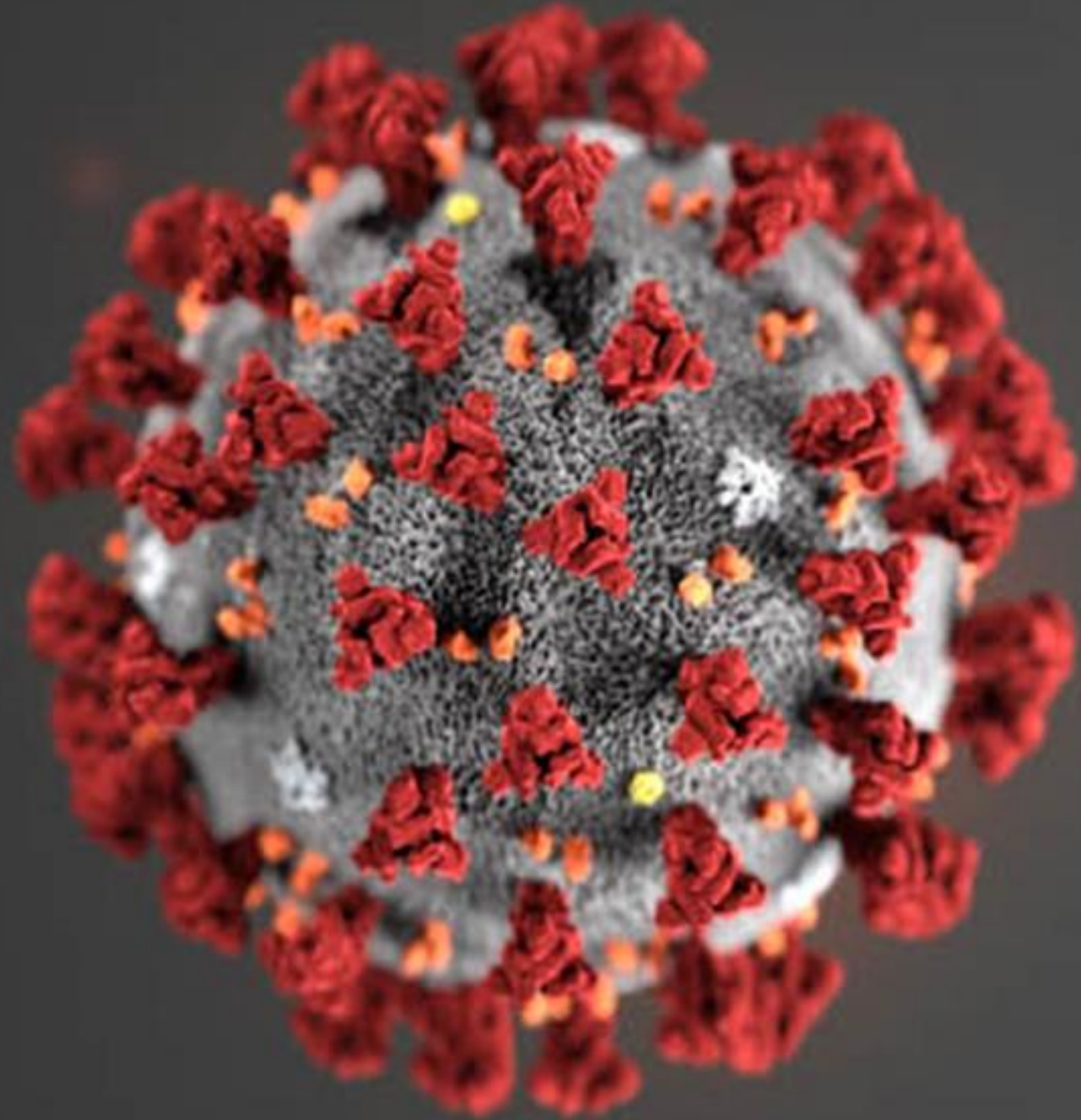
14
Critical staffing next week

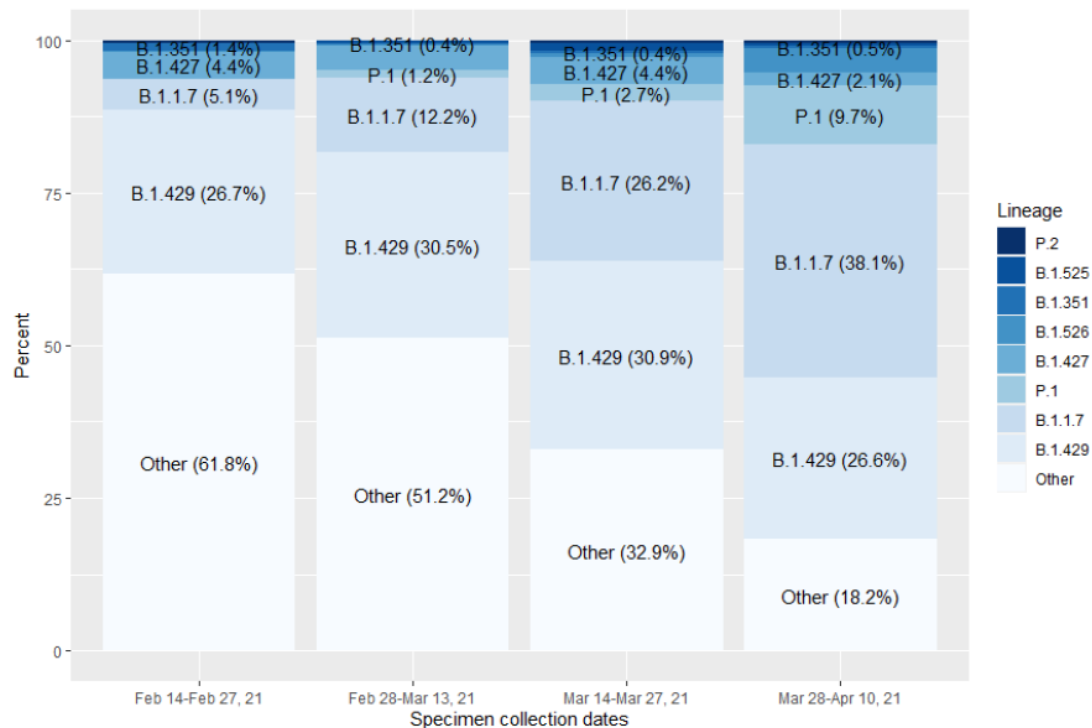
Equipment

| | | |
|--|---|---|
| 1,384 <small>Ventilators Available</small> | 447 <small>Ventilators in use</small> | 0 <small>Ventilators Needed</small> |
|--|---|---|

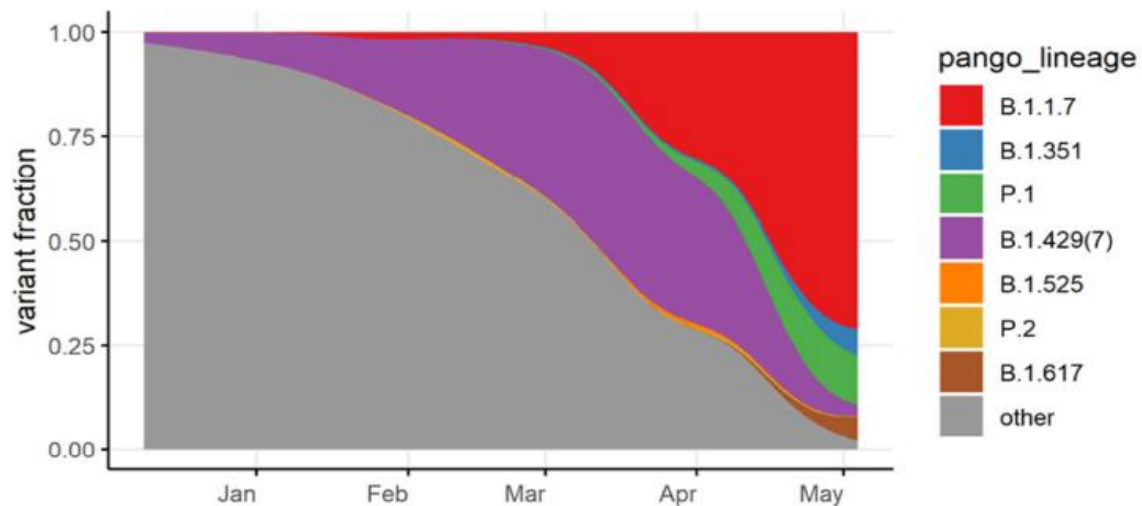
Power BI Rev: 2020.06.01
Data refreshed: 5/2/2021 11:02:07 AM

variants





Fraction of cases attributable to variants



| Name | Area of emergence | CDC designation | Cumulative Washington cases detected | Earliest specimen collection date | Most recent specimen collection date |
|---------|-------------------|---------------------|--------------------------------------|-----------------------------------|--------------------------------------|
| B.1.1.7 | United Kingdom | Variant of concern | 1,380 | 2021-01-07 | 2021-04-14 |
| B.1.351 | South Africa | Variant of concern | 36 | 2021-01-29 | 2021-04-12 |
| P.1 | Brazil | Variant of concern | 222 | 2021-02-06 | 2021-04-19 |
| B.1.427 | California | Variant of concern | 257 | 2020-12-11 | 2021-04-12 |
| B.1.429 | California | Variant of concern | 1,661 | 2020-10-30 | 2021-04-14 |
| B.1.526 | New York | Variant of interest | 87 | 2021-01-21 | 2021-04-14 |
| B.1.525 | New York | Variant of interest | 25 | 2021-02-05 | 2021-04-11 |
| P.2 | Brazil | Variant of interest | 31 | 2021-01-28 | 2021-04-09 |

14,637(4%) specimens from COVID-19 cases in Washington State have been sequenced since January 2020; 12.4% during March. Variants have been identified in 25 counties.



key points

5 of 5 syndromic indicators either decreased or remained virtually unchanged since the previous week for the second reporting period in a row, **no statistical warnings or alerts** were issued.

beginning in March 2020, the volume of visits across many care settings dropped
visit volumes *may be* trending back to levels more typical of care-seeking behavior
before COVID-19

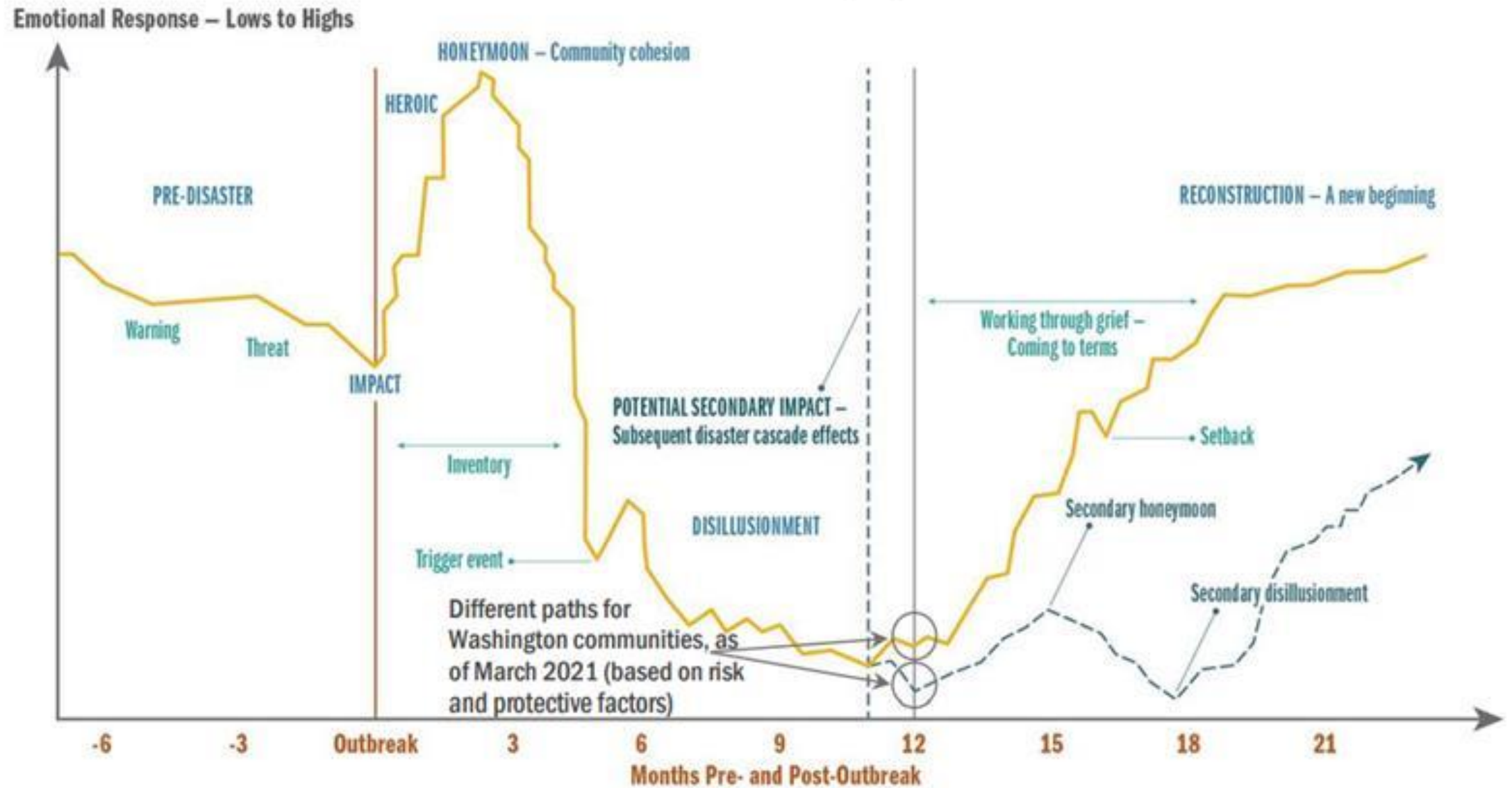
rates of visits (per 10K total) *may be* converging with previous years' rates.

*given the fluctuation in visit counts for more than a year, all comparisons should be interpreted with caution

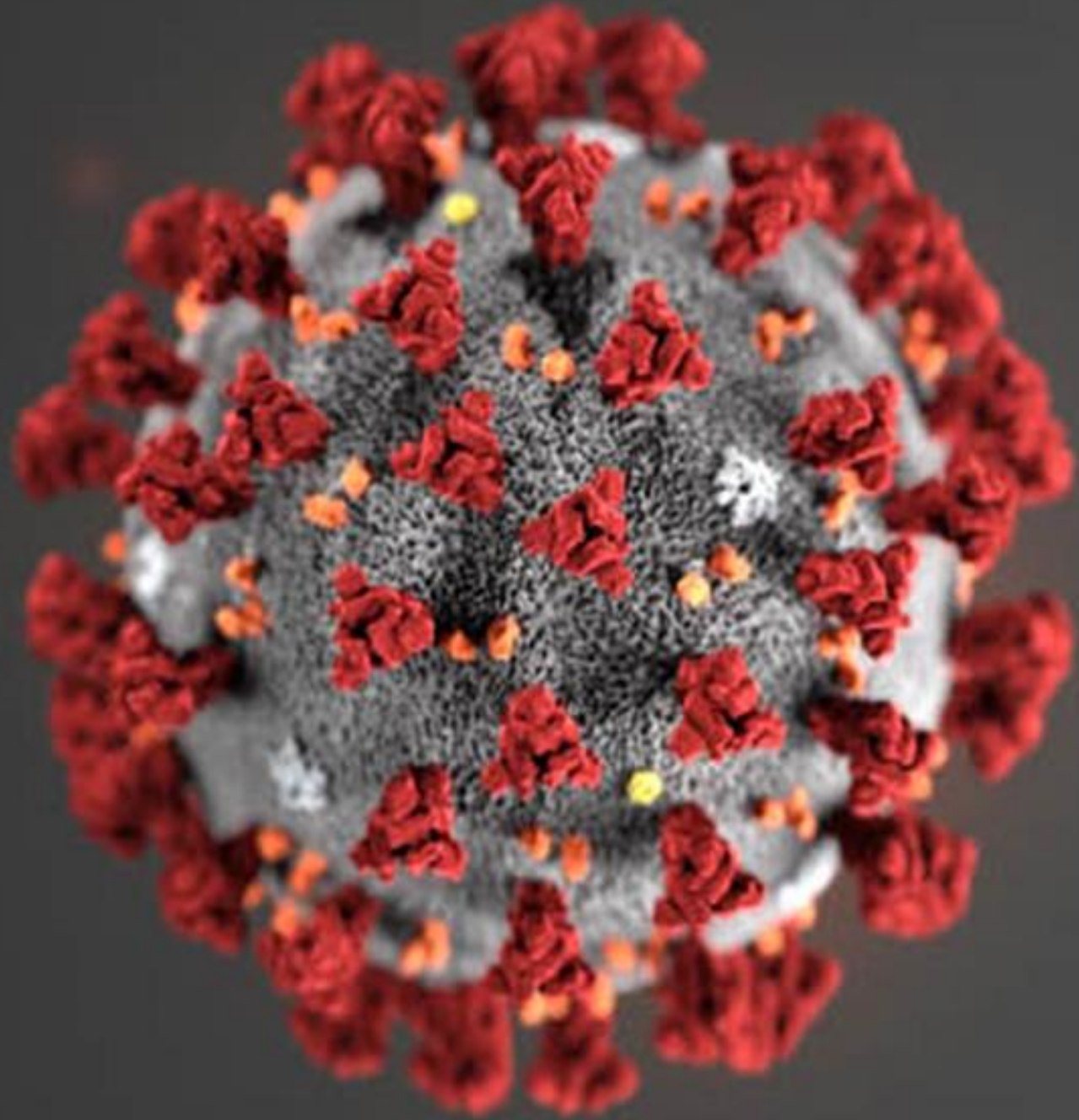
within the next few months Washington could transition from the *disillusionment phase* to the *reconstruction phase* of the disaster recovery cycle often associated with hope & optimism
current status - extreme pandemic apathy.

rollbacks in the *Healthy Washington - Roadmap to Recovery* plan could have significant behavioral health impacts on both the community and individual level, with possible increased risk for substance use, suicidal ideation, violence, and aggression

Reactions and Behavioral Health Symptoms in Disasters



other



monoclonal antibodies - updates

March 18, 2021

FDA revised its [fact sheets](#) on mAbs to address SARS-CoV-2 variants (B.1.1.7, B.1.351, P.1, B.1.427/B.1.429, and B.1.526)

April 13, 2021

REGENERON reported on results of its Phase 3 prevention and treatment trials of REGEN-COV run in conjunction with the National Institute of Allergy and Infectious Diseases (NIAID)

- prevention trial - REGEN-COV 1,200 mg SQ decreased the risk of symptomatic infections by 81%

- treatment trial - REGEN-COV 1,200 mg IV met all primary and key secondary endpoints – reduction of progressing to symptomatic Covid-19 by 76% after the third day; 45% reduction in duration of symptoms; 90% reduction in viral load; no ED visits/hospitalizations

April 16, 2021

*“Today, the U.S. Food and Drug Administration [revoked the emergency use authorization](#) (EUA) that allowed for the investigational monoclonal antibody therapy bamlanivimab, **when administered alone...**”*

April 21, 2021

The [National Institutes of Health](#), revised its recommendation to now encourage using one of the following anti-SARS-CoV-2 monoclonal antibody combinations (bamlanivimab 700 mg plus etesevimab 1,400 mg; casirivimab 1,200 mg plus imdevimab 1,200 mg)

monoclonal antibodies – direct order & compassionate use

<https://www.phe.gov/emergency/events/COVID19/investigation-MCM/Documents/Overview%20of%20direct%20order%20process%20Fact%20Sheet-508.pdf>

compassionateuserequests@regeneron.com

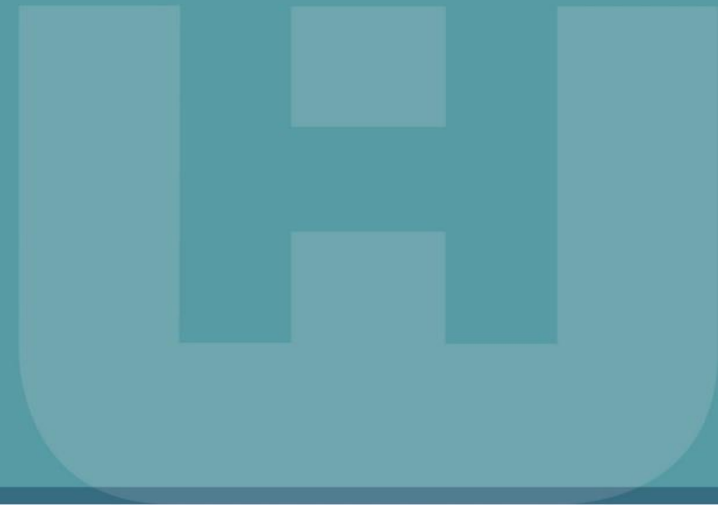


Washington State Department of Health is committed to providing customers with forms and publications in appropriate alternate formats. Requests can be made by calling 800-525-0127 or by email at civil.rights@doh.wa.gov. TTY users dial 711.

Addressing Vaccine Hesitancy

Liz Perez, DOH

Greg Endler, DOH





COVID-19 VACCINE



Last updated: May 2021

**Vaccinate
WA** 
CovidVaccineWA.org

**Vacúnate
WA** 
VacunaDeCovidWA.org

Overcoming Hesitancy

Oct 2020-Feb 2021

Education

Audience becomes receptive to getting the COVID Vaccine

- *How vaccines work*
- *How COVID vaccines are being made*
- *How to know which info to trust*

Jan-June 2021

Intent

Audience plans to get the vaccine and knows how the process works

- *Phase Finder*
- *Vaccines are here; here's what you need to know*
- *Address myths and misinformation*

April - TBD 2021

Action

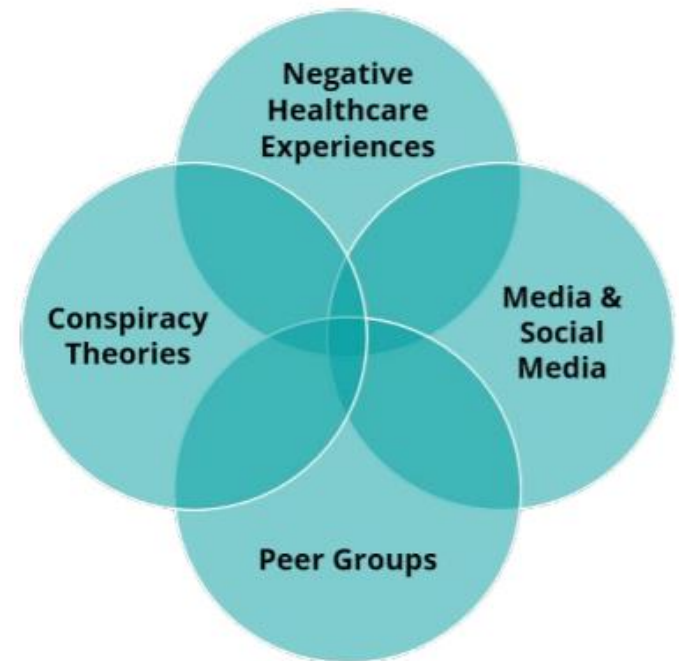
Audience gets the recommended doses of a COVID-19 vaccine

- *Gratitude*
- *Success Stories*
- *Trusted Messengers*

Overall strategy to address vaccine confidence

- Health promotion
 - Provider and public outreach
 - Statewide and local campaigns across all platforms (36+ languages)
- Communication
 - News releases
 - Press briefings
- Community engagement
 - Collaborative Meetings
 - Contracts & community media

Origins of vaccine hesitancy



Campaign Strategy

Strategy: Build receptivity, intention and action to get a COVID-19 vaccine among all audiences in Washington.

| Priority Audiences | Influencer Audiences | Media Channels |
|--|---|---|
| <ul style="list-style-type: none"> • Adults 18+ • Hispanic/Latinx • African American/Black • Pacific Islander/Native Hawaiian • LGBTQ+ • College Students • Asian American • Rural • Disabled • Native American/Tribal Nations • 36 languages • Audiences by Phase (Jan- April 15) • Parents • Incarcerated populations • Pregnant people | <ul style="list-style-type: none"> • Doctors and healthcare providers • Pharmacists • Trusted messengers • Systems and institutions | <ul style="list-style-type: none"> • Paid media • Organic Social Media • Community media • Micro Paid Influencers • Macro Influencers (large employers, celebrities, sports teams etc.) • Expert Panels • Media Relations • Blogs • Google Search • LHJ Support/Partnerships • Materials • Websites |

Key components

- **Utilize trusted messengers**

- Healthcare providers
- Family & friends

- **Be present in-language and on relevant channels**

- **Promote social norms**

- Stickers, social media engagement
- Tools for talking to loved ones
- Micro and macro influencers
- Transparent & public data

- **Make it easy**

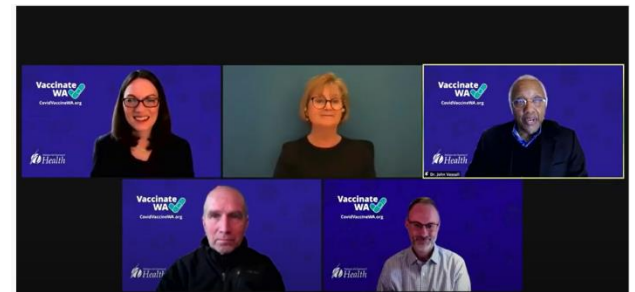
- Support access
- Offer reminders/prompts
- Vaccine Locator & call lines

- **Be everywhere**

- Engage partners, providers, trusted brands, etc.
- Saturated community, traditional, and social media placements

Current Campaign Components

- Paid media + Social media
- Private Partnerships: Starbucks, Seahawks, Alaska Airlines, etc.
- Monthly Webinar Series with Experts – English and Spanish
- Direct Mail to all households
- Vaccine Provider Materials: (“I got shot stickers (36 languages) & vaccine site signage)
- Research: Ongoing Panel: ~600 participants (Eng/Sp); Ongoing key informant interviews in 15 languages provide ongoing campaign insights, including thoughts on hesitancy topics
- CBO Partnerships



Together We Will: Gratitude

"We recently qualified because we're caregivers for someone with an intellectual disability and we also just want to do our part to keep ourselves safe and everyone around us safe, and get everything back to normal."



Anelise and Sophia Tottene-Darvas

Together we will.
Vaccinate WA
CovidVaccineWA.org

"Le agradecemos a nuestra hija por animarnos a vacunarnos cuando estábamos dudando".



Blanca Galán y Julio Morales

Juntos podemos.
Vacúnate WA
VacunateCovidWA.org

"I feel honored to be a volunteer and to get to help as a community member. Through this pandemic I've found a community of mutual aid, I found that I connected with my neighbors more, I connected with my community more."



Lindsay Martin

Together we will.
Vaccinate WA
CovidVaccineWA.org

"Para mí es importante vacunarme porque quiero volver a ver a mi mamá que tiene 90 años, compartir más con mis hijos y mis nietos, y poder volver a mi trabajo".



Carmen Rojas

Juntos podemos.
Vacúnate WA
VacunaDeCovidWA.org

¡Gracias a todos los que están ayudando a vacunar a nuestra comunidad!

Juntos podemos.
Vacúnate WA



To those helping get the community vaccinated, thank you.

Together we will.
Vaccinate WA

Gratitude :30 TV spot/video
[English](#) | [Spanish](#)

Vaccine Locator

Anyone 16 years and older can now get vaccinated.



SCHEDULE YOUR APPOINTMENT

VaccineLocator.doh.wa.gov

Vaccinate WA

Vacunas contra el COVID-19 disponibles en la clínica de vacunación en el Spokane Arena



PROGRAMA TU CITA

VaccineLocator.doh.wa.gov

Vacúnete WA

COVID-19疫苗现已开放给所有16岁及以上的人接种。



预约您的接种时间

VaccineLocator.doh.wa.gov

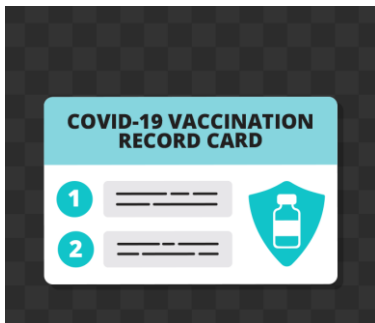
Vaccinate WA

COVID-19 Vaccines are now available to everyone 16+

BOOK YOUR APPOINTMENT ▶

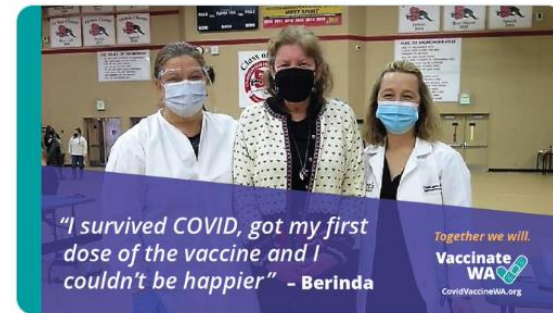
Vaccinate WA

Social Norms and Social Diffusion



WA Dept. of Health @WADeptHealth · Mar 15

Meet Berinda, a 65+ school teacher who survived COVID-19. After being hooked to a ventilator for several weeks, Berinda made an incredible recovery. She was one of the 370 qualified individuals who got their first dose of the vaccine at the Snohomish High School vaccine clinic!



3 4 40



Up Next: Together We Will – Trusted Messengers



<https://vimeo.com/537944486/61f83a6ac4>

Q2 Media Spend

Total GRPs: 8,998
Impressions: 539.9M
Reach/Frequency: 91%, 98x

| Channel | Audience |
|--------------------|---|
| Facebook/Instagram | Adults 18+ across Washington (English & Spanish) |
| Twitter | <u>Community Media</u> |
| Snapchat | Latinx |
| TikTok | Black/African American (inc. Somali) LGBTQI+ |
| TV | Asian American (Chinese, Hindi, Vietnamese, Japanese, Korean, Filipino/Tagalog) Russian |
| Digital TV (OTT) | Pacific Islander/Native Hawaiian |
| Digital Video | <u>Languages</u> |
| Radio | Spanish, Amharic, Afaan Oromo, Tigrinya, Arabic, Burmese, Cambodian- Khmer, Chinese (simplified), Chinese (traditional), French, German, Hindi, Japanese, Korean, Lao, Nepali, Português, Punjabi, Romanian, Russian, Somali, Swahili, Tagalog, Tamil, Telugu, Thai, Ukrainian, Urdu, Vietnamese, Korean, Lao |
| Digital Audio | |
| Banner Ads | |
| Newspaper | |
| Google Search | |
| Community Media | |

Statewide Media for Spanish-speaking Communities

Media Outlets:

- La Voz Newspaper
- KUNS-TV / KUNW-TV (Univision)
- Telemundo
- Hispanavisión (Yakima County)
- Galavisión (cable)
- La Nueva 103.3 FM and 92.1 FM - Alpha Media USA
- La raza del noroeste
- La Voz
- Tu Decides
- Our Valley Our Future
- Clark County Latino Youth Conference
- CAFÉ: The Community for Advancement of Family Education
- Tri-Cities Hispanic Chamber of Commerce
- Entre Hermanos
- KKMO 1360 AM - Radio El Rey
- KNTS 1680 AM - Radio Luz
- KXPA 1540 AM
- Latino Northwest Communications
- Rainier Avenue Radio
- Hispanic Business/Professional Association and Foundation
- CIELO Project Radio Ranch
- Community 2 Community
- Centros de Servicios Comunitarios
- Familias Unidas Economy and Ecology Project
- KDNA FM 91.9
- KWLN-FM
- KZLM-FM
- KZUS-FM
- KZTA-FM
- KMNA-FM
- KYXE-FM
- KDDS-FM
- KZTM-FM
- KLSY-FM
- KZHR-FM
- KZTB-FM
- KMMG-FM
- KRCW-FM
- KQFO-FM La Ley
- KQFO-Radio Existos
- La Pera (online radio)

Campaigns:

- **Vacúnate WA** (Vaccinate WA)
- **Difunda información correcta** (Spread the Facts)
- **Notifica WA** (WA Notify)
- Production
- Audience engagement
- Expert panels
- Paid media Paid influencer outreach

Sample One-pager

Addressing Vaccine Hesitancy

Vaccinate WA
CovidVaccineWA.org

Approximately 79 percent of people in Washington reported in February 2021 that they intended to get the COVID-19 vaccine. We will need consistency and transparency in our messaging from every level in order to reach people who are unsure about getting the vaccine. There is no one-size-fits-all approach, and it may take several methods and attempts to change someone's mind.



What is vaccine hesitancy?

Someone may be reluctant to get a vaccine because of distrust or misinformation. They may have concerns due to mistrust because of the history of abuse in the medical system due to racism and other forms of discrimination or personal experiences in the health care system. They could also be concerned about safety because of the speed of the trials, their age or disability, disinformation, or mistrust of the government.

What can we do about it?

Health care providers, partners, and advocates can help by continuing to talk with people about the vaccines and share accurate information. It's most effective when we're all sharing the same information, from DOH to your neighbor.

Share messaging that is:

- ✓ Transparent
- ✓ Consistent
- ✓ Frequent
- ✓ Positive
- ✓ Personal

Share messaging from:

- ✓ Community leaders
- ✓ Experts
- ✓ Trusted messengers

When talking to patients, community members, family, or friends...



Organizations can:

Build trust. Share communications that are accurate, honest, open, and frequent.

Empower. Provide support and resources to people who are trusted voices, like health care providers.

Talk with communities and trusted individuals. Reach out to people in your organization or community and start having conversations about the COVID-19 vaccine.



Health care providers can:

Make a strong recommendation. Studies have shown this is the most important factor in a patient's decision.

If they aren't sure, then you can:

1. **Ask questions.** Explore how your patients feel about the vaccine and if they have any questions.
2. **Acknowledge their concerns and feelings.** Be empathetic and consider your patient's viewpoint.
3. **Advise.** Address your patient's questions and concerns, then recommend a next step.



You can:

Acknowledge that your friend or family member wants the best for themselves and their loved ones.

Ask if there's anything about the COVID-19 vaccine that they're unsure about.

Offer information from trusted resources (like the Centers for Disease Control and Prevention or Department of Health) that addresses their concern.

Share stories that frame why you chose to get the COVID-19 vaccine.

Encourage them to talk with their provider or clinic.

Cont'd

Resources

DOH materials work to address vaccine hesitancy by addressing common concerns, providing factual information, establishing social norms, and promoting voices and stories from people who are trusted in their community. Most materials are available in multiple languages.

Discussion guides



Best for health care providers and community organizations.

- Use it by:
- Practicing the flow charts in mock conversations
 - Talking with patients and community members
 - Promoting the tool to your networks

Provider discussion guides are available in the [DOH COVID vaccine provider toolkit](#). Community guides are available on the [DOH resources and recommendations webpage](#). Available in English only.

Social media graphics and text



Best for anyone with a social media account (Facebook, Twitter, Instagram, LinkedIn).

- Use it by:
- Posting on your social media accounts
 - Encouraging partners to share on their feeds

Available in 30 languages on the [COVID-19 vaccine partner toolkit](#).

Videos



Best for anyone with a digital presence.

- Use it by:
- Embedding on your website
 - Embedding in a blog post
 - Posting on your social media accounts
 - Sharing in emails or newsletters

Available in 38 languages on the [COVID-19 vaccine partner toolkit](#).

Banner ads



Best for anyone.

- Use it by:
- Embedding on your website
 - Embedding in a blog post
 - Adding to newsletters or your email block
 - Adding static banners to print materials

Available in 20 languages on the [COVID-19 vaccine partner toolkit](#).

Resources (continued)

Print ads, infographics, and posters

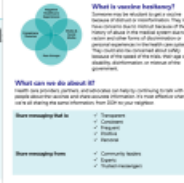


Best for anyone doing in-person activities.

- Use it by:
- Sharing in newsletters
 - Posting in local newspapers or magazines
 - Printing and posting in community spaces or at events

Available in two languages on the [COVID-19 vaccine partner toolkit](#).

Radio ad



Best for organizations.

- Use it by:
- Recording the script for your organization's on-hold message
 - Sharing on local radio stations

Available in three languages on the [COVID-19 vaccine partner toolkit](#).

Sample email, newsletter content, and blog posts



Best for anyone with a distribution list.

- Use it by:
- Sharing with your email or newsletter list serves
 - Posting on your blog

Available in English only on the [COVID-19 vaccine partner toolkit](#).

Fact sheets



Best for anyone.

- Use it by:
- Sharing in emails or newsletters
 - Adding a link on your website
 - Printing and posting in community spaces or at events

Available in 39 languages on the [DOH resources and recommendations webpage](#).

Frequently asked questions



Best for anyone.

- Use it by:
- Learning common questions and answers
 - Adding a link on your website or materials
 - Directing people to check here for updated information

Available at [CovidVaccineWA.org](#) or [VacunaDeCovidWA.org](#).



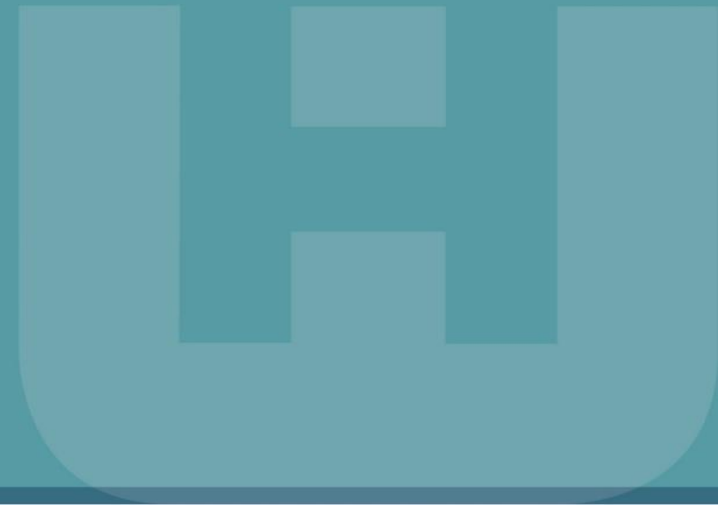
DOH 348-801 April 2021

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civilrights@doh.wa.gov.



End of Legislative Session Report Out

Zosia Stanley, WSHA



Difficult to Discharge Patients

- \$2.3 million state funds - \$60 per patient per day **specialized dementia rate increase** for patients discharging from acute care hospitals general
- \$2.4 million state funds - \$10 per patient per day **specialized dementia rate increase**

Hospital Surge Placements

- \$12 million state funds - create community capacity for long-term care patients discharging from acute care hospitals (65 **geriatric slots**, 20 **non-citizen slots**, 120 **specialty dementia care slots**)

Long-Term Psychiatric Patients

- Establishes a sustainable and feasible Medicaid rate methodology for hospitals providing services for patients on **90- and 180-day civil commitment orders**
- \$100 million in state funding to support these Medicaid rates



Standard of care/liability bill: SSB 5271

Passed

- Gives special consideration in the state standard of care law for relevant factors during the declared COVID-19 emergency in future medical malpractice lawsuits



Future health care waivers: ESSB 5178

Passed

- In a future Governor-declared statewide emergency, directs the Governor to review waiver of key health care laws to ensure hospital readiness.
 - CN (new facilities, change bed capacity, dialysis stations)
 - Facility licensure (premise license & hospital privileging)
 - Pharmacy licensure (licensed locations & display of license)
 - Provider requirements (credential due date & MA supervision)



Audio-Only Telemedicine: ESHB 1196

Passed

- Establishes audio-only telemedicine as a care modality for coverage and payment purposes.
 - Paid at parity to in-person services and audio-visual telemedicine.
- Requires an established patient-provider relationship to use audio-only telemedicine, effective January 1, 2023.

Audio-Only Telemedicine: SSB 5325

Passed

- Requires Behavioral Health Administrative Services Organizations and Managed Care Organizations to reimburse for telemedicine services provided to all patients regardless of age.

CN Exemption for Psychiatric Beds: SSB 5236

Passed

- Extends the current CN exemption for psychiatric beds through June 30, 2023.
 - Freestanding psychiatric hospitals may add an additional 30 beds for long-term civil commitment patients.
 - Acute care hospitals may add unlimited beds.

WSHA 2021 Legislative Summary Webcast

Wednesday, May 12, 2021

12:00 PM - 1:00 PM

WSHA members

