



POWER OF PROVIDERS

Peer to Peer knowledge sharing
webinar series



Obtaining Continuing Education

- Continuing education is available for MDs, NDs, DOs, PAs, RNs, ARNPs, LPNs, MAs, PharmDs and CPhTs. Successful completion of this continuing education activity includes the following:
 - Attending the entire live webinar or watching the webinar recording
 - Complete the evaluation after the live webinar or webinar recording
 - **On the evaluation, please check Yes if you're interested in contact hours and please specify which type of continuing education you wish to obtain**
- **Please note:** CE certificates are NOT generated after evaluation completion—CE certificates will be sent by DOH within a few weeks after evaluation completion
- Expiration date is 2/13/2025

Continuing Education

- This nursing continuing professional development activity was approved by Montana Nurses Association, an accredited approver with distinction by the American Nurses Credentialing Center's Commission on Accreditation. Upon successful completion of this activity, 1.0 contact hours will be awarded.
- This program has been granted prior approval by the American Association of Medical Assistants (AAMA) for 1.0 administrative continuing education unit.
- This knowledge activity was approved by the Washington State Pharmacy Association for 1.0 contact hours. The Washington State Pharmacy Association is accredited by the Accreditation Council for Pharmacy Education as a Provider of continuing pharmacy education.

Continuing Medical Education

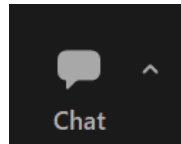
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Federation of State Medical Boards, Washington Medical Commission and the Washington State Department of Health. The Federation of State Medical Boards is accredited by the ACCME to provide continuing medical education for physicians.

The Federation of State Medical Boards designates this live activity for a maximum of 1.0 *AMA PRA Category 1 Credit*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

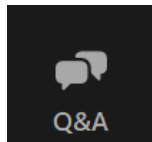
Disclosures

None of the planners, speakers, and/or panelists for this activity have relevant financial relationships to disclose with ineligible companies.

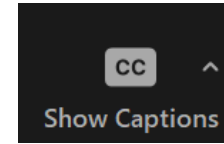
Zoom Housekeeping



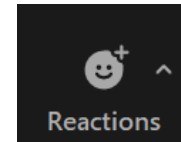
- Team shares information here
- Use for audience participation



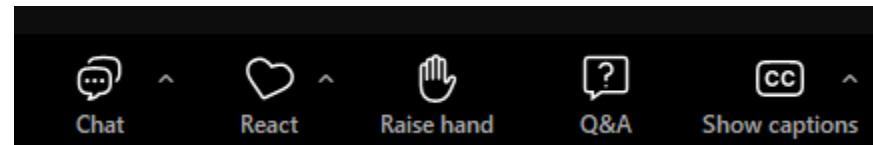
- Submit questions to presenter and team



- Click to enable automatic closed captions



- Click top-right arrow to hide participant reactions



About the Power of Providers (POP) Initiative

- Support and equip health care providers to serve as trusted sources of COVID-19 vaccine information for their patients and their communities
- Respond to member requests for resources
- Work together to improve immunization rates across the state

Visit our website to learn more at doh.wa.gov/pop.



A picture of a child with a parent and a healthcare worker

Peer-to-Peer Webinars

- Healthcare providers share expertise and knowledge with one another
- DOH provides meeting space only, not content



www.doh.wa.gov/popwebinars

Today's Presenters



A picture of Dr. Anya Sheftel



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A picture of Dr. Erica Austin

Dr. Anya Sheftel Ph.D.

- Licensed Psychologist and Research Assistant Professor at Washington State University
- She has 19 years of experience of using motivational interviewing with young people and adults

Dr. Erica Austin Ph.D.

- Professor and the founding director of the Edward R. Murrow Center for Media and Health Promotion Research at Washington State University
- A fellow in the International Communication Association, she is ranked among the World's Top 2% Scientists for "Lifetime Impact" in Communication and Media Studies

Who can join POP?

Any health care provider who wants to receive monthly public health updates and partner with DOH to ensure the health and safety of our communities.



A picture of a healthcare worker with a patient

Current Membership

- 5,000+ individuals
- 390 health care organizations
- 90 different health care roles
- Over 15 partnering health care associations

Visit our website to learn more at doh.wa.gov/joinpop. Fill out the [member signup form](#) to join the initiative.



Addressing Vaccine Hesitancy in Rural Communities

Drs. Anya Sheftel and Erica Weintraub Austin

Edward R. Murrow Center for Media & Health Promotion Research

Washington State University

Acknowledgements

- **Washington State University's EXCITE** (Extension Collaborative on Immunization Teaching and Engagement) team led the charge of providing Extension professionals with resources to equip and empower them to implement vaccine education and other health education initiatives in their communities.
- The project team at Washington State University (WSU) operates out of the **Edward R. Murrow Center for Media & Health Promotion Research**.
- This project was funded in part by An Interagency Agreement between the **USDA National Institute of Food and Agriculture** and the **Centers for Disease Control and Prevention** and a cooperative agreement with **the Extension Foundation**.

Agenda

- Consideration for rural settings
- Brief MI-based strategies to support behavior change
- Change Talk
- Questions

Learning Objectives

- Illustrate strategies to evoke and reinforce “change talk” during brief interactions with patients;
- Employ MI skills and strategies during patient interactions, including how to use MI to provide evidence-based information about vaccines and science media literacy;
- Evaluate feedback from other participants on practicing MI skills;
- Create a plan for how they will use the Getting to the Heart and Mind of the Matter Toolkit to assist them in their interactions with patients and health promotion efforts.



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Rural United States

Vaccine Ambassadors

Culturally responsive incentives

Values-Based

Ease of access

Old School Reminders

Cohesive Messaging

Motivational Interviewing



EXCITE
Extension Collaborative on
Immunization Teaching & Engagement



Centers for Disease Control

Motivational Interviewing

MI is...



“a specific form of interviewing. When practicing MI, **the interviewer has a guiding role The recipient of MI is being served and ultimately is the one who decides what to change, if anything.** MI is not about *installing* motivation in people, but rather *evoking* it from them” (p.15, Miller & Rollnick, 2023).

Strengthening Relationships, Building Trust, **Increasing Motivation**




Avoid the Fixing Reflex



Ask-Offer-Ask

- **Ask** the person what they already know about the topic and where they get their information
- Reflect/affirm
- Ask for permission to share more information
- If yes, **offer** 1 piece of information
- **Ask** what the person thinks about this information



Assessing Vaccine Readiness Importance Confidence

- Ask the person on a scale 0-10 (0=not ready; 10=ready), how ready they are [insert your topic of conversation]
- Ask the person **why they are as high as** this number and not lower
- Ask the person what would help them to become **a little more ready**
- Summarize and highlight change talk



Change Talk

- **Desire:** *I want to change*
- **Ability:** *I can change*
- **Reasons:** *These are my reasons for changing*
- **Need:** *I need to change*
- **Commitment:** *I will start engaging in a new behavior*
- **Activation:** *I am considering change*
- **Taking Steps:** *I will/have started to take steps towards change*



Evoke and Reinforce Change Talk

- **Evocative Questions**
- **Targeted Reflections**
- **Affirmations**
- **Assessing Readiness, Importance, and Confidence**
- **Integrating Values**



Demonstration

- *I want to stay healthy, for sure. I am retired and your clinic and hospital are a good hour's drive from my house. I can't afford to get sick.*
- *Listen, I have trouble remembering all of my kids' school and sports activities. You want me to track all these vaccines, too?*
- *I am on the City Council, and I want to know what to tell our community about vaccines. Information out there is so confusing.*



What change talk
do you “hear”?

How might you
respond?

- *I am pregnant with my third. My older son has autism, and I worry that vaccines caused it. I want to protect this baby.*
- *I need to take care of myself and of my family. The U.S. government sure hasn't done a great job taking care of my people.*
- *I get my news about vaccines from my son-in-law and my other family on Facebook.*



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Centers for Disease Control

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