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## Assessing perspectives and targeting education about the COVID-19 Vaccine within the Hudson Headwaters Health Network

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# ASSESSING PERSPECTIVES AND TARGETING EDUCATION



## ABOUT THE COVID-19 VACCINE WITHIN THE HUDSON HEADWATERS HEALTH NETWORK

Malla Keefe, MS3  
In partnership with the  
Population Health Team  
and the Human Resources Team  
March 2021

## United States

New cases

300,000 cases

200,000

100,000

0

7-day  
average

Mar. 2020 May Jul. Sept. Nov.

## New York State

New cases

15,000 cases

10,000

5,000

0

7-day  
average

Mar. 2020 May Jul. Sept. Nov.

## Glens Falls Metro Area

New cases

100 cases

50

0

7-day  
average

Mar. 2020 May Jul. Sept. Nov.

# COVID-19 IN DECEMBER 2020



➤ Two vaccines with a novel mechanism: mRNA

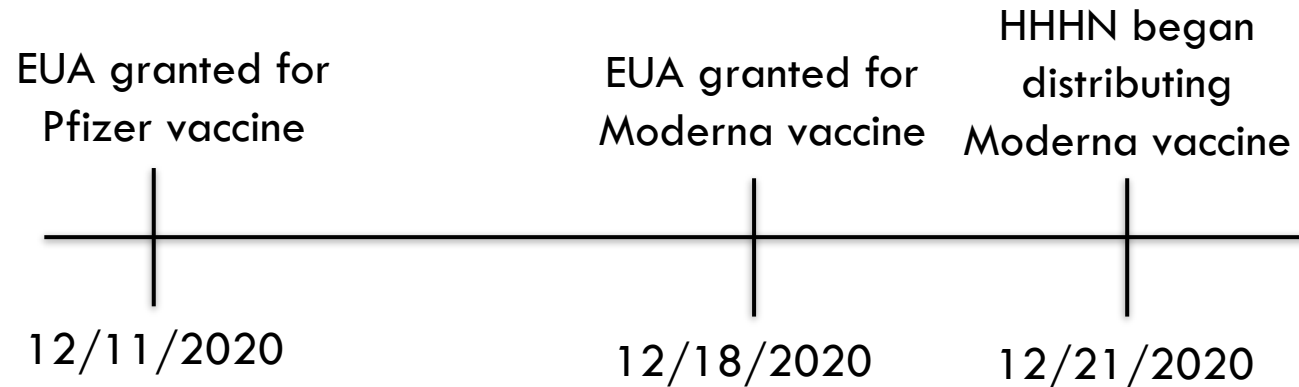
➤ Vaccine hesitancy: 36-69%\* of healthcare workers in the US reported they would accept a COVID-19 vaccine



## VACCINES ON THE HORIZON

\*Malik et al, Reiter et al, Shekhar et al.

# IDENTIFICATION OF NEED



To prepare for a major vaccination effort, it was important to understand acceptance of and concerns about the vaccine among Group 1a healthcare workers at Hudson Headwaters

# INTERVENTION AND METHODOLOGY

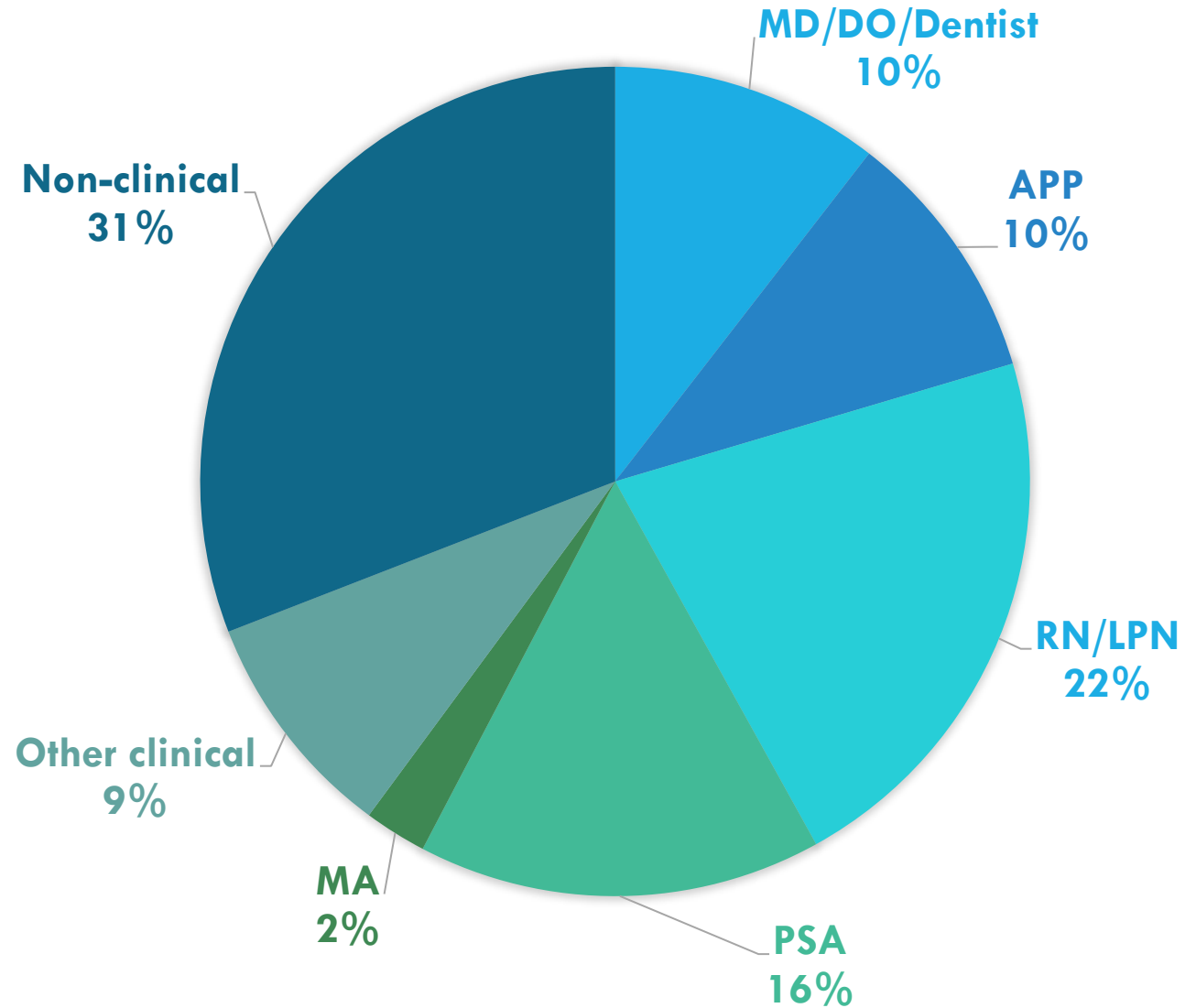
## HHHN COVID-19 Vaccine Survey

1. What is your role at Hudson Headwaters Health Network?
2. Will you get a COVID vaccine when it becomes available?
3. How likely are you to recommend the COVID vaccine to FRIENDS and FAMILY?
4. If applicable, how likely are you to recommend the COVID vaccine to PATIENTS?
5. What reason(s), if any, would stop YOU from getting the vaccine?
6. What reasons(s) would stop you from RECOMMENDING the vaccine to someone else?
7. Is there anything else you would like to share about your beliefs regarding the COVID vaccine?

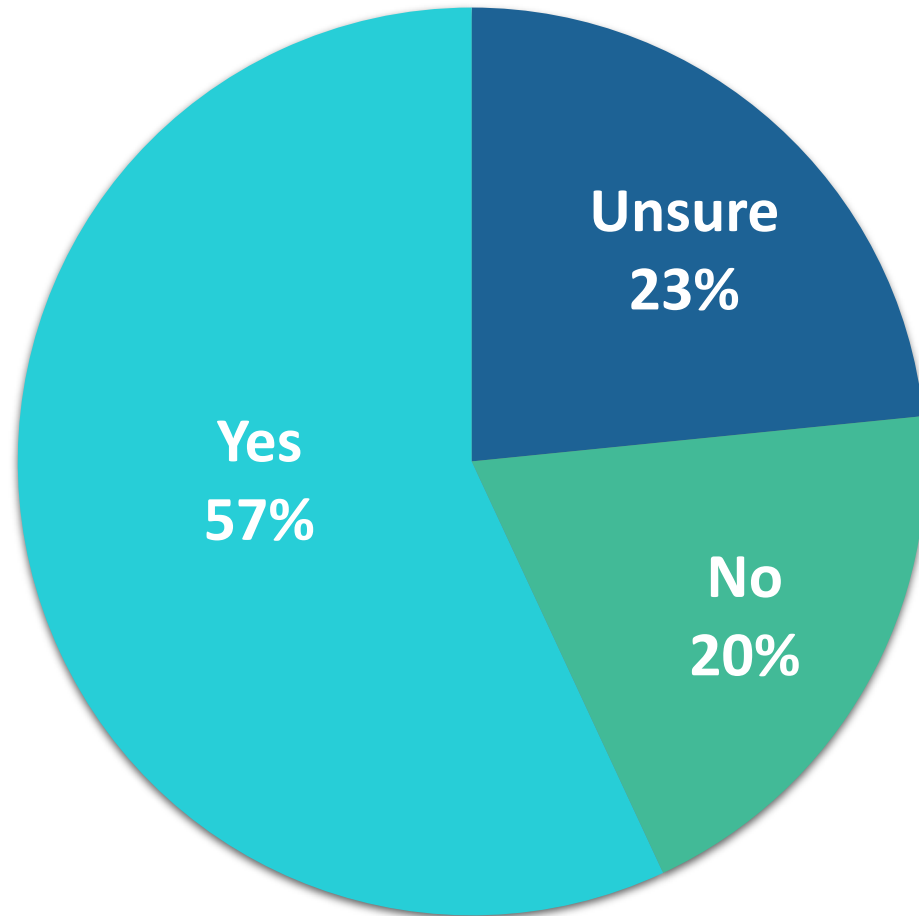
# SURVEY PARTICIPATION

N = 878

61% response rate



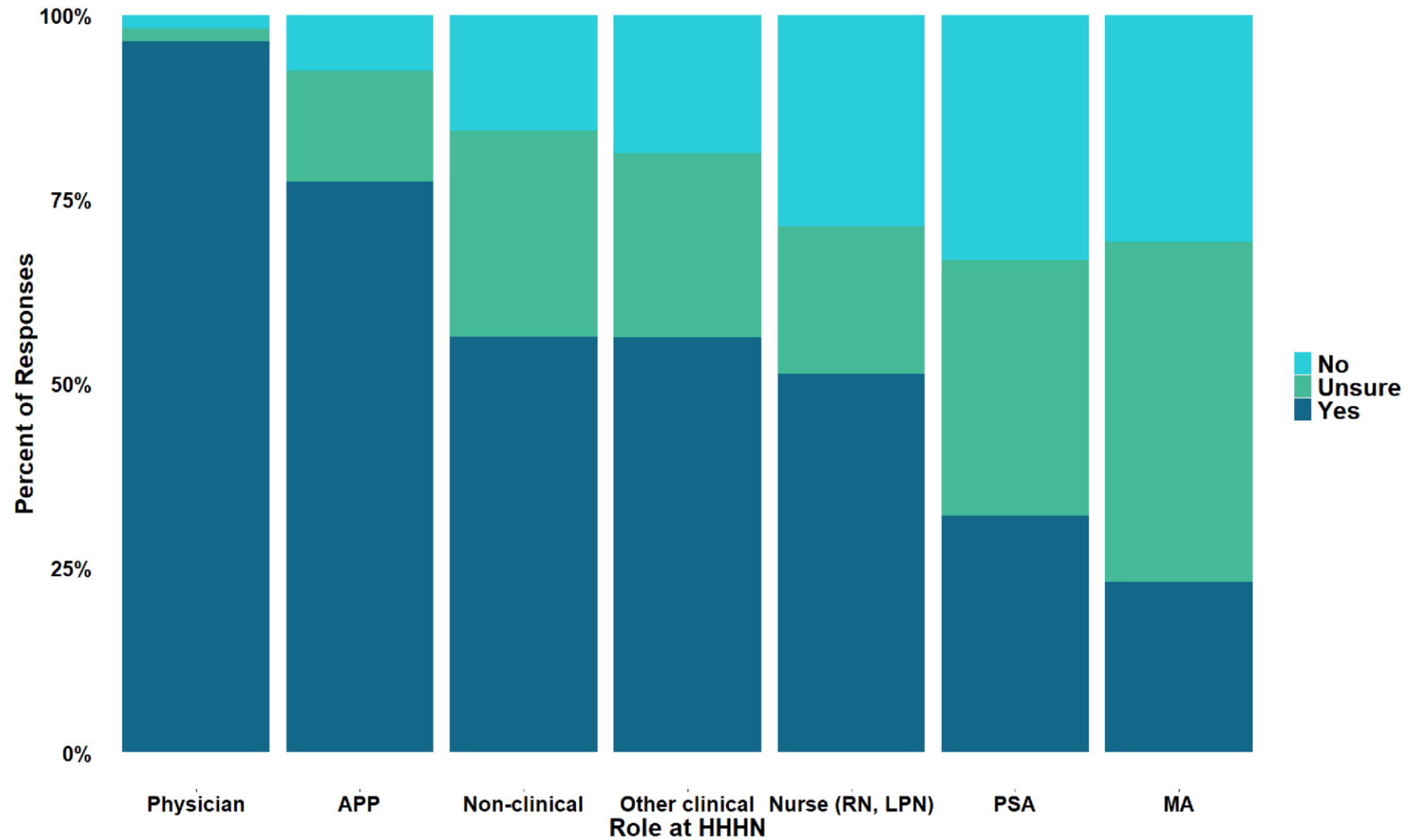
# WILL YOU GET A COVID VACCINE WHEN IT BECOMES AVAILABLE?



56.6% of participants said they would receive the vaccine once it was available

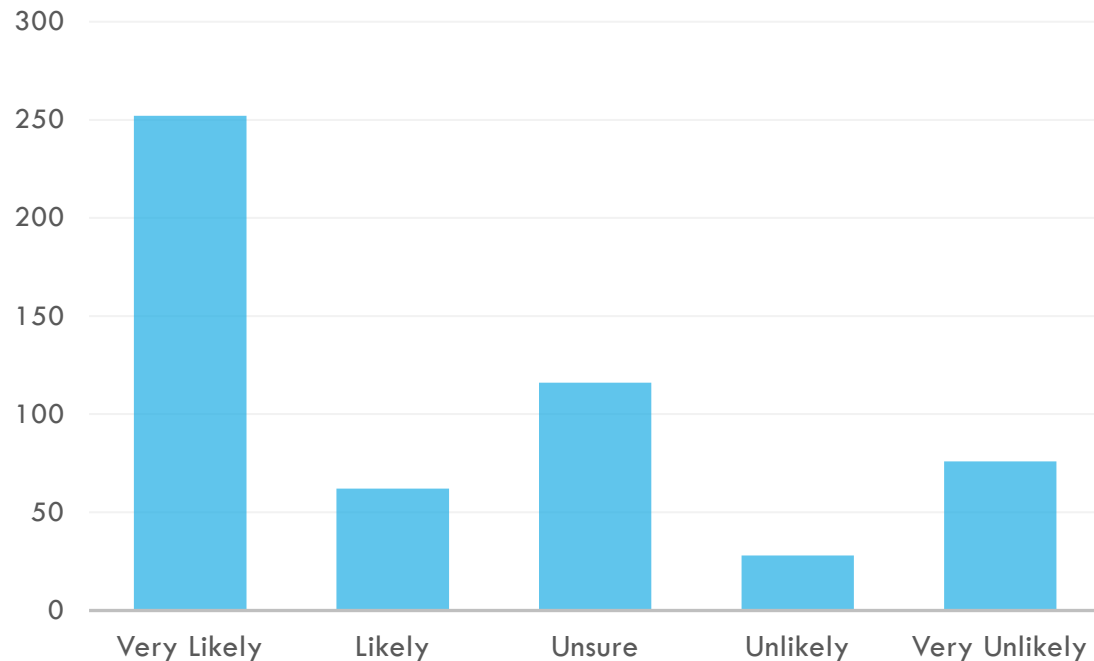


# RESPONSES BY ROLE

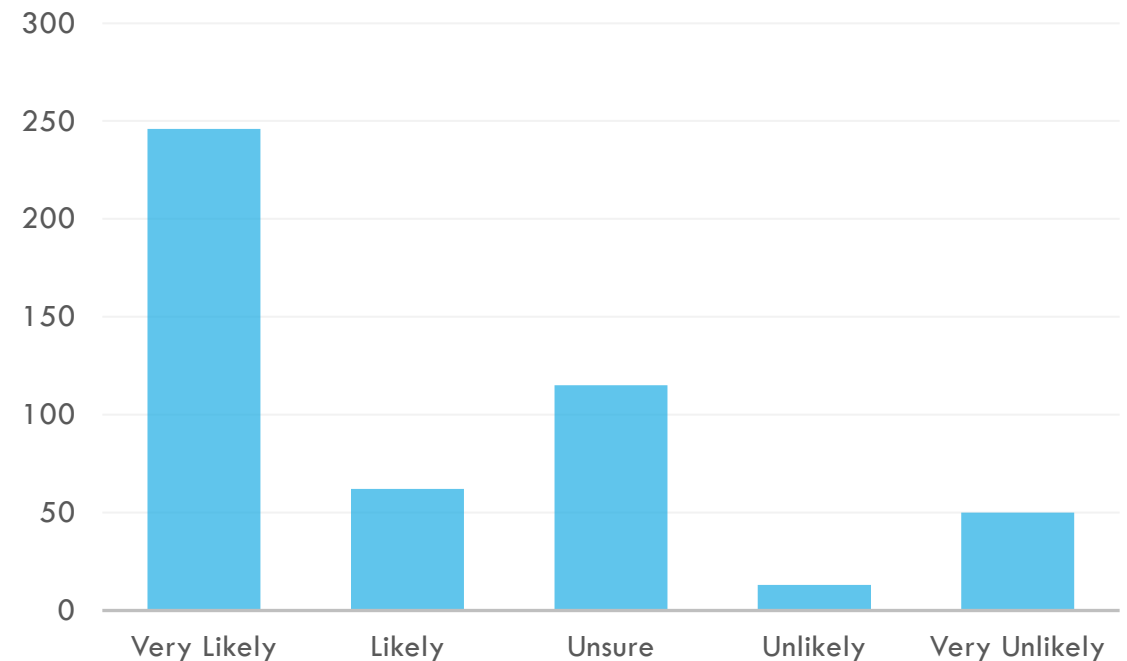


# HOW LIKELY ARE YOU TO RECOMMEND THE VACCINE?

Likelihood of Recommending to FRIENDS/FAMILY



Likelihood of Recommending to PATIENTS



Willingness to recommend the vaccine was similar to acceptance of the vaccine for oneself

# MOST COMMON CONCERNS

Unknown long-term effects (65%)

Negative side effects (41%)

Unknown effectiveness (29%)

Accelerated approval process (27%)

Concern about vaccination in general (16%)

Unknown effects during pregnancy or breastfeeding (15%)

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No concerns (21%)

# EMPLOYEE REACTIONS TO THE VACCINE

## Excitement...

EVERYONE SHOULD GET ONE!!

I believe that the vaccine will be an important intervention to end the pandemic.

The vaccine should be mandatory.

I can't wait to get it.

## And Skepticism...

It is a solid no for me to ever get this vaccine.

For me, it's too new a vaccine to get.

This was too fast in a short time.

In no way am I against vaccines, this vaccine feels too rushed and too risky to receive as soon as it is released.

# OPPORTUNITIES FOR EDUCATION

“I have heard that the vaccine might have long lasting side effects, for example causing sterilization”

“[I am] uncomfortable with the idea of mRNA and something that gets into our cells to interact with our DNA.”

“[I] just haven't researched it enough myself yet.”

“There is just not enough data for me to decide personally or advise to a patient truthfully. Maybe in a few months I could answer better.”

# EDUCATION

Most common concerns were addressed with evidence-based information through a network-wide memo from the CEO of HHHN and a video made by one of the local OB/GYNs

## MEMORANDUM

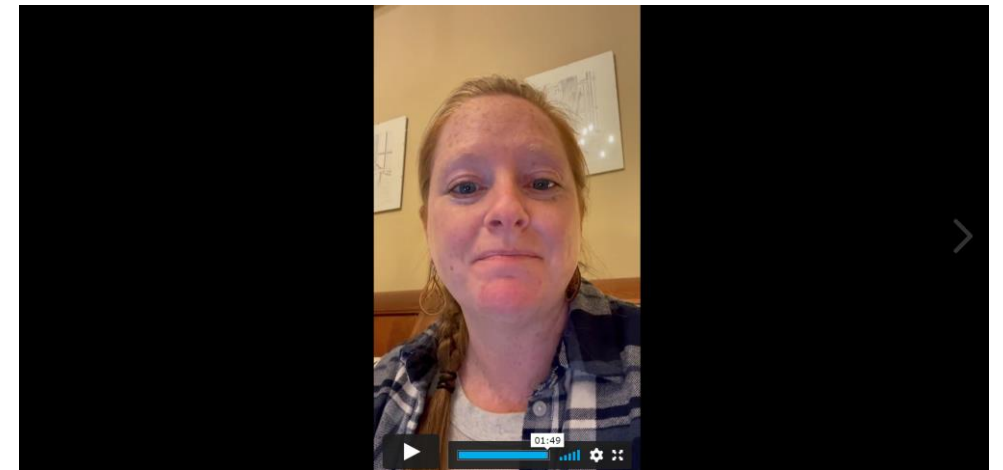


**To:** Network Staff  
**From:** -  
**Re:** Vaccine  
**Date:** December 21, 2020

Staff:

As we await the arrival of our initial supply of COVID-19 vaccines, which is likely to come within the next few days, I wanted to take a moment to review the results of our vaccine survey with you. The feedback we received will help us create a successful vaccine distribution plan for our staff.

Based on our responses to the survey, our population health team has compiled these high-level results:



**EST. VACCINATION RATE AS OF FEBRUARY 2021**

**75%**

# COMMUNITY PERSPECTIVE — FOLLOWING UP

- Overall positive feedback regarding education materials
- The power of word of mouth



# FUTURE INTERVENTIONS/PROJECTS

- Gather demographics including age, gender etc.
- Follow up quantitative assessment of education materials provided by Hudson Headwaters
- Repeat survey among sample of patient population
- Apply a similar methodology to assess perspectives on influenza vaccine

**THANK YOU**

Population Health Team and  
Human Resources Team

# REFERENCES

Dror AA, Eisenbach N, Taiber S, et al. Vaccine hesitancy: the next challenge in the fight against COVID-19. *Eur J Epidemiol*. 2020;35(8):775-779. doi:10.1007/s10654-020-00671-y

Kwok KO, Li KK, Wei WI, Tang A, Wong SYS, Lee SS. Editor's Choice: Influenza vaccine uptake, COVID-19 vaccination intention and vaccine hesitancy among nurses: A survey. *Int J Nurs Stud*. 2021;114:103854. doi:10.1016/j.ijnurstu.2020.103854

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Reiter PL, Pennell ML, Katz ML. Acceptability of a COVID-19 vaccine among adults in the United States: How many people would get vaccinated?. *Vaccine*. 2020;38(42):6500-6507. doi:10.1016/j.vaccine.2020.08.043

Shekhar R, Sheikh AB, Upadhyay S, et al. COVID-19 Vaccine Acceptance among Health Care Workers in the United States. *Vaccines (Basel)*. 2021;9(2):119. Published 2021 Feb 3. doi:10.3390/vaccines9020119

The New York Times. (2020, November 24). Track coronavirus cases in places important to you. Retrieved February 27, 2021, from <https://www.nytimes.com/interactive/2020/us/covid-cases-deaths-tracker.html>

**Written Project:**

Students are required to submit a 10-slide PowerPoint summarizing their community project at the end of their clerkship. The titles of the slides are pre-set, please see #4. The first nine slides should summarize the community project and should be uploaded to ScholarWorks separately from page 10.

Slide 10 will state the following:

**Thank you for agreeing to be interviewed. This project is a requirement for the Family Medicine clerkship. It will be stored on the Dana Library ScholarWorks website. Your name will be attached to your interview and you may be cited directly or indirectly in subsequent unpublished or published work. The interviewer affirms that he/she has explained the nature and purpose of this project. The interviewee affirms that he/she has consented to this interview.**

Consented

Name: Jennifer Hogan

Name: Tiffany Jorges

Did NOT Consent

Name: \_\_\_\_\_

Name: \_\_\_\_\_

These projects must be submitted electronically to the Clerkship Coordinator, Luke Hebert, at [Luke.Hebert@med.uvm.edu](mailto:Luke.Hebert@med.uvm.edu) no later than the morning of the final day, prior to sitting for the exam. Late projects receive an automatic 5 point deduction prior to faculty scoring.

**Community Health Improvement Project**

**Activity:** Working with community mentors, faculty and/or preceptors, students will identify a need within their host community and develop a project /activity related to that need (speaking to a group, developing and distributing educational information, running a workshop, for example).

**Introduction:** Students will meet with community mentors familiar with their host regions during FM orientation and will be introduced to some of the more significant areas of need and potential responses in their region.

**Identification:** Students will identify a focus for a community health improvement project based on needs within their region and/or practice and the student's particular interest, recommendations of the preceptor and community mentor identified activities.