



A randomized trial to increase COVID-19 vaccine confidence in long-term care workers



Promising Partnerships:

*Results from The CONFIDENT Study,
An RCT to Increase COVID-19 Vaccine Confidence
in Long-Term Care Workers*

NCICP; Wednesday, April 10, 2024

Track A - 10:30amET

Presenters have no conflict of interests to declare.



Ruth Little, EdD, MPH
Associate Professor
East Carolina University



Lisa Johnson, MBA
Sr. Program Director
The Dartmouth Institute



Stress occurred when staff had to use garbage bags etc. to protect themselves... Using N95s that you knew were not acceptable.

Photo by Joanne Loo.

Source: E.M. White et al. / *JAMDA* 22 (2021) 199e203

*Sometimes I change my clothes in the garage before I enter my door ...
So, I told my kids and my husband 'do not use that washroom that I'm
using'. Because I am scared that I can spread to them.*

Source: J Am Geriatr Soc. 2023;71:198–205.



Photo by Erin Clark, Boston Globe

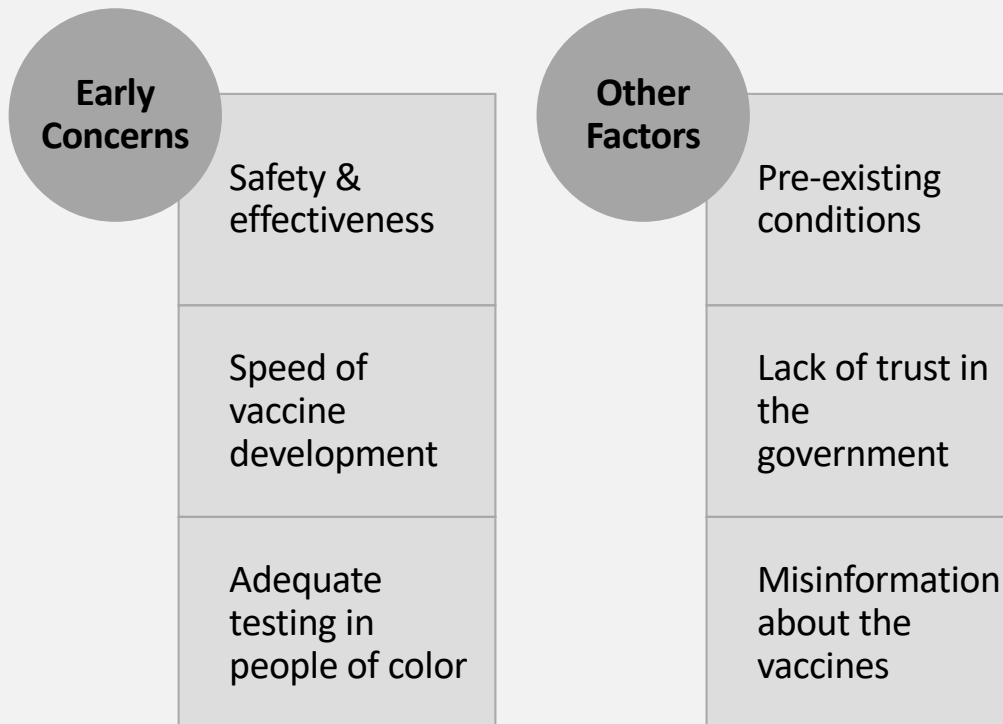
[They] are dying alone basically, now all they have is us and you know we tried to be at the bed as best as we can to just be there, make them comfortable...I get emotional about it because, you know, they're just by themselves.

Source: *J Appl Gerontol.* 2022 Jun; 41(6): 1539–1546.



Over 2 million resident COVID-19 confirmed cases; over 172,000 resident deaths
- CDC Report, Jan 1, 2024

Yet, Despite All of That, LTCWs Remain(ed) Hesitant About the COVID-19 Vaccines



PCORI Funded the CONFIDENT Study in August 2021 to Increase COVID-19 Vaccine Confidence in Long-Term Care Workers

1	Study Design
2	Partnering with Stakeholders
3	Study Results - RCT
4	Study Results - Sustainability Phase
5	Closing

1 Study Design

We Designed a 3-Arm RCT with Randomization at the LTCW Level

- **Co-designed 2 online interventions** to increase COVID-19 vaccine confidence – a dialogue-based webinar and a social media website

Aim 1: to compare the impact of each intervention to each other and to enhanced usual practice (a link to the CDC website)

Aim 2: to determine if LTCW characteristics and other factors mediate or moderate the impact of the interventions

Aim 3: to explore the implementation characteristics, contexts & processes needed to sustain and scale up the interventions

- **Primary outcome:** COVID-19 Vaccine Confidence (important, safe, and effective)

We Collected A Lot of Trial Data!

- Enrolled **1,930** long-term care workers
- Qualtrics (online) survey data collected at **4 time points**
 - T0 Baseline Survey (screening, consent, randomization)
 - T1 3-Weeks Post Baseline (primary outcome assessed)
 - T2 3-Months Post Baseline
 - T3 6-Months Post Baseline

2 Partnering with Stakeholders

LONG-TERM CARE
WORKER PARTNERS



COLLABORATORS

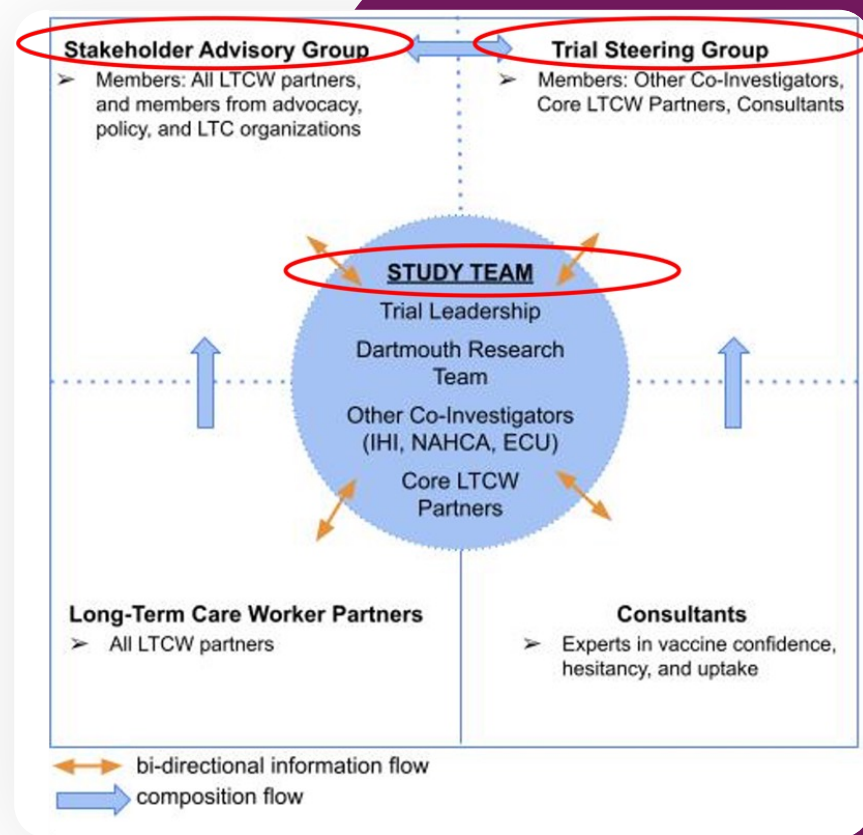


We drew on elements of a **community based participatory research** approach to engage our stakeholder partners in all study activities.

ADVISORS



Our stakeholder partners are involved in all aspects of study governance.



Our Stakeholder Partners Co-Designed Two Online Interventions

Dialogue-Based Webinar

1. Welcome! (5 MIN)
2. Community standards. (5 MIN)
3. A quick look at the Option Grid. (10 MIN)
4. Topic selection and discussion. (25 MIN)
5. Watch video. (2 MIN)
6. Closing remarks. (3 MIN)

Social Media Website



Our Stakeholder Partners Co-Delivered the Trial Interventions

Medical
Directors and
CNAs
Co-Facilitated
the Webinars

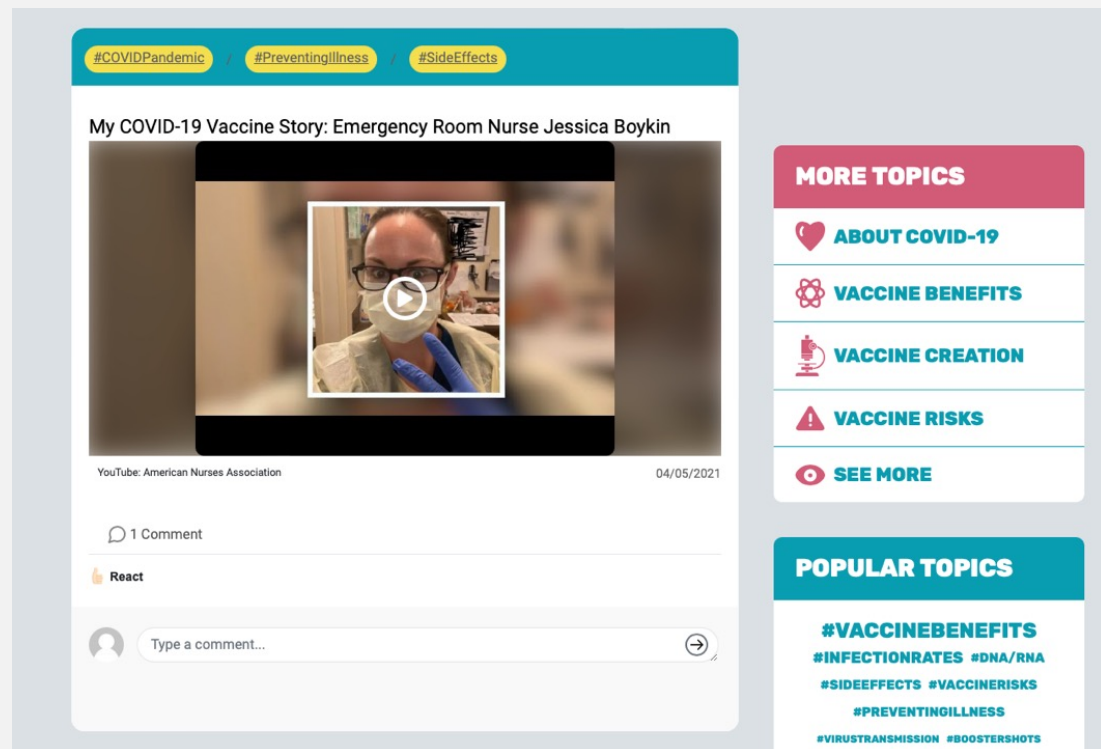


LET'S TALK TOGETHER ABOUT COVID-19,
VACCINES, AND BOOSTERS



Our Stakeholder Partners Co-Delivered the Trial Interventions

LTCWs
Acted As Social
Site Community
Ambassadors



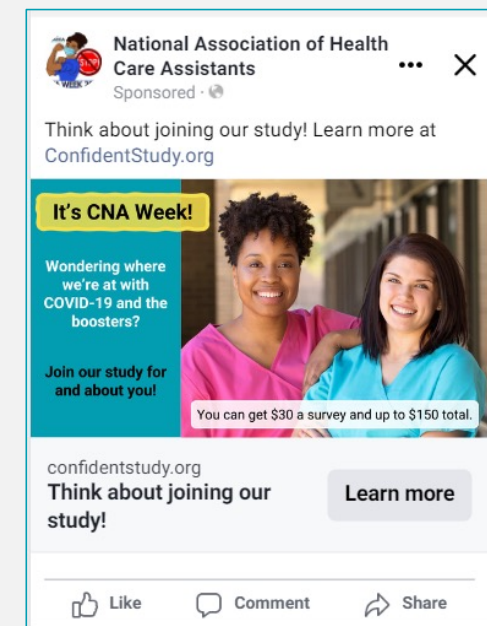
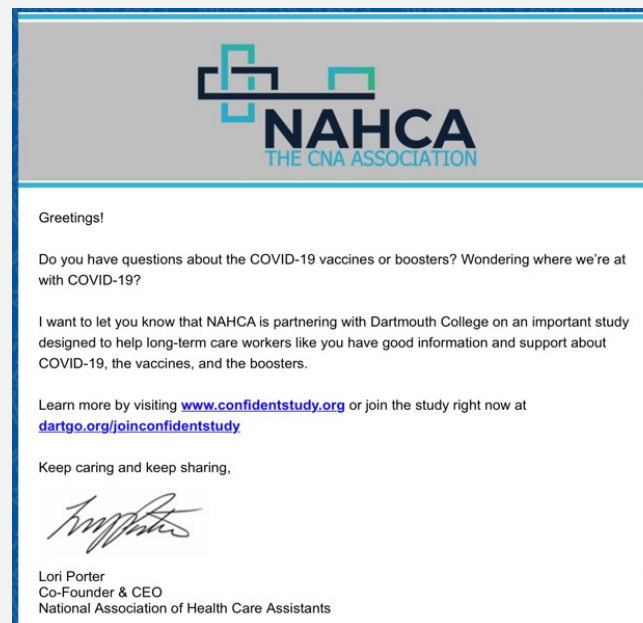
Our Stakeholder Partners Were Invaluable to Our Recruitment Efforts

Our ECU
Partner
Conducted
27 Site Visits



Our Stakeholder Partners Were Invaluable to Our Recruitment Efforts

NAHCA
Opened Up
Their Listserv
and FB Ad
Accounts



Our Stakeholder Partners Are Now Involved in Disseminating Our Findings

Conferences



AMDA Conference - March 2024

Manuscripts

Stevens et al. *BMC Public Health* (2023) 23:384
<https://doi.org/10.1186/s12889-023-15266-x>

BMC Public Health

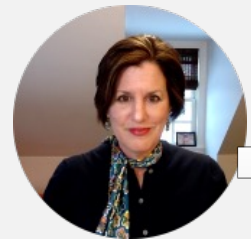
STUDY PROTOCOL

Open Access

The CONFIDENT study protocol: a randomized controlled trial comparing two methods to increase long-term care worker confidence in the COVID-19 vaccines

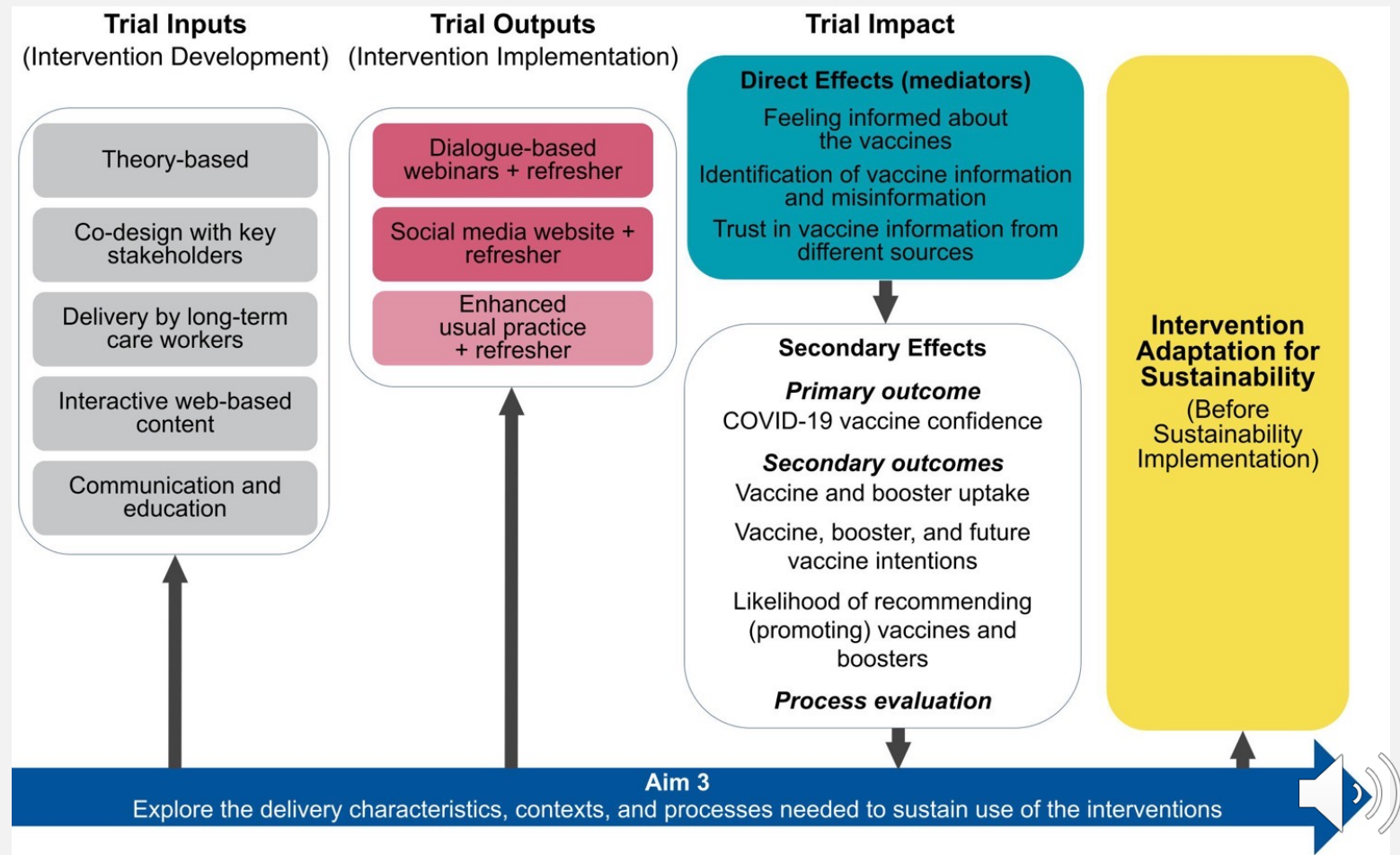
Gabrielle Stevens^{1*}, Lisa C. Johnson¹, Catherine H. Saunders¹, Peter Schmidt², Ailyn Sierpe¹, Rachael P. Thomeer¹, N. Ruth Little³, Matthew Cantrell⁴, Renata W. Yen¹, Jacqueline A. Pogue¹, Timothy Holahan⁵, Danielle C. Schubbe¹, Rachel C. Forcino¹, Branden Fillbrook⁶, Rowena Sheppard⁷, Celeste Wooten⁸, Don Goldmann⁹, A. James O'Malley¹⁰, Eve Dubé¹¹, Marie-Anne Durand^{1,12,13} and Glyn Elwyn¹

3 Study Results - RCT



RCT Logic Model

Source - CONFIDENT Study Protocol Paper: *BMC Public Health* 23, 384 (2023)



Unfortunately, We Had An Engagement Problem

Only 20% of LTCWs in
the webinar arm
attended a session

Intent-to-Treat vs. As-Treated Analyses

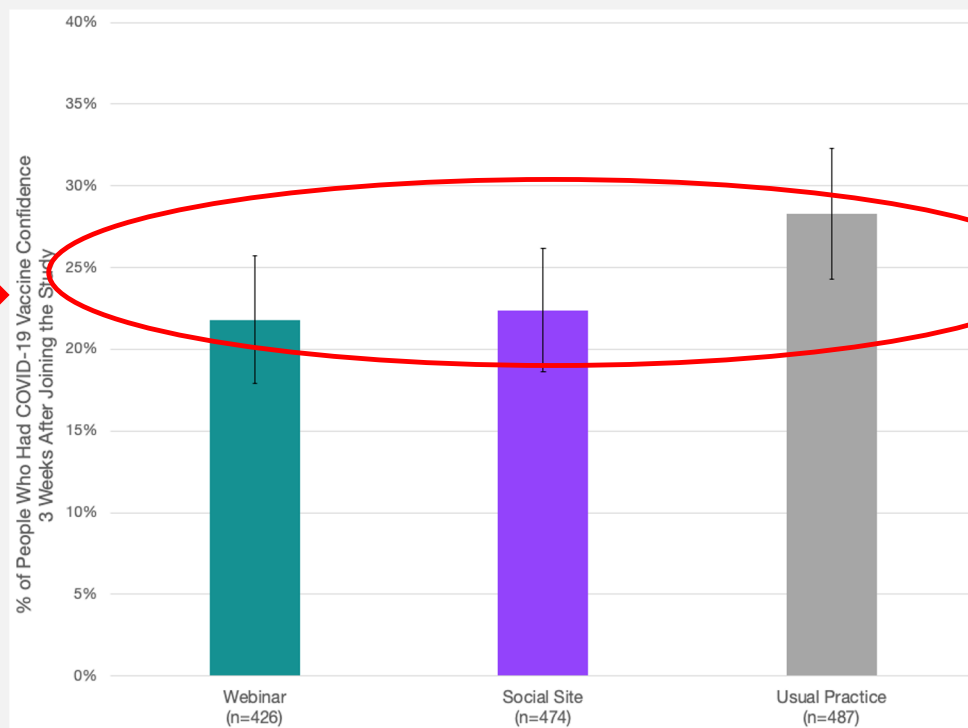
(includes only those that completed baseline & T1 surveys)

	Webinar	Social Site	Usual Practice
Intent-to-Treat	426	474	487
As-Treated	85	364	487

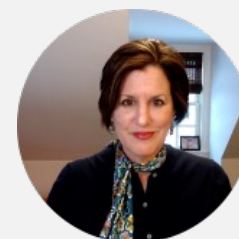


RCT Results: Primary Outcome - No Difference for All Participants (Intent-to-Treat Analyses)

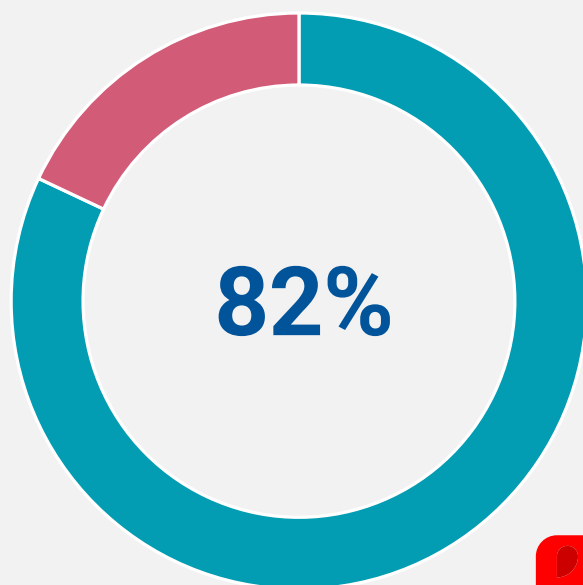
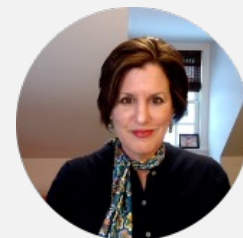
Primary Outcome = Vaccine Confidence at 3-weeks Post Baseline



No Difference Across Trial Arms



RCT Results: Secondary Outcomes - Positive Trends for Webinar Based on Participants Who Engaged in the Interventions (As Treated)



82%
of change-from-baseline
analyses positively favored
the Webinar as compared
to the Social Site and to
Usual Practice

Caution

- Advised to look at trends in the direction of the data rather than statistical significance
- Likely a bias in selective webinar sample

Process Evaluation – What Participants Said About the Webinar



4 Study Results - Sustainability Phase

What Our Original Sustainability Phase Looked Like

If we had found one or both of our interventions to be successful (without limitation) –

we would have opened access to all LTCWs during the sustainability phase - and studied ways to sustain and scale them.



What Our Sustainability Phase Looks Like Now

We are engaging key stakeholders in conversations about:

- (1) how key elements of the Webinar could be adapted, and
- (2) what contextual factors could facilitate or present barriers for implementing these adaptations in the real world.



Sustainability Conversations

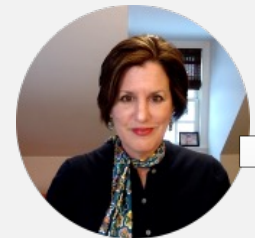
Public Health Officials

LTC Professional,
Advocacy &
Improvement
Organizations

Vaccine Initiatives and
Hesitancy Experts

LTC Workers

LTC Owners, Leaders,
Administrators



What We're Hearing from Our Conversations

Adapting components
of the webinar to the
'real world'

- Offer it at the workplace
- Make it brief (<15 mins)
- Trusted medical advisor + Champion (leverage CNAs) at facility level
- Capacity to do 1-on-1s to support individual change conversations
- Make it about vaccines in general (not just COVID)
- Take the long view - cultural change



What We're Hearing from Our Conversations

Thoughts on
contextual factors that
could act as facilitators
and barriers to
implementing

- Push to view COVID more like the flu (“flu-ifying”)
- More pressing things to work on (staffing, pay, etc.)
- Cost of COVID shot
- Future: combined flu & COVID could provide novelty for re-engagement



5 Closing

Bottom Line – Improving COVID-19 vaccine confidence is still an important issue (however, considering the type of approach, its timing, and the context is paramount)

For the health and wellbeing of both the residents in long-term care and the people that care for them

Why is it important to you that people who take care of you get vaccinated?

John

“Because it’s shown that a lot of people who don’t get vaccinated could be a death sentence.”



Why was it important
for you to get the
COVID-19 vaccine?

Shelby

*“For my health and for
the safety of others that
I’m around.”*





CONFIDENT

Supporting long-term care workers during COVID-19

THANK YOU!



The
Dartmouth
Institute
for Health Policy
& Clinical Practice



ECU



Institute for
Healthcare
Improvement