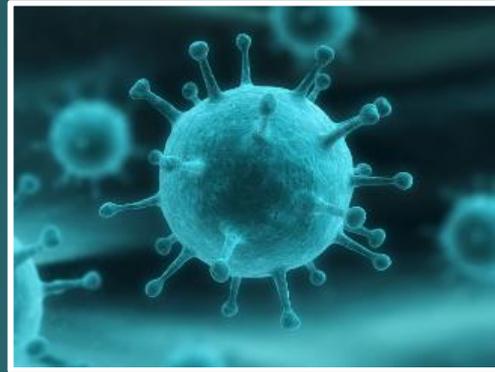


# COVID-19

An End Stage Renal Disease (ESRD) National Coordinating Center  
(NCC) Professional Education Webinar



March 24, 2021

COVID-19 = Coronavirus Disease 2019



# Agenda



- What is this call about?
- Today's speaker:
  - Tara Millson, DNP, RN, CIC, FAPIC
    - Director of Infection Prevention,  
George Washington University Hospital
- Topic: Avoiding COVID Complacency
- Questions and answers (Q&As) from chat and Q&A panels

# What Is This Call About?



- Hear from stakeholders and peers in the ESRD community who are adapting to COVID-19.
- Share examples and provide real-world strategies for facilities to use.
- Engage in bi-monthly calls on varying topics.

# Avoiding COVID Complacency

Tara Millson, DNP, RN, CIC, FAPIC

March 24, 2021

# Objectives

The presenter will:

- Review key reasons for continued vigilance during the pandemic.
- Describe signs of complacency in self and others.
- Outline measures to maintain preventive and protective focus during this stage of the pandemic.

# Incredible Scientific Achievement

In the past ~12 months, researchers have:

- Characterized a novel illness.
- Sequenced a new virus's genome.
- Developed diagnostics.
- Created treatment protocols.
- Established the efficacy of medications.
- Produced vaccines.

# Still Much to Learn

- Will COVID become endemic?
- Are re-infections possible?
- Does the vaccine protect against variants?
- What is the length of the immune response?
- What about “long-haulers”?
- Will COVID be seasonal? Or will we have periods of low activity followed by re-emergence?
- How does immunity vary by age, gender, and race?

# COVID-19 and Kidney Disease

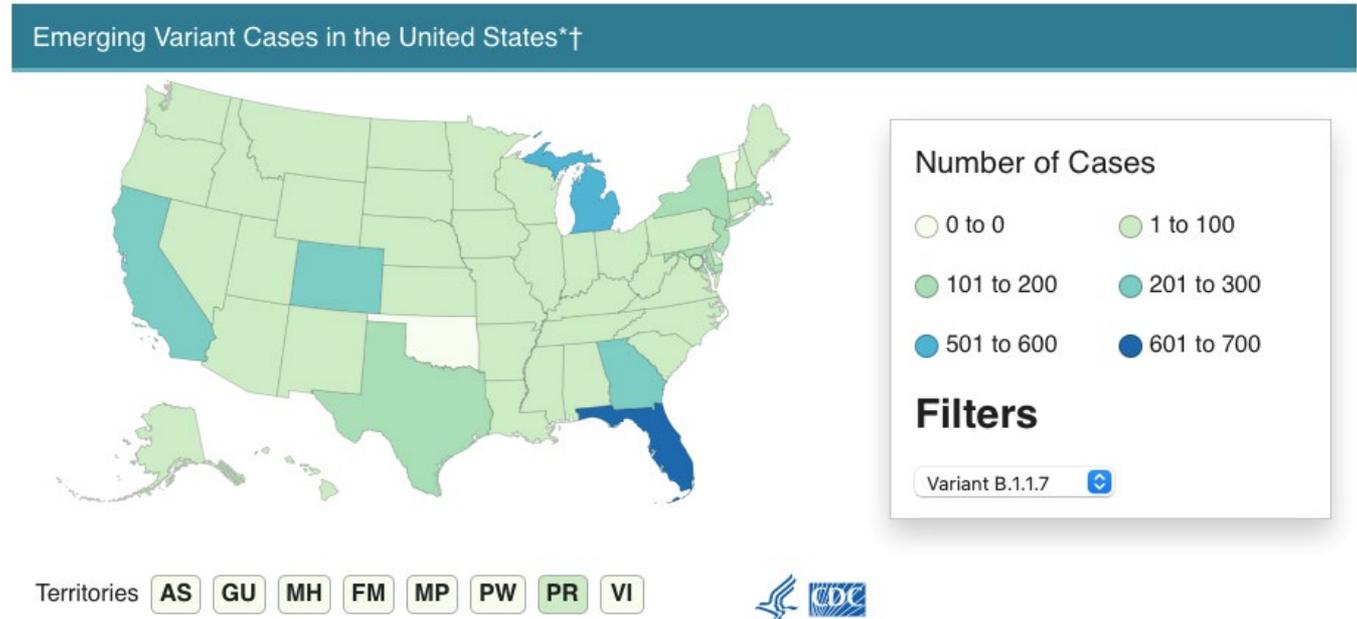
- COVID-19 is disproportionately severe in patients on dialysis.
- High prevalence, particularly in patients receiving in-center dialysis.
- COVID-19 may lead to ESRD in some patients.

Vaccine—A Light at the End of the Tunnel?

# Access to Vaccine Is Limited

- Priority groups
  - Healthcare personnel, residents of LTCF
  - Frontline essential workers, extreme elderly
  - Adults ages 65–74, adults ages 16–64 with underlying medical condition
- No vaccine
  - Children
  - Vaccine-hesitant
  - Those with contraindications

# Variants in the United States



CDC. Variant cases in the US. Available at <https://cdc.gov/coronavirus/2019-ncov/transmission/variant-cases.html>. Accessed on March 11, 2021.

Risk of  
“re-opening”  
too early

# Vaccine-Hesitancy Continuum

**Refusal**

**Passive  
Acceptance**

**Demand**

Source: Tara Millson

# Vaccine Hesitancy Among Healthcare Workers

- American Nursing Foundation survey (October 2020)
  - 63% somewhat or very confident that the vaccine would be safe and effective.
  - 34% would voluntarily receive COVID-19 vaccine.
- The Centers of Disease Control and prevention (CDC) web survey of healthcare providers (September/October 2020)
  - 63% would voluntarily get a COVID-19 vaccine.

Source: American Nurses Foundation, Pulse on the Nation's Nurses COVID-19 Survey Series: COVID-19 Vaccine, October 2020. Available at <https://www.nursingworld.org/practice-policy/work-environment/health-safety/disaster-preparedness/coronavirus/what-you-need-to-know/covid-19-vaccine-survey>.

# Black Americans and COVID

- Disease and death from COVID-19 disproportionately affects Black U.S. adults.
- Life expectancy decreased by 2.7 years for Black Americans compared to an average of 1 year for other groups.
- Black Americans suffer from kidney disease at a significantly higher rate than Caucasians.

# Three C's Model of Vaccine Hesitancy

Confidence

Complacency

Convenience

Source: MacDonald, NE. Vaccine hesitancy: Definition, scope, and determinants. *Vaccine* (2015). Available at <http://dx.doi.org/10.1016/j.vaccine.2015.04.036>. Accessed on March 21, 2021.

# Pandemic Behavior Response

**Panic**

**Rational Response**

**“It won’t  
happen to  
me”**

Source: Tara Millson

# Pandemic Fatigue

Demotivation to follow recommended protective behaviors

- Perceived threat of virus is lessened over time.
- Perceived loss (economic, social) increases over time.
- Inherent urge for control and self-determination.
- Circumstances are normalized over long periods of time.

End Result = Complacency

## What Is Complacency?

“When anyone asks me how I can best describe my experiences of nearly 40 years at sea, I merely say ‘uneventful.’ I have never been in an accident of any sort worth speaking about. I never saw a wreck and have never been wrecked, nor was I ever in any predicament that threatened to end in disaster of any sort.”

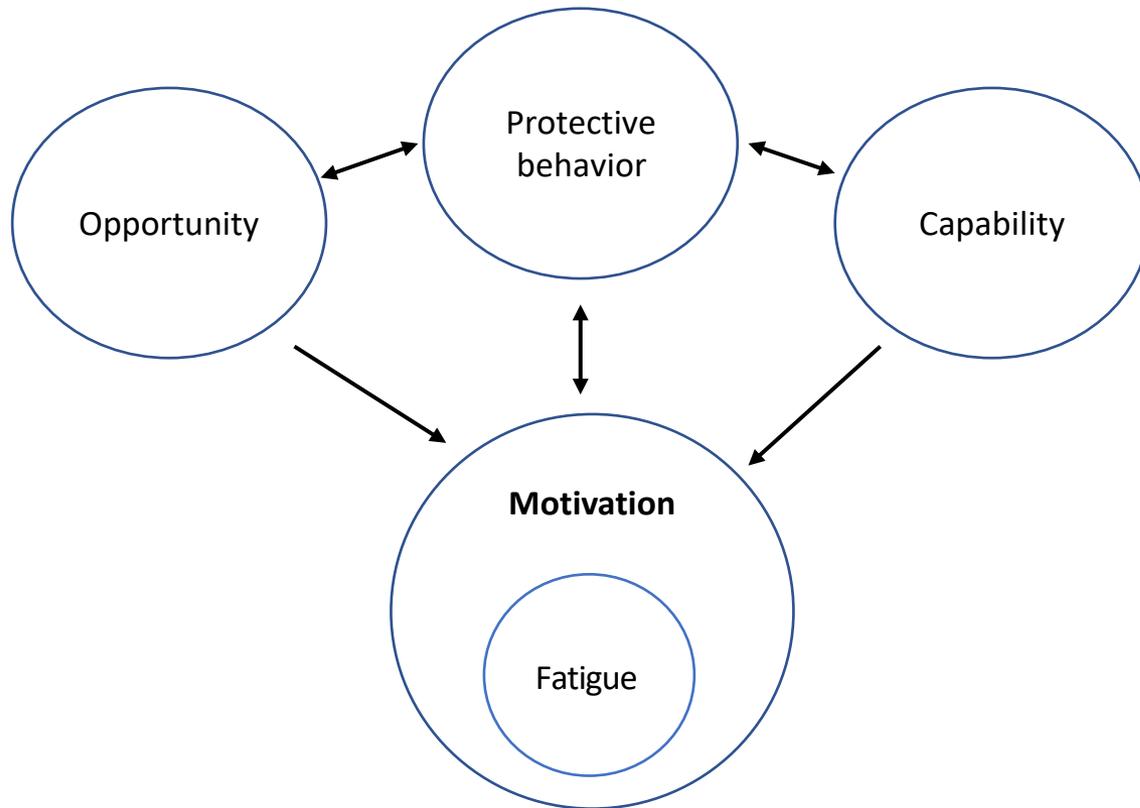
—*Captain Edward Smith, 1907*

Complacency Culture  
Risk Becomes Acceptable

# Why It Is Hard to Stick with Precautions

- Recommendations change frequently.
- Sustained behavior change is HARD.
- Risk may not seem real.
- Thrill from reckless behavior/no consequences.

# Behavior Change and COVID-19



Based on the Capability, Opportunity, Motivation, Behavior (COM-B) Model of Behavior

# Policies: Changing Behavior of Patients and Staff

Harsh

Gentle

Liberal

# Key Strategy: Understand People

- Understand who is experiencing demotivation and what motivates them.
- Identify groups experiencing increased transmission.
- Take what is learned to understand emerging perceptions.
- Acknowledge hardships.
- Focus on communication quality, not quantity.
- Target key groups.

Demotivation results from various barriers that people experience across cultural and personal contexts, and that requires different kinds of support.

# Key Strategy: Engage People in Solutions

- Humans have a need to feel in control.
- Engagement increases the sense that people are in control.
- Focus on those who follow behaviors; health gains from collective efforts.
- Positive deviance
- Listen to people, understand their needs.
- People are more likely to listen if information matters to them.

“We control the pandemic with our behaviors.”

# Key Strategy: Allow People to Live Their Lives, but With Reduced Risk

- Long-term strategies should allow people to return to something that resembles normal life.
- Think in terms of harm reduction.
- Help differentiate between higher risk and lower risk activities.
- Ensure support for lower risk activities while reducing the risk of transmission.

Shift the message from “do not” to “do differently.”

# Work on Habits

- Complacency can lead to behavior defaults, auto-pilot.
- Visual reminders
- Role modeling
- Pay attention to close calls.
- Positive deviance

# Reinvigorate Vigilance

<b>Make</b>	Make a commitment
<b>Stay</b>	Stay flexible as recommendations change
<b>Practice</b>	Practice precautions until they are second nature
<b>Keep</b>	Keep supplies handy—make it easy to do the right thing
<b>Use</b>	Use stories to understand risk and consequence
<b>Give</b>	Give choices where you can

# It Ain't Over Yet

- Continue to screen and test patients AND employees.
- Wear a mask.
- Socially distance during breaks.
- Maintain distance in waiting area.
- Perform hand hygiene.
- Clean and disinfect high-touch surfaces.
- Stay home if you feel sick.

Thank You!

Questions?

# Let Us Hear From You



- Q&As from chat and Q&A panels

# Flu Vaccination Toolkit



Influenza toolkit for providers featuring:

- Flu facts and taglines
- Social media content
- Flu videos
- Print-ready materials
- On-demand training and educational events

Visit [esrdncc.org/flu](http://esrdncc.org/flu) today!



# Inspirational Posters



- Evidence-based 12” x 18” posters
- PDF format for on-demand printing
- Focus on psychological/physical health, emergency preparedness, and COVID-19



To view, visit <https://esrdncc.org/professionals/inspirational-posters/>.

# The Kidney Hub



- The Kidney Hub—Mobile-friendly web tool created by patients, for patients.
- Links to new videos and helpful resources added.
- Visit [www.TheKidneyHub.org](http://www.TheKidneyHub.org) today!



*Home Dialysis: Choosing Home Dialysis*



*COVID-19: Your Guide to Using Telemedicine*



*Transplant: Turning Negatives Into Positives*



# Our Next COVID-19 Webinar Events



- Provider-focused event: April 7, 2021, 3 p.m. ET
- Patient-focused event: April 13, 2021, 4 p.m. ET

**COVID-19 Webinar Events**

To support ongoing COVID-19 information and education needs in the End Stage Renal Disease (ESRD) Network community, the ESRD National Coordinating Center (NCC) is facilitating a series of COVID-19 educational events. These recurring webinar events will feature professional and patient subject matter experts from around the country, sharing how they or their organizations are coping with and combatting COVID-19 in their areas of practice.

You can register for Provider or Patient events below. Previous event recordings will be available in the accordions at the bottom of this page.

Share the ESRD NCC COVID-19 events by embedding the badge on the right on your websites, social networks, profiles, and blogs. Click on the badge for more information.

**Upcoming Provider Event**  
Wednesday, October 28, 2020  
3:00 PM to 4:00 PM ET

**COVID-19**  
Webinar Events  
Click for More Information  
www.esrdncc.org

Visit [kidneyCOVIDinfoCenter.com](https://www.kidneyCOVIDinfoCenter.com) to register.

# Thank You!

[NCCinfo@hsag.com](mailto:NCCinfo@hsag.com)

844.472.4250

813.865.3545

[www.esrdncc.org](http://www.esrdncc.org)

Additional COVID-19 resources for **patients** and providers:



<https://www.kcercoalition.com/en/covid-19/>



[www.kidneyCOVIDinfocenter.com](http://www.kidneyCOVIDinfocenter.com)

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