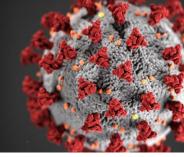


## COVID-19 Response



## COVID-19 Booster Outreach Tips For Long-term Care Ombudsman Programs

January 2022

Residents and staff of long-term care facilities began receiving the COVID-19 vaccine in December 2020. Federal and state partnerships with pharmacies and long-term care providers provided coordinated opportunities for residents and staff to receive the vaccine. As the pandemic evolved, scientists determined that a vaccine booster shot is needed for the best protection against the virus.

Visitation has been a major focus for long-term care Ombudsman programs, and vaccination is a key strategy to maintain open visitation for residents. Below are suggestions to help Ombudsman programs advocate for higher rates of vaccination and boosters.

- Subscribe to notifications from the state's emergency management agency, survey agency, and others to stay up to date on communication to facilities.
- Identify the <u>state point of contact</u> for long-term care vaccination.
  - Ask about coordinated efforts to improve booster interest.
  - o Offer information about the Ombudsman program.
- Review vaccination and booster data.
  - o Identify facilities with low vaccination and booster rates.
- · Contact facilities.
  - Ask what they are doing to provide/encourage boosters among residents and staff (e.g., incentives, clinics, transportation, time off).
  - o Provide information from U.S. Department of Health and Human Services (HHS) and/or the state.
- Learn what provider associations are doing to educate their members and encourage them to reach out to individual facilities.
- Ask the <u>Quality Improvement Network-Quality Improvement Organizations</u> (QIN-QIO) what education they are providing to facilities.
- Create or use existing Ombudsman program materials and communication outlets (e.g., social media, blogs, podcasts).

## Additional Resources

- CDC Partnerships Information
- CDC Options for Facility Coordination
- ACL Vaccine "Cheat Sheet" and More COVID-19 Resources
- We Can Do This Resources and Toolkits (HHS)
  - Staff Poster for Facilities
  - o Resident Poster for Facilities
- National Ombudsman Resource Center Vaccine Page

