

Vaccine Conversations and Updates in 2025

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Colorado Specifics for COVID-19 Vaccination 2025-2026

Governor Polis and the Colorado Department of Public Health and the Environment issued a Public Health Order on September 3, 2025 to allow pharmacists to provide COVID-19 vaccines without individual prescriptions. The standing order took effect on Friday, September 5, 2025.



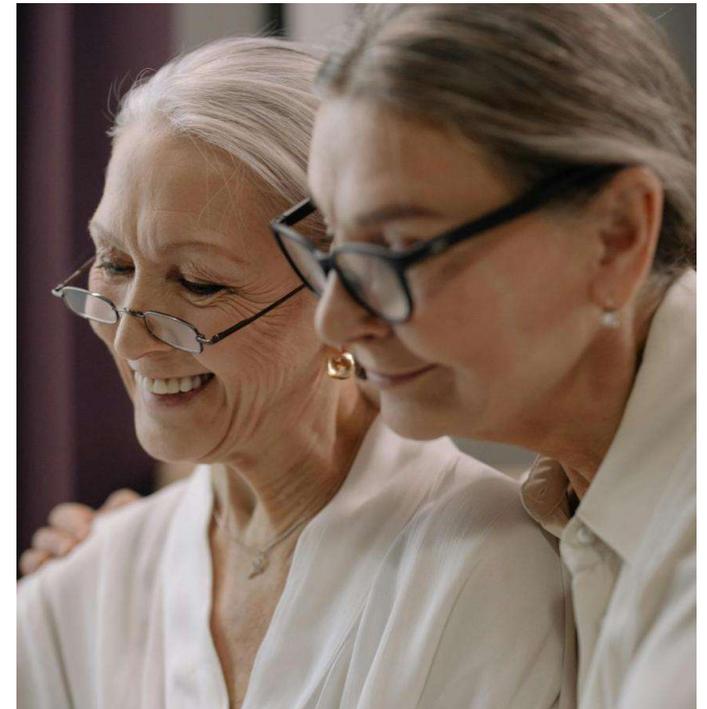
It is a hard time to talk about vaccines!



- Barriers:
 - Tired of vaccine discussions and education
 - Burned out on respiratory infection conversations
 - “Are we done yet?”
- Solutions:
 - Education: Start with a topic of interest
 - Make it a usual standard of care for both residents and staff
 - Fall and Spring vaccine clinics
 - Multiple use consent forms upon admission
 - Benefits today
 - Make it easy: Vaccines on site

It's not only what you say, but how you say it

- Be authentic, it is not a script.
- Meet people where they are and find common ground.
- As Dr. Kimberly Manning says: “Don’t just wag your finger!”
- You don’t have to “seal the deal” (you are not a used car salesman).
- Take your time—it shows you care.
- People respond to what they feel - Demonstrate that you care about the person AND their concerns.
- Always show respect. Everyone wants to feel they are valued.
- Build a narrative combining both facts and personal stories.
- Tell your own vaccine story, make it relatable.





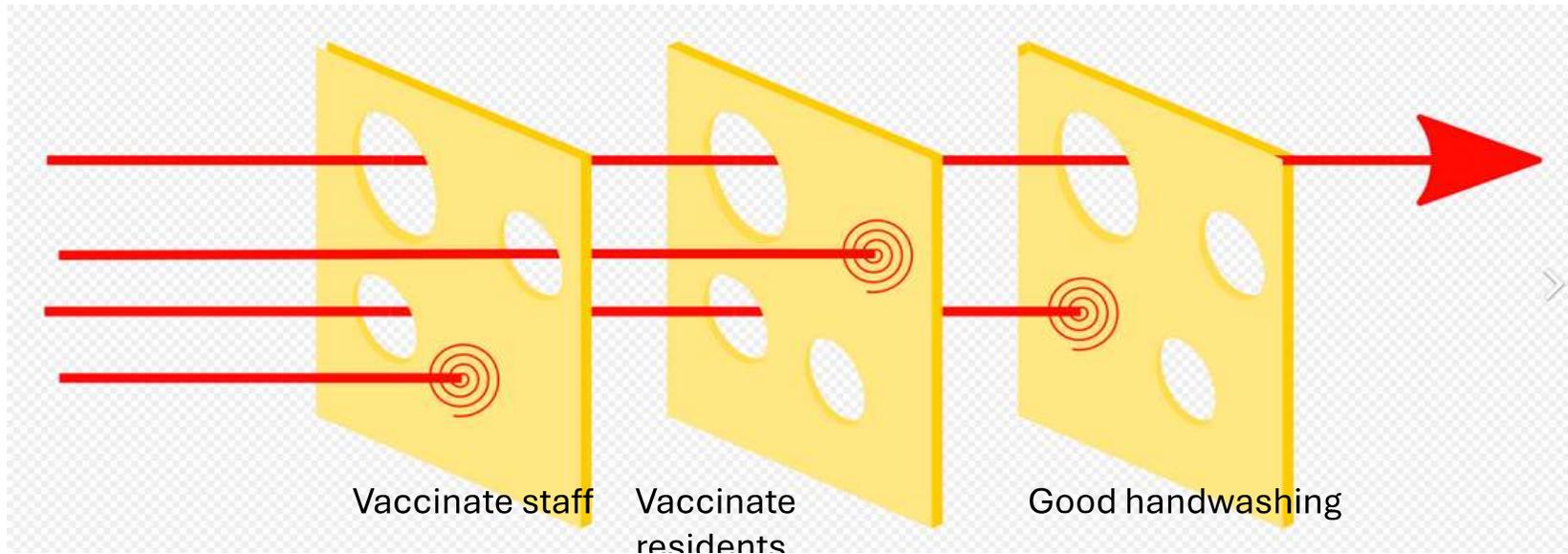
A Guide to Support Effective Immunization Practices in Post-Acute and Long-Term Care

The goal of Moving Needles is to make routine adult immunizations a standard of care for post-acute and long term care (PALTC) residents and an expectation for staff.

Moving Needles Guide:

<https://paltmed.org/sites/default/files/2025-09/A%20Guide%20to%20Support%20Effective%20Immunization%20Practices%20in%20PALTC.pdf>

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Under the “**Swiss cheese model**,” each layer of protection against infection has holes. Using **several layers of defense** can help keep our residents better protected.

The 'holes' in one layer of defense may be covered by another layer of defense. It is still possible for the infection to “get through,” but the chances go down with each added layer of defense.

The SHARE Model for Vaccine Recommendations

CDC recommends the **SHARE** method for making strong immunization recommendations.

- S SHARE** the reasons why immunizations are right for the patient given their age, health status, lifestyle, occupation, or other risk factors.
- H HIGHLIGHT** positive experiences with immunizations (personal or in the practice), as appropriate, to reinforce the benefits and strengthen confidence in immunization. People in the US still become seriously ill and die from diseases that immunizations can help prevent.
- A ADDRESS** patient questions and any concerns about immunizations – including side effects, safety, and effectiveness – in plain and understandable language.
- R REMIND** patients that immunizations protect them and their loved ones from serious illness and other complications. CDC and other experts continually review and monitor immunization safety.
- E EXPLAIN** the potential negative impacts of getting a vaccine-preventable illness, including serious health effects, time lost (such as missing work or family obligations), and financial costs.



Tips for a Successful Immunization Clinic

1

Work with the pharmacy on logistics:

While some facilities elect to order vaccines directly from the manufacturer, most work with a trusted pharmacy partner to procure them. Recall that a pharmacy can only bill for Part B vaccines for residents who are not in their Part A stay and for all Part D vaccines. Select a date, order the appropriate vaccines (e.g., an enhanced influenza vaccine for those ages 65 and older), identify eligible individuals, and check for consent.

2

Identify trusted sources who can help spread the word:

A surefire way to increase someone's willingness to receive a vaccination is if someone they trust recommends it to them. When preparing to roll out vaccine clinics, consider who could help spread the word about the clinics and share why they are confident in the vaccines. This can be anyone – facility/site leadership, a resident who has a strong rapport with others, a peer champion, etc. They do not need to do any of the administrative work involved in offering clinics but can help raise awareness and confidence. Consider different staff for different departments (e.g., housekeeping, dining staff).

3

Make a strong recommendation:

Rather than stating, "I think you should get this shot," strengthen the pitch by strongly recommending the vaccination and explaining why: "I recommend that you get this vaccination, and here's why." Develop a script or talking points if needed to help guide conversations.

4

Take the time to engage, hear concerns, answer questions, and convey confidence:

Taking the time to understand any hesitancy or concerns staff and residents have is key. Consider holding a conversation over a meal and using it to hear concerns and answer questions. If facility leaders participate in these conversations, that can help

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convey how much the facility values this type of engagement. One facility from the Moving Needles project conveyed confidence in the influenza vaccine by having leadership offer to cover any shifts that staff missed due to side effects.

Focus on making vaccinations

accessible: Offer vaccinations at different times so that night shift and weekend staff can easily get them. Other ways to make vaccinations more accessible include offering paid time off if staff experience side effects, creating a QR code so staff can easily upload their records if they get vaccinated off-site, and making staff who receive vaccinations off-site eligible for any incentives offered to staff who receive them on-site.

6

Use incentives to develop a sense of

community: Incentives that focus on community-building and helping people feel like they are part of a broader effort are more effective than individualized incentives such as gift cards. Examples include creating "I got vaccinated" T-shirts or jackets, offering food during clinics (one Moving Needles site held a midnight barbecue during the night shift clinic), or ordering in a catered meal if vaccination goals are met.

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Get creative and find the fun:

Vaccine clinics are an opportunity to get creative and put each facility's spin on efforts. A Moving Needles site held daily "vaccine trivia" over the intercom and gave gift cards to the first staff to answer correctly. Another site held a "vaccine carnival" with prizes, games, and music. Food is always a good motivator; perks such as stickers, therapy animals, photo walls, ice cream trucks, and dance parties are other examples to consider. Ask staff and residents for ideas and suggestions to make it a collective creative effort.

Resource: Multiple Vaccine Consent Form

Vaccine Consent Form - Multiple Vaccines

- I, the undersigned, have received information about the risk and benefits of the vaccines listed below and have received a copy of the Vaccine Information Statement.
- I have had the opportunity to ask questions and have received answers to my satisfaction.
- I understand the vaccination process and freely consent to such process.
- I understand that I will be screened for eligibility prior to receiving any vaccine dose based on the recommended vaccine schedule by the National Advisory Committee for Immunization Practices (ACIP).
- I understand that I may change my mind about vaccination at any time prior to receiving the vaccine(s).
- I understand that this consent form is good for 3 years. It will be reviewed and offered for renewal every 3 years or as updates may require.
- I certify that I am (a) the patient/resident, (b) the legal guardian of the patient/representative or (c) representative of the long-term care facility and based upon observation or at my capacity, have the sufficient knowledge to answer the screening questions.
- I authorize release of any medical/other information with respect to this vaccine to my healthcare providers, Medicare, Medicaid or any other 3rd party payer as needed and request payment for authorized benefits to be made on my behalf to the facility or pharmacy.
- I consent to the vaccines selected below as indicated by circling Yes. My signature also authorizes entry of the vaccination(s) into the State Immunization Registry.

Vaccine	Consent
Influenza	<input type="checkbox"/> Yes <input type="checkbox"/> No
COVID-19	<input type="checkbox"/> Yes <input type="checkbox"/> No
Pneumococcal (PCV15, PCV20, PCV21; PPSV23)	<input type="checkbox"/> Yes <input type="checkbox"/> No
Respiratory Syncytial Virus (RSV)	<input type="checkbox"/> Yes <input type="checkbox"/> No
Tdap	<input type="checkbox"/> Yes <input type="checkbox"/> No
Shingles	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other Vaccines recommended by ACIP (list here):	<input type="checkbox"/> Yes <input type="checkbox"/> No

Signature of Resident or Legal Representative

Date/Time

Can be used on admission instead of with each clinic, endorsed by the National Community Pharmacists Association

<https://movingneedles.org> > Quality Improvement Tools > Assess (bottom of page)