



POWER OF PROVIDERS (POP) INITIATIVE COVID-19 Vaccine Program

Background and Evidence

Problem Statement:

- Public mistrust resulted in COVID-19 vaccine hesitancy
- Misinformation impacted individuals' health decisions
- A recommendation from a health care provider reduces hesitancy and increases patients' confidence in the safety and effectiveness of vaccines
- Providers have many demands on their time
- There are many excellent resources for providers, but it can be difficult to find the right information when needed
- Frequent changes to clinical guidance were difficult for providers to keep up with

Goal and Objectives

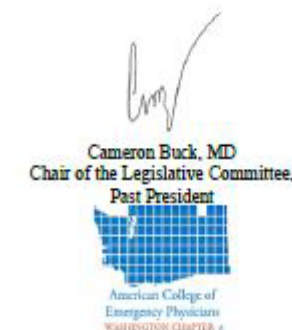
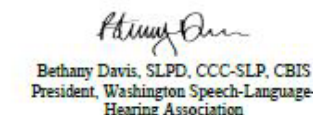
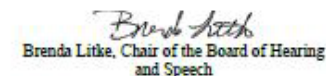
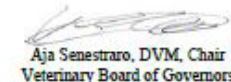
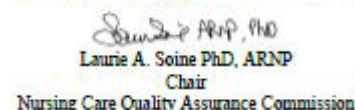
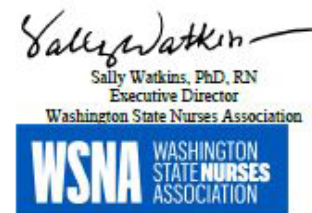
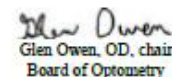
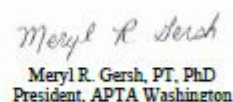
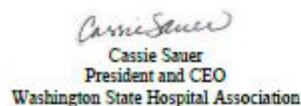
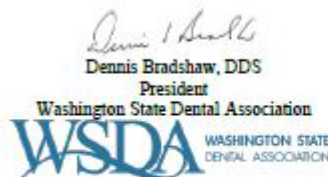
Goal: Engage healthcare providers in offering reliable, accurate information to inform patient decisions to vaccinate.

Objectives:

- Support and equip health care providers to serve as trusted sources of COVID-19 vaccine information for their patients and their communities
- Respond to provider requests for resources
- Work together with health care organizations to increase vaccine rates across the state
- Solicit feedback from providers to inform DOH programming and activities.

71% of providers agreed or strongly agreed that the information and resources offered through POP have **increased their confidence in encouraging COVID-19 vaccination with their patients.**

Partners



Provider Commitment: SAVE



Seek • Ask/Educate • Vaccinate • Empower

59% of providers surveyed have implemented the SAVE intervention for COVID-19 vaccines more often with patients because of their membership in POP.

SEEK: Seek your patients' COVID-19 vaccine status

ASK/EDUCATE: If your patient isn't vaccinated, ask them about the vaccine and offer education if they are unsure

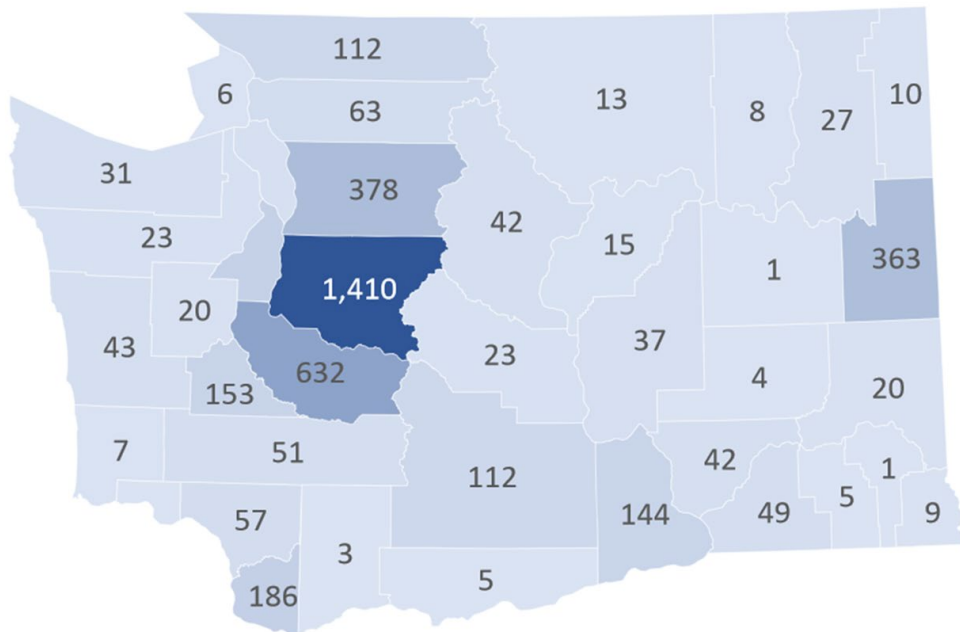
VACCINATE: Provide patient with a COVID-19 vaccine or a referral to a location that provides them

EMPOWER: Empower patients to share their vaccine status with their community

Target Audience

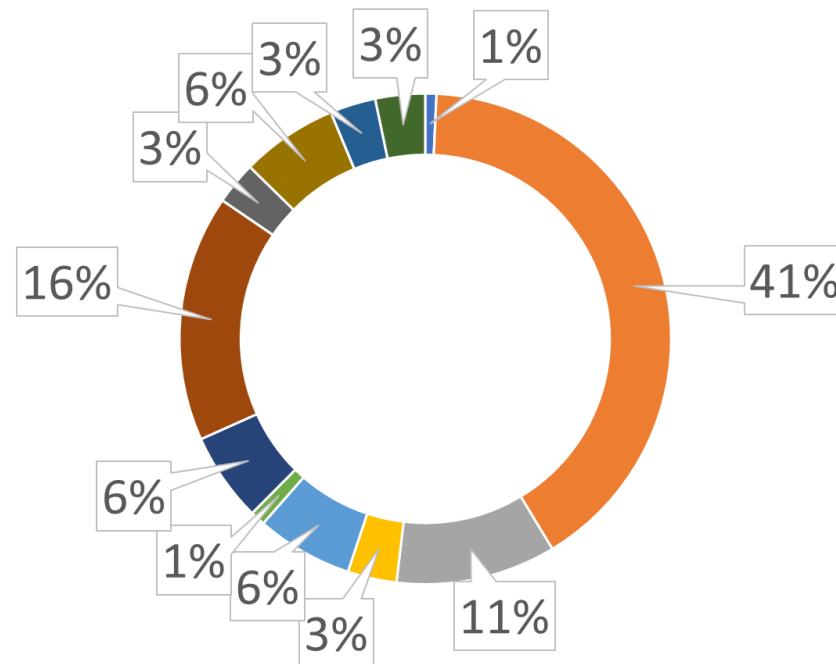
Current Membership

- 4,500+ individuals
- 400+ health care organizations
- 90 different health care roles
- Over 20 partnering health care associations



Visit our website to learn more at doh.wa.gov/joinpop. Fill out the [member signup form](#) to join the initiative.

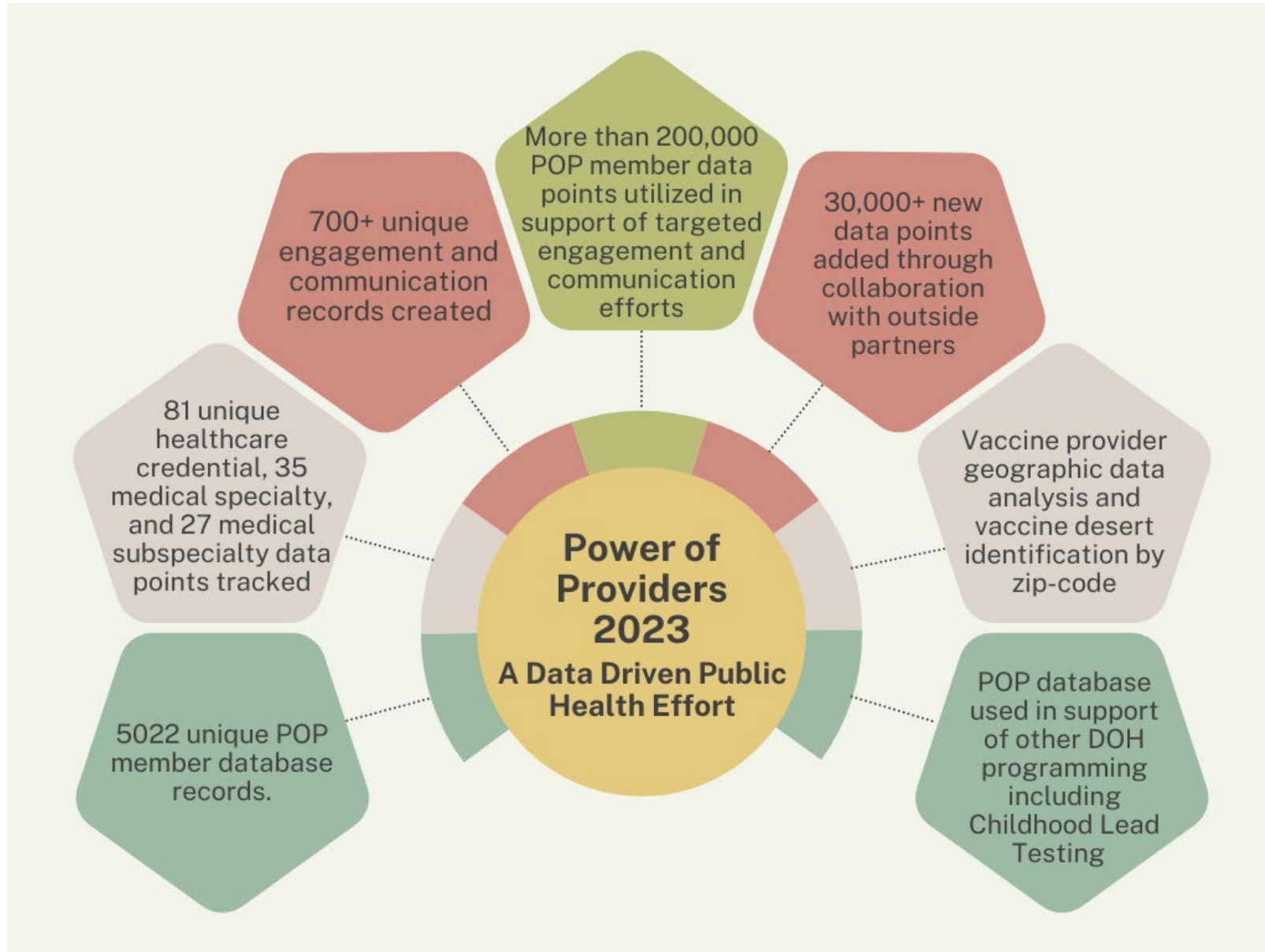
POP Provider Credentials



■ Acupuncture
■ Dental
■ Med Asst
■ Pharmacy

■ Nursing/Nursing Asst
■ Home Care
■ MD/PA
■ Social Work

■ Counseling/Mental Health
■ Dietician/Nutritionist
■ OT/PT
■ Other



Implementation: Outreach



INTRODUCING POP EN ESPAÑOL!

A new resource to support providers who serve Spanish-speaking patients.

The Power of Providers Initiative helps health care professionals serve as trusted sources of information about COVID-19 vaccines.

Power of Providers



SAVE

Stb • Advrticcan • Yachain • Yagow



Washington State Department of
HEALTH



Implementation: Communication



POP Shop

POP Webinars

Resources

Native American Heritage Month



November is recognized across the United States as [Native American Heritage Month](#). Washington is home to [29 federally recognized Tribes](#) who deeply enrich the quality and character of our state. This month and every month, **we celebrate the contributions and heritage of these remarkable Americans** and honor the diverse cultures and peoples of Indian Country.

Despite their significant contributions, however, American Indian and Alaska Native (AI/AN) people in Washington experience **disparities** in many areas of health and health care, including COVID-19 health outcomes and vaccination rates. Not only is COVID-19 the leading cause of death for AI/AN Americans across the country but Tribal communities in the state experience [COVID-19 case rates](#) at almost twice the rate of white residents, and COVID-related hospitalization and death rates that are more than twice as high. Although AI/AN residents had the highest completion rates for their primary COVID-19 vaccination series in the early stages of the pandemic, [fewer](#) have taken advantage of the latest COVID-19 vaccine for updated protection.

- [Website](#) offering streamlined access to curated information
 - training opportunities
 - vaccine confidence discussion guides for multiple populations
 - updated news and clinical guidance
 - Active users of the POP website ~ 5,400+
- **Biweekly newsletter** emails sharing timely updates, webinar registration links, and resources with POP members
 - Average open rate 53.5%
- **POP Email Inbox** - One-on-one outreach and technical assistance for members serving priority populations.

Implementation: Engagement



POP Members volunteered at DOH pop-up vaccine clinics



POP Members presented at Peer-to-Peer Provider Webinars, some with CE

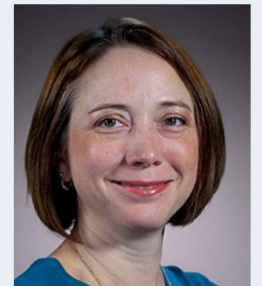


Long COVID: A Deep Dive into Symptoms and Treatment Options to Support Patients

Featuring the University of Washington Post COVID Rehabilitation and Recovery Center



Anita Chopra, MD



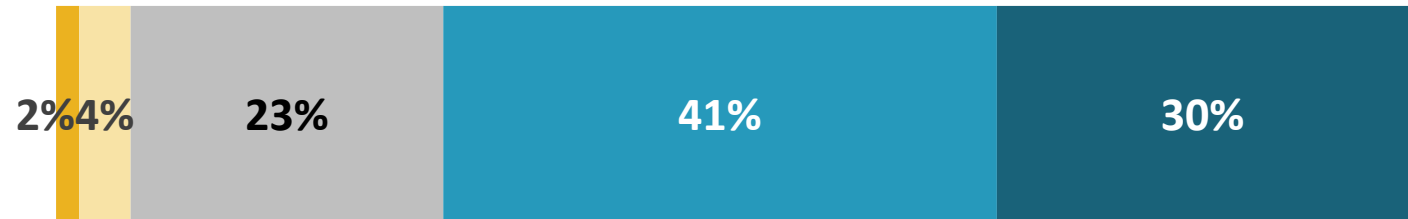
Janna Friedly, MD



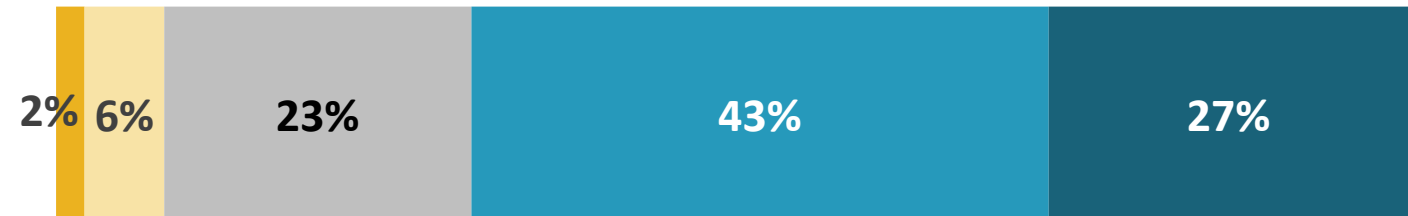
Evaluation

The information and resources offered through POP have...

... increased my confidence in encouraging COVID-19 vaccination with my patients



... benefited me in my role as a health care professional



Strongly Disagree

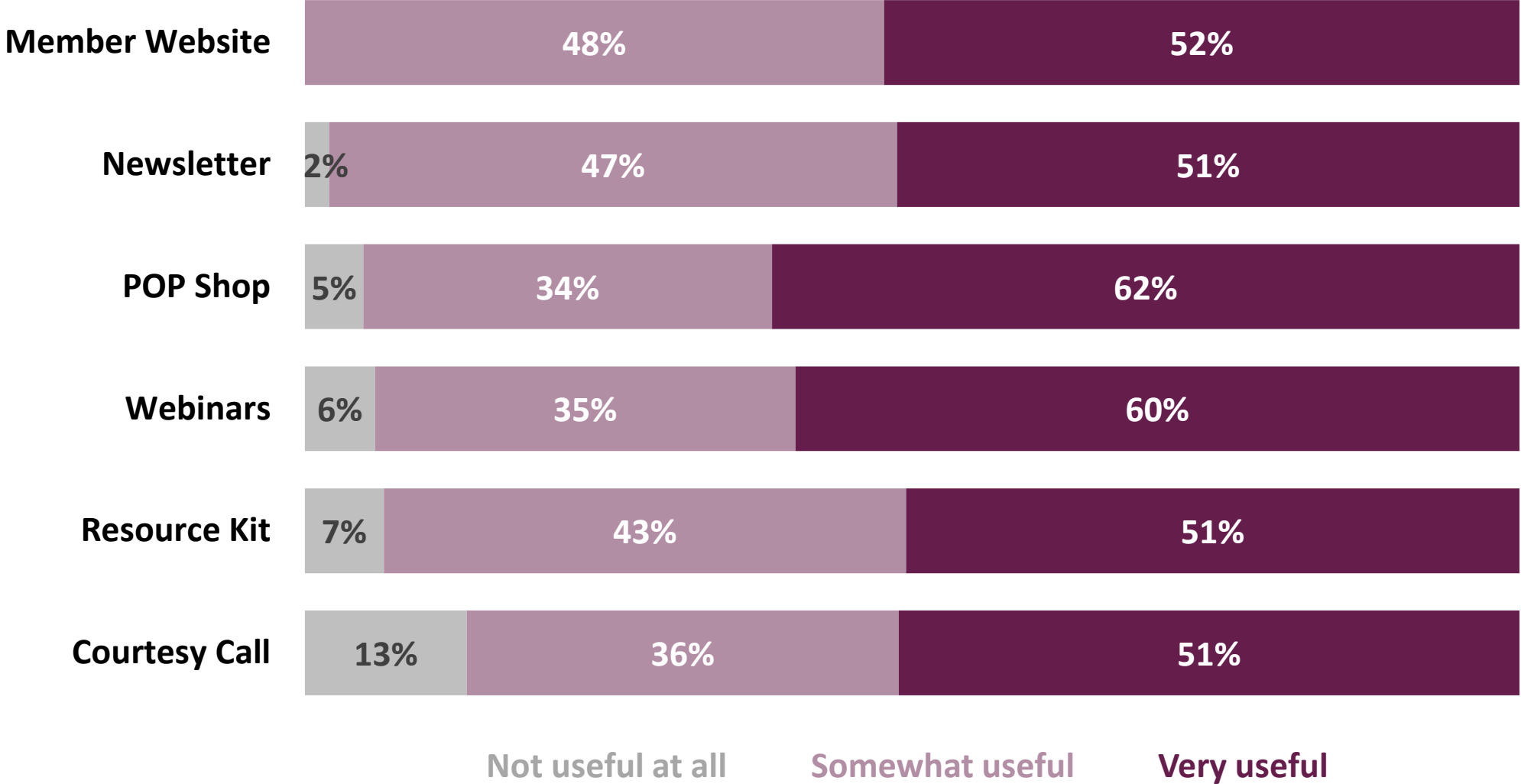
Disagree

Neither Agree nor Disagree

Agree

Strongly Agree

Usefulness of Resources



What Providers Have Said About POP

POP allowed me to join the movement to get Washingtonians vaccinated.

It's great that POP includes both vaccinators and non-vaccinators to help spread the importance of getting vaccinated and help them find a vaccine location.

DOH has given us the tools and information we need to combat the misinformation that is so widely disseminated.

It is hard to keep up or find the time to research the most current recommendations. POP provides this to us directly so we don't need to go search for it.

POP allows providers to have a united voice and messaging.

The materials offered through the POP Shop were a hit in our office.

POP shared opportunities for me to volunteer to help vaccinate people in our communities.

Some of my patients don't speak English and kept getting the wrong information. POP provides access to materials in other languages so our patients can better understand information about the vaccine in their own languages.

Conclusions

The effectiveness of the POP model has been supported by these elements:

- Recognize provider voices as trusted messengers in their communities to share public health information
- Invite health care providers to join a partnership with public health to achieve a shared goal
- Back up an “ask” with support for health care providers to take the requested actions
- Establish an advisory workgroup of external partners to help identify gaps and inform solutions
- Leverage existing channels of communication via associations and health care organizations

References

- [Impact of a physician recommendation on COVID-19 vaccination intent among vaccine hesitant individuals - PMC \(nih.gov\)](#)
- [Report of Health Care Provider Recommendation for COVID-19 Vaccination Among Adults, by Recipient COVID-19 Vaccination Status and Attitudes — United States, April–September 2021 | MMWR \(cdc.gov\)](#)
- [Supporting US healthcare providers for successful vaccine communication - PMC \(nih.gov\)](#)



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