



# Back to School: K-12 COVID-19 Testing and Vaccinations

---

Aug. 18, 2021

Louisiana's Health Initiative

# Speakers

---

- John McClure

- Disease Outbreak Response Coordinator
- Louisiana Department of Health



- Leah Tatum

- PreK-12 Testing Program Manager
- Louisiana Department of Health





# Learning Objectives

---

- The importance of adolescent COVID-19 testing and vaccination in schools
- The current state of adolescent COVID-19 vaccination efforts in Louisiana
- Strategies to address COVID-19 vaccine hesitancy and build vaccine confidence
- Information about the Louisiana Department of Health's Safer, Smarter Schools PreK-12 Testing Program
- How healthcare providers can help get the school year off to a healthy start

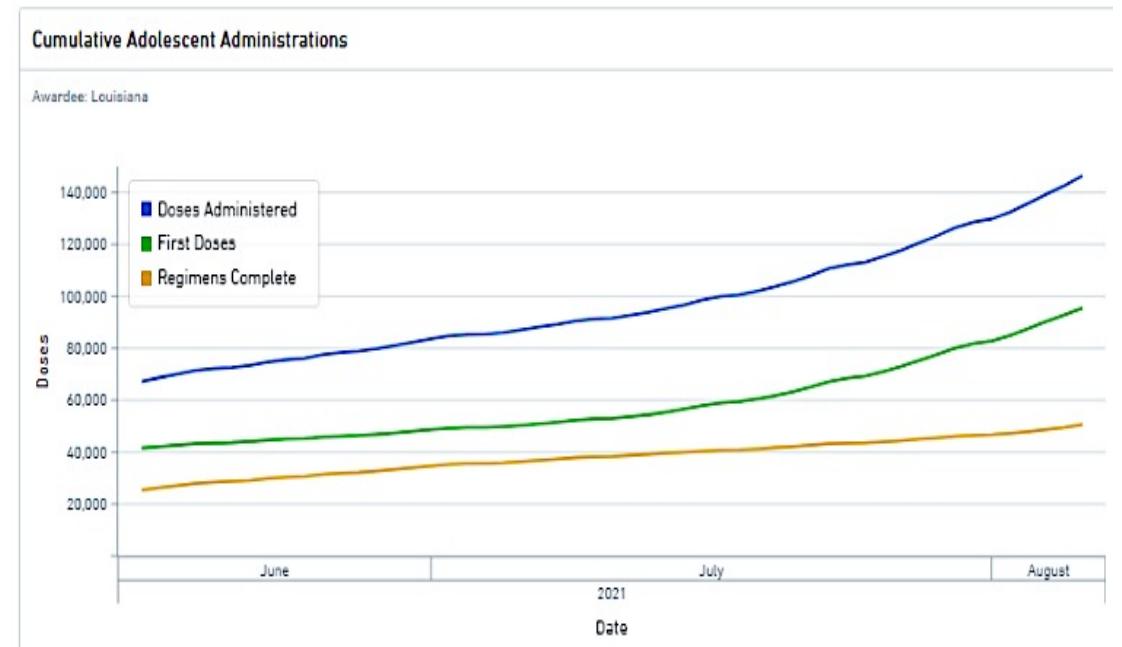
# Adolescent COVID-19 Vaccinations

August 18, 2021

# General Overview

- On May 10, the FDA expanded **Pfizer's EUA to include Adolescents aged 12-15**
  - Thousands of adolescents ages 12–15 were in the clinical trials that showed the vaccine was nearly 100% effective at preventing COVID and had minimal side effects
  - Moderna has also applied for this expansion and is currently under review
  - Parental Consent is required
- As of 8/10/2021 (via Federal Tiberius Data):

Age Group	First Dose #	First Dose %	Series Complete #	Series Complete %
12-15	60,348	24.78%	28,952	11.89%
16-17	36,019	30.37%	22,272	18.78%



# Pfizer Vaccine Overview

- At one time, Pfizer vaccine had a very short shelf life once taken out of ultra-cold storage. But now, updated guidance from the FDA and CDC allow:
  - It to be stored frozen ( $-25^{\circ}\text{C}$  to  $-15^{\circ}\text{C}$ ) for up to 2 weeks.
  - It to be stored at refrigerated ( $2^{\circ}\text{C}$  to  $8^{\circ}\text{C}$ ) for up to 1 month, after it's out of frozen temperature
  - **This is a total of 45 days that Pfizer can be stored in a normal fridge/freezer unit!**





# Other reasons to consider Pfizer

- **Only Vaccine currently authorized down to ages 12+**
- Pfizer is only 6 doses per vial, instead of Moderna's 14 per vial
  - Having a smaller dose vial could be beneficial, as there may be instances of fewer individuals seeking vaccination within a particular timeframe.
  - When using the Pfizer product in these instances, it equates to possibly less wastage with fewer or no doses being left unused/wasted in a pierced/mixed vial.
  - **All vaccine products, including Pfizer, can now be ordered in LINKS in quantities as little as one vial.**



# Adolescent Vaccination Task Force

- Assembled May 11<sup>th</sup> with representation across LDH, LDOE and other community partners to ensure appropriate access and uptake of COVID-19 Vaccine for Louisiana adolescents
- Implemented a variety of Adolescent Vaccine Promotion, and Access Expansion, activities over the past few month; targeting both in-school and out-of-school vaccination sites





# Adolescent Vaccination Task Force

**IF YOU'RE 12 OR OLDER,  
YOU'RE ELIGIBLE  
FOR THE COVID-19 VACCINE.**

**WHY IS THE COVID-19 VACCINE  
IMPORTANT FOR ME?**

The number of cases in younger people has been rising. Children and teens getting vaccinated can also help prevent spread among adults. The vaccines are important to **ENDING THE PANDEMIC** and getting our lives back to normal.

**ARE THE  
VACCINES  
SAFE?**

**YES!** The vaccines have been proven safe and effective in clinical trials with nearly 100% effectiveness in people 12 years and older with minimal side effects.

**WHAT ABOUT SIDE EFFECTS?**

Like most vaccines, some people may experience side effects like mild to moderate pain or swelling in the arm where the shot was given, fever, chills, tiredness and/or headaches. **THESE SIDE EFFECTS ARE NORMAL** and usually go away within a couple of days.

**DO I NEED  
PERMISSION TO  
GET THE VACCINE?**

**YES.** Parental consent is required for anyone under 18 years old. The consent form is available at [ldh.la.gov/covidvaccine/](https://ldh.la.gov/covidvaccine/).

**1-855-453-0774**  
**COVIDVACCINE.LA.GOV**

**BRING BACK  
LOUISIANA**

**LOUISIANA  
DEPARTMENT OF HEALTH**

- Increasing Pediatrician/VFC COVID-19 Provider Enrollment
  - Calls, emails and faxes dispelling enrollment concerns/misconceptions
  - Increased VFC COVID-19 participation by 186 providers
  - 50% of SBHC enrolled during the spring; continued outreach occurring now
- Increasing Adolescent Targeted Mobile Events over the summer
  - Listing included summer camps, zoos, waterparks, movie theatres, recreation centers and other locations frequently visited by adolescents
- Vaccine Promotional Information materials required in LDOE Summer Meal Program Events

# Adolescent Vaccination Task Force

- COVID-19 Vaccine Reminder/Recall Text Messages and Letters were distributed to the 400,000+ Adolescent parents in LINKS
- Youth Ambassador groups are being formed in every LDH region to review/self-generate adolescent vaccine promotional materials
- Pediatric Vaccine Tool Kit developed and posted on the LDH website
- Adolescent/Parent targeted Digital Advertising
- ShotAtAMillion \$100,000 Adolescent Scholarships

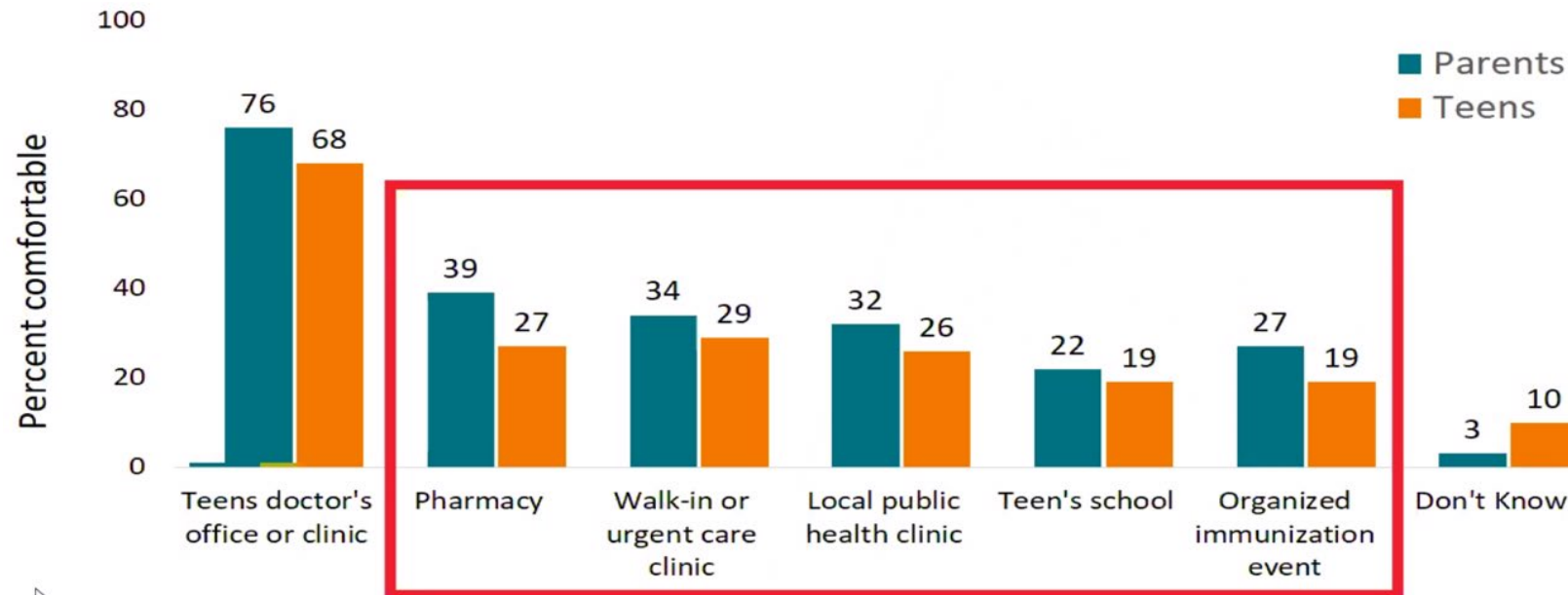


# Adolescent Vaccination Task Force-Cont.

- Coordinating with LDOE and other school partners to schedule as many on-site school vaccination events as possible
  - LDH Regions have access to 7 different Mobile Vaccination vendors that cover the entire state
  - Resources available (and White House directed) to host on-site school events in every school district
  - Mobile Teams can vaccinate an entire classroom in about 10 minutes and a whole school in a few hours at **no cost (and minimal disruption) to the school district, school and students**
- Regional Staff, who planned teacher vaccination events in the Spring, are coordinating scheduling events
- Centrally working on additional promotion via LDOE in conjunction with the school testing team
- **As of July 31, there have already been 139 on-site school vaccination events.**

# Call to Action

- On-Site School vaccination events and other non-traditional events, along with targeted vaccine promotion, has definitely increased adolescent vaccine uptake
- However, **the best place to build vaccine confidence and the most preferred vaccine administration site by parents is their child's local doctor (particularly in Rural settings where hesitancy remains high!)**



*Note: Despite stated preference, 61% consented to receiving vaccine in a school setting*

# **Vaccine with Confidence: COVID-19**

# Help patients feel supported by welcoming questions and knowing how to answer them

- Most people have questions, even if they plan to vaccinate
- Questions do not necessarily equal concerns
- Listen to their questions with empathy and without judgment
- Learn how to answer common questions from patients
- If you are unsure how to answer a question, refer to someone else in the practice or LDH/CDC resources



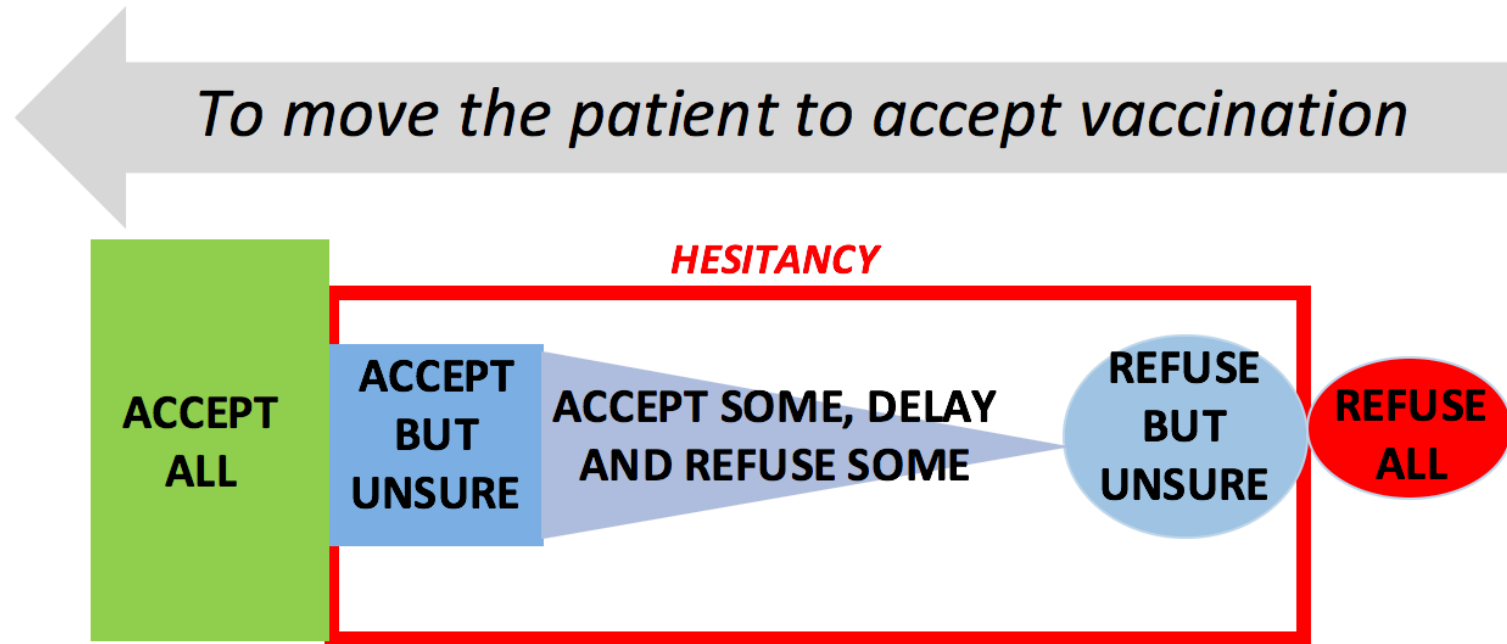


# Give strong and compelling recommendations

- An effective recommendation from a healthcare professional is the main reason people decide to vaccinate.
- Office staff should reinforce recommendations given by vaccine administrators.
- Use a presumptive approach: “You are due to receive this vaccine” [instead of “You have the option of getting this vaccine” or “Do you want this vaccine?”]
- Explain the importance of the COVID-19 vaccine and getting each dose.
- Share personal experiences with COVID-19 or choosing to vaccinate yourself and children.



# What is the objective for the vaccine administrator?



*To move the caregiver/patient who is hesitant to accept vaccination, and increase vaccine uptake*

- May take multiple visits for COVID-19 with the amount of misinformation spreading
- Be Patient and help them find their own reason to get vaccinated!

# For Conversations with Vaccine Hesitant individuals:

- **Use Motivational Interviewing!**

- Proven Strategy to Increase Vaccination
- Aimed at exploring reasons for hesitancy and changing attitudes and behavior



**Collaborative**



**Patient-centered**



**With a specific  
objective**

# Ask open-ended questions

Open questions using “*what*”, “*why*”, “*how*”, “*tell me...*”  
to explore reasons behind hesitancy



<i>Close ended questions</i> Answer is only a yes or no	<b>Open ended questions</b> Answer goes beyond a simple yes or no
<i>Do you agree?</i>  <i>Did you understand?</i>	<b>What do you think?</b>  <b>What did you understand?</b>

# Reflect and respond

**Simple reflection: directly repeating what the person says.**

**Complex reflection: repeating what you think the person means.**

**Caregiver: “I know vaccinating will help my child but I am afraid.”**

- *Simple reflection: “I understand that you are afraid.”*
- *Complex reflection: “You want to make the best choice for your child but you are nervous.”*

Use both types of statements to acknowledge concerns.

# Responding to hesitancy: examples

Complex reflection followed by open questions

***Patient: “I know  
vaccinating will help  
me but I am afraid of  
side effects.”***

*“I understand that you want to make  
the best choice for yourself. What side  
effects are you concerned about?”*



# Responding to hesitancy: examples

Complex reflection followed by open questions

***Mother: “I am not sure what to do because my community leader objects to vaccines.”***

*“I can see you may be questioning vaccines. How are other mothers you know dealing with vaccines?”*

Other questions you can ask:

- *What are your concerns?*
- *Do you know what your community leader is concerned about?*

# Responding to hesitancy: examples

Complex reflection followed by open questions

***Father: “I am not convinced about vaccines, it seems like there is too much risk and they were developed too quickly.”***

*“Vaccination may be difficult to consider.  
What do you know about vaccines?”*

Other questions you can ask:

- *Could I offer you some information on why we vaccinate?*
- *Could I talk to you about all the safety steps involved in vaccine development?*

1

2

3

## **Affirm the strengths**

*“It is great that you are thinking about vaccination.”*

## **Validate concerns**

*“The health of your children is important to you.”*

*“Protecting yourself from illness is important for you and the health of your community.”*

1

2

3

4

# Ask-Provide-Verify

## *Ask*

Ask information  
on what the  
client knows  
about vaccines

*“So what do you  
already know about  
vaccination?”*

## *Provide*

Share information  
on vaccines

*“Could I provide you with  
the most up to date  
information, based on  
what you just shared?”*

## *Verify*

Verify what they  
have understood and  
what they will do  
with this information

*“Given our discussion, how  
do you view the decision  
now? Remember I am here to  
help talk through any  
concerns you may have.”*

**As the conversation  
evolves, explore the  
concerns further.**

1

2

3

4

5

# Summarize the interaction

*“The reason that’s important is...”*

*“What that means to you is...”*

*“The main point to remember is....”*

1

2

3

4

5

## Determine the action

IF YES: Vaccinate and offer praise to affirm the positive decision.

IF FOR FOLLOW-UP (if possible): Refer caregiver/patient to a specialist/community advocate or schedule a new discussion:

*“Let’s revisit this once you have had a chance to think more about vaccination. When could you come back?”*

IF REFUSAL: Do not debate. Leave the door open:

*“I understand. Please know that if you change your mind and want to talk more about vaccinations, we are always available.”*



If the caregiver/patient's wishes are NOT to vaccinate, **ensure they understand their decision, and explain their responsibilities** for protecting the health of their child/themselves.

*"I understand that you have decided not to vaccinate today. Please know you are taking an important responsibility. What this means is...*

- 1) If your **child/you are ill**, you **must seek medical assistance***
- 2) When talking to medical/clinic staff, you **must tell them** that you/your child has not received all the vaccines recommended.*
- 3) You **must learn about the signs and symptoms of COVID-19** Disease and monitor due to your increased risk."*

# Reminders

DO	DON'T
Do take a guiding style.	Do not take a traditional directive and argumentative style.
Do work with the parent/patient to establish trust.	Do not identify and solve the problem for the parent/patient.
Do explore doubts and interest in vaccination. Think from their perspective.	Do not argue or debate with the client. Make it known that you are there to listen to their concerns.
Do take time to reflect on what the caregiver/patient is saying.	Rush through without listening

# Common COVID-19 FAQ Vaccination Resources

- [CDC Vaccinate With Confidence Website](#)
  - [LDH COVID-19 Pediatrician Provider Resources](#)
  - [HHS We Can Do this Campaign](#)
- 
- Feel free to also refer patients who have questions (or develop more) to LDH's Vaccine Hotline: **1-855-453-0774**

# Next Steps

- Enroll as a COVID-19 provider if you have not done so already
  - Email [enrollLA.Links@la.gov](mailto:enrollLA.Links@la.gov) or call the Provider Enrollment Hotline at (225) 325-5880 to get started!
- Order additional COVID-19 Vaccine supply via LINKS, strongly considering Pfizer for your adolescent population
- Send reminder/recall messages to your patients who have not yet been vaccinated
- Talk to your patients about the importance of getting themselves (and their eligible children) vaccinated; using the Vaccine Confidence Strategies discussed today!
  - Also accessible on the LDH, CDC and HHS websites

# Thank you!

[john.mcclure@la.gov](mailto:john.mcclure@la.gov)



# K-12 COVID Testing

## *in Louisiana Schools*

SCHOOL YEAR: FALL 2021 - SPRING 2022



# Join us in K-12 COVID-19 Testing

Created in partnership with LDOE and LDH, financed by the CDC, LDH is offering schools COVID-19 testing options supported with funding, resources, educational materials, testing teams and the LDH K-12 Team for the 2021 - 2022 school year.

- ❖ Why is testing important for the 2021-2022 School Year?
- ❖ What is the Louisiana Department of Health offering every single school and school district in the state?
- ❖ What are the THREE options schools may choose from?
- ❖ What are the resources, funding, incentives and materials that LDH is offering schools?
- ❖ Who is eligible to participate?
- ❖ What is the incentive program?
- ❖ Timeline
- ❖ How to sign up!

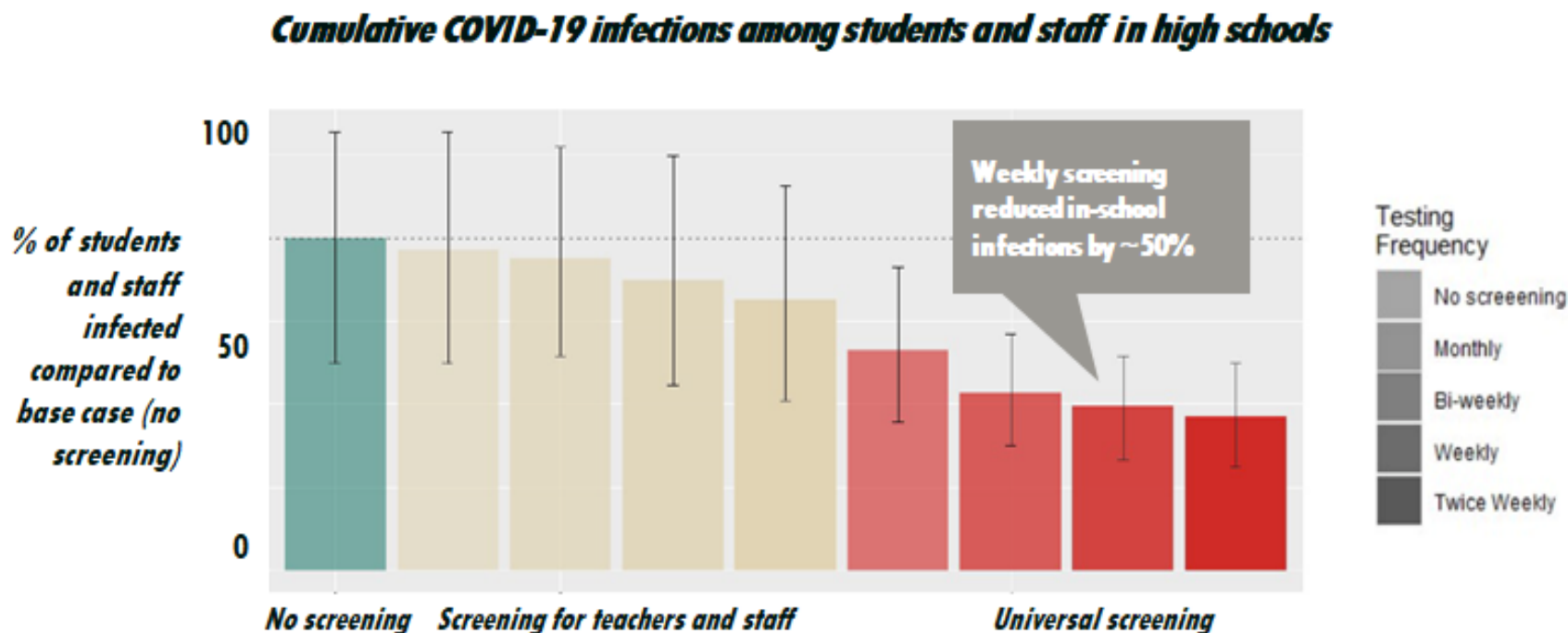
# Goal for this presentation today

# How can we keep schools open and minimize spread??

Early DETECTION >> Containment  
Routine COVID-19 Testing

# Need for ongoing testing

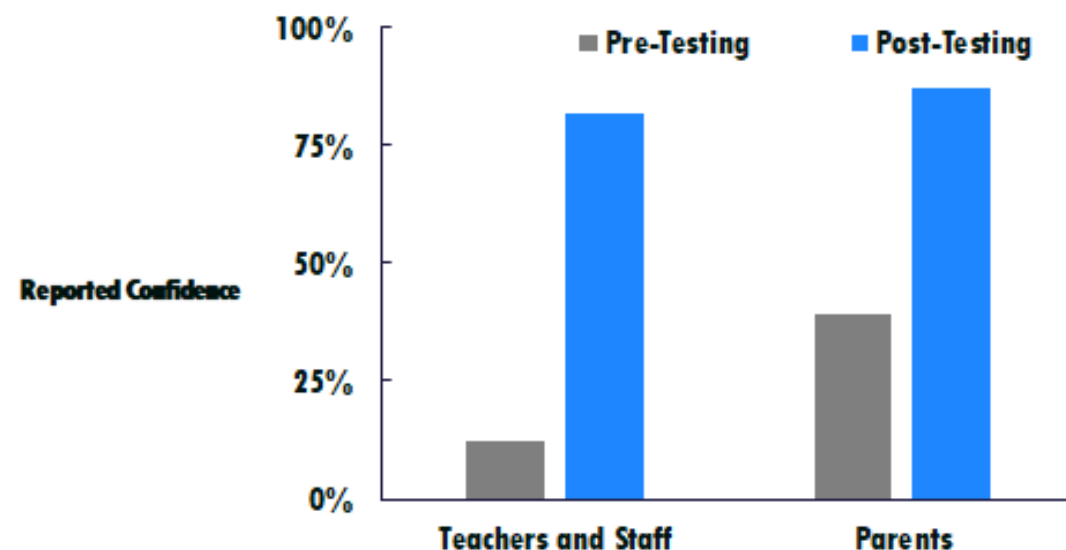
Evidence from Mathematica, supported by The Rockefeller Foundation, found that **weekly testing** of all students, teachers and staff can **reduce in-school infections by an estimated 50%**



# Need for ongoing testing

Surveys in public schools report that over **90% of parents, students and staff support testing. And 70% more staff/teachers and 48% more parents report feeling confident** in the safety of in-person learning when testing programs are in place

Survey Results (% agree or strongly agree)	Parents	Students	Staff
Testing students, staff and teachers on a regular basis is important to ensure that school can remain open and the WIS community can be as safe as possible	91.8	95.1	92.6
Post-launch: I am open to being part of a pooled testing protocol once or twice a week, with an individual confirmatory test required if the pool is positive	90.3	93.4	98.8



**Under age 12  
children are the  
last population  
to be eligible for  
vaccination**

# LDH Offers:

## FUNDING

- ❖ Stipends for School Districts - \$40k
- ❖ Stipends for Private, Public, Charter Schools
- ❖ Option 1: **\$30k**
- ❖ Option 2: **\$14.5k**

## SUPPORT

- ❖ LDH Regional COVID Coordinators
- ❖ Patient Portal and Integrated Reporting Software
- ❖ Communications
- ❖ Testing and Technical Support
- ❖ Trainings

## MATERIALS

- ❖ PPE and Testing Materials
- ❖ Testing Team Services
- ❖ Easy-to-use Parental Registration
- ❖ Incentives for Participants



# School Districts and Schools can choose:

## Option 1: “The Do It Yourself”

LDH will fund a  
school-run covid  
testing program

**\$30k**

## Option 2: “LDH Makes it Happen”

LDH will fund an LDH-run  
testing program to test  
weekly at schools

**\$14.5k**

## Option 3: “Outbreak Only”

Schools can opt-out  
of weekly testing and  
can always call LDH in  
an emergency

# Option 1: “The Do It Yourself” ”

## School administered rapid testing

### LDH provides the Point-of-Care Molecular Testing

- ❖ All materials and training provided by LDH to **School COVID-19 Testing Coordinator**: *CUE test kits, the readers, technology necessary*
- ❖ Specimen collected through an observed self-collected anterior nasal swab
- ❖ PRO: symptomatic students who test and are negative may stay in school
- ❖ School staff uses Color to send registration and consent materials to parents
- ❖ School staff administers participant check-in, sample collection, testing, and recording results
- ❖ Results available in 15 - 20 minutes
- ❖ Results sent to guardians through text or email
- ❖ Goal is to test 20% of school community on a weekly basis
- ❖ LDH to provide \$30k for each school that participates

# Option 2: “LDH Makes it Happen”

Schools will work with LDH-provided testing teams who will provide all services

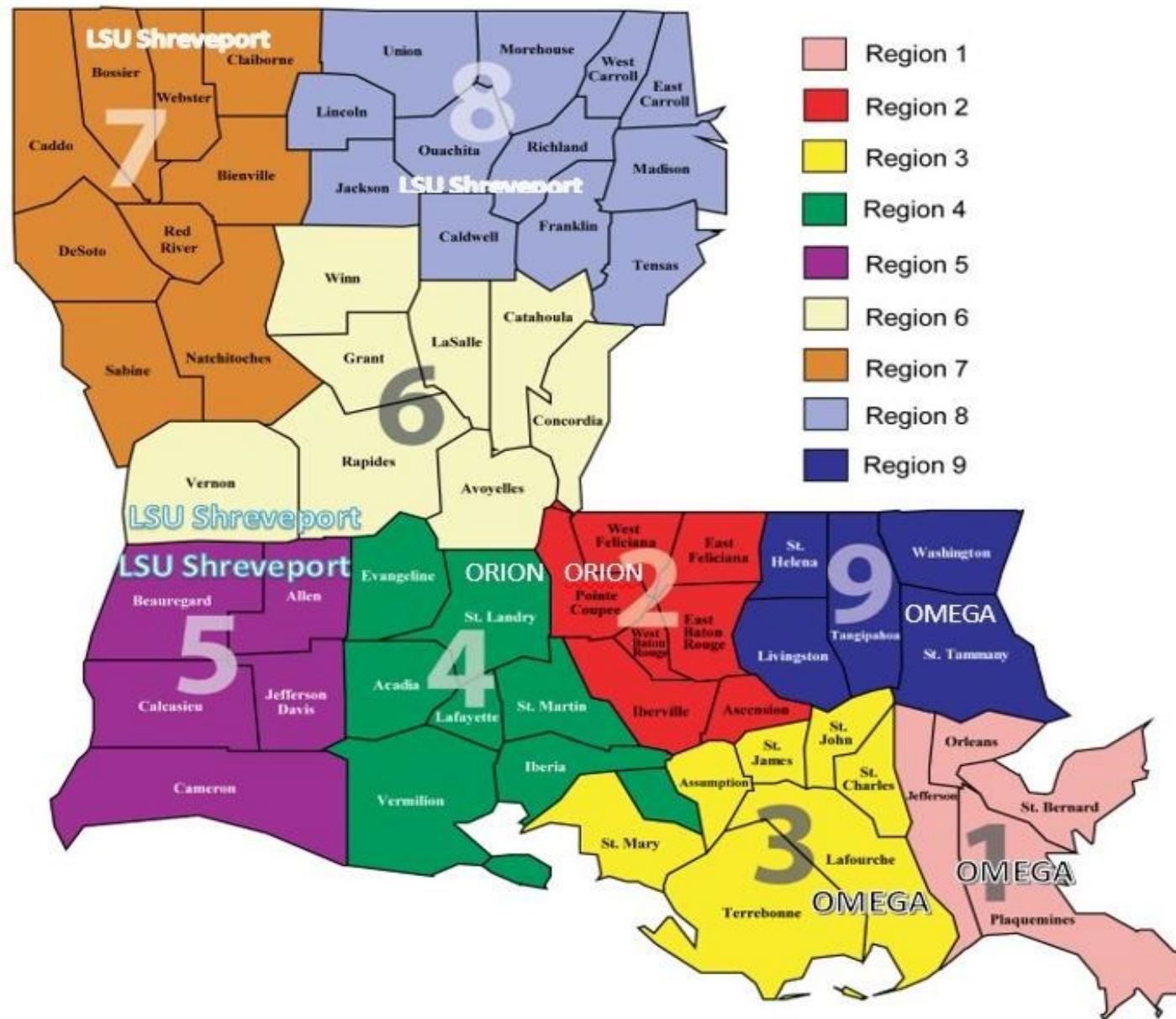
## Lab-processed PCR Testing

- ❖ School will be paired with Testing Teams
- ❖ Testing teams will coordinate with **School COVID-19 Testing Coordinator** to collect samples on a routine basis
- ❖ The sample will be collected using an observed self-collected oral swab or anterior nasal swab
- ❖ School staff uses Color to send registration and consent materials to parents

# Option 2: “LDH Makes it Happen” *(continued)*

## Schools will work with LDH-provided testing teams who will provide all services Lab-processed PCR Testing

- ❖ Testing Team will administer participant check-in, sample collection, testing, and recording results
- ❖ Results available the next day
- ❖ Observed self-collection
- ❖ Goal is to test 20% of school community on a weekly basis
- ❖ LDH to provide \$14.5k for each school that participates



# Option 3: “Outbreak Only”

**Schools can opt-out of Routine Testing**

**This is a voluntary program**

- ❖ School district or individual school can reach out to LDH in case of suspected outbreak
- ❖ LDH will provide a method for testing with a quick turnaround

# Who is eligible to participate??

- ❖ All school districts
- ❖ All public, charter, private schools
- ❖ All teachers, staff, students
- ❖ Athletic teams & school events



**All participants will be eligible to participate in an incentive program.**

**LDH will provide reloadable virtual payments or physical cards to participants.**

**The payments will occur once per month:**

**First Test: \$25**

**Per Weekly Test: \$10**

# What is the Incentive Program?

### **Incentives for Students:**

As a part of the initial consent form sent out through the Color platform to parents, there will be a separate consent to participate in the incentive program. Virtual payments can come through email.

### **Incentives for Staff and Teachers:**

Upon registration, there will be a consent form to participate in the incentive program.

# What are the Incentives for students and teachers?

# Timeline

## Summer 2021

Summertime SBHC  
Pilot program

## First 2 weeks of August 2021

Delivery of PPE and testing materials,  
trainings, and funding

## Phase 2: *Begins Jan. 2022*

Second Check-in

## June 2021

Presentations to Superintendents

## July 2021

Superintendents Preliminarily  
Sign-up for the best Option for  
their district! Rolling Deadlines

DEADLINE	START DATE
<i>July 23, 2021</i>	<i>Aug. 23</i>
<i>Aug. 13, 2021</i>	<i>Sept. 6</i>
<i>Aug. 30, 2021</i>	<i>Sept. 20</i>

## Phase 1: *Fall/Winter 2021*

Routine check-ins for  
support needed and  
troubleshooting

## The End: *Summer 2022*

# Sign-up!

Let us know that you're interested or which way you're leaning

**LDH K-12 COVID-19 Testing  
Funding and Services:**  
*[www.tinyurl.com/k-12covidtestingla](http://www.tinyurl.com/k-12covidtestingla)*

**Questions?**  
*Please email [k-12covidtesting@la.gov](mailto:k-12covidtesting@la.gov)*



**QUESTIONS?**



# Contact Information

---

- Well-Ahead Louisiana Provider Education Network
  - [www.wellaheadla.com/move-well-ahead/provider-education-network/](http://www.wellaheadla.com/move-well-ahead/provider-education-network/)
  - [wellahead@la.gov](mailto:wellahead@la.gov)
- John McClure
  - [John.McClure@la.gov](mailto:John.McClure@la.gov)
- Leah Tatum
  - [Leah.Tatum@la.gov](mailto:Leah.Tatum@la.gov)





# Provider Education Network

---

- The Provider Education Network helps healthcare professionals address the challenges facing our communities
  - Education
  - Technical Assistance
  - Quality Improvement Strategies
  - Workforce Development
  - Patient Education Tools
  - Links to Community-Based Programs
- Join today at [www.wellaheadla.com/move-well-ahead/provider-education-network](http://www.wellaheadla.com/move-well-ahead/provider-education-network)



Thank You for Joining Us!