



**THE ENSPIRE
STUDY**

Testing Booster Communication Ideas

April 11, 2022



Kaiser Permanente Washington
Health Research Institute

Kaiser Permanente Georgia
Center for Research and Evaluation



April 2022...



Pandemic fatigue, mask fatigue, vaccine fatigue



The elderly and immunocompromised are still at high risk

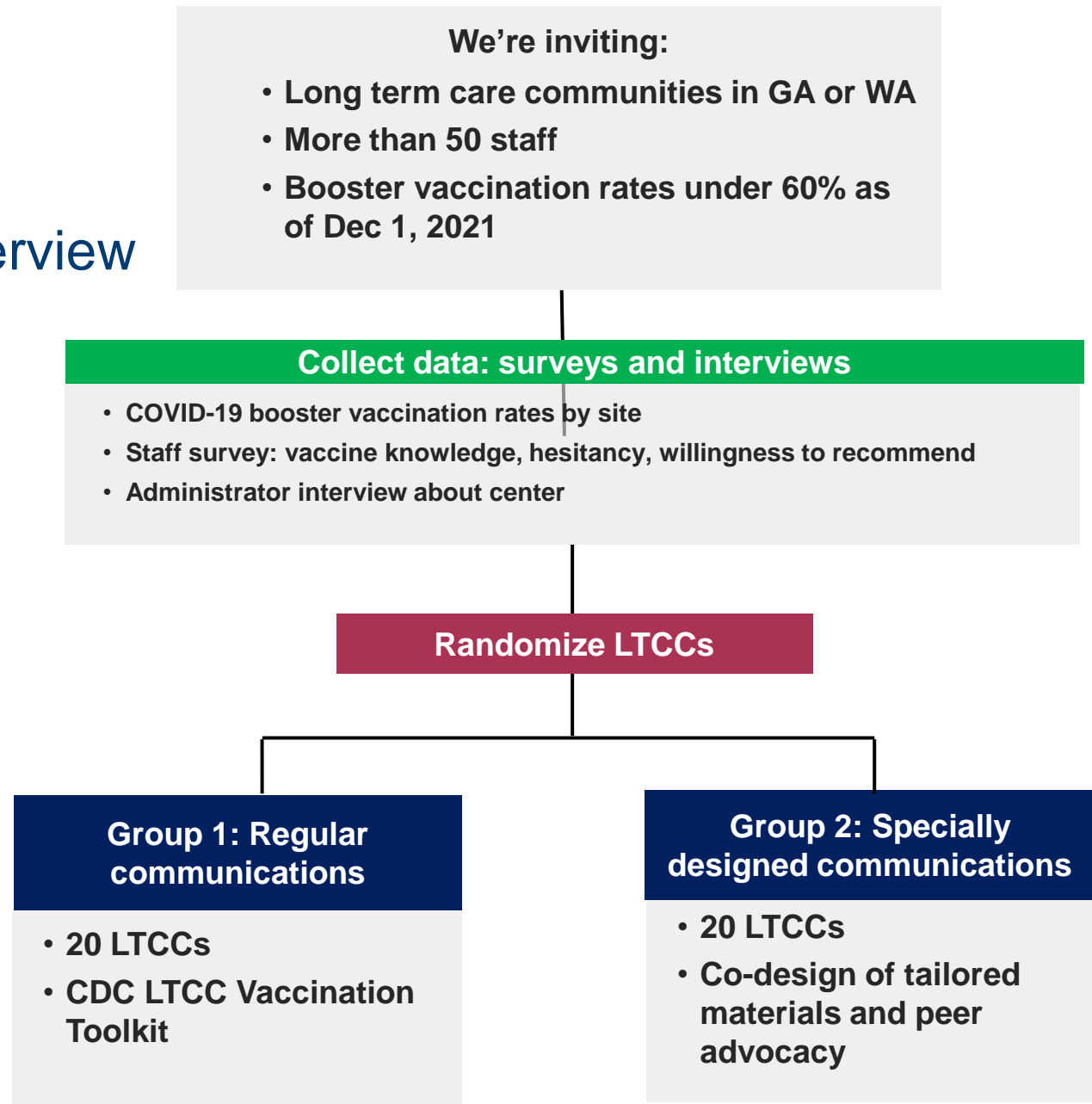


Many LTC staff have concerns about vaccines



Our team will develop new communication tools in partnership with LTC staff

Study Overview



The Ask

Group 1-\$1000/year for 2 years (est time: 5-10 hrs per year)

- Complete a survey and two 30-60-minute interviews (before and after)
- Support recruitment of staff to complete staff surveys
- Provide staff booster rates at 4 time points
- Arrange to distribute vaccine information that we provide
- Support study team to recruit staff for our focus groups

Group 2-\$5000/year for 2 years (est time: 10-15 hrs per year)

- Same activities as Group 1
- +
- Share information about opportunity for 2-4 staff to participate in 10-week co-design process
 - Facilitate participation of 2-4 staff in co-design process (e.g. flexibility in schedules for 10-week period, Aug-Oct)

Other Key Information

Staff survey participants will get \$10

Staff participating in the co-design activity will get \$900

The study team will handle all incentives to staff

Co-design activities will be expected to occur outside of working hours

A center will not know which arm they will be in before agreeing to be in the study and it is important the centers do not drop out after randomization

No one will be required to be vaccinated as part of this study, we are simply testing communication tools





- DEADLINE IS COMING...we need all our centers by the end of APRIL!!!

Next Steps...

Fill out an eligibility survey

Sign a Participation Intent Letter

Sign a Memorandum of Agreement
to allow us to pay your center

Fill out a survey and complete a 30-
60 minute interview

Help us advertise the staff survey



THANK YOU!!

Georgia sites please contact Joelle at Joelle.P.Dake@kp.org
Washington sites please contact Tiffany Ho at Tiffany.E.Ho@kp.org

