

Rounding Communication Checklist

1. Tone is critically important. Must be “pitch perfect.” When rounding is complete, there should be no “whispering and eye rolling.”
2. It is extremely important that rounding leaders do not talk down to the staff. Your respect for each individual must remain evident and apparent.
3. Demonstrate patience even though many of the people may have concerns and questions that you do not agree with.
4. As much care needs to be taken with the physician and nurses as with the students, staff, and facilities workers.
5. Identify and share email/phone that can be used for follow-up discussions.

Key Messages and Conversation Starters:

The following messages and talking points are designed to elicit responses and engage people in conversation. Ice breakers to encourage honest and open dialogue. Language that should set participants at ease if they are vaccine hesitant.

1. Use these messages during scheduled rounds and solicit feedback and conversation by using the following as a guide.
 2. When conducting rounds, involve your executive leadership group if your team is significantly vaccine hesitant.
 3. Schedule vaccine-only rounds if necessary.
 4. Identify your team's level of hesitancy on a scale of 1 to 10 (follow the pain scale.)
 5. Adjust the frequency of rounds based on the UH vaccination rate.
 - a. [We need UH to identify the frequency and adoption rate]
- We respect and understand your concerns. We hear you, and that's why we're here for you.
 - We believe the vaccine is an answer to stop the current pandemic.
 - Social distance. Mask up. Get vaccinated. Let's talk about it.
 - We're here to listen and respond to all of your questions.
 - We understand that some of you may be scared to receive the vaccination.
 - We know that some of you still want to “wait and see.”
 - What other questions do you have? What do you want to see?
 - We know that although you are healthcare professionals, you are people first.
 - Your decision journey starts in your heart.
 - We take your hesitancy to be vaccinated very seriously.
 - We know that you are not fully comfortable with the vaccination.
 - That's ok, and we respect that.



- Certain side effects may occur after the vaccination.
 - We understand that you may need to take time off.
 - Let's put a work coverage plan in place.
- We know that your patient recommendations may not be in alignment with your family recommendations.
- How can we help you ensure that your professional opinion remains unbiased from personal concerns and decision making?
 - We ask that you provide the facts to your patients and allow them to embark on their own decision-making journey.
 - Don't mix personal feelings with professional obligations.

Next Steps

1. Post the provided infographics in elevators, bulletin boards, break rooms, offices and electronic bulletin boards
2. Send internal emails – suggested email templates are included below
3. Employees, clinicians, and staff can use and share posts from the Social Media Toolkit on their personal and professional channels.
 - a. All content is pre-approved by DOH
 - b. Image licenses and copy are universally approved



Sample Email Messages

#1:

Great news!

You and other priority personnel are now eligible to join the thousands of vaccinated New Jerseyans and receive your first dose of the COVID-19 vaccine. Not yet registered for your vaccination? That's ok, register now.

Here's what you need to know:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

This fact sheet (link: <http://bit.ly/CV19VacFacts>) may help answer your vaccine questions. Visit the New Jersey Department of Health's COVID-19 website at <http://bit.ly/NJCV19Info> for additional details.

Please reach out to [insert name, email and phone number of contact person] with any questions you may have.

Stay safe. Stay healthy. Wear a mask.

#2:

How are you? Have you registered for your COVID-19 vaccine? Don't delay.

Vaccination remains an important step in the journey to beat this deadly disease. You and other priority personnel are eligible to join the thousands of vaccinated New Jerseyans and receive your first dose of the COVID-19 vaccine.

Here's what you need to know:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

The vaccine is safe, effective, and free. This fact sheet (link: <http://bit.ly/CV19VacFacts>) may help answer your vaccine questions. Visit the New Jersey Department of Health's COVID-19 website at <http://bit.ly/NJCV19Info> for additional details.

The vaccine helps us protect ourselves, our families, our colleagues, and our community. Let's get vaccinated.

Please reach out to [insert name, email and phone number of contact person] with any questions you may have.

Stay safe. Stay healthy. Wear a mask.

#3:

Thank you for your commitment to our community. As you've seen and heard, vaccines serve as an important step in defeating this deadly COVID-19 virus. You and other priority personnel are eligible to join the thousands of vaccinated New Jerseyans and receive your first dose of the vaccine.

Unsure of how to register? We can help.





Here's what you need to know:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

After vaccination, be sure to follow the guidance from public health experts and wear a mask, practice social distancing when possible, and wash your hands frequently.

Visit the New Jersey Department of Health's COVID-19 website at <http://bit.ly/NJCV19Info> for additional details.

Let's get vaccinated.

#4:

Registered? You and other priority personnel are now eligible to join the thousands of vaccinated New Jerseyans and receive your COVID-19 vaccine. Remember, full protection requires two doses.

See below for registration details:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

The vaccine is safe, effective, and free. Vaccination helps protect us all. This fact sheet (link: <http://bit.ly/CV19VacFacts>) may help answer your vaccine questions. Please visit the New Jersey Department of Health's COVID-19 website at <http://bit.ly/NJCV19Info> for additional details.

Please reach out to [insert name, email and phone number of contact person] with any questions you may have.

Let's get vaccinated.

#5:

Don't delay. Schedule your vaccination. You and other priority personnel are eligible to join the thousands of vaccinated New Jerseyans and receive your COVID-19 vaccine.

Your health matters. This vaccine serves as one of the best protections against this deadly virus. Please see below for registration details:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

After your first dose, you may experience a slight fever or fatigue. These normal reactions reflect a functioning immune system. Follow-through on your second dose of the COVID-19 vaccine as scheduled. You need both doses to fully protect yourself, colleagues, family, and friends.

This fact sheet (link: <http://bit.ly/CV19VacFacts>) may help answer your vaccine questions. Please visit the New Jersey Department of Health's COVID-19 website at <http://bit.ly/NJCV19Info> for additional details.

Sincerely,