Tackling the challenges and concerns related to vaccine hesitancy and pandemic fatigue

- Latest on COVID-19
- Vaccine hesitancy and women’s health
- Vaccine availability
- Continuing to mask and wash hands
- Conflict management
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Ask us questions – give us feedback – this hour is for you

- Please use the **chat** function to ask your questions at anytime.
Latest on COVID-19
COVID Cause for Concern

• Pace of vaccinations slowed
  • Third of Americans are hesitant to get the shot

• Delta variant is spreading rapidly around the world
  • Appears both more contagious and more severe
  • People are becoming sicker, and conditions worsen much quicker
  • Accounts for 10% of new cases in the United States
  • New mutations of this variant are now starting to emerge
Some Good News

• Maine still is a leader in vaccination rates
• Our case numbers and hospitalizations are trending downward
• Across the United States cases are lower where vaccination is higher
The lesson is clear...

Nothing is more important than vaccination

6/8/2021  Vaccination Rate by County  6/16/2021

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Vaccine hesitancy and Women’s Health
The facts on COVID-19 and fertility

- There is no evidence that the COVID-19 vaccine causes infertility

- More than 100,000 pregnancies have been reported after receiving the vaccination.
  - No safety concerns for pregnant people or increased risk of miscarriages

- No effects on puberty for pre-menstrual/pre-pubertal adolescents

- You do not need to get approval from a provider to get the COVID-19 vaccine if you’re hoping to become pregnant soon
How does COVID-19 affect pregnant women?

- Increased risk of admission to the Intensive Care Unit (ICU)
- Increased risk for mechanical ventilation
- Increased risk of death
- Increased risk of severe COVID-19 illness, especially if diabetic and/or overweight as well
- Increased risk of preterm labor
Who can I talk to?

• Primary Care physician

• Obstetrician/Gynecologist

• If you don’t have either, please feel free to call and get an appointment at one of the following Women’s Health Clinics across Maine:
Northern Light Birthing and Women’s Health Locations

Bangor
Northern Light Family Medicine Center and Radiology
895 Union Street, Suite 12
Bangor, ME 04401 | 207-934-7699
Northern Light Maternal Fetal Care
417 State Street
Webster Medical Building West, Suite 442
Northern Light Eastern Maine Medical Center
Bangor, ME 04404-6830 | 207-987-5133
Northern Light Women’s Health
417 State Street
Webster Building West, Suite 141
Northern Light Eastern Maine Medical Center
Bangor, ME 04401 | 207-973-4670

Brewer
Northern Light Breast Surgery
33 Wishing Hill Road
Lafayette Family Cancer Institute, Suite 33
Brewer, ME 04422 | 207-973-9700

Blue Hill
Northern Light Women’s Health
65 Water Street
Northern Light Susan Bates Health Center
Blue Hill, ME 04614-0230 | 207-594-3960

Dover-Foxcroft
Northern Light Birthing
897 West Main Street
Northern Light Mayo Hospital
Dover-Foxcroft, ME 04426 | 207-564-6292
Northern Light Primary Care
897 West Main Street
Dover-Foxcroft, ME 04426
Northern Light Women’s Health
897 West Main Street, Suite 500
Dover-Foxcroft, ME 04426 | 207-564-6470

Ellsworth
Northern Light Birthing
50 Union Street
Northern Light Maine Coast Hospital
Ellsworth, ME 04605 | 207-464-5844
Northern Light Breast Care
50 Union Street, Suite 3200
Northern Light Maine Coast Hospital
Ellsworth, ME 04605-1514 | 207-464-5883
Northern Light Women’s Health
50 Union Street, Suite 5200
Ellsworth, ME 04605 | 207-464-5800

Milan
Northern Light Primary Care
150 Park Street
Milan, ME 04460 | 207-542-7102

Pittsfield
Northern Light Women’s Health
444 North Main Street
Northern Light Sebasticook Valley Hospital
Pittsfield, ME 04967 | 207-467-4024

Portland
Northern Light Mercy Birthing
175 Forest Avenue
Northern Light Mercy Hospital
Portland, ME 04102 | 207-514-6860
Northern Light Mercy Johns
527 Ocean Avenue
Portland, ME 04103 | 207-773-0060
Northern Light Mercy Northeast
527 Ocean Avenue
Portland, ME 04103 | 207-773-0060
Northern Light Mercy Imaging
195 Forest Avenue
Northern Light Mercy Hospital, Suite 260
Portland, ME 04102 | 207-539-6680

Presque Isle
Northern Light CRH
14B Academy Street, Suite 4
Northern Light CRH Douglass Hospital
Presque Isle, ME 04769 | 207-768-5844

WATERVILLE
Northern Light Birthing
200 Kennedy Memorial Drive
Northern Light Inland Hospital
Waterville, ME 04982 | 207-872-6060
Northern Light Women’s Health
184 Kennedy Memorial Drive
Medical Arts Building, Suite 104
Waterville, ME 04982 | 207-872-6060
Northern Light Women’s Imaging
184 Kennedy Memorial Drive
Medical Arts Building, Suite 104
Waterville, ME 04982 | 207-872-6060

18 Women’s Health Locations

CLICK TO VIEW
• Vaccinating Pregnant and Lactating Patients Against COVID-19. Practice advisory. December 2020
Vaccine availability
• There is now enough vaccine available in the US to vaccine all Americans
• Maine is 3rd in the nation for % of population vaccinated
• To reach remaining segments of unvaccinated we must bring vaccine to the public rather than public to the vaccine
• Those on the fence about receiving the vaccine may have additional questions for their healthcare providers

Evolution from Mass Vaccination

Then

9 Mass Vaccination Sites

Now

172 Local Vaccination Sites

- Community sites
- Pop-up clinic sites
- School Vaccination Pop-ups
- 62 schools - 2800 doses given
Where to Access COVID Vaccine at NLH

- Listing of locations accepting walk-in vaccination and appointment scheduling:
  - COVID-19 (Coronavirus) Portal - Public Vaccination (northernlighthealth.org)
- Businesses and organizations may request on-site vaccination clinics online as well for added convenience
- Walk-In appointments at Northern Light Pharmacy retail locations
- Physician practices and NL Hospitals are currently offering vaccines during regularly scheduled healthcare visits
Continuing to mask and wash hands
Questions to ask:
• What type of business?
• Is your business primarily inside or outside?
• What percentage of staff is vaccinated?
• Do you have high risk staff?
• What type of customer contact do you have?
• What risks do your customers bring into the business?
Clean hands prevent the spread of germs.

- Clean your hands often by using alcohol-based hand sanitizer or soap and water.
- Clean your hands when you arrive, during your visit, and when leaving.
- Clean your hands after you cough or sneeze.
- Ask staff if they have cleaned their hands.
What else?

Continue to disinfect surfaces

If unsure remember the 6-feet rule

Keep six feet from others
Conflict management
Managing Conflict

1. Make Your Mask Policy Loud and Clear
2. Have Designated Enforcers
3. Review De-Escalation Best Practices
De-Escalation Best Practices

You cannot control another person’s behavior; you can only control how you respond.

1. Avoid over-reacting.
2. Keep your tone and body language neutral.
3. Move to a private area.
4. Be empathetic and non-judgmental.
   “I see you’re frustrated. I know a lot of our customers feel the same way.”
5. Set boundaries.
   “It’s important for you to stop yelling in order for us to talk.”

“Between stimulus and response, there is a space. And in that space is our power to choose our response. In our response lies our growth and our freedom.”

~Victor Frankl

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Tips to keep calm and reduce the intensity of a conflict:

7. Use the “Yes, And” stance.
“I know it’s confusing when rules change, and we ask that you not yell at staff.”

8. Ignore challenging questions.
Customer: “Why do I have to wear a mask? I’m vaccinated!”
You: Silence. “We have a policy that everyone must continue to wear a mask. I know that guidelines are changing, and different places have different policies, which can be confusing. How can we work together to solve this problem?”

9. Allow time for decisions.

10. Practice!

Additional Resources:
Crisis Prevention Institute [www.crisisprevention.com](http://www.crisisprevention.com)
Work Force EAP: 1-800-769-9819

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Tools you can use:

https://northernlighthealth.org/Resources/Safe-Return-to-Business
Join us Thursday, July 15: Defining the new work normal

Topics:

• Latest on COVID-19
• Work life integration
• How to move forward and not backward
• How to define the business need
• Remote vs in-person

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Legal Disclosure:

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