

# **HWA1: A Path to Healing for the Workforce**

**Wednesday, November 17, 2021**

**11:30-12:30 EST**

Senior Fellows, NACHC Clinical Affairs Department

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# Audience Participation

**Chat**  
(use to talk  
with peers)



**Polling/Q&A**  
(participate in  
polls, ask  
questions to  
faculty)





Wanda Montalvo, PhD, RN, FAAN  
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Jennie McLaurin, MD, MPH



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- A Path to Healing

# Learning Objectives

1. Participants will understand the impact and trauma to the workforce from COVID 19
2. Participants will understand tools the process of healing
3. Participants will experience tools to apply to their lives

# Messaging Matters Co-design Listening Sessions

Special thanks to participating organizations:

- Albany Area Health
- Eisner
- Esperanza
- Health Partners of Ohio
- Heart of Ohio
- FHC of Georgia
- Hamilton Health Center
- Spectrum Health
- Urban Health Plan

And

- Community Health Worker Group



Compiled by Alexandra Sneed



**We've  
been  
Here  
Before**

**1918  
Vs  
2020**

*A child wears a mask in Starke, FL in 1918.  
Photo from State Archives of Florida*

*A child wears a mask in 2020.  
Photo from Etsy*

## Help Your Health Board Conquer Spanish Influenza by Disinfecting Your Home

Prevent the spread of disease in your home, as all big hospitals do. Disinfect daily during the epidemic times with Lysol solution. For no germ, no matter how great its strength, can live for an instant, in its presence.

Boards of Health and physicians everywhere recommend its use.

**Lysol**  
Disinfectant

A 50c bottle makes 5 gallons of powerful disinfectant, a 25c bottle makes 2 gallons.

Use the solution in garbage cans, toilets, sinks, drains and in dark, sunless corners.

If there is influenza in your family, prevent it from spreading by disinfecting with Lysol everything that comes in contact with the patient.

Remember there is but one true Lysol,—the product made, bottled, signed and sealed by Lehn & Fink. Reject substitutes.

### To Disinfect Buildings, Factories and Large Offices

Lysol F. & F. (Farm & Factory) is unrefined Lysol Disinfectant, and contains all its power. It is used to disinfect big buildings, institutions and factories. Sold in 5 gallon cans and 30 gallon barrels.

Pledge to  
Buy  
W. S. S.  
Regularly

OUR SIGN IS OUR BOND

**Lehn & Fink**  
New York  
1888

Compiled by Mercedes Street



*Lysol in the Chicago Tribune from  
October 25, 1918.*

*Photo from Chicago Tribune*

*Lysol in a store in Athens, GA on March 13, 2020.*

*Photo by Joshua L. Jones*

Rumore, K., & Mather, M. (2020, April 25). How the 1918 flu pandemic mirrors today's coronavirus crisis. Retrieved from <https://www.chicagotribune.com/coronavirus/ct-opinion-flashback-1918-flu-pandemic-timeline-htmlstory.html>

Marfin, C. (2020, May 18). How long can the coronavirus live on various surfaces? Curious Texas investigates. Retrieved from <https://www.dallasnews.com/news/curious-texas/2020/05/15/how-long-can-the-coronavirus-live-on-various-surfaces-curious-texas-investigates/>

# Staff Listening Session

## Questions

**Q 1. Please give us a sense about why you at this point have no plans to get vaccinated?**

1. “There are a lot of other diseases that’s going on around the country for years but have no vaccination, no cure for those things. Then, just to come up with this pandemic and they come up with a vaccine overnight?”
2. “I don’t trust the government”
  - “Medicine, it's a lot of money in medicine so it's like, why is this particular one med free? I gotta pay for the other medicines. Yeah, so some red flags up. But you still have a decision right, me personally.”
3. “It’s going in my body, it’s scary”
  - “What are the ingredients?”
  - “What are the side-effects of the vaccine? You don’t hear a lot about people who have had a reaction”

# Staff Listening Session

## Questions

**Q 1. Please give us a sense about why you at this point have no plans to get vaccinated?**

4. “For me is the is the **fear** mongering that they're doing.”
5. “Vaccine developed too fast and now you have to get a booster, it’s just too much”

**Complexity of the cognitive demands of decision making**

6. “My thing with the vaccine is which one? Had there been only one available, I think that would have been a lot easier to just digest getting it regardless to what the side effects might possibly be”

# Staff Listening Session Questions

## 3. Shared community and lived-experienced

1. “My mom had breast cancer. Why didn't she get this vaccine? That doesn't make sense to me. My dad works in the mental health side, he got vaccinated when it first came out.

I was very teeter-totter, my mom said I shouldn't, and my dad said I should. ***And then so I just didn't get it.*** One day my dad was just like, Jaz if you're afraid you're going to die from a vaccine, you're going to die anyway. I just figured, you're right and got vaccinated but it took four months for me to decide to get it.”

2. “I don't really think a lot of people find reliable information from reliable sources. It's mostly... I'm not saying all people. Most people. Even for myself. I don't think I've researched it honestly, on a reliable source

# Patient Listening Session

## Questions

### Fear, Stress, and Loss

1. “Overwhelming, situation overall for the world right now is how I just feel.”
2. “As a provider, I worry about the people you don't see because they come annually or six months. You haven't had chance for that one-on-one conversation. They've getting information on what's on TV or news or anything else. The challenge is having time to discuss COVID vaccine because it doesn't mean they don't still have uncontrolled asthma, or high blood pressure or whatever in your 15-minute visit.”
3. “My mom had COVID twice, got the vaccine, and has also had severe side effects from the vaccine, but they can't tell her if it's from the vaccine or from having COVID.”

## Core Themes and still

more to learn

- The Big Push
- COVID vaccines are unnecessary
- COVID vaccines don't work
- What's the point, why get the vaccine if you can still transmit and/or get COVID
- They're lying about the side effects
- It's my body, it's my choice
- They're using the vaccine to control us
- People are really upset about vaccine mandates
- People don't trust the vaccine for their kids

# 4 Ways People Process Information During A Crisis

1. They simplify.
  - Unable to juggle multiple facts during crisis.
  - Cannot remember as much information as a non-crisis situation.
  - Misinterpretation of action messaging.
2. They hold tight to current beliefs.
  - Changing beliefs during crisis is difficult.
  - People will not seek evidence that's contrary to their beliefs.
  - Conflicting or unclear messaging gets exploited as being consistent with pre-existing beliefs.
3. People remember what they see and believe what they've experienced.
  - During crisis, people want messages confirmed before taking action.
  - Collective sensemaking is prominent at this stage.
4. The first message is believed.
  - In the absence of information or credible sources, speculation occurs.

# 6 Principles of CERC

*CERC encompasses the urgency of crisis communications, empowers decision-making, and is communicated by an expert that may be a participant.*

## The Six Principles of CERC

Throughout these chapters, six principles of effective emergency and risk communications are emphasized:



### 1 Be First:

Crises are time-sensitive. Communicating information quickly is crucial. For members of the public, the first source of information often becomes the preferred source.



### 2 Be Right:

Accuracy establishes credibility. Information can include what is known, what is not known, and what is being done to fill in the gaps.



### 3 Be Credible:

Honesty and truthfulness should not be compromised during crises.



### 4 Express Empathy:

Crises create harm, and the suffering should be acknowledged in words. Addressing what people are feeling, and the challenges they face, builds trust and rapport.



### 5 Promote Action:

Giving people meaningful things to do calms anxiety, helps restore order, and promotes some sense of control.<sup>5</sup>



### 6 Show Respect:

Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport.

Fully integrating CERC helps ensure that limited resources are managed well and can do the most good at every phase of an emergency response.

Click document to see full manual from Dept. of Health & Human Services

# Jennie McLaurin, MD, MPH

# We live in a Culture of Outrage



- Emphasis on protest, division and ongoing instability
- We feel intensely and so assume we must be right!
- Feedback loop of dopamine fuels it
- Assumptions in chronic outrage: we are never wrong, we insist on having our way, and the blame is not ours

Chronic Outrage dulls us to recognizing and responding to moral evil with selective outrage and doesn't satisfy individual needs for validation

# Disordered Inflammation

- Increased cortisol
- Increased cytokines
- Increased dopamine
- Increased adrenaline
- Decreased immune function
- Hyperglycemia
- Anxiety, depression, poor diet, sleep, exercise



# Compounded by Moral Distress

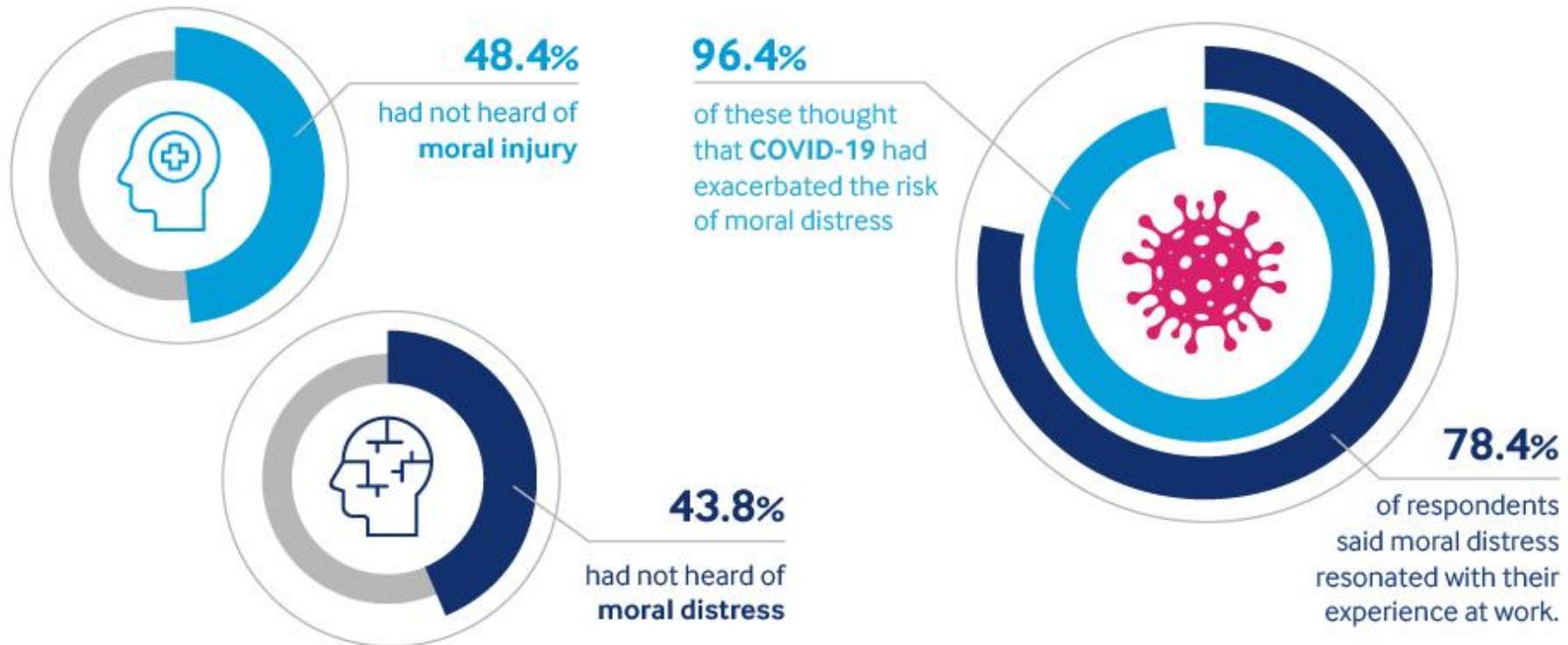
- Moral injury is a betrayal of closely held values by those in leadership or institutional positions. It has similar effects to PTSD
- Moral Distress and Moral grief are the physical reactions we have to the injury
- They compound the effects of chronic outrage



# Moral distress survey



Just over **half of respondents** said that moral injury resonated with their experiences at work



## *Live Content Slide*

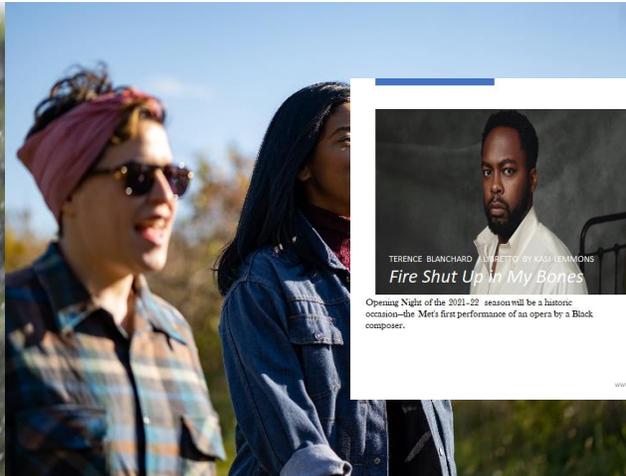
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**Poll: Choose which of the statements is true for you.**

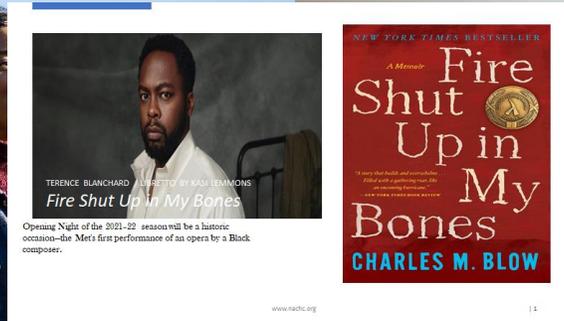
# Moving Toward Healing



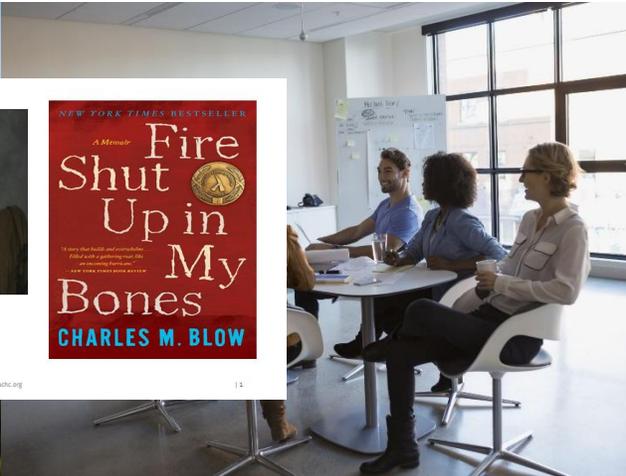
- Practice Gratitude



- Walk in Community

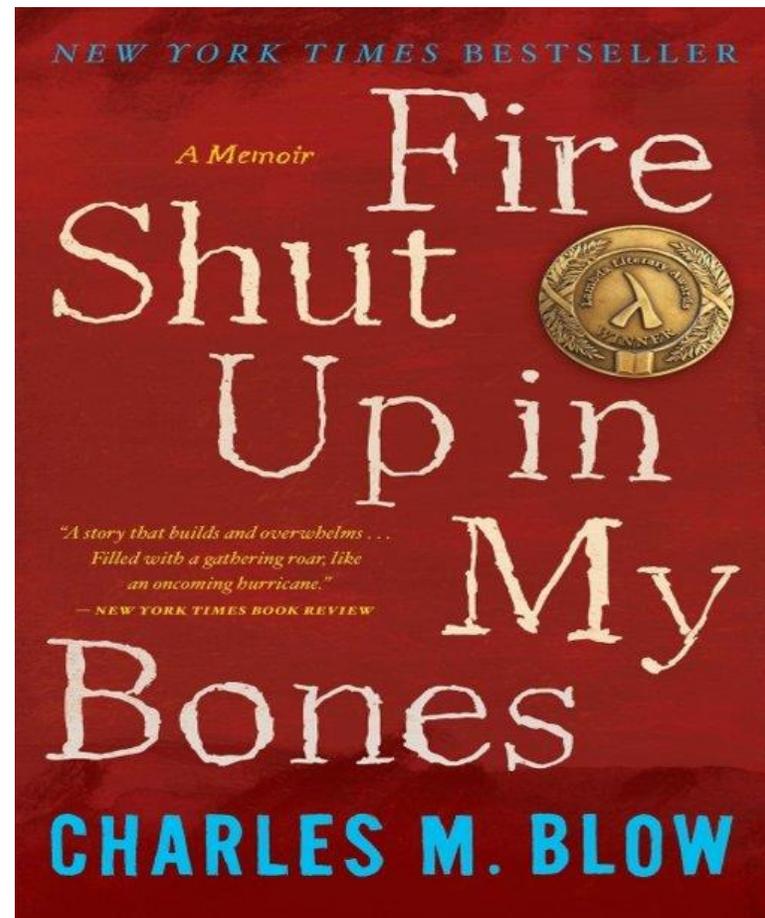
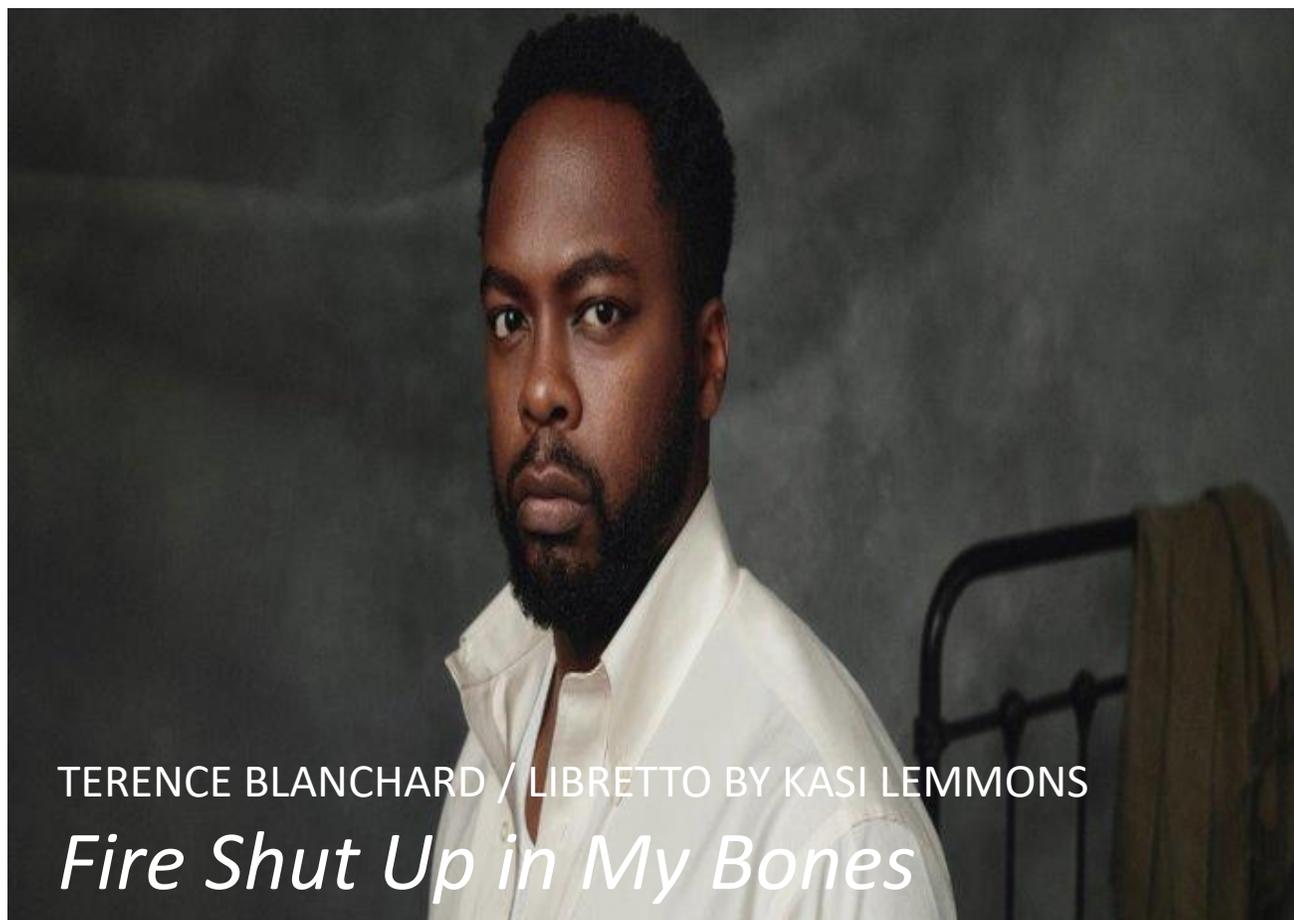


- Reflection Rounds



- Externalize the Stress

# Grace Wang, MD, MPH



# Processing what we've just learned

- Write a Haiku
  - Three (3) line poem
  - First and 3rd lines have five (5) syllables
  - Second line has seven (7) syllables

Optional 2nd line: A "Fire Shut Up in  
My Bones"

## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Why write a poem?**

SHARING

# Why Write a Poem?

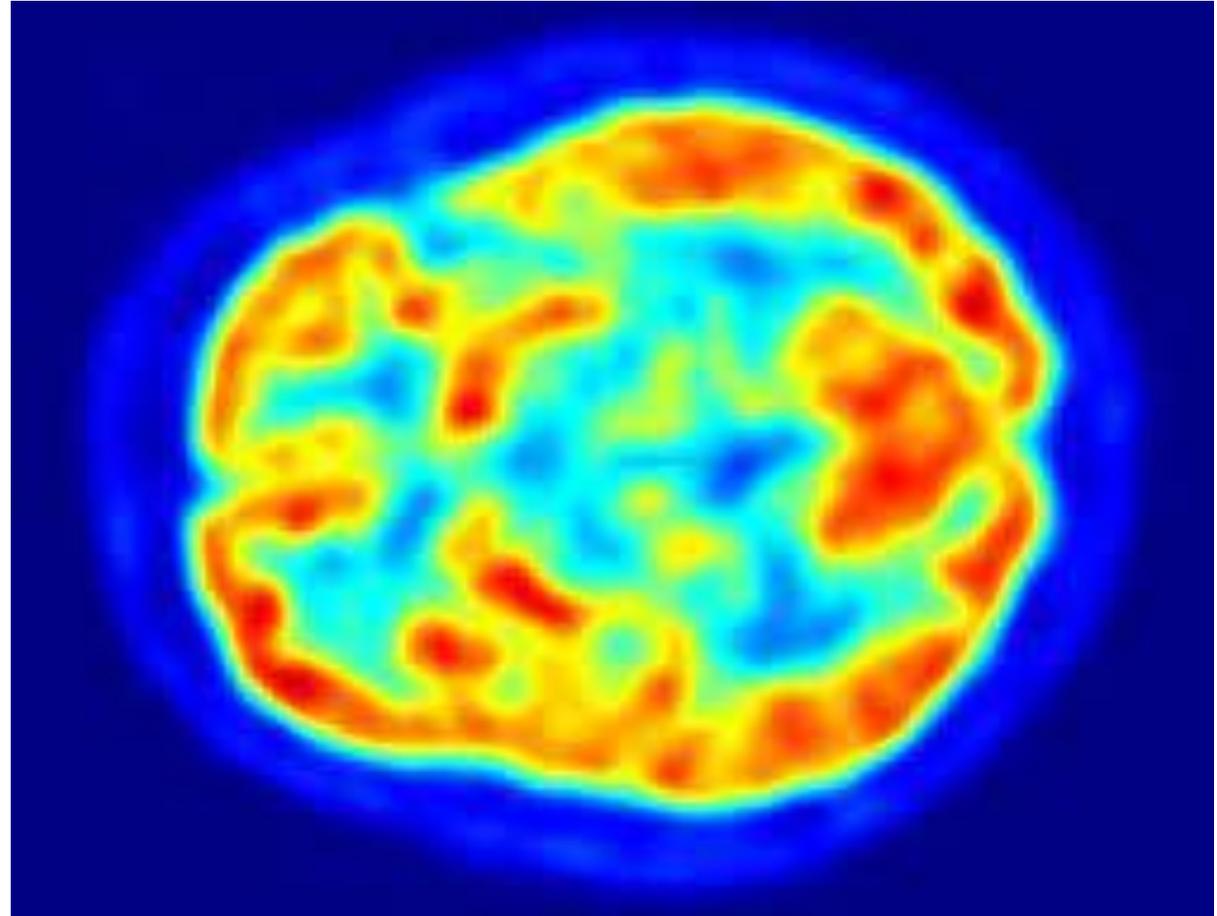
• <https://teamcareconnections.org/books/exou/#p=30>  
“Healing...depends on being able safely to tell the story to someone who is listening and can be trusted to retell it truthfully to others in the community.” - Jonathan Shay, MD

• Narrative health  
“...thoughtfully and intentionally examine who and how people are telling stories, the stories being told, who is doing the defining and what is being defined, and the importance of listening with a thoughtful ear while not being outside or immune to the stories which should include your own.” - Emmalai Pallai

# Why write a poem

cont'd

- Some science.....
  - **increased** activity in area of brain associated with **motivation, drive, intentional self-generated action,** etc
  - **decreased** activity in area of brain associated with **self monitoring, planning,** etc

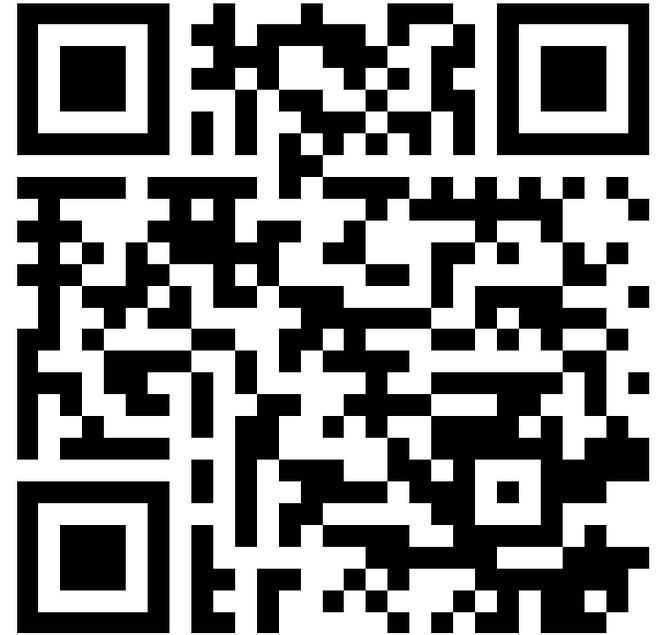


Surviving is different from Thriving

Q & A

# PCAHCCN.CNF.IO

- ▶ Navigate to <https://pcahccn.cnf.io> and tap the session titled "HWA1 - A Path to Healing (NACHC Pillar #3)"
- ▶ OR just point your phone's camera at the QR code to join directly



# References

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