

**“For he who has health has hope;
and he who has hope has everything.”**

-Owen Arthur

Effective Promotion of COVID Vaccination

The first step to encouraging our patients to take advantage of the opportunity and privilege of being vaccinated against COVID-19 is to understand and communicate some core facts on vaccine development, efficacy, and safety. Here are some examples that may be helpful.

Have you ever seen a home makeover TV show, where they build a sturdy beautiful home in a week? New homes typically take months to build. How is this possible?

1. By having prefabricated parts ready to assemble rapidly. Don't build everything from scratch.
2. By pouring resources (workers and money) into the building process, and working long hours.
3. Wherever possible, by doing different parts of the project simultaneously, instead of sequentially.

These same three steps have been the key to developing highly effective COVID vaccines with thorough safety testing:

1. Re-purposing a vaccine platform that has been proven effective and safe on other similar infections, adapted to the specific genetic code of the COVID-19 virus.
2. Getting up-front funding for the final product, allowing people and facilities to be re-purposed to produce the vaccine on a large scale, quickly.
3. Do all the usual steps in testing a vaccine for effectiveness and safety without unnecessary delay between steps, WHILE large scale production is already going on, in case it works well.

Efficiency, while assuring quality. No corners were cut!

I heard you can still catch COVID after being vaccinated. If that's the case, why should I get vaccinated? Do COVID vaccines protect against COVID infection?

The COVID-19 vaccines are amazingly effective against both *serious* COVID-19 infection (close to 100%) and *symptomatic* COVID infection (95% for two doses of the two mRNA vaccines, 72% for a single dose of the Johnson and Johnson vaccine, when available in the US).

Importantly, protection against *asymptomatic* infection is probably in the ballpark of 50%, so vaccinated individuals can still carry infection home to their family and friends who are not vaccinated. Because of this, it is very important to continue to diligently use masks, physically distance and avoid indoor gatherings with individuals outside of your COVID bubble. This won't last forever. We need many people to be

vaccinated AND little COVID to be circulating in the community before we consider easing up on other protective measures.

I'm worried about the side effects of the vaccine. Could I catch COVID from the vaccine? Can't the RNA in the vaccine become a part of my own DNA, causing problems down the road? What about long-term side effects?

First and foremost, COVID vaccination cannot cause COVID-19 (about 30% of Americans believe this, so it is important to address this up front). No COVID virus was used in production of the vaccine. The messenger RNA in the vaccine codes for just one protein of the virus. This messenger RNA was manufactured from chemical building blocks in vaccine production facilities.

The messenger RNA is quickly digested by our bodies back into these building blocks, just after it instructs the protein factories within cells to produce the COVID spike protein in large amounts, so your body can learn to react against it in the future. Messenger RNA does *not* become part of your body's DNA. Your DNA is safely located in the nucleus of the cell, away from the protein factories where the messenger RNA does its work.

In the past year, about 1 in 700 Americans have died of COVID. In comparison, the major risks of the vaccines are exceedingly rare: 4 hospitalizations per million doses of the current vaccine for either anaphylaxis or low platelet count (immune thrombocytopenia). Longer term side effects affect about 5-10% of those infected with COVID-19 (sometimes called "long haulers"), while *no* long-term side effects have yet been described for the vaccine (at least 42 million doses given so far, in just the United States).

Short term side effects of the vaccine include arm pain, muscle aches, headache, fever, and fatigue. These minor side effects are quite common, and usually last no more than 24 hours.

Framing the Conversation

Frame COVID-19 vaccination conversations with messages that resonate. Here are three ways of framing recommended by the Ad Council COVID Collaborative:

1. Moments Missed. Reference things your patients miss the most. With many feeling COVID-19 fatigue, missed moments (especially human connections that we took for granted like visiting family and friends) serve as a powerful reminder of the ultimate end goal: vaccination as a pathway to the possibility of regaining these moments (don't use the term "return to normal" though as this overpromises and may lead to unsafe behavior after vaccination).
2. Protection. Emphasize a shared goal of "protecting yourself, loved ones and those in your community" (rather than "coming together as a nation").
3. Positive tone. Be inviting and respectful as opposed to demanding. Start with the assumption that the person would want to be vaccinated. If they say they don't want the vaccine, then acknowledge "the choice is yours to make" which connects with the deeply rooted American value of liberty. Trying to harness fear of COVID can backfire, leading to fear of the vaccine.

In this pandemic, all of us in the health care community have the privilege and the responsibility to be public health ambassadors, for our patients, our families and our

communities. As ambassadors, to be most effective we must be energetic, committed and diplomatic.

Breaking News

Steven M. Thompson Physician Corps Loan Repayment Program

Deadline: February 23, 2021

The application cycle for the Steven M. Thompson Physician Corps Loan Repayment Program (STLRP) is now open. Recipients of the STLRP award receive up to \$105,000 in exchange for a service obligation in a medically underserved area of California. The Health Professions Education Foundation (HPEF) contracts directly with recipients and does not require employers to provide or match funds.

Applications must be submitted by 3 p.m., February 23, 2021. Review the [2022 STLRP Grant Guide](#) for program guidance and requirements.

CMSP Loan Repayment Program

The County Medical Services Program (CMSP) Governing Board is continuing its partnership with the Office of Statewide Health Planning & Development's Healthcare Workforce Development Division, to offer educational loan repayments to health professionals of up to \$50,000 in exchange for two-years of service at a CMSP-contracted provider site. Up to \$2 million will be awarded this year.

Applications will be accepted from January 04, 2021 – March 04, 2021.

[Check Eligibility](#)

[Apply Now](#)

[More Information](#)

Kaiser Series Focused on COVID Vaccine Concerns of Different Ethnicities

Kaiser Napa-Solano is hosting a number of live events on “An Open Conversation About COVID-19 and the Vaccine,” featuring ethnically concordant clinicians. They agreed to open these up to the wider community, so you can have your staff or patients attend.

For the African American Community:

Date: Thursday, February 18

Time: 5:30-6:30 p.m.

[Sign-up Now](#)

For the Spanish-speaking population:

Click [here](#) for recording

For English-speaking, Latinx population:

Click [here](#) for recording

For the Tagalog-speaking Community:

Date: Wednesday, February 24

Time: 5:30-6:30 p.m.

Registration not yet open. Watch the weekly newsletter for details.

Medication Safe Storage

Recognizing safe storage is an important element to addressing misuse and abuse of controlled substances, especially in houses with teenagers and other adults. With this, it is important to provide education, and access, to our populations about the importance of medication safe storage.

Gatekeeper Innovation, Inc. has introduced a locking mechanism for these prescriptions. This device has a built in combination number lock, to help keep controlled substances safe from those who shouldn't be accessing them.

Where can patients obtain these locking devices for their controlled prescriptions? Costco, Kaiser, Walgreens, Albertsons/Safeway, and Raley's. Some local county opioid coalitions are also distributing locking medication storage bags.

Is this a covered benefit for PHC or Medi-Cal Members? Not at this time. However, it is available at a low cost and can be attached to filled prescriptions.

Resource: [Gatekeeper Safe Storage Overview](#)

Oxygen Saturation Monitors, BP Monitors, and Thermometers – No Cost for PHC Members

In response to COVID-19, PHC is providing blood pressure monitors, oxygen saturation monitors, and thermometers to be given at no cost to PHC members. PHC would like your help in getting these supplies distributed to our members and your patients who would benefit from this medical equipment.

Interested providers will need to complete the DME Request Form on our [website](#). Complete the form and submit to request@partnershiphp.org or fax to (707) 420-7855.

Providers will be expected to connect with the selected PHC members to ensure the member can use the equipment properly.

PHC Educational Opportunities and Events

Spring 2021 PHC Regional Medical Directors Meeting

Biannually, PHC hosts a regional meeting with clinical leaders for primary care organizations. Due to the need to stay socially distanced, we will be hosting this event virtually. We are currently in the early stages of planning for this event and will be releasing more information over the next few months.

A few topics that we will cover are:

- PHC Updates, New Programs, Major Policy Changes, and COVID-19

- Other topics include Major Pharmacy Changes, Formulary Highlights, Clinical Updates, mental health & Substance use Disorder Treatment, Data Review: Opioid Use, Vaccination, Readmission, PCP-QIP Changes, Special Initiatives, Prop 56 incentive programs and more.

Agenda:

| Time | Agenda Item |
|-----------------------------|--------------------------|
| 9 a.m. – 10:50 a.m. | Main meeting |
| 10:50 a.m. – 11 a.m. | Break |
| 11 a.m. – 11:50 a.m. | Breakout sessions |
| 11:50 a.m. – Noon | Break |
| Noon – 1 p.m. | Main meeting |

Date: Friday, May 21, 2021

Time: 9 a.m. – 1 p.m.

[Sign-up Now](#) (Please specify your county in the County/Region field)

Quality & Performance Improvement Training Events

For up-to-date events and trainings by the Quality and Performance Improvement Department, please view our [Quality Events Webpage](#).

Looking for more educational opportunities? The Quality & Performance Improvement Department has many pre-recorded, on-demand courses available to you. Trainings include:

- ABCs of Quality Improvement: An introduction to the basic principles of quality improvement.
- Accelerated Learning Educational Program: An overview of clinical measures including improvement strategies and tools.
- 2020 PCP QIP High Performers - How'd They Do That: Learn best practices from the 2019 PCP QIP high performers.

You can find these on-demand courses, and more, on our [Webinars Webpage](#).

Engaging Patients in Quality Improvement Webinar

We are pleased to invite you to a webinar that will support your continued quality improvement skill development. This training session will introduce the concept of patient engagement in quality improvement with the goal to improve patient experience and health outcomes.

Participants will be able to:

- Explain why engaging patients in quality improvement is important.
- Describe several strategies to engage patients in improvement.
- Describe aspects of care that could be improved through the involvement of patients.

Date: Tuesday, March 30, 2021

Time: Noon – 1:15 p.m.

[Sign-up Now](#)

Accelerated Learning Education Programs

These learning sessions will cover PHC's Primary Care Provider Quality Incentive Program measures.

Targeted Audience: Clinicians, practice managers, quality managers, quality improvement team, and staff who are responsible for participating and leading quality improvement efforts within their organization.

Well-Child Visits and Immunizations (0-2 years)

[Flyer](#)

Date: Tuesday, April 13, 2021

Time: Noon – 1 p.m.

[Sign-up Now](#)

Early Cancer Detection (Cervical, Breast, and Colorectal Cancer Screening)

[Flyer](#)

Date: Tuesday, April 27, 2021

Time: Noon – 1:30 p.m.

[Sign-up Now](#)

Controlling High Blood Pressure

[Flyer](#)

Date: Tuesday, May 11, 2021

Time: Noon – 1 p.m.

[Sign-up Now](#)

Diabetes Management HbA1C Good Control

[Flyer](#)

Date: Tuesday, May 25, 2021

Time: Noon – 1 p.m.

[Sign-up Now](#)

Improving Asthma Care and the Asthma Medication Ratio

[Flyer](#)

Date: Wednesday, July 14, 2021

Time: Noon – 1 p.m.

[Sign-up Now](#)

Child and Adolescent Well-Care Visits (3-17 years)

[Flyer](#)

Date: Tuesday, July 27, 2021

Time: Noon – 1 p.m.

[Sign-up Now](#)

Recommended Educational Opportunities Outside of PHC

2021 Virtual Provider CME Program

Pectus Excavatum – What Every Pediatric Provider Needs to Know

CME Credits Available

Registration closes on February 16, 2021 at 2 p.m. PST.

Who should attend? Pediatricians, primary care providers, registered nurses, and specialists focusing on orthopedics and genetic disorders.

Learning Objectives:

- Describe how and when to refer a patient for Pectus Excavatum evaluation
- Outline the more common symptoms of Pectus Excavatum
- List the long-term consequences of Pectus Excavatum
- Compare and contrast options for treatment of Pectus Excavatum

Date: Tuesday, February 16, 2021

Time: 6 p.m. – 7 p.m.

[Sign-up Now](#)

Pediatric Burns – What Every Pediatric Provider Needs to Know

CME Credits Available

Registration closes on Tuesday, March 16, 2021 at 2 p.m. PST.

Who should attend? Pediatricians, primary care providers, registered nurses, and school-based nurses.

Learning Objectives:

- Describe the initial management of a major burn
- Outline the basic management of a burn wound
- Identify the signs of burn-related child abuse
- Describe how and when to refer a burn patient

Date: Tuesday, March 16, 2021

Time: 6 p.m. – 7 p.m.

[Sign-up Now](#)