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Subject: New COVID-19 Vaccine Resources – Assisted Living Facilities
To: <DSS_LICENSING@listserv.cov.virginia.gov>

The attached file is being sent to assisted living facilities from the Virginia Department of Social Services Email Distribution Service.

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COMMONWEALTH of VIRGINIA

DEPARTMENT OF SOCIAL SERVICES

DATE: September 21, 2021

TO: Licensed Assisted Living Facilities

FROM: Tara Ragland, Director, Division of Licensing Programs

RE: New COVID-19 Vaccine Resources – Assisted Living Facilities

Assisted living facilities (ALF) have been at the forefront of infection prevention and control of COVID-19. We want to acknowledge all that you have undertaken and thank you for your commitment to keeping residents, their families, and staff safe during this challenging time.

Long-term care facilities (LTCF) clinical and nonclinical staff members are getting vaccinated against COVID-19 at a much lower rate than LTCF residents. **Rates among LTCF staff need to increase to help protect themselves, residents, co-workers and family.**

To create a safer community by increasing COVID-19 vaccinations among LTCF workers, the Virginia Department of Social Services (VDSS) - Division of Licensing Programs and the Virginia Department of Health (VDH) are excited to share the *Long-Term Care Facility Staff Vaccine Confidence Toolkit* with you. This is one of the many available resources and guides available to you.

This toolkit provides information on vaccinations and fertility, vaccine side effects, Long COVID, and variants, to name a few. This toolkit will empower you to address COVID-19 topics with facts and medical information. To access the toolkit, please visit Virginia's Long-Term Care Task Force [website](#). Scroll down to Education & Training Resources and click on the COVID-19 Staff Vaccination Toolkit.

The COVID-19 Staff Vaccination Toolkit includes:

- COVID-19 Vaccination Factsheets that specifically address the needs of LTCF workers. These factsheets will be available in multiple languages soon on the VDH [patient education webpage](#).

- A conversation guide and checklist, which helps staff understand the importance of getting the COVID-19 vaccine.
- LTCF staff testimonials from those who are fully vaccinated.
- A PowerPoint presentation that provides LTCF management with the necessary information on COVID-19 vaccines and dispels general myths circulating on social media and other outlets.

In addition to the LTCF Vaccine Toolkit, a special advertising campaign for caregivers and LTCF staff across Virginia was launched this month. This campaign is delivered to smartphones and digital devices within a one-mile radius of each facility and includes ads on Facebook, Instagram, and various other websites.

VDH is partnering with Virginia associations who represent nursing homes and assisted living facilities to encourage more COVID-19 vaccines among LTCF workers. The goal is to provide factual information and answer questions to increase COVID-19 vaccination rates.

COVID-19 Vaccine Confidence Posters are available for printing and shipped **FREE** of charge to all ALFs for your conference and break rooms. You can submit your order using the [REDCap form](#). All orders must be submitted by Friday, September 24, 2021.

An additional resource is available on VDH's [COVID Communications Hub](#). The COVID Communications Hub provides up-to-date resources and tools from VDH, Centers for Disease Control and Prevention (CDC), and other partners.

Our hope is that you use the resources provided here to continue educating staff about the importance of vaccines, by sharing materials and starting conversations.

Thank you for your continued efforts to keep Virginians safe and healthy.