

## Lead Researchers:

**Washington:** Clarissa Hsu, PhD, Kaiser Permanente Washington Health Research Institute

**Georgia:** Courtney McCracken, PhD, Kaiser Permanente Georgia Center for Research and Evaluation

## Study Goal: Improve staff COVID-19 vaccination response at long-term care centers.

## Why is this study important?

While the COVID-19 vaccine is highly effective in preventing illness and limiting spread of the virus, some workers at long-term care centers (LTCCs) may have concerns about getting the vaccine for themselves and encouraging others to get it too. **The ENSPIRE project will work with staff at LTCCs to understand what kinds of communications help increase vaccine confidence and booster uptake.**

## What is this study about?

This is a cluster randomized trial that will test 3 ways to increase COVID-19 [vaccine confidence and booster uptake](#) in LTCC workers. **LTCCs who agree to take part will be placed into one of 3 study groups:**

- **Group 1** will receive CDC information materials about COVID-19 vaccinations.
- **Group 2** will take part in a **co-design process** with LTCC workers at other centers to develop information materials to promote COVID-19 vaccines. These selected LTCC workers will also be trained as **peer advocates** to support staff COVID-19 vaccinations.
- **Group 3** will receive the information materials created by **Group 2** to help promote staff COVID-19 vaccinations.

LTCCs will not know which group they will be in until **after they agree to be in the study and complete the first center and staff surveys**. Each LTCC will receive yearly "impact payments" for 2 years to help with time and resources needed to complete study activities (**Groups 1 & 3: \$1000, Group 2: \$5000**).

## Who will be involved?

Our goal is to recruit a total of 60 LTCCs in Georgia

and Washington State. LTCCs must have at **least 50 individuals on staff**.

## What does the study involve?

**We will ask LTCCs in the study to:**

- Sign a Memorandum of Understanding (MOU) agreeing to be in the study.
- Tell us about their center by completing surveys and interviews at the beginning and end of the study. **Provide total staff booster vaccination rates at 4 to 5 time points.**
- Help study team recruit staff to do surveys at 3 time points and a 1-time focus group.
- Distribute flyers, emails, texts, social media posts, etc., to staff about the importance of COVID-19 vaccination and the value of booster vaccines.
- Help identify and support 4 staff to take part in co-designing culturally diverse materials (**for LTCCs in Group 2 only**). Provide scheduling flexibility for these staff (up to 30 hours over 10 weeks).

## What are the next steps?

If your center might be interested, **please contact the study team at 800-270-1143 or [KPWHRI-ENSPIRE@kp.org](mailto:KPWHRI-ENSPIRE@kp.org)** to find out if your center is eligible or for more information.

# Can you help us increase COVID-19 booster rates?



## THE ENSPIRE STUDY

Kaiser Permanente Washington Health Research Institute  
Kaiser Permanente Georgia Center for Research  
and Evaluation



## Have you heard about the ENSPIRE study?

We need your help to promote COVID-19 vaccination among workers in long-term care communities. Join researchers to find out **what types of messages can increase COVID-19 vaccine confidence and uptake**. To be in the study, your center must:

1. Have at least 50 individuals on staff
2. Be located in Washington or Georgia

**Your center plays an important role in keeping staff, residents, and communities healthy.** With your help, we hope to improve vaccine confidence and booster uptake. If you join the study, we will pay you as a thank you for taking part in our research.

Scan this QR code to visit our study website, or learn more by:



- Visiting our study website at [kpwashingtonresearch.org/enspire](https://kpwashingtonresearch.org/enspire)
- Calling our study number at **1-800-270-1143**
- Emailing us at [KPWHRI-ENSPIRE@kp.org](mailto:KPWHRI-ENSPIRE@kp.org)

Thank you for considering partnering with us!

—The ENSPIRE Study



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Kaiser Foundation Health Plan of Washington  
Kaiser Permanente Washington Health  
Research Institute  
1730 Minor Avenue, Suite 1600  
Seattle, WA 98101

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Clarissa Hsu, PhD  
Scientific Investigator

Kaiser Permanente Washington Health Research Institute  
Metropolitan Park East Phone: 206-287-4276  
1730 Minor Ave., Ste. 1600 Fax: 206-287-2871  
Seattle, WA 98101

[Clarissa.W.Hsu@kp.org](mailto:Clarissa.W.Hsu@kp.org)