

A Nursing Home's Mission to Vaccinate Its Hesitant Staff | The New York Times

By Abby Goodnough

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WASHINGTON — The Covid-19 vaccine had finally come to Forest Hills of D.C., a nursing home in a prosperous neighborhood of the nation's capital, but there was a problem. Though nearly all of the home's residents agreed to get the shots, nearly half its 200 staff members declined.

Tina Sandri, the chief executive, vowed not to let those numbers stand.

Over the next two months, rounding out the most bruising year of her long career in elder care, Ms. Sandri tried everything. She bombarded employees with text messages containing facts about the science behind the vaccines. She assigned a popular young worker to try to sway reluctant colleagues as an "influencer." She set up a giant screen to show a television special that the Black actor and director Tyler Perry made to fight vaccine hesitancy — on a continuous loop, no less. Most of all, she worked to understand their concerns.

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