

# Your Health Can't Wait, Vaccinate!

## Using Campaign Resources to Launch a Robust Vaccine Promotion Initiative



A successful vaccine promotion campaign relies on a planned approach to coordinate when and how to use resources to boost vaccine acceptance. Take into consideration the audience you are addressing (staff, residents, patients, caregivers, family, etc.) and the demographics of the community. Use the right tools at the right time for the right audience to communicate the benefits of receiving vaccinations.

### Assess Need and Potential Use

- What are your current vaccination rates for flu, pneumonia, COVID-19 and shingles?
- What are your goals for each vaccine type?
- What resources are most useful for achieving goals?
- What is the best approach for your audience?
  - Placement in admission packets
  - Placement in discharge packets
  - Hand delivered to residents
  - Display as posters
  - Display as computer or another electronic banner
  - Use as social media messaging
  - Use on facility website

Visit the [HQIN Resource Center](#) or scan the QR code to access campaign-specific resources:



## Work as a Team to Plan What Resources to Use and How to Use Them to Promote Awareness and Vaccine Acceptance

### Resources for Residents, Patients, Participants, Caregivers

#### [Adult Vaccination Infographic](#) - Available in English and Spanish

This one-page easy-to-read graphic provides the most current information on vaccines that impact older adults, including COVID-19, flu, pneumococcal disease (pneumonia) and shingles.

#### [7 Questions About the COVID-19 Vaccine Flyer](#)

This one-page flyer lists answers, provided by a pharmacist, to seven common questions about the COVID-19 vaccine.

#### [Q&A with Your HQI Pharmacist: Flu and Pneumonia Vaccinations](#)

This one-page document explains (through a series of easy-to-read questions and answers) why the flu and pneumonia vaccinations are so important, especially to the elderly.

## [Vaccination Resources with QR Codes: Flu and COVID-19](#)

This tool lists contains one-stop shopping for a variety of resources including QR codes and information (accompanying each document) on how to access a QR code using a mobile phone.

## [Simple Strategies for Resident Flu and Pneumococcal Vaccines](#)

It really is simple! Simple Strategies is a straightforward, one-page document providing the “whys” and the “facts” related to resident flu and pneumonia vaccines.

## Resources for Staff

### [COVID-19 and Flu Vaccines Pocket Card | Pneumonia and Shingles Vaccines Pocket Card](#)

The pocket cards are designed to be printed and laminated. They are packed with information that staff can keep close and readily access.

### [COVID-19 Immunization Readiness Gauge](#)

Use this one-page resource to determine and discuss a resident’s readiness for the COVID-19 vaccine.

## Resources for Administrators/Directors

### [Social Media Messaging](#)

Copy and paste sample content to share messages and images via your social media channels (Facebook, Twitter, etc.).

### [Vaccine Letter to Residents and Family Members](#)

The vaccine letter is a customizable template that can be used to promote the benefits of the COVID-19 vaccine to residents, participants, family members, caregivers and even staff.

### [Vaccine Encouragement Signature and Instructions](#)

Choose from a variety email signatures to send the right message. The statements can be customized to your organization and added to staff email signatures, newsletters and mailers.

### [Motivational Interviewing Strategies for Vaccination Readiness](#)

This two-page resource offers guidance on the mindset and skills that can help guide patients through a discussion about vaccine readiness and hesitancy.

### [OARS + Model for Motivational Interviewing](#)

This set of verbal and non-verbal communication skills helps clinicians and educators in primary care practices to engage and build rapport with patients and assess their needs.

## Bulletin Board Bundles

Use these ready-to-post bulletin board bundles to provide education, foster confidence and spread peer-to-peer messages about the positive results of vaccines! Topics include:

- Vaccines are Safe, and They Work!
- Sepsis and Vaccines
- Vaccine Champions, Share Your ‘Why’ and Help Others Stay Healthy

## Resources for Minorities



### [\*\*A Guide for Community Partners: Increasing COVID-19 Vaccine Uptake Among Members of Racial and Ethnic Minority Communities\*\*](#)

Focusing on racial and ethnic communities, as well as other communities that may be hard to reach, this guide includes a community assessment, strategies and interventions for increasing COVID-19 vaccine uptake.



### [\*\*Health Education Materials and Resources for Immigrants, Refugees and Migrants\*\*](#)

This CDC-sponsored site includes:

- Printable resources that include information about COVID-19
- Apps for sharing information about respiratory illnesses like flu and COVID-19 in American Sign Language (ASL) as well as other guidance
- Posters with information about flu spread, symptoms and prevention in multiple languages
- Vaccine (and communicable/infectious disease resources) for persons with limited English speaking and reading ability

## Miscellaneous Resources



### [\*\*PneumoRecs VaxAdvisor Mobile App\*\*](#)

This mobile app helps vaccination providers quickly and easily determine which pneumococcal (pneumonia) vaccines a patient needs and when. The app incorporates recommendations for all ages so internists, family physicians, pediatricians and pharmacists alike will find the tool beneficial.



### [\*\*Communication and Print Resources\*\*](#)

This link provides a variety of resources, including posters, to promote vaccine awareness.