

# Vaccination Strategies

## Take a Pulse on What Information is Needed

- Ask what information people are hearing. This may include misinformation.
- Ask if the vaccine information available is easy to understand and in people's preferred languages.

## Engage the Whole Care Team

- Ask staff members to be **vaccine champions** to share why they got vaccinated with staff and residents.
- Celebrate your progress by posting your vaccination rate for staff and residents over time.

## Make it Visible

- Create a way for residents and staff to show off their vaccination status (e.g., stickers, certificates, etc.).
- Make an informational board or webpage where residents and staff can always go to find accurate and current vaccine information.
- Send letters to residents and their families about your facility's vaccine strategies and upcoming vaccination clinics. Include contact information so they can reach out with questions.

## Keep the Conversation Going

- Host Question & Answer sessions regularly where staff and residents can come to ask questions.
- Facilitate a conversation group where staff and residents can share their vaccination experiences.
- Would it be helpful for people to hear from your medical director or a faith leader? Invite health care experts and community leaders to come and facilitate conversations about vaccines.

## Looking for more ideas?

Find [more strategies](#) nursing homes used to achieve staff vaccination rates of 75% or greater, earning the title of "Vaccine Ambassador."