



# HOW PROVIDERS CAN BUILD TRUST AND DRIVE DEMAND IN COVID-19 VACCINES



MAY 2021 // PREPARED BY IDAHO DEPARTMENT OF HEALTH AND WELFARE

---

# TOP FIVE TAKEAWAYS

---

To increase demand, five key concerns should be addressed by Providers:

1. To reach those who have questions around **eligibility**, encourage physicians to ask if patient has been vaccinated yet when s/he comes in for any medical visit, include informational pamphlets at the check-in counter, incorporate signage outside the practice, and reach out to mailing list for patient panel to reinforce eligibility messaging and provide opportunity to schedule an appointment/increase awareness of walk-in options – recent surveys show that many people are still not aware of expanded eligibility
2. To help instill a sense of **timeliness**, highlight the opportunities available to those who are fully vaccinated, and as possible, provide incentives to motivate individuals to get the vaccine earlier
3. To highlight **availability** of appointments, host and increase awareness of walk-in clinics as much as possible and regularly check the pre-registration tool
4. To ensure **accessibility**, make appointment times available at a wide range of times and utilize mobile clinics wherever possible to reach more rural/frontier populations
5. To reach those who are **hesitant**, include signage around office regarding safety of vaccine and ensure all office personnel are educated in vaccine-related topics

## INTENT OF THIS DOCUMENT

**Audience:** Vaccine providers in Idaho (including health centers, hospitals, medical practices, pharmacies, public health providers, urgent care clinics, etc.)

**To be used as:** Suggestions of ways providers can help drive demand for vaccines in their practices; to encourage individuals who are on the fence about getting vaccinated

**Not to be used as:** Persuading those who have firmly decided against receiving the vaccine at this time



## ELIGIBILITY: DO THEY KNOW IF THEY ARE ELIGIBLE?

Some individuals might be willing to get the vaccine, but are unaware that they are now eligible. The following suggestions would help to reach this population:

- Ask if patient has been vaccinated yet when s/he comes in for any medical visit, mentioning eligibility
- Include informational pamphlets visible at check-in counter
- Incorporate signage outside the practice to reinforce vaccine eligibility messaging
- Reach out to mailing list for patient panel to reinforce eligibility messaging and provide opportunity to schedule an appointment/increase awareness of walk-in options
- Work with local organizations to increase awareness of vaccination options at your clinic



## TIMELINESS: DID THEY TRY TO MAKE AN APPOINTMENT?

---

Of those who are willing and ready to get a vaccine, another roadblock might be logistics – they don't know how or through whom to make an appointment. The following recommendations would help to alleviate this concern:

- Highlight the opportunities available to those who are fully vaccinated (e.g., to participate in larger events again in the summer)
- Be sure to make appointment-scheduling accessible to all, including translators and modifications to make the process easier for those with disabilities (braille, sign language, etc.)
- As possible, provide incentives to motivate individuals to get the vaccine earlier
- Provide visible recognition for receiving vaccine (e.g., "I got vaccinated" stickers, selfie station, etc.)



## AVAILABILITY: WERE THEY ABLE TO FIND/REGISTER FOR APPOINTMENTS?

---

If the process of finding or registering for appointments is burdensome, this will likely deter individuals. To mitigate this, be sure to consider the following strategies:

- Host walk-in clinics as much as possible to allow for ease of access especially for those with unpredictable schedules or those who don't have internet access
- Incorporate visible, prominent signage around the office highlighting the availability of walk-in appointments
- Regularly check the pre-registration tool to ensure that those who signed up in advance are able to be vaccinated quickly (tool being redesigned to encourage walk-ins)
- Consider offering vaccinations beyond your practice's patient panel



## ACCESSIBILITY: ARE THERE APPOINTMENTS AT TIMES AND PLACES THAT WORK?

If no appointment times work logistically, this is another barrier to vaccination. To ensure that as many as possible are able to make appointments and rescheduling is minimized, try the following strategies:

- Make appointment times available at a wide range of times (e.g., outside working hours, on weekends, etc.) as much as possible
- Utilize mobile clinics wherever possible to reach more rural/frontier populations
- Try to identify transit solutions for individuals struggling with mobility



## HESITANCY: ARE THEY WILLING TO GET VACCINATED?

Some individuals will express hesitancy for a variety of reasons, including misinformation, lack of awareness, etc. To help mitigate these concerns and reach those who are still undecided, we recommend the following 'best practice' strategies:

- Include signage around office regarding safety and efficacy of the vaccine; messaging around safety would likely resonate more, as surveys have shown that safety is among Idahoans' chief concerns when considering the vaccine (additional key messages listed in next section)
- Ensure office personnel are educated in specific vaccine-related topics that individuals might have questions about (e.g., % likelihood that side effects will occur given one's age and gender, etc.) and always have someone on-hand available to answer specific questions one-on-one
- If applicable, acknowledge cultural concerns surrounding the COVID-19 vaccine - specifically for the Black, Indigenous, and People of Color (BIPOC) and refugee populations - and address them using messaging outlined in the Black Coalition Against COVID (BCAC)'s Racial Equity Guidebook "Driving Racial Equity Outcomes in COVID-19 Vaccine Administration" (link below under 'sources')

---

# KEY MESSAGES TO COMMUNICATE:

- The vaccine is free
  - Immigration status will not be checked when you show up
  - Low risk of side effects (referencing safety language that is vaccine-specific)
  - Messaging that resonates with the Idahoan population specifically
    - With the vaccine, Idahoans get to live their lives more safely and with fewer restrictions and repeat lockdowns
    - Compare the worry of getting the vaccine vs. the danger of getting the virus
    - Emphasize that the speed of development was due to cutting red tape, not cutting corners
    - Encourage individuals to ask their doctor about it if they have any questions (as they are likely to trust their doctor over others, such as politicians, and over 90% of doctors have been vaccinated)
    - Include specific words such as “want”, “need”, “deserve” – e.g.,
      - “The fact and science-based decisions we want”
      - “The health and safety we need”
      - “The individual freedom and local control we deserve”
-

# SOURCES:

## IDAHO SPECIFIC

- [Idaho DPH COVID-19 Vaccination Providers Resources Web Page](#)
- [Idaho DPH COVID-19 Communications Toolkit](#)
- Idaho DPH Survey on COVID-19 Vaccine Sentiment, Jan 2021

## NATIONWIDE

### GOVERNMENT

- [U.S. Pharmacopeial \(USP\) Convention's COVID-19 Vaccine Handling Toolkit: Operational Considerations for Healthcare Practitioners](#)
- [Community-Based Organizations COVID-19 Vaccine Toolkit via the CDC](#)
- [U.S. Department of Health & Human Services' COVID-19 Public Education Campaign](#)
- [Joint CDC and FDA Statement on Johnson & Johnson COVID-19 Vaccine](#)

### PRIVATE SECTOR

- The de Beaumont Foundation. "The Language of GOP Vaccine Confidence." April 2021
- [BCG National Vaccine Sentiment Survey: "The COVID-19 US Vaccine Sentiment Series - Snapshot #3: A Looming Slowdown in Demand"](#)
- [State & Territory Alliance for Testing & The Rockefeller Foundation's Vaccine Confidence Message Brief, March 2021](#)
- [Black Coalition Against COVID \(BCAC\)'s Racial Equity Guidebook "Driving Racial Equity Outcomes in COVID-19 Vaccine Administration"](#)

For additional information on where to get COVID-19 vaccines or to apply for Vaccination Clinic Funding, please visit the [Idaho Novel Coronavirus \(COVID-19\) site](#).

To schedule an appointment or locate a mobile, off-site, walk-in, or special clinic, please see the [Pre-registration site](#).

To find a COVID-19 vaccine appointment near you, visit [Vaccines.gov](#).