

HOW PHYSICIANS CAN HELP BUILD TRUST IN COVID-19 VACCINES



Our continued progress in the fight against COVID-19 depends on vaccinating Oklahomans quickly and efficiently to slow the spread. We are at a critical point in our vaccination efforts, and we need your help to encourage your patients to consider getting the COVID-19 vaccine.

You are the voice of reason and a source of trusted information for your patients and many Oklahomans beyond your practice. We know there are numerous reasons people may be hesitant to receive the COVID-19 vaccine, and we hope that the relationship you have with your patients serves as a foundation to have informed, productive conversations with them about the vaccine and to discuss any doubts they may have.

Here are 7 things you can do to improve vaccine acceptance among your patient families.



Lead by example.

Get vaccinated and encourage your staff to get vaccinated.



Send a letter or email to your patients..

Using the sample EMR message in this toolkit, draft a letter or email expressing concern for the health of your patients and their loved ones. Provide facts, resources and offer to answer questions.



During patient visits, make the COVID-19 vaccine a new vital sign.

Ask each patient what their vaccination plan may be. For those who know they want the vaccine, ensure they know where to schedule an appointment. If they're unsure, discuss their concerns and help answer questions.



Share educational materials widely.

Post information in the waiting room, staff break room and common areas in your facility. Publish on your website, intranet and social media platforms. The materials in this toolkit can provide a starting point for this. Be sure to include a way for people to contact you with questions.



Partner with your local health department, employers and others to engage with community members.

Collaborate with trusted messengers — like faith-based leaders, local employers and other community leaders to tailor and share culturally relevant messages and materials.



Prepare your healthcare team, pharmacy teams and staff to have vaccine conversations.

Ask your staff if they'd be willing to speak with patients and other staff about why they got vaccinated. Prepare all staff to answer questions about COVID-19 vaccines.



Support in-office vaccination.

Many Americans would strongly prefer to get a vaccination from their own doctor's office. Work with your local, county and state officials to make this possible for your patients.