



## Allegheny County Department of Human Services Helpful Resources

### COVID-19 Vaccination Communication Best Practices

**In the interest of encouraging frontline staff to get the vaccine when it is available to them, we're sharing some of the ways in which providers have been sharing information about the vaccine with their staff.**

Wendy Pardee, President & CEO, The Children's Institute of Pittsburgh

1. We started talking about the vaccine early.
2. We have a site on our intranet where we share reliable information about the vaccine – webinars, videos, articles, etc.
3. We have continued to share events (Facebook Live, webinars, etc.) where experts talk about the vaccine (ex., the [National Council for Behavioral Health webinars](#)).
4. We have asked for our team to share their concerns and early this week hosted an open forum to answer questions. We had great participation but also posted a recording for those who couldn't attend. We also put together an FAQ that has been emailed and posted to our intranet. We have not been dismissive of concerns but have tried to arm our team with information so they can make an informed decision.
5. We have talked about, talked about, talked about, talked about the vaccine. It has been said you have to message something at least seven times before it gets through and we have taken this to heart.
6. We have celebrated the vaccine and those who are getting it and tried to create positive "buzz." We have an online posting where team members can share their "shot selfies" and post why they are getting the vaccine or who they are getting it for – we have encouraged humor – for example, "I'm getting my vaccine so I can go for brunch in the future."
7. Based on another organization, we are identifying those team members who have influence and encouraging their "ambassadorship" – not pushing but just being public about getting the vaccine.