

## Health Care Provider COVID-19 Vaccine Toolkit

Health care providers can have a significant influence on vaccine confidence because they are often seen as trusted sources of health information. This toolkit provides turnkey resources for health care providers for increasing knowledge, building vaccine confidence, and promoting vaccination.

The following resources are included:

- Voicemail script
- Text message script
- Sample email message
- Website post or newsletter submission
- Social media posts
- Links to online FAQs for patients
- Ideas for sharing facts and promoting COVID-19 vaccination

Please adapt these resources to meet your needs. If you require other supports for your patients, you can email [vaccineconfidence@hamilton.ca](mailto:vaccineconfidence@hamilton.ca) your request.

### **Voicemail Script**

#### **Script directing patients to book their COVID-19 vaccination**

- If you are calling about the COVID-19 vaccine, be advised that anyone age 12 and older is eligible to be vaccinated in Ontario.
- All of the approved mRNA COVID-19 vaccines have a high efficacy rate against severe disease and hospitalization.
- Select vaccine clinics permit walk-ins to get your first and second dose of the COVID-19 vaccine. You can also book a vaccine appointment. For more information visit [www.hamilton.ca/GetYourVaccine](http://www.hamilton.ca/GetYourVaccine) or call the Provincial call centre at 1-888-999-6488.
- If you have specific health questions and need some more information to help you make an informed choice about the vaccine, please leave a message for your health care provider.
- We encourage you to continue following Ontario Ministry of Health guidance on physical distancing and wearing a face covering.
- Thank you and stay safe.

## **Text Message Script**

### **Text directing clients to book their COVID-19 vaccination**

Sample text: *“Anyone age 12 and older is eligible to receive a COVID-19 vaccine. To learn how to get your vaccine or find answers to your vaccine questions visit [www.hamilton.ca/GetYourVaccine](http://www.hamilton.ca/GetYourVaccine).”*

## **Sample Email Message**

### COVID-19 Vaccine Update

Dear (insert name),

Important information for patients of (insert physician name or clinic name):

Anyone age 12 and older is eligible to receive a COVID-19 vaccine. All of the mRNA vaccines approved for use in Canada are effective at decreasing severe illness and hospitalization associated with COVID-19. In Hamilton, over 75% of adults have already received at least one dose of a COVID-19 vaccine.

Select vaccine clinics permit walk-ins to get your first and second dose of the COVID-19 vaccine. You can also book a vaccine appointment. For more information visit [www.hamilton.ca/GetYourVaccine](http://www.hamilton.ca/GetYourVaccine) or call the Provincial call centre at 1-888-999-6488.

If you have questions about COVID-19 vaccines, visit Hamilton Public Health Services' website at [www.hamilton.ca/coronavirus/covid-19-vaccine-frequently-asked-questions](http://www.hamilton.ca/coronavirus/covid-19-vaccine-frequently-asked-questions). For more specific questions about the vaccine and your health concerns, call our office at (xxx) xxx-xxxx (insert clinic phone number).

Thank you for all that you are doing to keep our community safe. Please continue to do everything you can to stop the spread of the virus. This means continuing to follow the Ontario Ministry of Health guidance on physical distancing and wearing a face covering.

Sincerely,

(insert email signature)

## Website Post

### This Is Our Shot - Hamilton!

Anyone age 12 and older is eligible to receive a COVID-19 vaccine. Vaccination is important to protect yourself and others around you. It is important to make an informed choice for you and your family. To learn more about COVID-19 vaccines visit the [FAQ section](#) of the Hamilton Public Health Services' website. For information on how to get your COVID-19 vaccine, visit [www.hamilton.ca/GetYourVaccine](http://www.hamilton.ca/GetYourVaccine) or call the Provincial call centre at 1-888-999-6488.

## Social Media Posts



[@CityofHamilton](https://twitter.com/CityofHamilton)



[@cityofhamilton](https://www.instagram.com/cityofhamilton)

Use social media to make COVID-19 vaccination visible. Lead by example and tell your story about why you/your staff were vaccinated.

- Share a selfie/picture of yourself getting the vaccine
- Share a video about why you chose to get vaccinated
- Support the *This Is Our Shot* campaign [www.thisisourshot.ca](http://www.thisisourshot.ca)
- Share @cityofhamilton tweets and Instagram posts on your social media accounts

## Links to Online Frequently Asked Questions for Patients

Share these resources with patients:

- [COVID-19 Vaccine Frequently Asked Questions](#)
- [COVID-19 Vaccine Questions and Answers \(video\)](#)
- [Translated FAQ resources](#)

## Ideas to Increase COVID-19 Vaccine Confidence

- Targeted calls and/or discussions with patients with low vaccine confidence to answer their questions and increase motivation
  - [Motivational Interviewing](#) can be helpful in increasing vaccine confidence
- Ask every patient that you have an interaction with if they have received their COVID-19 vaccine. Consider adopting or adapting the City of Hamilton's Minimal Contact COVID-19 Vaccine Intervention. The MCI Policy and Procedure, Clinical Protocol, and Quick Reference Tool are attached.
- Host an online discussion or Q&A session for patients

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- Participate in media interviews
- Display the City of Hamilton's "Getting Your COVID-19 Vaccine" poster and postcards in your clinic

### **Sources**

[BC Centre for Disease Control](#)

[Centres for Disease Control and Prevention](#)

[Centre for Effective Practice](#)

[Doctors of BC](#)

[Public Health Agency of Canada](#)