

How to Make a Strong Recommendation for Needed Vaccines

What you say to your patients can have a powerful impact on their health. Evidence shows that adults are more likely to get needed vaccines when the recommendation is made by their health care provider.

Routinely assess your patients' immunization status and make strong recommendations for any vaccines they need. If a clear recommendation is not enough, you can **SHARE** important information with your patients to engage them in the decision-making process.

- S**hare with your patients why they need certain vaccines (age, health status, lifestyle, job or other risk factors).
- H**ighlight positive vaccination stories to strengthen your patients' confidence in vaccination.
- A**ddress patients' questions and concerns about vaccines in plain language.
- R**emind patients that vaccines protect them and their loved ones from many common and serious diseases.
- E**xplain the potential costs of getting a vaccine-preventable disease, including serious health effects, missing work or family obligations and financial costs.

This information has been adapted from the Centers for Disease Control and Prevention (CDC) provider resource "Vaccine Recommendation, A Series on Standards for Adult Immunization Practice," available at www.cdc.gov/vaccines/hcp/adults/downloads/standards-immz-practice-recommendation.pdf.