

Build Confidence in COVID-19 Vaccines

Communicate to Build Trust

Share clear and accurate information. Explain how COVID-19 vaccines:

- Offer protection against serious disease, hospitalization and death from COVID-19.
- Were thoroughly researched, tested and authorized.
- Are monitored for safety and side effects.



Become a Vaccine Champion

Provider recommendation is the greatest predictor of a patient getting vaccinated:

- Thirty-five percent of polled New Yorkers said hearing from a doctor or pharmacist would make them feel comfortable getting vaccinated.*

Empower health care personnel to recommend vaccination:

- Provide staff with information and a forum for questions and answers.
- Invite staff to share their reasons for getting vaccinated.

*New York City Health Department Health Opinion Poll (December 9-21, 2020).



Engage With and Inform Patients

Ask open-ended questions and respond with facts and empathy:

- How can I help you learn more about the vaccines?
- What vaccine side effects have you heard about?
- What activities do you enjoy that might be safer once you are vaccinated?



Sources:

1. Building Confidence in COVID-19 Vaccines: [nyc.gov/assets/doh/downloads/pdf/covid/providers/covid-19-providers-vaccine-building-confidence.pdf](https://www.nyc.gov/assets/doh/downloads/pdf/covid/providers/covid-19-providers-vaccine-building-confidence.pdf).
2. COVID-19 Vaccine Information for Providers: www1.nyc.gov/site/doh/covid/covid-19-providers-vaccines.page.