

Respondent



18

Rebecca Halioua



07:58

Time to complete



1. Please provide your name, position title, and contact information. *

Becky Halioua, Recreation Therapist x7398

2. Is this submission an idea for a Promising Practice or existing Promising Practice? *

☒ Idea for a Promising Practice

☐ Existing Promising Practice

3. What is the name of your Promising Practice? *

Vet & Vaccinated

4. What type of Veterans does this practice serve? *

☐ Rural

☐ Urban

☒ Both

5. How does this practice promote vaccine acceptance? *

first hand experience and information from veterans who have had the vaccine delivered to other vets.

6. What are the specific steps you took, or would take, to implement your practice and the timeline/timeframe for each? *

Social media campaign using the #VetAndVaccinated. Create a video with veterans discussing their first hand experience with having the vaccine, video can review common misconceptions being answered from the vets perspective and experience as well as them presenting facts in their own words. Video can be sent out on social media, emails, clips can be made into TV commercials. Additional social media posts with veteran pics and their quotes about the shots, etc.

7. What departments are involved in implementing your practice? *

Veterans, medical media, PAO, media outlets?

8. What are the costs associated with your practice? *

minimal costs for what can be done by VA staff, unknown for cost if the video were made into TV commercial and the cost of broadcasting

9. What primary metric data is tracked and collected to determine your practice's success? *

Can ask vets at time of vaccine if they have seen or heard of campaign and if it influenced their decision, track this to determine if it increased the number of vets vaccinated.

10. What are the potential risks or barriers of implementing your practice and the proposed mitigations? *

May not change anyone's mind, but that will take place with anything you do.

