

Respondent



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Jeanne Fridley



25:28

Time to complete



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

Jeanne Fridley, VISN 5 DoD Program Manager

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? *

"My Why" COVID-19 Vaccinations: Protecting Our Families and Communities

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

☐ Rural

☐ Urban

☒ Both

5. How does this practice promote vaccine acceptance? *

Individuals who choose to be vaccinated do so for many reasons, however, I have noticed many get vaccinated to protect others--their grandparents, immuno-compromised children, their elderly patients, etc. I believe VA should host a campaign featuring Veterans and employees sharing their "My Why" stories---why did they get vaccinated? Who are they protecting? How does being vaccinated support our society, community, and neighborhoods? I think this type of campaign would promote positive stories regarding COVID-19 vaccinations and encourage others to receive their vaccination.

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

First, I would create a communication plan and media package to share with the VA medical centers. The package would contain employee and Veteran messaging and provide guidance on how to feature, "My Why" stories. I would request the Public Affairs Officer at each VA medical center take photos of Veterans and employees with captions or handwritten signs stating "My Why" with their personal reason for obtaining the vaccination. This could be conducted at vaccination clinics being held at the medical center and CBOCs. These photos could be featured on the intranet, internet, and social media. I believe this approach would be fairly inexpensive and could be achieved in 4-6 weeks.

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

At the facility-level, Public Affairs, Executive Leadership, and staff supporting the COVID-19 vaccination clinics. At the national level, Media Relations would need to create the promotional materials for the campaign.

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

If the media campaign is electronic, the costs would be minimal. If promotional items were purchased, such as My Why pins/buttons or stickers, there could be a cost associated with these items. If promotional items were purchased, they could be provided to those being vaccinated as another incentive or "recognition" that they have been vaccinated. Individuals really like to have something to take with them, similar to the "I Voted" stickers given out at the polls.

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

I would track the % of COVID-19 vaccinations by facility/site prior to the campaign to establish a baseline and assess the % of vaccinations at 4 weeks following the campaign's implementation. I would continue to monitor vaccine compliance at monthly intervals following the implementation of the campaign to see if vaccine compliance increased.

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

Since the program is voluntary for both Veterans and employees, I think the risks would be low. Public Affairs should consent participants for photography as the policy requires. Labor partners should be informed of the campaign, but since employees would not be required to participate, there should be few negative labor-related issues.