

Respondent



24

Linda Ferry



15:28

Time to complete



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

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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? *

Personal Story on Electronic Messages Boards and Local VAMC homepages -- "All in this Together"

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

☐ Rural

☐ Urban

☒ Both

5. How does this practice promote vaccine acceptance? *

Use the photo of Home setting and personal story of a Veteran who will have broad appeal to their peers -- for both male and female messages. Needs to have the message of being "in service" for each other's protection like the appeal they feel towards each other from being in the military.

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

Have 2 or 3 different poster images of Veterans that would rotate each day on the electronic messages boards so that you have various age ranges from 25 to 80 yo. Needs to be reasons for vaccine acceptance that appeals to the minds of those who were originally just have not been convinced it is safe or worth the risk and then they made the decision to take the vaccine to protect themselves and others they care about. Appealing to the "good for everyone by doing my part".

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

You need Public Relations, and Veterans Experience Coordinator and then media services to create the brief video or poster image.

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

Only VA staff time to recruit Veterans and create the public messages as photographs in Veterans home/or in studio video as brief messages. then rotate them on a schedule electronically on local VA Homepage/Facebook.

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

Can monitor calls to the CoV2 vaccine scheduling clinic to see if the Veterans saw the public messages.

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

None if the Veterans chosen to be on the public messages have a broad appeal to many ethnic/racial and gender groups. And all their messages are varied to their personal situation and consistent in being positive and encouraging to others to join them.