

Respondent



16

Patricia Helton



20:51



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? *

Myth Busters

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

☐ Rural

☐ Urban

☒ Both

5. How does this practice promote vaccine acceptance? *

Debunk common myths

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

1. EES Broadcast and Video could create a script identifying common myths. They would work with COVID vaccine specialists and Public Affairs/EES Marketing to ensure accuracy to debunk the myths. (4 weeks) 2. Get copyright permission to use the term "Myth Busters" its format. MythBusters is an Australian-American science entertainment television program created by Peter Rees and produced by Australia's Beyond Television Productions. The series premiered on the Discovery Channel on January 23, 2003. 3. Broadcast final products on VAMC, CBOCs and YouTube. 4. Send out the myth busters via Instagram, post on various official media sights, employee notices, etc...Market the video to health care professionals and Veterans.

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

EES Broadcast and video; VAMCs Public Affairs officers, EES Marketing; EES

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

The cost is in the actual development of the product. I am not sure what those costs are because I am not sure if the copyright would have a cost associated with it. We can use VA staff as actors or contract out for them. There is no cost to distribute the video.

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

You can track the vaccination rates since the shows started airing and compare them to the rates before they started airing.

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

The owners of the Myth Busters may not give permission or the cost to purchase the rights might be prohibitive.