

Respondent



13

Jordene Chabuk



214:45

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? *

"Let's Get It-I Got Mine!" Veteran videos - series

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

☐ Rural

☐ Urban

☒ Both

5. How does this practice promote vaccine acceptance? *

"Let's Get It-I Got Mine!" Veteran videos - series • Who: Veterans of multiple populations (demographics/ages/eras/gender/race/rural/urban) • What: They speaking personally that they've received their vaccines and WHY it's important • Engage: Closing shot showing how to contact VA for (1) questions/FAQs and (2) to make appointments PLUS (2) also possibly mention they can also do whatever works best for them, including vaccine at local outlets, health facilities, clinics • Length: SHORT: each/10-30 seconds • Distribution: OPIA to local and national radio and TV as PSAs AND to newsrooms; to PAOs for local distributions; VA.gov website; MyHealtheVet portal; YouTube, Facebook; Twitter, Instagram, Tik Tok; distribute to VSOs for posting; etc. • How does this "promote vaccine acceptance?": Seeing and hearing from other Veterans who have taken it successfully is more powerful than just VA and VAMCs urging Veterans to get vaccinated. In addition, hearing WHY each one feels it's important (and each one differing some) could give the Veteran viewers more to think about, consider, and possibly resolve any hesitancy.

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

TBD by OPIA and VHA Communications

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

OPIA, VHA Communications/Digital Media, PAOs/VHA VAMCs, OEI, VA Enterprise Offices

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

Short videos - production cost

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

+ Video views + Resulting engagement (e.g., pageviews/inquiries) to VA.gov COVID information site -- need way to track origin of engagements is the videos

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

+ Finding enough Veterans who are willing to participate - proposed mitigation: VAMCs reaching out locally after vaccinations or during vaccination process