

Respondent



15

Janice Shahan



188:18

Time to complete



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

Janice Shahan, Contract Specialist, janice.shahan@va.gov

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? *

Tagline

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

☐ Rural

☐ Urban

☒ Both

5. How does this practice promote vaccine acceptance? *

Employees and contractors using the VA email system would be encouraged to add an electronic sticker and/or a statement to their signature block stating, "I got my COVID-19 vaccine."

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

There is a tendency for people's behavior or beliefs to conform to those of the group to which they belong.

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

All. Everyone using the VA email system would be encouraged to add this to their signature block.

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

Zero

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

I wouldn't know how to measure or assess the effectiveness of the Tagline campaign. I think the frequency of occurrence, over time, would be the best indicator. It should be easy to observe, if the idea takes off.

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

None. None at all.

