

Respondent



12

Sarah Grimm



16:54

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? *

Focus on the Future

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

☐ Rural

☐ Urban

☒ Both

5. How does this practice promote vaccine acceptance? *

Show of positive and hopeful futures surrounding vaccinated populations reinforce the ideas that the individual is in control of their future. In times of uncertainty, people psychologically find ways to ground themselves and exert control over what they are able to- reminding them that the future is bright in terms of being social, being connected, and being healthy will help to reinforce the idea that vaccinations are an individual way to exert that control that they seek to find over their external somewhat-uncontrollable circumstances. In turn, the idea will be reinforced by positive stories and outlooks others are sharing.

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

campaign/marketing to the affected populations, with quickly-seen images of people. People gathering, spending time together, enjoying social activities... and doing the things that they may currently be unable to do together. For example, visiting nursing homes, grandparents holding new babies, giving hugs and kisses, shows of camaraderie among friends, etc. It could be as simple as seeing a poster on the wall with a reminder of how getting a vaccination will help these things come to pass, or a sustained event where stories could be shared, and something could be added to well-trafficked areas.

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

I'm not really sure who deals with marketing or campaigns.

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

Paper, printing, marketing costs to the extent that it would be developed. It could be as small as needed, or infinitely larger.

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

Vaccination success rates in areas where this marketing is done. If vaccination is advertised directly on visuals, could track the numbers showing up for vaccinations.

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

Cost of materials to market. No personal information is necessary.