

Respondent



2

Lyn Johnson



13:25

Time to complete



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

Lyn Johnson VA Community Outreach Specialist

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? *

VA NY Harbor Newsletter Section "COVID Talks" Veterans discuss COVID vaccination and advocacy

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

- ☐ Rural
- ☐ Urban
- ☒ Both

5. How does this practice promote vaccine acceptance? *

Veterans speak unfiltered in "their own words" to their fellow veterans about COVID vaccines and their advocacy for their fellow veterans to go to VHA to get vaccinated.

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

Promote Peer Advocacy and Peer Champions to reach out to their fellow veterans, spouses, and caregivers to get vaccinated. Veterans trust their fellow Veterans more than anyone else. Who better to promote vaccination.

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

Public Affairs, Community Outreach, and Vaccination Centers

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

Reproduction and social media. Otherwise minimal costs outside of postage to mail newsletter to non-social media Veterans, Spouses, and Caregivers.

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

Feedback from VA local VA employees, Veterans, Spouses, Caregivers and Families on content of newsletter.

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

Executive Leadership buy-in to allow Veterans to speak in their own words.