



## Promoting COVID-19 Vaccination for Small Health Care Settings

COVID-19 vaccines are safe, and protect against serious illness. Promoting vaccine uptake in health care settings is important to reduce COVID-19 outbreaks and build confidence for in-person services. Strong vaccine confidence in clinic settings may also increase vaccine acceptance among your clients, keeping everyone safe.

Clinic managers and practitioners can help build vaccine confidence among staff:

- Develop a proof of vaccination protocol that supports a safer work environment.
- Lead by example. Get vaccinated and share reasons why you got vaccinated.
- Encourage staff to share their vaccination experiences.
- Recruit champions to help people find vaccine information or access their vaccine.
- Show people how to store vaccination records on their mobile device.
- Recognize, support, and celebrate positive steps toward vaccination.
- Promote [general tips](#) to improve the immunization experience.

### Start the conversation with staff and clients

- Use a presumptive approach that staff and clients want the vaccine.
- Set aside time to counsel staff and clients.
- Encourage staff to have that conversation with their own health care provider.
- Listen with empathy and acknowledge their concerns.
- Ask open ended questions, and explore their reasons for waiting.
- Correct misinformation, if it is appropriate to do so.
- Frame data clearly and positively.
- Provide credible, current information or help staff to do their own research.

### Additional resources

- [How to talk about vaccines \(WHO\)](#)
- [Vaccine Hesitancy: Strategies to Support Primary Care Providers – City of Toronto](#)
- [COVID Vaccine Facts - Ask Ontario's Doctors \(OMA\)](#)