



Take Care New Mexico Provider Certificate

Part 6: Vaccine Messaging



Helpful topics to consider when you are talking to your patients about the COVID-19 vaccine.

- You are a trusted messenger!
- How to talk to your patients
- Key Messages for Your Patients
- Messaging about Common Concerns
- Benefits of Getting the COVID-19 Vaccine



**You are a trusted
messenger!**

Patients consistently rank healthcare providers as their most trusted source of vaccine information.

Here are some tips that will support the immunization effort.

- *Make it clear to your patients that you recommend COVID-19 vaccination for them.*
- *Tell your patients how important COVID-19 vaccines are to protecting their health.*
- *Make it clear that you understand they may have questions, and you want to answer them, so they feel confident in choosing to get vaccinated.*



How to talk to your patients

As your patients start to schedule appointments and get their health back on track, reviewing some best practices on how to talk to your patients is a good refresher for staff.

Here are some helpful tips to having vaccination conversations with your patients.

1. Start from a place of empathy and understanding
2. Assume patients will want to be vaccinated but may not know where to get a vaccine or how to make an appointment
3. Give your strong recommendation for the vaccine
4. Listen and respond to patient questions
5. Wrap up the conversation with at least one action
6. Continue to remind them about importance at future visits



Key Messages for Your Patients

Addressing common patient concerns that may be making them hesitant during their appointment is important.

- COVID-19 vaccines are safe and effective.
- Everyone aged 12 years and older is now eligible to get a COVID-19 vaccination.
- There are several places to find a COVID-19 vaccine.
- You may have side effects after vaccination, but these are normal.
- It typically takes 2 weeks after vaccination for the body to build protection (immunity) against the virus that causes COVID-19.
- People who have been fully vaccinated can start to do some things that they had stopped doing because of the pandemic.



Messaging about Common Concerns

Your patients may have questions & your answers can help them make an informed decision about getting vaccinated.

- Clarify misperception about side effects: death, blood clots, etc.; this will also affect parents' decisions about their kids
- Communicate that those who are vaccinated benefit from avoiding serious symptoms and death
- Communicate that when more people get vaccinated, they don't have to wear a mask when seeing family, eating out, or attending events



Benefits of Getting the COVID-19 Vaccine

While addressing the concerns is critical, it is also important to highlight the benefits of the vaccine.

- For fully vaccinated people, life can begin to return to normal.
- The CDC made this decision based on a growing body of scientific evidence.
- The light at the end of the tunnel is growing brighter.
- CDC will continue to review the science and make more updates as needed.





**Any questions please contact the
NMDOH Immunization Program at
covid.vaccines@state.nm.us.**

