# Tools for Starting the Conversation:

# Be A Hero Tent Card:

This tri-fold tent card can be placed on a check-in desk or in the waiting room area. It is intended to prompt discussion around scheduling immunizations.





**Buttons for Front Desk Staff:** 

ASK ME ABOUT...

FORYOUR

CHILD'S

Why Does My ctor Recommen



ARE THESE DISEASES REALLY THAT SERIOUS?

YES..

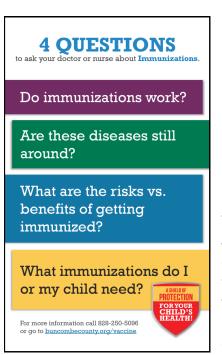
IMMUNIZATIONS

**ARE A SHIELD OF PROTECTION** 

Are these diseases a thing of the past?

## Information Card for Clients

This card can be used as a take away for clients. It encourages parents to ask their doctor questions about risks vs. benefits of immunizations. The Immunization Clinic phone number is listed if clients have more questions.



# Immunizations Infographic (size 16"x24")

This poster sized infographic can be placed in the waiting room or in the exam room. The content and color scheme of the infographic mirrors the 4 Questions Poster (below) and contains the most important bite-sized pieces of information.

Simply put, 8.000 WORK! About HALF In 1962 there were over 400,000 cases of measles in the United States in comparison to 1990 when there were almost NONE. of all infants who get whooping cough are hospitalized. cases of whooping cough were reported in the United States in 2012. 1 in 3 PEOPLE These diseases are who get measles have serious illness or death. still around. WHERE DO I FIND MORE INFORMATION? WILL IMMUNIZATIONS MAKE MY CHILD SICK? How Do Immunization PROTECT Us? OUTBREAKS TALK TO YOUR safe and effective. HAPPEN DOCTOR A very small number of people may have mild reactions like a slight when people are not immunized. or school nurse or call your local health department. fever or sore arm Research shows that Find info at these shield of protection etting an immuniza websites MUCH cdc.gov/va chop.edu/vaccine SAFER combecounty.org than not cretting 

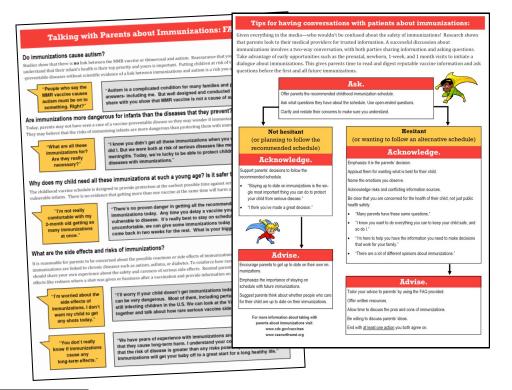
#### 4 Questions (size 8.5"x14")

4 Questions is intended to remind parents to ASK questions. The 4 Questions poster can be hung in the exam room or wherever patients will be speaking with doctors or nurses. The content reinforces the information found on the resource card, infographic and the Tips Sheet for providers.

# Supporting Medical Providers: Productive Conversations about Immunizations...

# Talking with Parents about Immunizations:

This double-sided laminated guide is modeled after the CDC's *Guide to Talking with Parents About Immunizations*. The Q & A helps providers quickly respond to patient's most frequently asked questions. The algorithm on the opposite side supports the conversation through the Ask. Acknowledge. Advise. method- a proven way to efficiently address patient's questions and concerns.



# YOU ARE THE TRUSTED EXPERT!

A quick talk about G immunizations can make a big difference in our community:

**ASK** parents if they have questions about immunizations.

**Acknowledge** that information in the media can be confusing. It is good to ask questions.

Advise based on your medical knowledge and concern for their child. What you think matters!

> SERVICES MATHEC



## Immunization Reminder Postcards

These image can be used as a mailer or as an image for patient portals or in an email reminder to remind patients about immunizations.

## Trusted Expert: Ask. Acknowledge. Advise.

A reminder for clinical staff (especially doctors) that they can help protect our community with a short conversation about immunizations.

The short Ask. Acknowledge. Advise. Conversation method is easy to remember and fits into the limited time offered during the office visit. This can be placed in a break room or in an office to remind healthcare providers that a few minutes can make a big difference.



# Conversations with Children about Immunizations Getting kids excited and invested when it comes to health...

"Wow! You are now a part of the shield of protection so you get a special Immunization Hero sticker! You did a great job getting your immunization(s) today!"





**MVIP Card** 

MVIP (Most Valuable Immunized Person) Card is the official pass into the 'club of heroes'. "Here is your MVIP Card. Now you are an official immunization hero! Here are the immunizations you got today." It is also intended to serve as a reminder to healthcare providers to record immunizations in NCIR.



## Immunization Hero Wall of Fame

The Immunization Hero half page sheet is for kids to write their first name on and post on the wall with the rest of the "heroes" so that they understand that they are joining the shield of protection along with other children- which is something to be proud of! The concept is similar to any number of fundraisers but this one is just for KIDS!

"You are now a Immunization Hero! Choose the hero that you like and put your name here so everyone can see that you joined the protective shield!"

\*Using a first name only on the Hero Wall will not violate HIPAA requirements.

# Short YouTube Videos for your waiting areas:

Why are Vaccines Important for Children? https://www.youtube.com/watch?v=7AtID2UPGHU

What are the Dangers Associated with Vaccines? https://www.youtube.com/watch?v=A9f0g5\_fuYQ

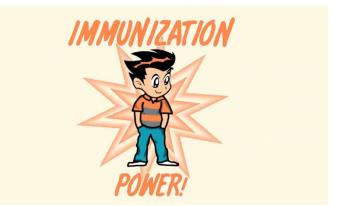
What Happens If My Child Doesn't Get Vaccinated? https://www.youtube.com/watch?v=xBS-RHRdLgA

When Should My Child Get Vaccinated?

https://www.youtube.com/watch?v=9zzye5KLzGM









Vaccination: A Key Piece of the Puzzle 60-Second Spot



Screensaver for your waiting areas:

The screensaver can be put into rotation in closed circuit television networks or your networked pc screensaver rotation for additional visual prompts.

We need your help to improve our immunization rates in Buncombe County!

Buncombe County Health and Human Services is happy to share any of the materials in this toolkit with you. Please consider joining us as we pilot these materials. All it takes is a simple and quick pre and post interview with our agency. We want to get at what's best for you, your practice and your patients.

Please contact us at (828) 250-5096 to get involved.