

# Empowering Healthcare Personnel

A key component of [CDC's Vaccinate with Confidence strategy](#) is empowering healthcare personnel. Empowering healthcare personnel at all levels of the healthcare system is critical to building and reinforcing confidence in COVID-19 vaccines. It is important to promote confidence among healthcare personnel, both in their personal decision to get vaccinated and to recommend vaccination to their patients.

## Tips to Empower Healthcare Personnel

- 1. Encourage healthcare personnel to get vaccinated.** Staff should be encouraged to get vaccinated when it is available to them and be prepared to share their experience and reasons for getting the vaccine with their families, communities, and patients.
- 2. Share and highlight success stories.** Healthcare personnel in the health system, including non-medical staff, should consider sharing with their circles of influence their personal stories and reasons for vaccination. They can show they received a vaccine by wearing a sticker, lanyard, or button, and by sharing their experience on social media or through internal channels.
- 3. Spotlight vaccine champions.** Identify people who may have been hesitant, then decided to get vaccinated. Encourage those people who may have been hesitant at first to become vaccine champions and share their reasons for getting vaccinated with their peers, especially those in similar positions in the health system who remain hesitant about vaccination.
- 4. Create space for dialogue.** Host discussions, including virtual town halls, where staff at different levels within the healthcare system can provide input, share concerns, and ask questions without judgment.

- 5. Educate and inform healthcare personnel.** Share key and consistent messages with staff through multiple communication channels, such as e-mails, breakroom posters, in-service trainings, or safety huddles. Provide educational resources that help healthcare professionals to have empathetic vaccine conversations, address myths and common questions, and provide tailored vaccine information to patients. Use motivational interviewing techniques when needed.
- 6. Encourage talking to patients about getting vaccinated.** Ensure that providers are talking to their patients about vaccination and encouraging them to get vaccinated. Provide them with resources to have empathetic [vaccine conversations](#), address [myths](#) and [common questions](#), and provide [vaccine information](#) to patients.
- 7. Partner for success.** Connect often and early with local and national healthcare professional associations, including groups that have memberships that represent racial or ethnic minority groups, local health systems, and healthcare personnel to ensure they have a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.
- 8. Leverage relationships with trusted messengers.** Work with health departments and long-standing community-based organizations to build confidence in vaccines and plans to deliver them, like adapting vaccination sites to meet community needs.

## Additional Resources and References

CDC | [COVID-19 Vaccination Communication Toolkit For Medical Centers, Pharmacies, and Clinicians](#)

CDC | [Talking to Recipients about COVID-19 Vaccines](#)

CDC | [COVID-19 Vaccination Planning and Partnerships](#)



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention