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**COVID-19 Vaccine Ambassador Program: Organizational Leader Implementation Plan**

Please complete the final three columns in the form below to identify how you plan to roll out the Vaccine Ambassador Program in your building. Best practice is to include your Vaccine Ambassadors and others in developing this plan as needed. The Implementation Plan below describes the program’s main tasks with concrete examples of strategies to help you implement each task.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Examples of potential strategies** | **Your identified strategies** | **Assigned to** | **Due date** |
| **Building a team approach to address vaccine hesitancy.**It is important that the Vaccine Ambassadors in your organization understand the direction and practices of your clinical leadership to ensure consistency in messaging. | * Introduce Vaccine Ambassador staff to the clinical and/or COVID-19 leaders in your organization.
* Exchange contact information between the Vaccine Ambassador staff and clinical and/or COVID-19 leaders so the Ambassadors may connect as needed.
* Set up regular check ins between the Vaccine Ambassador staff and clinical and/or COVID-19 leaders in your organization.
* Ensure the Vaccine Ambassadors are familiar with important policies or practices related to COVID-19 that they may encounter as an Ambassador.
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| **Empowering Ambassadors to have conversations****vaccine hesitancy.**Set the expectations of how, when, and where you would like Vaccine Ambassadors to communicate with their peers. | * Identify when/where you would like Vaccine Ambassadors to connect with their peers. Clarify parameters.
	+ Just-in-time hallway or break room conversations
	+ During report between shifts
	+ Stand-Up Meetings
	+ Team Meetings
	+ All Staff Meetings
	+ Interdisciplinary Meetings
	+ Special events
* Ensure that all staff are aware of the Vaccine Ambassador’s role, who they are.
* Ensure clinical leadership and/or COVID-19 leaders in your organization understand the expectations of the Vaccine Ambassadors.
* Support Vaccine Ambassadors as they begin this work.
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| **Referring staff to others for further conversations conversations****vaccine hesitancy.**Make sure your Ambassadors have at least one internal contact person to refer their colleagues to when out-of-scope questions arise.  | * Identify and provide contact information for at least one internal expert to address detailed questions about the COVID-19 vaccine that may arise.
	+ Director of Nursing
	+ Infection Preventionist
	+ Staff Educator
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| **Communicating access to vaccines** Prepare your Vaccine Ambassadors to follow the vaccine access protocol you have established. | * Educate Vaccine Ambassadors on the vaccine referral process established for your organization.
	+ Communicate pharmacy partnership
	+ Refer to Internal contact person for help in accessing a vaccine
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| **Celebrating staff who get vaccinated****conversations conversations****vaccine hesitancy.**Continue the momentum and excitement that was established during your in-house vaccine clinics.  | * Identify a way to celebrate staff who choose to get vaccinated.
	+ Write a personal thank you note
	+ Offer a small token of appreciation
	+ Offer an acknowledgement (ring a bell, play a special song)
	+ Offer a pin, lanyard, or other physical indication when someone has been vaccinated
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