



# Vaccine Outreach Call Script

*Before you contact an individual, please read carefully through the entire document so that you have a clear understanding of how to use it during your conversation. Thank you!*

## Conversation Tips

1. Ask **open ended questions** to start a conversation, rather than “yes” or “no” questions
2. Acknowledge concerns and repeat back what you hear so they know you are listening
3. Avoid correcting misinformation directly and arguing, focus on disease prevention and answer the patient’s questions
4. Respond in a **non-judgmental** way and respect their beliefs

## Call Introduction

Hi, my name is [INSERT NAME] and I am calling on behalf of [INSERT ORGANIZATION].

How are you doing today?

Our practice is reaching out to our patients to recommend the COVID-19 vaccine and see if we can help you set up a vaccination appointment if you haven’t already done so. This vaccine is our opportunity to stop the pandemic in our community. All three vaccines are safe and highly effective at preventing COVID-19. The vaccines are free to you. And you do not need to have medical insurance or provide any form of ID to get vaccinated.

Have you already received a COVID-19 vaccine? [Follow NO](#) or [YES](#) scripts below

# NO, they have not been vaccinated

Well, I am glad that I called. May I schedule you for an appointment?

If YES: Great news. *Proceed with assisting the individual to schedule an appointment, either at your practice, another vaccination site in the community. See [Vaccine Outreach Guide](#) for details on vaccination sites and other resources.*

If NO: Do you mind if I ask why you are hesitant to schedule an appointment?

If hesitancy is related to the vaccine, see [Vaccine Hesitancy Guide](#) to help answer questions. If hesitancy is related to other barriers, see [Vaccine Outreach Guide](#) to help consider possible intervention tools.

Thank you for your questions. I hope I helped address your concerns.

Are you sure you wouldn't like me to schedule an appointment?

If YES: *Proceed with scheduling an appointment. See [Vaccine Outreach Guide](#) for details on vaccination sites and other resources.*

If NO: I understand. If you have additional questions please consider reaching out to your doctor or even someone that has been vaccinated so they can share their personal experience with you. AND if you do change your mind, please feel free to call us back and we can help you set up an appointment. Thank you for your time today! *Hang Up*

## Hesitancy Talking Points

See [Vaccine Hesitancy Guide](#) for responses to common reasons for hesitancy to guide your conversations.

You're worried that [SUMMARIZE PATIENT'S CONCERN]. Doctors and nurses do recommend that everyone 12 and up gets the COVID-19 vaccine. When people are concerned about [PATIENT'S CONCERN], they usually say [RESPONSE TO THAT CONCERN].

Thank you for taking the time to speak with me today. If you want to talk to anyone about the COVID-19 vaccine in the future or have any questions we can help answer, please feel free to call our practice any time. AND if you do change your mind, please feel free to call us back and we can help you set up an appointment.

# YES, they have been vaccinated

That's great news, thank you for letting me know! We will update our records to indicate that you have already been vaccinated. Is there anyone in your household that is 12 or older that has not been vaccinated yet that we can help facilitate an appointment for?

If NO: Wonderful. Thank you for doing your part to end this pandemic so that we can all get back to the people and things that we love. Have a good day. Bye. [Hang Up](#)

If YES: *Proceed with assisting the individual to schedule an appointment, either at your practice, another vaccination site in the community. See [Vaccine Outreach Guide](#) for details on vaccination sites and other resources.*

If NO: Are there any questions I could help answer for you?

If YES: See [Vaccine Hesitancy Guide](#) to help answer questions.

If NO: Ok well thank you for your time today.

Thank you for your time today and doing your part to help our community and end this pandemic.

Have a great day. Bye. [Hang Up](#)

## After scheduling

Congratulations! You have an appointment scheduled at [DATE, TIME, LOCATION]

Are there any additional questions I can help answer?

Thank you so much for your time, and for helping to keep our community safe.

[Hang Up](#)