

4 Key Phrases That Can Help to Deliver a Clear Vaccination Recommendation

1

“I’ve seen people with this disease.”



Ask your patients if they’ve ever known someone who’s suffered from this disease. Sharing a personal or professional experience can help them understand the real impact this disease can have.¹

2

“The CDC recommends you get this vaccine.”



Make sure patients are aware of the CDC recommendation for each vaccine you are recommending they receive.^{1,2}

3

“This vaccine may help prevent this disease.”



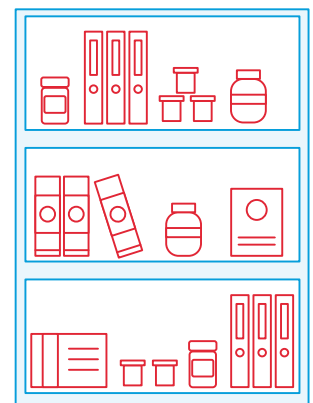
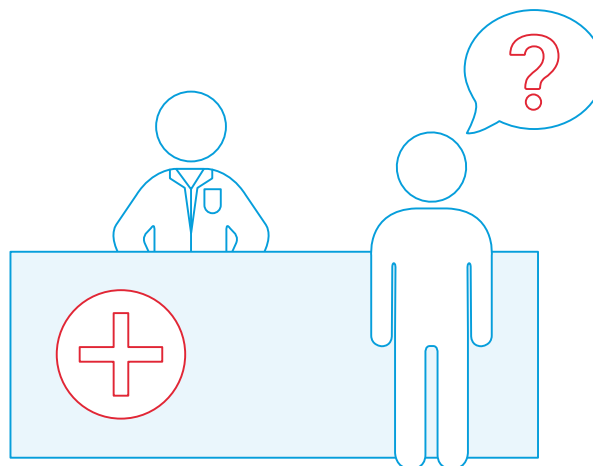
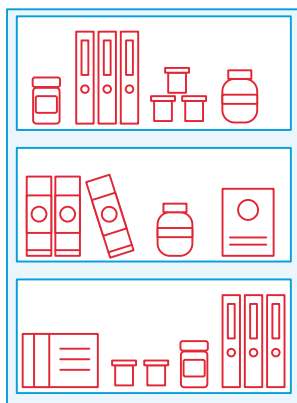
Help patients understand that the vaccine you are recommending may help protect them against a potentially serious disease.³

4

“I believe you should get this vaccine.”



Your patients trust you as a health care provider. They want more than just the facts about vaccination; they want to know why you recommend it for them specifically.¹



References: **1.** Bjork A, Morelli V. Immunization strategies for healthcare practices and providers. In: Hall E, Wodi AP, Hamborsky J, Morelli V, Schillie S, eds. *Epidemiology and Prevention of Vaccine-Preventable Diseases* (Pink Book). 14th ed. Centers for Disease Control and Prevention; 2021:29-42. Last reviewed August 18, 2021. Accessed September 26, 2023. <https://www.cdc.gov/vaccines/pubs/pinkbook/downloads/strat.pdf> **2.** Centers for Disease Control and Prevention. Recommended adult immunization schedule for ages 19 years or older. Reviewed April 27, 2023. Accessed October 11, 2023. <https://www.cdc.gov/vaccines/schedules/downloads/adult/adult-combined-schedule.pdf> **3.** Centers for Disease Control and Prevention. 5 Reasons it is important for adults to get vaccinated. Last reviewed September 12, 2022. Accessed October 10, 2023. <https://www.cdc.gov/vaccines/adults/pay-for-vaccines.html>