Vaccine acceptance may take time, info, and effort. Many skilled nursing facilities (SNFs) have achieved near 100% vaccine coverage amongst healthcare personnel (HCP), residents, or both using the best practices below.

### High Impact Best Practices

- **Lead with compassion, assurance, and education. Avoid shame and intimidation tactics.**
- **Be persistent: schedule reminders to check in and re-offer the vaccine to persons who initially decline.** Most declinations are based on a “wait and see” attitude.

### Categories & Strategies

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<th>Categories</th>
<th>Strategies</th>
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| **Policy & Procedure** | - Establish a formal space for vaccination to promote confidence and anticipation (e.g., signs showing areas for registration, administration, observation, etc.).  
- Hold regular in-services for HCP with vaccine updates and opportunity for Q&A.  
- Incorporate vaccination into Interdisciplinary Team (IDT) meetings and care planning for residents.  
- Develop internal policies regarding vaccination including HCP incentives, extended time-off, or non-punitive sick leave policies for post-vaccination symptoms.  
- Offer to extend observation time (i.e., 30 min when only 15 min is indicated). |
| **People**          | - Dedicate a vaccine team with clear roles for vaccine confidence, registration, storage, obtaining consents from residents & loved ones/families, etc.  
- Empower vaccine champions among HCP who speak the preferred languages of staff and residents.  
- Dedicate a HCP to regularly communicate with residents’ loved ones/families on the facility’s vaccination program and provide education on vaccine efficacy & safety.  
- Engage the SNF pharmacist and Medical Director as trusted sources to directly address questions and concerns from HCP, residents, loved ones/families. |
| **Culture**         | - Listen to understand, not to respond. Show compassion, avoid judgmental attitude.  
- Engage in one-on-one conversations to protect privacy & provide a safe space to hear and answer questions.  
- Tailor approach to each individual: Often need multiple approaches e.g., assurance, acknowledgement, education, more time.  
- Promote positive testimonials including from facility leadership, respected HCP, other residents (with permission), community leaders, etc.  
- Schedule regular check-ins around time of vaccination with residents’ loved ones/families for reassurance.  
- Provide education judiciously. Avoid educating when unwanted or without asking first.  
- Create a celebratory atmosphere: play music, host raffles, etc. on vaccination days. |
| **Materials**        | - Provide written materials on vaccine efficacy & safety available in multiple languages.  
- Send written letters signed by the Medical Director in preferred languages to residents & loved ones/families prior to vaccination including planned vaccination date(s).  
- Increase visibility of vaccination efforts and vaccinated persons: stickers, buttons, flyers, photos, testimonials, “why I’m getting vaccinated” board. |