

# Vaccines: Time to capitalize on trust

Americans need to be vaccinated, yet 45 percent of consumers are hesitant to get it, according to a recent Jarrard Inc. survey.

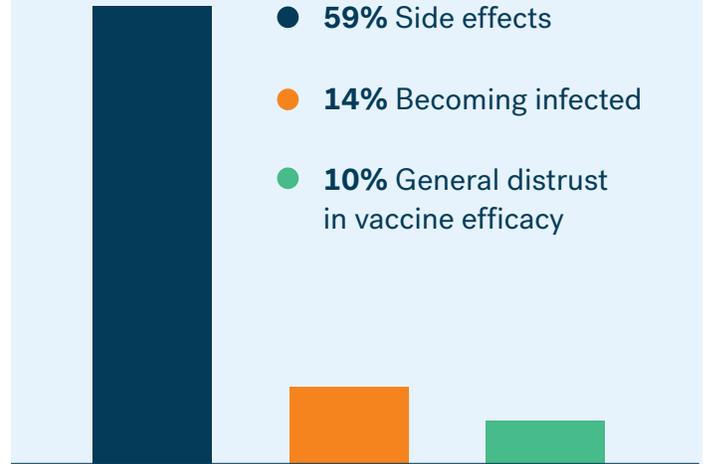
Smart providers are activating their doctors and nurses – who now enjoy high levels of trust – as effective advocates and educators to the reluctant... whether inside the health system itself, in the public or within communities of color.

Today, organizations eager to increase vaccination rates need comprehensive guidance on how to overcome resistance and maintain focus despite tremendous public and media scrutiny.

## We can help.

Our experienced strategists are guiding America's healthcare organizations to harness the power of communications to address concerns, calm fears and facilitate adoption of the COVID-19 vaccines.

### Why are Americans afraid of getting a COVID-19 vaccination?



Source: Jarrard Inc. National Consumer Survey, 2021

### OUR WORK TOGETHER

## A two-tiered approach enables your organization to:



Equip your providers with information and training to share vaccine safety messages internally and with patients.



Address employee, patient and community safety concerns so that all audiences opt to be vaccinated.



Prepare in advance for the most likely communications challenges your organization could face.

# The Roadmap

## TIER 1: Proactive Engagement to Build Support for Vaccinations



To combat public reluctance to receive a COVID-19 vaccine, we work with you to develop a bold engagement strategy to support the safety, efficacy and urgency of vaccinations. The determined strategy:

- » Shares transparent and ongoing internal updates about vaccine distribution and administration.
- » Outlines plans for vaccine administration with community partners and elected leaders.
- » Leverages media to highlight safety, efficacy and urgency messages.
- » Spotlights caregivers and other notable community figures who are choosing to receive the vaccine.

## TIER 2: Scenario Materials to Prepare for Communications Challenges



To communicate and manage successfully through the operational, emotional and political tests, we identify and prepare for potential scenarios your organization could face during this tremendous effort to vaccinate the American population. These include:

- » Operational challenges with transporting or storing vaccines
- » Inadequate supply of vaccines, excessive demand
- » Opposition to the vaccine from employees
- » Public “cutting in line,” disregarding vaccine group rollout schedules
- » Employees/patients experiencing side effects from the vaccine
- » General anti-vaccine sentiments
- » Distrust from minority employees/patients
- » Challenges reaching underserved and hesitant communities

With scenarios decided, we provide your organization with templated materials for a strong head start on message and material creation should those challenges arise. Deliverables include:

- » High-level strategy
- » Talking points
- » FAQs
- » Internal memos
- » Media statement
- » Social media content

## About Us

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. Top 10 strategic communications consulting firm for the nation’s leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and served as a communications advisor on more than \$60 billion in announced M&A and partnership transaction communications. The firm specializes in M&A, change management, issue navigation and strategic positioning. Jarrard Inc. is a division of The Chartis Group, one of the nation’s leading healthcare advisory and analytics firms. For more information, visit [jarrardinc.com](http://jarrardinc.com) or follow us @JarrardInc.