

Encourage your Patients to get the COVID-19 Vaccine!

JULY 2022

MICHIGAN

Dear Providers,

Meridian is working to increase the COVID-19 vaccination rates and we need your help!

Efforts to increase the number of people in Michigan who are up to date with their COVID-19 vaccines remain critical for preventing illness, hospitalizations, and deaths.

Michigan's children have fallen behind on their routine vaccinations. Many families are struggling with vaccine confidence and believing vaccines work, are safe, and part of a trusted medical framework. In turn, vaccine hesitancy is on the rise, leaving children vulnerable to preventable diseases.

To help navigate successful conversations, the I Vaccinate Provider Toolkit has two approaches:

- The Presumptive Approach
- "Get PAST Hesitancy" or PAST Model

The Presumptive Approach is used when a family is likely to be confident in vaccines. As the provider, you can frame vaccines as the routine procedure it is.

The PAST Model is used when a parent has questions or seems hesitant about vaccines. This approach has four steps:

1. **Pinpoint questions:** Try to pinpoint parents' specific questions about vaccines
2. **Address with science:** Present answers that are based upon credible scientific sources
3. **Share stories:** Share personal stories on how vaccine-preventable diseases have impacted other families and/or your own family
4. **Takeaway:** Provide the family with a customized takeaway, which directs them to credible information that answers their questions

To learn more, review the CDC's Talking with Parents about Vaccines for Infants flyer under July 2022 on our Bulletins page on [mimeridian.com](https://www.mimeridian.com).

You can also request access to the I Vaccinate Provider Toolkit. Here's how:

- Visit provider.ivaccinate.org
- Click "Request Access" on the login page
- Enter your name, email, organization, and title
- Click "Submit"

Sincerely,

Meridian