

To Introduce the 'Friend and Family Influencer Guide' to Patients

Tips for introducing the ***Friend and Family Influencer Guide*** to your patients who need help convincing a friend/family member to get the COVID-19 vaccine.

Talking Points from Provider to Patient

- *"Talking about getting the COVID vaccine with people whose views differ from yours can be hard."*
- *"Some families and friendships have even become divided over this topic. This is understandable because it's a big, new topic. However, avoiding the topic altogether or putting up with the mounting tension you may be experiencing is neither sustainable nor helpful."*
- *"You can have a big influence on your friends and family members who are hesitant to get the COVID vaccine. However, commonly used messaging does not resonate with this population. Here are proven, well-researched tips to inspire conversation. "*
- *"It will likely require a combination of several tips and time to increase their COVID vaccine comfort and likelihood to get vaccinated."*
- *"I'm here for you if you have questions or need help."*

