

## The Biggest Public Health Opportunity of Our Time

Health and safety have been top priority throughout the pandemic, and dentists have played an important role in reducing the risk of COVID-19 and building patient confidence in dental visits. According to the ADA Health Policy Institute, 88% of consumers have recently been to a dental visit or ready to go. Those who have not returned are waiting for COVID-19 vaccines and medical breakthroughs.

Now, we have vaccines that can prevent COVID-19. Just as dentists and their teams built patient confidence around dental visits, they can also play an influential role as trusted health advisors for their patients when discussing COVID-19 vaccines. Research indicates those who are hesitant about receiving the vaccine may become more confident after discussing it with healthcare professionals they know and trust.

The ADA, in collaboration with the Centers for Disease Control and Prevention (CDC) and other national health agencies, is working to help improve vaccine confidence, protect the public's health and end COVID-19. We invite you and your dental teams to join us by using this suite of patient communication tools.

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## Conversation Starters: Ways to Engage Your Patients

As the pandemic continues, people are curious and concerned about COVID-19 vaccines and their value in preventing illness. Here are strategies and tips to help you and your team bridge these conversations with patients.

### Starting the conversation

**Include vaccination as part of your COVID-19 screening questions, or when you're discussing a patient's health history.** These are natural times to uncover concerns or questions your patients may have.

**Connect why you and your team are discussing the COVID-19 vaccine during a dental visit.**

Here's a sample script to use when starting the conversation:

*Throughout the COVID-19 pandemic, our dental team has put your health and safety first by taking extra steps to help prevent the spread of the virus in our office.*

*We appreciate the way you've helped keep our team healthy by wearing masks to your appointments, answering screening questions and following our new waiting room procedures.*

*Now, the availability of COVID-19 vaccines gives us one more important tool to keep each other safe. As a health care professional, I'm happy to talk to you about COVID-19 vaccination.*

**Ask simple questions, and make them open-ended when possible.** A few examples include:

*"When are you planning to get your COVID-19 vaccination?"*

*"What have you heard about the vaccine?"*

*"What questions do you have?"*

*"Would you be interested in taking home a fact sheet to learn more about the vaccine?"*

*"Do you know where you can be vaccinated?"*

### Important Conversation Considerations

**Emphasize your concern for their overall health.** *"As a dentist, I care for your oral and overall health. COVID-19 is a major concern for all of us, so I wanted to bring it up today."*

**Provide facts on vaccine safety and effectiveness.** Often times, people are more receptive to information if it is delivered by a trusted messenger, even if they've come across the same information elsewhere. Your patients want to know what you think and may trust the information you share with them because it came from you.

**Consider sharing your own vaccination story.** Sometimes, what matters more than the message is the messenger. Mention that you've been vaccinated and share any details that seem helpful. If they so choose, your team may do the same.

# Patient Return: Talking with Your Patients About COVID-19 Vaccines



**Respect that patient opinions vary, and approach the conversation with empathy.** People from many walks of life have different concerns around the virus and vaccinations in general, so it is important to listen and realize this won't be a "one-size-fits-all" conversation. Some people may have medical considerations, religious beliefs or philosophical beliefs that may be a factor in their decision to get vaccinated. Research from a February 2021 Associated Press poll indicates a third of U.S. adults are skeptical of the vaccine, with factors such as a person's age, where they live, their level of education, race, and political affiliation impacting their decision-making process. As always, showing concern and respect for individual situations is essential.

**Be prepared to have the vaccine conversation multiple times with the same patient.** Your patients who are hesitant about the vaccine may not have completely ruled out getting it. They may be taking a "wait and see" approach as they hear more experiences from others and safety data continues to be collected nationwide. Make a note to check-in with patients during their next visit to gauge how their perceptions may have changed since you last saw them.

## Additional Conversation Resources

- The CDC has a five-step guide to having an effective conversation about the COVID-19 vaccine. [Read and share with your team.](#)

## What to Say When a Patient Asks If Your Team Has Been Vaccinated

ADA strongly advocated for dentists and dental teams to be prioritized as 1a by the CDC when vaccine distribution began in December 2020. Because of this, you and some of your team may already have the vaccine, and patients may be asking for a number of different reasons. Use these considerations to help guide the conversation in a way that educates the patient but also protects you and your team:

### Protect your team's privacy.

Offices have an obligation to protect everyone's health information — patients and staff. There may be cases where you or a team member cannot receive the vaccine for medical, religious or protected philosophical differences. If asked about your team's vaccination status, a simple response is, *"I can share that everyone on our staff has been very excited about the vaccine roll out."* If asked to provide further information, the dentist should decline, citing privacy reasons.

### Sharing is voluntary.

If you have personally received the vaccine and are open to sharing, communicate relevant points that can help educate your patient about the experience, including where you went, what the process was like and how you felt after. This could be an impactful conversation for a patient who is hesitant about the vaccine. Team members who want to share their experiences can, but only if it is their choice. Leave the decision up to them.

### Reinforce the importance of infection control.

Remind your patients and team that the vaccine protects the person who got it, and that we still don't know if those who are vaccinated can still spread the virus to others. This is a wonderful opportunity to talk about what really matters for the health and safety of your patients, your team and you is continuing to follow strict infection control protocols. Vaccinations are what will help with the much larger scale effort of stopping the spread of this pandemic. Patient communication materials to help guide infection control conversations are available at [ADA.org/PatientReturn](https://www.ada.org/PatientReturn).

### Foster an office culture of respect.

An employer can have private conversations with employees to learn if they have received the vaccine, but there should not be probing for the "why" behind an employee's reason for not being vaccinated unless the employee chooses to volunteer that information. As the leader of your dental team, foster a culture of respect and step in if you observe any type of pressure between team members about being vaccinated. Remind them that office infection control measures are most important and is something everyone can do to keep one another safe. Read more about legal issues in these [employer vaccination FAQs](#) and [employee vaccination FAQs](#).

# Patient Return: Talking with Your Patients About COVID-19 Vaccines

## Take-Home Fact Sheets

Download and share these printable sheets with your patients.

**COVID-19 Vaccines**

**Vaccines (shots) are one of the tools we have to fight the COVID-19 pandemic.**

To stop this pandemic, we need to use all of our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses to **your body will be ready to fight the virus**. If you are exposed to the virus, your body's natural defenses will be ready to fight the virus. If you are exposed to the virus, your body's natural defenses will be ready to fight the virus. If you are exposed to the virus, your body's natural defenses will be ready to fight the virus.

Studies show that COVID-19 vaccines are very effective at keeping you from getting seriously ill even if you do get COVID-19. These vaccines cannot give you the disease itself.

**The vaccines are safe.** The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. All the COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years. A system in place across the entire country that allows CDC to watch for safety issues and make sure the vaccines stay safe.

**Different types of COVID-19 vaccines will be available.** Most of these vaccines are given in two shots, one at a time and spaced apart. The first shot gets your body ready. The second shot is given at least three weeks later to make sure you have full protection. If you are told you need two shots, make sure that you get both of them. The vaccines may work in slightly different ways, but all types of the vaccines will help protect you.

[www.cdc.gov/coronavirus/vaccines](http://www.cdc.gov/coronavirus/vaccines)

**DOWNLOAD:**

[CDC COVID-19 Vaccine Fact Sheet \(English\)](#)

[CDC COVID-19 Vaccine Fact Sheet \(Spanish\)](#)

Download this easy-to-read, two-page information sheet from the CDC's website.

**Pregnancy and the COVID-19 Vaccine** ADA

If you are pregnant, planning to get pregnant or have recently had a baby, you may wonder whether you should get the COVID-19 vaccine. We care about your family's oral and overall health and have received some questions about the vaccine and pregnancy.

Research is still underway around pregnancy and the vaccine. Review this fact sheet of information from recognized health organizations, and discuss what's right for you with your physician or OB/GYN.

**If you are pregnant**  
Pregnant women, or those planning to become pregnant, can get the COVID-19 vaccine when it is available to them. The American College of Obstetricians and Gynecologists recommends that COVID-19 vaccines should not be withheld from pregnant individuals who are eligible for the vaccine.

**If you are planning to get pregnant**  
The CDC confirms there is no evidence that fertility issues are a side effect of the COVID-19 vaccine, or any other vaccine.

**If you are breastfeeding**  
According to the CDC, anyone who is breastfeeding can choose to get the vaccine. Limited data exists right now about the vaccine's effect on milk production and breastfed infants, but this vaccine is not thought to pass the baby at risk.

**Still unsure about the vaccine?**  
Take the time you need to make an informed decision, and talk with your OB/GYN or primary care physician. They can answer additional questions, address concerns and continue to share new research as it comes out in future appointments.

Continue wearing a mask, washing your hands and watching your distance, whether or not you decide to get the vaccine.

**DOWNLOAD:**

[Pregnancy and the COVID-19 Vaccine \(English\)](#)

Share this information with patients who are pregnant or considering pregnancy.

**The COVID-19 Vaccine: Fact vs. Fiction** ADA

Throughout the COVID-19 pandemic, our dental team has put your health and safety first by taking extra steps to help prevent the spread of the virus in our office. Now, the availability of COVID-19 vaccines gives us one more important tool to keep each other safe.

We encourage you to receive the vaccination when it is available to you, but recognize there is a lot of information available about the vaccine that may not be trustworthy. Use this quick guide based on guidance from the Centers for Disease Control and Prevention (CDC) to help separate fact from fiction.

MYTH	FACT
You can get COVID-19 from the vaccine.	You cannot get COVID-19 from the COVID-19 vaccine. You may experience some side effects similar to COVID-19 symptoms, but this means the vaccine is teaching your body how to fight the virus.
The vaccine was rushed so it's unsafe.	While these vaccines were developed in a shorter time frame, they completed every step required for a clinical trial. These vaccines were tested by thousands of people. They were thoroughly reviewed by the Food and Drug Administration to make sure they are safe.
You don't need the vaccine if you already had COVID-19.	You may be protected against getting sick again, though some people have gotten sick a second time. The CDC recommends that people who have had COVID-19 still get the vaccine so that their protection against getting sick is as good as others who have been vaccinated.
Getting the vaccine means you won't get COVID-19.	The vaccine greatly reduces your chances of getting COVID-19, but there is still a chance you could get the virus. When the vaccine does its job, it prevents you from getting seriously ill, but having severe complications from the virus.
Getting the COVID-19 vaccine means you can go back to living like normal.	Not yet! It takes weeks for the vaccine to take effect. We also don't know if a person who gets the vaccine can spread the virus. Continue wearing a mask, washing your hands and watching your distance.
Pregnant people cannot get the vaccine.	If you are pregnant or planning to become pregnant, you can get the vaccine if it is available to you. The CDC states there is no evidence that the COVID-19 vaccine causes problems with a pregnancy or fertility. <b>More questions?</b> Talk with your OB/GYN or physician.

**Ready to make a plan for your vaccine?** Contact your local health department to learn more about your eligibility and how to make an appointment.  
**Local Health Department | Contact Information**

**DOWNLOAD & CUSTOMIZE:**


[COVID-19 Vaccine: Fact vs. Fiction \(English\)](#)

Help correct misconceptions and customize with information about where patients can access the vaccine in your area.

## Frequently Asked Questions

Use these sample responses to help answer common questions you and your team may receive from patients during a conversation. Feel free also to use these in additional communications, such as phone conversations, emails or social media responses.

### How was this vaccine developed so quickly?

 The speed that enabled this vaccine to be developed and ready for use in less than one year is due to three main factors:

- **The type of vaccine being used**

#### **Pfizer and Moderna: mRNA Vaccines**

- The genetic sequence of the virus was widely available in January 2020, allowing scientists to rapidly develop vaccines. The vaccines began early stage clinical trials even before the virus reached pandemic levels.
- Another advantage of mRNA vaccines is there is no possibility that they can contain any live virus.
- Here's how mRNA vaccines work: When injected, the mRNA tells your body how to make a spike protein found on the outside of the virus. Your body responds to that protein as an enemy and defends itself by producing antibodies. (Antibodies are proteins that attach to proteins on the outside of viruses. They coordinate the effort to eliminate the virus from your body.) Then, cells in your body remember that enemy and can produce those antibodies in the future if you need them.
- The technology to produce mRNA vaccines has been around more than 10 years.

#### **Johnson & Johnson: Recombinant Vaccine**

- The way the Johnson & Johnson's vaccine teaches your body how to fight the virus is similar to the mRNA vaccine but has a different starting point. Instead of injecting already-produced mRNA, this vaccine prompts your body to make the mRNA on its own.
- This type of vaccine adds DNA for COVID-19's spike protein to the double-stranded DNA of the virus. It is a weakened virus that won't make you sick.
- The weakened virus — which includes DNA from the spike protein — enters the center of the cell, called the nucleus. The cell responds by making mRNA for the spike protein.
- From there, like the other COVID-19 vaccines, the spike protein exits the cell and stimulates the immune response.

- **How fast COVID-19 spreads**
  - Both the Pfizer and Moderna phase 3 clinical trials, which began before the end of July 2020, included 30,000-40,000 participants (for comparison, picture how many people live in a mid-size suburb). Johnson & Johnson's phase 3 clinical trials began in September 2020 and included just over 40,000 participants.
  - The clinical trials finished much more quickly than normal due to the quick spread of the virus and high infection rates. Usually in other vaccine trials, there are so few infections it takes longer to see if the vaccine works.
- **Fast FDA review and vaccine production**
  - The FDA review process for vaccine safety and efficacy was thorough and transparent. All of the data was available online for the public.
  - Typically, vaccine manufacturing does not begin until receipt of FDA approval. However, because of the urgent need, the U.S. government ordered and paid for hundreds of millions of doses in advance. This meant that the drug companies could ship doses of vaccine as soon as authorized by the FDA.

## Is the vaccine safe and effective?



As a doctor of oral health, I look for reliable, research-based information when recommending treatments for my patients. While these vaccines were developed in a condensed time frame, the science behind them was not rushed. They were tested in thousands of people and the results have demonstrated that they are safe for you and your family. The Food and Drug Administration (FDA) reviewed the data from the clinical trials, determined they were safe and effective and granted Emergency Use Authorization for their use.

For continuing assurance of safety, the CDC has set up a safety monitoring system, the V-Safe smartphone tool, to receive information from people who have gotten the vaccines in real time.

## Is one vaccine better than another?



There is no “good” COVID-19 vaccine or “bad” COVID-19 vaccine. While there are differences in levels of effectiveness, all authorized vaccines will greatly reduce your risk of severe illness. And while vaccine supply is increasing, you will most likely not be able to choose which one you get. If you are able to receive a vaccine, please take what is available to you. The longer you wait, the higher your risk of getting sick.

## Can I stop wearing a mask after I'm vaccinated?



Vaccines are just one layer of protection against COVID-19, so it's not time to get rid of your mask just yet. Here's why: a vaccine will protect you from getting sick from the virus, but we don't yet know if it will keep you from spreading the virus to others. The CDC continues to recommend that people wear masks, wash their hands often and watch distance, even after they're vaccinated.

## Will the vaccine give me COVID-19?

### What other side effects should I be prepared for?

**A** No. None of the COVID-19 vaccines with Emergency Use Authorization from FDA can give you COVID-19. However, after receiving the vaccine, you might experience side effects such as fever, achiness or fatigue for a short time. This is because your body is learning how to fight off the virus. While this is not pleasant, it's actually a sign the vaccine is doing what it is supposed to do.

There are no long-term, harmful events associated with the vaccine, though people who have COVID-19 itself may experience severe disease and increased risk of death. In addition, some people referred to as “long haulers” have debilitating symptoms that can last months or may even be permanent.

## Will the COVID-19 vaccine change or enter my DNA?

**A** mRNA vaccines, like Pfizer and Moderna, do not alter your DNA. The mRNA enters the cell but not the nucleus, where DNA is located. The machinery of the cell that normally produces proteins uses the mRNA from the vaccine to produce the spike protein of the virus before the mRNA itself is destroyed. The cells have no use for this protein and spit it out, allowing it to be taken up by cells in the immune system. These cells develop your body's response to the protein on the spot and also develop the memory so that your body can respond in the future.

Johnson & Johnson's vaccine does enter the nucleus of your cells, but it does not alter your DNA. It instead helps your body produce mRNA, which travels to other cells and initiates your body's immune response.

## I get the flu shot, and I still seem to get the flu every year.

### Why would the COVID-19 vaccine be any different?

**A** While the typical flu vaccines are 40-50% effective, the two authorized vaccines by Pfizer and Moderna, are impressively 94-95% effective. That's twice as effective as the flu vaccine.

Johnson & Johnson's vaccine also provides strong protection against COVID-19. It is 66% percent effective at preventing moderate to severe disease, 85% effective at preventing severe disease. There were no hospitalizations or deaths during Johnson & Johnson's clinical trials.

## I'm pretty healthy, so I doubt I'll get very sick if I do get COVID-19.

### Can I skip the vaccine?

**A** While many people only have mild cases of COVID-19, it is very likely they will infect others because the virus is highly contagious. In addition, it is not possible to predict who will develop serious, or even lethal, COVID-19 disease. In addition, some people with COVID-19 experience long-lasting symptoms that can be quite debilitating. And again, it is not possible to predict who will do so. The best way to protect your health and the health of those around you is to take all possible precautions, which includes being vaccinated.



## Q Should I still get vaccinated if I've had COVID-19?

A People who have recovered from the virus have some natural immunity that may protect them from getting sick again, though some have been re-infected. We don't know how long natural immunity to COVID-19 lasts, and it can vary from person to person. So, the CDC recommends that people who've had the virus still get the vaccine.

## Q I'll have natural immunity if I get COVID-19. Isn't that more effective?

A COVID-19 can pose serious health risks for you and your loved ones. Being vaccinated poses no serious health risks to you or your loved ones.

Natural immunity happens when you get sick and your body builds up protection against that virus so you don't get sick again – or as sick as you did the first time. With COVID-19, we don't know how long natural immunity will last. And essentially, immunity after COVID-19 vaccination *is* natural immunity because it involves the exact same body response, without you first having to be sick.

## Q How many doses do I need?

A If you are receiving the Pfizer or Moderna mRNA vaccines, you need two doses to get the same level of efficacy seen in the clinical trials, which was 94-95%. For the Pfizer vaccine, the second dose is recommended three weeks after the first. For the Moderna vaccine, the second dose is recommended four weeks after the first.

The Johnson & Johnson vaccine only requires one dose.

## Q I'm pregnant (or planning to be). Is it safe to get vaccinated?

A Whether you are pregnant now or planning to get pregnant in the future, you should get the vaccine when you can. The CDC states there is no evidence that the COVID-19 vaccines will cause any problems with pregnancy. There is also no evidence that fertility issues will result from this vaccine (or any other vaccine.) Ask us for a copy of the special fact sheet that offers more information on COVID-19 vaccines, pregnancy and breastfeeding. If you still have questions or uncertainties please talk with your OB/GYN about your concerns.

## Q Can I get the COVID-19 vaccine while I'm getting other vaccines I need?

A Because vaccines work by engaging the immune system, and you don't want to interfere with that, the CDC recommends waiting 14 days between the COVID-19 and other vaccinations.

## Q Should I worry about allergic reactions to the COVID-19 vaccine?

A The allergic reactions to the COVID-19 vaccines are exceedingly rare. Still, the CDC recommends anyone with a history of severe allergic reactions (i.e. anaphylaxis) when being vaccinated in the past — or to any of the ingredients in the vaccine — talk with healthcare providers before being vaccinated. The ingredients for the vaccines are listed on FDA fact sheets: the [Pfizer fact sheet](#) and the [Moderna fact sheet](#).

To guard against unexpected serious allergic reactions, you will be asked about any allergies before you receive your vaccine and asked to stay for an additional 15-30 minutes after receiving the vaccine. The [V-Safe smartphone tool](#) is another tool for tracking any reactions in real time.

## Q Can my child be vaccinated?

A Teens 16 and older can get the Pfizer vaccine. Moderna and Johnson & Johnson have been cleared for people 18 and older. Clinical trials are currently underway for children 12 and older but not yet available.

## Q I'm hearing that the vaccine is in short supply. Can I even get it?

A Vaccine makers are working hard to increase supplies of vaccines already in use, and more vaccines are being studied for Emergency Use Authorization by the Food and Drug Administration. The CDC has made specific recommendations to help state and local agencies decide which groups should get the vaccine earlier than others, and progress is being made to ensure that supplies reach all communities across the country. It's hard to wait, but please be patient. There's light at the end of the tunnel.

## Q I want to get vaccinated, but I don't know where to go.

A Here's where you can learn more about vaccination in your area. Contact the [\[name of health department\]](#) by phone at [\[number\]](#) or online at [\[web address\]](#).

## Email #1: Your Own Vaccination Experience

**Subject:** Why I Decided to Get the COVID-19 Vaccine

**Pre-header:** Reasons I encourage you to think about getting vaccinated, too

Dear [Patient Name]:

What have you heard about vaccination for COVID-19? I know there's been plenty of talk about the benefits and possible risks, and many people aren't sure whether they will get the vaccine just yet.

Since I care a great deal about your oral *and* overall health, I wanted to share my own personal experiences with you. We're all in this together, and I feel an open dialogue is helpful to everyone.

**I received my first vaccine shot recently, and I'm happy to say it went well.** *[Include a few details, such as how you booked your appointment, the hospital or clinic you visited, a word or two about the efficiency or friendliness of the medical staff, and whether or not you felt any mild side effects afterward].*

In truth, it was easy for me to say "yes" to the vaccine. This is because I've studied the current science, which shows these vaccines are safe and effective nearly everyone. Of course, if you have medical concerns, please consult your physician.

All of us at [Practice Name] are committed to your good health. That's why we're wearing special protective equipment, are even more scrupulous about keeping our office and exam rooms spotlessly clean and disinfected and are requiring masks for all patients and visitors.

In my view, getting vaccinated is just one more way we can protect ourselves and each other.

**I realize you may want to know more about COVID-19 vaccines and your health. I will be happy to address any questions you have.** We also have fact sheets that may be helpful to you. Pick one up when you come in, or ask our staff to email a copy to you.

Looking forward to seeing you in our office soon!

[Your Name]

[Practice Name]

## Email #2: Opening the Vaccine Conversation

**Subject:** Talking About the COVID-19 Vaccine at Your Next Dental Visit

**Pre-header:** We're here to help you make an informed decision about getting vaccinated

Dear [Patient Name]:

As a doctor of oral health, I care about much more than your smile. My goal is to support your total well-being, and that includes helping you consider what steps to take in protecting yourself from COVID-19.

This is why I plan to ask you what you've heard about the COVID-19 vaccine and if you've received it at your next dental visit. The pandemic has affected all of us. Prevention is crucial if we're going to stop the virus from spreading here at home and across the country.

**[If you have received the vaccine, consider adding the following paragraph] I've already gotten the vaccine because I believe it is a wise and effective step.** My decision is based on the scientific studies I've read and the guidance coming from the U.S. Centers for Disease Control and Prevention (CDC) and others.

**Still, I realize you may have many concerns.** So I'll be asking for your thoughts when I see you and offering to answer any questions about vaccination that you may have. My staff will also be happy to email you fact sheets to help inform your decision.

I look forward to your next dental visit. As always, you can continue to expect our strict health and safety protocols to be in place, including keeping our office and exam rooms spotlessly clean and disinfected, continued use of enhanced personal protective equipment (like masks, face shields and gowns) and screening questions before your visit begins.

[Your Name]

[Practice Name]

## Email #3: Opening Where to Find the COVID-19 Vaccine

**Subject:** Wondering Where to Get Vaccinated for COVID-19?

**Pre-header:** Here's where you can find the vaccine in our area

Dear [Patient Name]:

We've had many conversations in recent days about getting vaccinated for COVID-19. In case you're wondering how and where to find the vaccine, I wanted to share some helpful information with you.

**In our area, COVID-19 vaccines are being given at:**

- List hospitals, clinics or pharmacies offering vaccines.
- Big box businesses (such as grocery stores)
- Larger venues set up specifically for this purpose such as football stadiums
- Include address, phone, and hours of operation wherever possible.
- If there are local hotlines or services helping people get appointments, include them too.

**If you're still uncertain about vaccination, we are happy to answer any questions you may have.** My dental team can email you helpful fact sheets that cover the latest research on vaccine safety and effectiveness.

We know that the pandemic has caused a great deal of stress for everyone. Please know that we are concerned about your health and committed to doing all we can to protect you and your family, now and in the future.

Hope to see you in person soon!

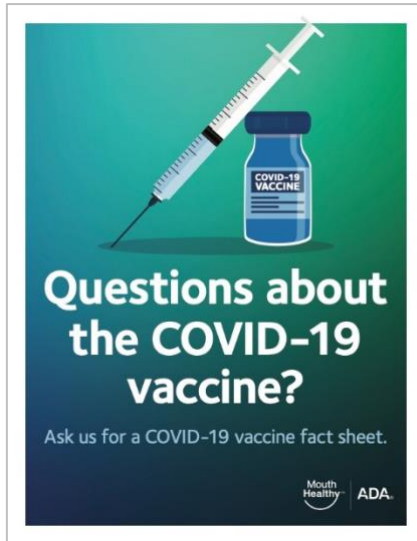
[Your Name]

[Practice Name]

# Patient Return: Talking with Your Patients About COVID-19 Vaccines

## In-Office Signs

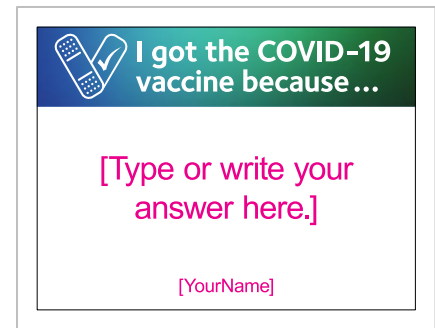
Here are six signs with helpful tips about COVID-19 vaccines. Complete customizable fields (on signs where customization is available), print and display them in waiting areas, exam rooms and other areas.



**DOWNLOAD:**  
[ADA Vaccine Questions \(English\)](#)



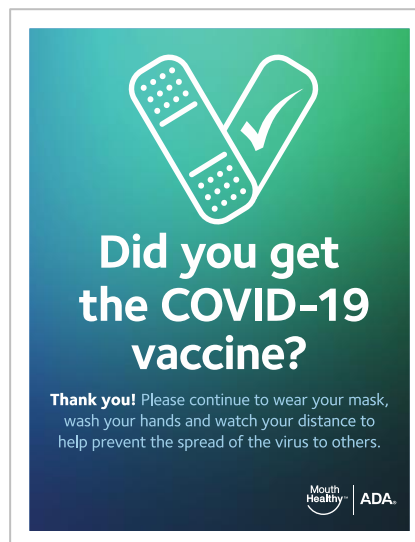
**DOWNLOAD & CUSTOMIZE:**  
[ADA Ready for Vaccine \(English\)](#)



**DOWNLOAD & CUSTOMIZE:**  
[ADA I Got Vaccinated \(English\)](#)



**DOWNLOAD & CUSTOMIZE:**  
[ADA COVID Prevention \(English\)](#)



**DOWNLOAD:**  
[ADA Vaccination Thank You \(English\)](#)



**DOWNLOAD:**  
[ADA Vaccine Did You Know \(English\)](#)



## Suggestions for Social Media

Here are tips you can use to create simple messages for sharing on Facebook and other platforms.

### DO:

- Share resources from trusted health organizations. The ADA social channels will have posts about the vaccine. The [CDC's website](#) also has social media text and images you can use.
- Use your personal vaccination experience to educate, not advertise. Share why you decided to get the COVID-19 vaccine and consider sharing any information including the vaccine process or side effects you think would help support this teachable moment.
- Emphasize that vaccines are another layer of protection against the virus, one that supports the safety protocols you and your dental team are already following.
- Continue to discuss the ways your entire team are working to keep them safe with the enhanced protocols that have been in place since offices reopened. An additional toolkit of materials on what to expect at dental visits is available at [ADA.org/PatientReturn](#).
- Be positive and empathetic. Acknowledge that people may have doubts about vaccination, and everyone should have access to the facts about safety and effectiveness.
- If you believe a user has shared what you believe to be harmful content, false information or spam, each platform has options for hiding or deleting comments that are posted to your page. You can also report the comment to the platform for review.
- Share links and contact information for your nearest public health department to provide more information and help connect people with vaccination opportunities.

### DON'T:

- Share information from questionable sources or other people's personal posts.
- Post a copy of your vaccination card. The Better Business Bureau cautions this may inadvertently share personal data.
- Criticize those who feel hesitant about vaccines. Some people have medical conditions or religious or philosophical beliefs that might prevent them from taking this step. Others may simply have questions they need answered before making their decision.
- Disclose your team's overall vaccination status or rate, or share a team member's vaccination stories unless you have express permission to do so.

## Additional COVID-19 Vaccine Resources

Use the links below to help continue educating your patients about COVID-19 vaccines.

### American College of Obstetricians and Gynecologists

- [Vaccinating Pregnant and Lactating Patients Against COVID-19 Practice Advisory](#)

### American College of Allergy, Asthma and Immunology

- [ACAAI Provides Further Guidance on Risk of Allergic Reactions to mRNA COVID-19 Vaccines](#)
- [Frequently Asked Patient Questions About the COVID-19 Vaccine](#)

### American Dental Association

- Patient resource: [“COVID-19 Vaccines: 7 Things Your Dentist Wants You to Know”](#)
- Professional resources: [COVID-19 Vaccine Information and Resources](#)

### Centers for Disease Control and Prevention

- [CDC COVID-19 Vaccination](#)
- [COVID-19 Vaccination Communication Toolkit](#)
- [Talking to Recipients about COVID-19 Vaccines](#)
- [Understanding and Explaining mRNA COVID-19 Vaccines](#)
- [Answering Patients' Questions](#)
- [Continuing the Journey of a COVID-19 Vaccine](#)
- [COVID-19 Advisory Committee on Immunization Practices \(ACIP\) Vaccine Recommendations](#)

### National Institutes of Health

- [NIH COVID-19 Vaccine Resources](#)
- [A Communicator's Tip Sheet for COVID-19 Vaccination](#)