

Talking Points C1: Informing Patients About In-Store Vaccination

YOU: You probably know that influenza season is coming. I hope you're planning on getting an influenza vaccination this year. It's important that as many people as possible get vaccinated against influenza to keep it from spreading. In fact, it's so important that we make sure to use the words "influenza vaccination" instead of "flu shots" to emphasize its seriousness. It's also why we are going to be giving influenza vaccinations right in our store. That's pretty convenient—and you don't even have to make an appointment. Vaccinations will be available [dates] from [start time] to [end time]. If you like, we could go ahead and schedule you for your vaccination right now.

If patient answers yes:

YOU: You're being smart about your health – and you're helping to protect your family and anyone else you come into contact with. *(Hands brochure to patient)* This brochure should answer any questions you might have. And, of course, you can always come in or call to talk to me.

If patient answers no: hand brochure to patient

YOU: Here's something I'd like you to read before you make up your mind. There are a lot of misconceptions people have about influenza and about the vaccine. Getting an influenza vaccination could not only benefit you, but those you come in contact with—your family, friends, co-workers, and neighbors. If you have any questions, we're always here to talk to you.