

Power of Providers Recruitment Toolkit: Newsletter Drop-in Article

Find the full toolkit at www.doh.wa.gov/POP

Purpose: Recruit health care providers and clinics in your association or organization to join the Power of Providers (POP) Initiative.

Intended for: Health care providers or community health workers

Suggested use: Place in your organization's newsletter or similar communication. Graphic is optional.

Content:



SIGN UP FOR THE POWER OF PROVIDERS INITIATIVE

The Washington State Department of Health is asking health care providers to commit to SEEK, ASK/EDUCATE, VACCINATE and EMPOWER as part of the Power of Providers Initiative (POP). The goal of the POP Initiative is to recognize the power all health care providers have in encouraging COVID-19 vaccination in the community. POP is backed by Governor Jay Inslee, Secretary of Health Dr. Umair A. Shah, and many other health care associations across the state.

As part of the initiative, the department is asking for health care providers to commit to four steps:

- **SEEK:** Seek patients' COVID-19 vaccination status.
- **ASK/EDUCATE:** If a patient isn't vaccinated, ask them about the vaccine and offer education if they're unsure.
- **VACCINATE:** If a patient agrees to vaccination, provide them with a COVID-19 vaccine or a referral to a location that provides COVID-19 vaccination.
- **EMPOWER:** Empower your patients to share their vaccination status with the community.



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To get involved, we are asking providers to [sign a commitment](#) to follow the four steps through an online survey. When you complete the commitment form, the Department of Health will send you a Community Vaccination Partner certificate which you can display in your office. The Department of Health will also offer additional support and materials to providers who sign up to help them have conversations about COVID-19 vaccination with their communities.

For more information, visit the [POP web page](#).