

Power of Providers Recruitment Toolkit: Email Templates

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: Organization or association members/affiliates

Suggested use: Send from a trusted messenger, influencer, or leader in your organization to your provider members or affiliates. Adjust text to fit your organization's structure as needed.

Subject line: Please sign up for COVID-19 vaccine initiative

Body:

Dear >salutation<,

Millions of people in Washington, both adults and children, are still not protected from COVID-19. As providers, we can fix this by educating our patients about COVID-19 vaccine and vaccinating them. We are asking for your help as a trusted source of health advice and counsel to join us in this effort.

Please Make the POP Commitment

Today, we are asking all health care providers to please take the [Power of Providers \(POP\) community vaccination commitment](#). This is an effort supported by the Washington State Department of Health and by our organization.

Enrolling means you agree to do four simple steps to help **SAVE** lives:

- **SEEK**— Proactively seek your patients' or clients' COVID-19 vaccination status.
- **ASK/EDUCATE**— If your patient isn't vaccinated, ask them about the vaccine and offer education if they're unsure.
- **VACCINATE**— If your patient agrees, provide them with a COVID-19 vaccine or a referral to a COVID-19 vaccine location. We suggest people use vaccinelocator.doh.wa.gov or by calling 833-VAX-HELP.
- **EMPOWER**— Empower your patients to share their vaccination status with friends, family, and others.

Once you commit, the Department of Health will send you a certificate to display in your office along other helpful resources.

Thank you for your work and for protecting the health of people in Washington. Please join us in continuing this work and helping our state vaccinate as many Washingtonians as possible.

[Sign up here.](#)

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