

Power of Providers Recruitment Toolkit: Video Script

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/association leaders or influencers who can encourage member enrollment

Suggested use: Film with your phone or have a colleague film you, and share on your organization's social media and web pages.

Time: 40-60 seconds

Note: In the script where it says "Our organization," you can choose to use a different term that better describes your group, or the actual name of your organization, if you prefer.

Script:

As health care providers, we're committed to our patients and the overall health of our communities. One key commitment we can make during the pandemic is to support getting as many people vaccinated against COVID-19 as possible.

The Washington State Department of Health has asked ALL health care providers to join the Power of Providers or "POP" Initiative. As a health care provider with our organization, you can save lives by committing to this program, which gives you tools to educate your patients about COVID-19 vaccine and increase the number of people you vaccinate.

The goal of the POP initiative is to recognize the power ALL health care providers have in encouraging COVID-19 vaccination in the community. Our organization supports this initiative and we want our providers to join. I'm asking you to please sign up for the POP Initiative today and receive materials to help you encourage COVID-19 vaccination. You also get free items like window clings and stickers. Go to D-O-H DOT WA DOT GOV forward slash P-O-P to commit. Thank you!

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