



Best Practices for Hosting Town Halls

Town halls are a strategy used by long term care facilities since the start of the vaccine roll-out. Providers with high rates of staff vaccination are 70 percent more likely to report hosting a town hall than providers with lower vaccination rates.

Best practices for town halls include:

- Have your medical director or other trusted licensed health care professional host the town hall. Research indicates that people trust information on vaccines from a health care professional far more than other public figures.
- Do not provide a long presentation up front. Instead, get right into questions.
- Have general questions ready to generate discussion. Examples may include:
 - How was this vaccine developed so quickly?
 - Why does it have an emergency authorization instead of a full authorization from the FDA?
 - Are there short-term side effects?
 - How do we know there will not be long-term side effects?
 - What are you hearing from friends or others in your community about taking the vaccine?
- Acknowledge the validity of each question. There is a lot of misinformation about the COVID-19 vaccine on social media, as well as a lot of fear around vaccines. Understand that staff may have legitimate concerns that should be heard.
- Answer the questions as they come in; do not push a specific flow.
- Acknowledge your own concerns or personal experience with the vaccine. If you experienced some initial hesitancy, share that with your staff.
- Provide answers that are factual. Do not try to be overly positive.
- Do not push staff to change their mind; you are there to answer their questions. Your job is not to convince staff to get the vaccine but, instead, give them the information they need to make an informed decision.

For more information, contact covid19@ahca.org.