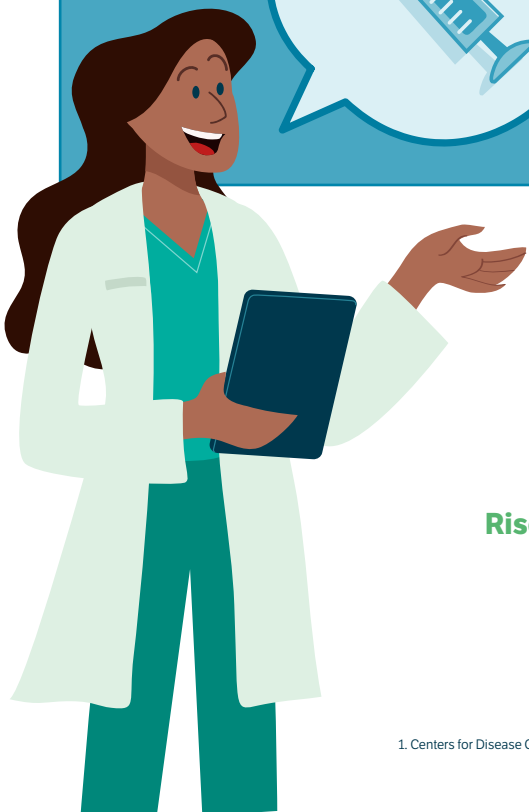


# 5 Strategies to Strengthen Your Vaccine Recommendations

**When recommending routine adult vaccines, the best approach is to be direct and presumptive.**

For example, “I noticed you’re due for a [flu, pneumococcal, Tdap, zoster] vaccine and it’s important that you stay up to date. We are prepared to give this to you today. Do you have any questions?”

For patients who express concerns, here are five CDC-recommended<sup>1</sup> strategies you can choose from to help customize your recommendations:



1

## Share the Tailored Reasons

Share the reasons why the vaccine is right for the patient given their age, health status, or other risk factors.

2

## Highlight Positive Experiences

Highlight positive experiences with the vaccine(s), including personal experiences or those from family, friends, colleagues, or patients.

3

## Address Patient Questions

Address patient questions or concerns about the vaccine(s), such as safety, side effects, effectiveness, or cost.

4

## Remind Patients of Benefits

Remind patients of the benefits of receiving the vaccine(s), including protection for them and their loved ones from many common and serious diseases.

5

## Explain Potential Risks and Costs

Explain the potential risks and costs of not receiving the vaccine(s), such as serious health effects, missed time at work or with family, and financial costs.

Remember, there’s no one-size-fits-all approach. Use these tools to find the personalized approach that works best for you and each of your patients.

Your strong recommendations make a difference and bring us one step closer to our campaign goal of administering **25 million vaccines by 2025**.

**Rise to the Challenge. Rise to Immunize™.**



Developed in collaboration with



To learn more, visit [RiseToImmunize.org](https://www.risetoimmunize.org)

1. Centers for Disease Control and Prevention: <https://www.cdc.gov/vaccines/hcp/adults/for-practice/standards/recommend.html>

