



**NEW YORK CITY DEPARTMENT OF HEALTH  
AND MENTAL HYGIENE**  
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Commissioner

**FOR IMMEDIATE RELEASE**  
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## **HEALTH DEPARTMENT LAUNCHES NEW VACCINE CONFIDENCE CAMPAIGN TO ARM HEALTH CARE PROVIDERS WITH COVID-19 VACCINE RESOURCES**

*Health care providers will receive Vaccine Confidence and Access “Action Kit” with resources and educational materials for both providers and patients*

*First wave of outreach will focus on internal medicine, family, and pediatric practices in areas with some of the lowest vaccination rates*

**May 13, 2021** – The Health Department today announced a new public health detailing campaign for health care providers around COVID-19 vaccine confidence and access. The campaign, which launches today and complements the Department’s [provider-facing COVID-19 outreach](#) campaign and strategy, will engage health care providers and staff in the vaccine equity neighborhoods of North and South Bronx, East and Central Brooklyn to close the gap on disparities in vaccination rates. Providers will receive guidance on best practices and opportunities to increase access and uptake of the COVID-19 vaccines. The first wave of the detailing campaign will focus on over 500 primary care practices including internal medicine, family, and pediatric practices.

“Nurses, doctors, pharmacists, and all health care providers, and healers are a crucial part of our vaccination campaign,” said **Chief Medical Officer and Deputy Commissioner Dr. Michelle Morse**. “The vaccines are safe and effective, and we want all New Yorkers to feel comfortable getting a COVID-19 vaccine. Front-line providers are trusted voices in their communities, and we are committed to supporting them in helping to get all New Yorkers vaccinated. Providers, this is our moment!”

Health Department representatives will provide one-on-one education to health care providers and their staff including a review of key recommendations. Providers will also receive a Vaccine Confidence and Access “Action Kit,” which includes provider resources and patient education materials to support the implementation of the key recommendations into routine practice.

### **Key Recommendations**

1. Provide a clear, strong recommendation for COVID-19 vaccination to all patients medically eligible at each visit.
2. Speak with patients about the safe and effective COVID-19 vaccines and support informed decisions by providing realistic and honest answers to questions using plain language.

3. Acknowledge any concerns or hesitations patients have, starting with empathy, followed by the facts.
4. Enroll in the City Immunization Registry (CIR) to identify patients not yet vaccinated.
5. Administer or schedule a COVID-19 vaccination for patients before they leave the office.\*
  - \*Offer a COVID-19 vaccine at the visit if your practice has supply. If not, guide patients in scheduling a vaccination appointment through [NYC's COVID-19 Vaccine Finder](#) or you can make vaccination appointments for your patients by calling 877-VAX-4NYC (877-829-4692) and press 2 at the second prompt.

### **About Public Health Detailing**

The Health Department's [Public Health Detailing](#) program works with primary care providers, dentists, and pharmacists to improve patient care related to key public health challenges. Previous detailing campaigns covered asthma, breastfeeding, childhood obesity, diabetes, the human papillomavirus (HPV) vaccine, hypertension, intimate partner violence, and e-cigarettes/smoking. The program focuses on communities in New York City burdened by disproportionately poor health.

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