



Cover letter for vaccines & pregnancy toolkit distribution

Technical assistance for applying behavioral science to drive vaccine uptake

We recommend using this text in the body of an email, and attaching the posters with QR codes to the email.

Subject: Resources to Empower Your Pregnant Patients via Informed Vaccine Conversations

Dear <<name>>,

At the Oregon Health Authority, we appreciate all that you do to help ensure that pregnant people in Oregon receive the immunizations they need to protect themselves and their babies. We recognize that conversations about vaccines are not always easy to initiate—and building a vaccine-friendly practice takes work. **So we've created two digital resources to help you and your patients.**

Consultations with pregnant patients are one of the most timely moments to talk about vaccines, and research tells us that clinicians are the best messengers to lead this conversation.

RESOURCES

[1. Pregnancy & Vaccines: Resources for Providers.](#) This is a compilation of **reliable resources to support you and other providers** with these topics:

- Patient interactions (talking about vaccines, responding to hesitancy, making referrals, VISs)
- Providing vaccines in your practice (supporting vaccination, talking to staff about vaccines, vaccine data & logistics)
- Finding up-to-date info (Provider FAQs, COVID recommendations, model immunization protocols)

[2. Vaccine resources: Protect you and baby.](#) This resource is **for pregnant patients and their families**, to get trusted information on vaccines and pregnancy all in one place.

- Learning about how vaccines work
- Learning about vaccine safety
- During pregnancy: Recommended vaccines, FAQs
- After pregnancy: Recommended vaccines for infants and breastfeeding parents

These resources compile information from trusted sources, such as the CDC, American College of Gynecologists (ACOG), American Academy of Pediatrics (AAP), American College of Nurse Midwives (ACNM), Boost Oregon, and more.

HOW TO USE THE DIGITAL RESOURCES

Here are some ideas of how you could share an electronic copy of the patient resource with patients:

- Post a link on your website (e.g., under a Resources tab)
- Copy the link into after-visit summaries
- Include in your practice's newsletter

We have also attached two PDFs that can be printed as fliers, with QR codes that will direct providers or patients directly to the resource page. We recommend posting these in your clinic. You can post the patient flier ("Protect you and baby") in a waiting room and the provider flier on a staff bulletin board.

Thank you again for your work to keep Oregonian families safe and healthy!

Best,
<<name>>