



Vaccinations Elevator Speech *Suggested Talking Points*

Hi my name is (insert name) and I'm currently a (insert profession: pharmacist, resident, student, pharmacy technician) at (insert: work place, school, residency program) in (insert: state, city).

1. Why are vaccination rates decreasing?

- a. The anti-vaccination movement gained significant support due to false claims of a link to autism and has continued to grow based on beliefs of parental and religious rights.¹ One study estimated that more than half the recent measles cases were in unvaccinated patients.

2. What can pharmacists do to help?

- a. Research has identified the most effective way to increase vaccination rates is to take time listen to patients about their concerns.
- b. Pharmacists can help clarify misconceptions and educate patients on the benefits of vaccinations. They are also the most accessible health care provider and can improve access to vaccinations.
- c. After legislation was passed to allow pharmacists to administer the flu vaccine, flu vaccination rates increased 8% in ten years.²

3. What can be done to improve vaccination rates?

- a. Senate Health, Education, Labor, and Pensions Committee hearing was held at the beginning of March 2019 to seek input on how the federal government can support higher vaccination rates in the United States.
- b. Pharmacists actively screen patients to ensure that they are up to date on all of their vaccinations. Pharmacists are able to administer vaccinations without a prescription and can administer a vaccination at any time.
- c. Standardization of pharmacy immunization practice and the use of centralized databases will allow more pharmacists to administer vaccinations and better continuity of care among healthcare providers.

I appreciate you taking the time to speak with me today. Please feel free to contact me with any questions you may have (exchange business cards).

Remember:

- **No pharmacy lingo.**
- **Keep it short (90 seconds).**
- **Answer any questions and follow up if needed.**
- **Always follow-up with a thank you note.**

References

1. <https://www.cdc.gov/vaccinesafety/concerns/autism.html>
2. <https://www.uspharmacist.com/article/pharmacist-immunization-boosting-flu-vaccinations>

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