

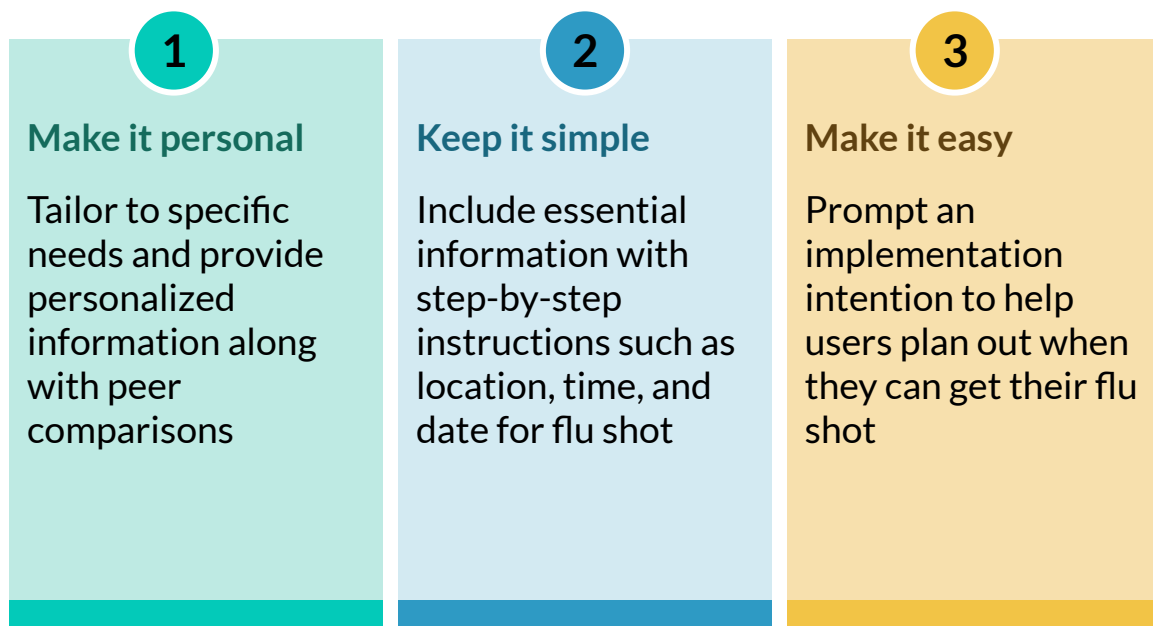
Increasing Flu Vaccine Uptake Among Veterans at the St. Cloud VA



Project Summary: The VA provides free flu shots to enrolled Veterans and aims to increase flu vaccination rates nationwide. In collaboration with the St. Cloud VA Health Care System, the Office of Evaluation Sciences (OES) designed three different postcards to send to enrolled Veterans to increase flu vaccination.

Intervention Description: Veterans were randomly assigned to receive one of the three postcards: a basic informational postcard, which provided details on how to get a flu shot, and two postcards informed by insights from the behavioral sciences – one designed to increase motivation, the other designed to facilitate implementation.

The postcards were designed with three principles in mind: **make it personal**, **keep it simple**, and **make it easy** (More information on designing effective communications can be found [here](#).) The way these principles were applied to the postcards is described below:



For more information on this intervention or to start a conversation, **please contact** oes@gsa.gov.

The OES project page for this project can be accessed [here](#).

It is time for your flu shot. It's easy, free, and the responsible thing to do.

Here are your options for getting vaccinated:

1. At a VA walk-in flu clinic:

St. Cloud VA Medical Center			Brainerd VA	
Date	Time	Location	Date	Time
Oct 3	8 am - 6:30 pm	Bldg 96	Oct 3	9 am - 3 pm
Oct 4 & 5	8 am - 4:30 pm	Bldg 96	Oct 5	10 am - Noon
Oct 7, 14, 21, 28 (Saturdays)	8 am - Noon	Bldg 1	Oct 17	1 pm - 3 pm
Oct 10, 17, 24, 31 (Tuesdays)	4:30 pm - 6:30 pm	Bldg 1	Oct 27	10 am - Noon
Oct 10-31 (every weekday)	8 am - 4:30 pm	Urgent Care Clinic		

Max J. Beilke VA (Alexandria)		Montevideo VA	
Date	Time	Date	Time
Oct 13 & 27	10 am - 2 pm	Oct 3 & 11	9 am - 2 pm

2. At your next scheduled VA appointment:
 Just ask your nurse or doctor at your next appointment.

Note: VA walk-in flu clinics are for enrolled Veterans only. No appointment is needed to get vaccinated at a walk-in clinic. If you get vaccinated outside the VA (for example, at a pharmacy), please tell us about it at your next visit.

Include essential information such as where and when to get vaccine

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Did you know?

Provide peer comparison through social norms language

7 out of 10 St. Cloud Veterans get their flu shot.

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Make a plan right now:

Here are your options for getting vaccinated:

Prompt an implementation intention to help users plan out when they can get their flu shot

When?

____:____ am/pm

Where?

How will you get there?

Stick me on your fridge so you don't forget!

Prompt an active choice

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