In 2018, the Office of Evaluation Sciences and the Wm. Jennings Bryan Dorn VA Medical Center collaborated to identify interventions to increase flu vaccine uptake among Veterans who did not receive a flu vaccine the previous season. The Dorn VA ultimately selected a postcard intervention that included information on how to schedule a flu shot or primary care appointment.

In December of 2018, the Dorn VA randomly assigned 7,869 patients to either receive no postcard or to receive the postcard reminder. A follow-up analysis indicated that the treated Veterans who received a postcard were not significantly more likely to get vaccinated, and there were also no significant differences observed in scheduling a primary care appointment, information about which was also included in the postcard.

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

1. **Make it personal**
   - Highlight why getting vaccinated is relevant for the postcard recipient, in protecting themselves, family, and friends.

2. **Keep it simple**
   - Provide simple step-by-step instructions to get vaccinated.

3. **Make it salient**
   - Bold key takeaways and actionable information such as locations and phone numbers.

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

The flu is a highly contagious illness that can result in severe illness, pneumonia, hospitalization, or death so please protect yourself, family, and friends by getting a flu shot this flu season.

Here are your options for getting a flu shot:

1. With or without an appointment at the Dorn VA or any VA Outpatient Clinic, Monday-Friday 08:00-16:00.
2. Walgreens Pharmacies are providing FREE flu shots to VA patients with a VA ID.
3. Call (800) 293-8262 if you would like to make an appointment for a flu shot OR to see your provider.

“If you have already received your flu shot outside of the VA, please Secure Message your primary care team or call 803-776-4000, ext 4707 with the location and approximate date of your vaccination to ensure that your vaccination record is updated.