



How Can Reminder/Recall Improve COVID-19 Vaccination Rates?

When It Comes to Vaccinations, Your Zip Code Matters

- Compared to people in urban areas, people who live in rural areas are more likely to be:
 - Older
 - Uninsured
 - Further from a hospital
 - Unvaccinated¹
- It may be harder to get vaccinated in places with high poverty and fewer healthcare options.
- Educational information on vaccines may not be available in someone's language.
- The government and healthcare systems have a history of mistreating some communities. People from these communities may be hesitant to get vaccinated.

What is Reminder/Recall?

- "Reminder/Recall" is a way to remind someone to get vaccinated or to recall them to come back and receive another vaccine.
- Reminder/recall happens by sending messages through text, phone call, mail, or email.
 - For example, if someone received the first two COVID-19 vaccines, they are sent a reminder to get a booster dose.
 - This is just like a postcard from your dentist that reminds you to schedule your next appointment.

¹ Saelee, R., Zell, E., Murthy, B., Castro-Roman, P., Fast, H., Meng, L., . . . & Murthy, N. (2022, March 4). Disparities in COVID-19 Vaccination Coverage Between Urban and Rural Counties-- United States, December 14, 2020-January 31, 2022. *Morbidity and Mortality Weekly Report*, pp. 335-340.

How Does Reminder/Recall Work?

- Each state must report the COVID-19 vaccines it gives to the Centers for Disease Control and Prevention (CDC).
- Each state has an immunization information system (IIS). The IIS collects and stores vaccination information and home addresses for many people in the state.
- The IIS can make a list of people who have not yet had a COVID-19 vaccination. That list can be used to send postcards or other messages to remind those people of the importance of getting vaccinated against COVID-19. These messages also provide educational information and let people know where they can get vaccinated.

How Can Reminder/Recall Efforts Help You Start the Vaccination Conversation?

- **Know** what the reminder/recall messages look like and what they say. People you meet may have questions or ask about specific information from the messages.
- **ASK** individuals in the community who have not been vaccinated if they got a reminder message.
- **ASK** what people thought of the reminder message. Did it make them think about getting vaccinated? What has kept them from getting vaccinated? What questions do they have?
- If someone is not ready to get vaccinated:
 - **Let them know** that they might get a reminder message telling them how important it is to get the vaccine and where they can go to get it.
 - **Tell them** you hope the message will help them understand more about how important it is to get vaccinated.