



COVID-19 Booster Outreach Tips For Long-term Care Ombudsman Programs

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Residents and staff of long-term care facilities began receiving the COVID-19 vaccine in December 2020. Federal and state partnerships with pharmacies and long-term care providers provided coordinated opportunities for residents and staff to receive the vaccine. As the pandemic evolved, scientists determined that a vaccine booster shot is needed for the best protection against the virus.

Visitation has been a major focus for long-term care Ombudsman programs, and vaccination is a key strategy to maintain open visitation for residents. Below are suggestions to help Ombudsman programs advocate for higher rates of vaccination and boosters.

- Subscribe to notifications from the state’s emergency management agency, survey agency, and others to stay up to date on communication to facilities.
- Identify the [state point of contact](#) for long-term care vaccination.
 - Ask about coordinated efforts to improve booster interest.
 - Offer information about the Ombudsman program.
- Review [vaccination and booster data](#).
 - Identify facilities with low vaccination and booster rates.
- Contact facilities.
 - Ask what they are doing to provide/encourage boosters among residents and staff (e.g., incentives, clinics, transportation, time off).
 - Provide information from U.S. Department of Health and Human Services (HHS) and/or the state.
- Learn what provider associations are doing to educate their members and encourage them to reach out to individual facilities.
- Ask the [Quality Improvement Network-Quality Improvement Organizations](#) (QIN-QIO) what education they are providing to facilities.
- Create or use existing Ombudsman program materials and communication outlets (e.g., social media, blogs, podcasts).

Additional Resources

- [CDC Partnerships Information](#)
- [CDC Options for Facility Coordination](#)
- [ACL Vaccine “Cheat Sheet” and More COVID-19 Resources](#)
- [We Can Do This Resources and Toolkits \(HHS\)](#)
 - [Staff Poster for Facilities](#)
 - [Resident Poster for Facilities](#)
- [National Ombudsman Resource Center Vaccine Page](#)