



Vaccine Ambassador Program

What is a Vaccine Ambassador?

The Centers for Disease Control and Prevention (CDC) recommends using a Vaccine Ambassador Program to help increase vaccination rates by training individuals to have conversations with people about vaccinations using motivational interviewing techniques. Vaccine Ambassadors disseminate important health information in their communities and share their personal reasons for confidence in vaccines based on real-world experience. Adapted from the lay health advisor model, ambassadors are most effective when they are trusted community members and share similar beliefs and characteristics with their peers.



Vaccine Ambassador Training:

Anyone can be an ambassador; it is not restricted to healthcare providers, community leaders or people in leadership positions. Stanford Center for Continuing Medical Education offers a training, [How to Have a Patient-Centered Discussion about COVID Vaccines](#), for Vaccine Ambassadors to gain knowledge and skills to personalize their approach for discussing a sensitive issue, such as vaccinations.

ACCESS TRAINING HERE



Telligen's [Vax Hub](#) provides on-demand tools, resources and learning modules related to COVID-19 vaccines. Visit www.telligenqiconnect.com/vaxhub.

CME Accreditation:

In support of improving patient care, Stanford Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team. Stanford Medicine designates this Enduring Material for a maximum of **1.00 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity. View the full CME accreditation information [here](#).