

VA COVID-19 “keep me informed”

Digital resources to keep Veterans informed
and help VA prepare



THE PROBLEM

VA is working to get COVID-19 vaccines to Veterans as quickly and safely as possible based on CDC guidelines and vaccine availability. Due to limited supply, we can't afford to waste a single dose. But strict storage and handling requirements make distribution complex.

In this rapidly evolving situation, Veterans need clear, consistent, and timely information so they can make informed decisions. And VA staff and leadership need to understand vaccine demand so they can maximize distribution.

THE SOLUTION

A digital COVID-19 vaccine communications mini-hub and tool allow Veterans to get the latest information from one source, sign up for ongoing updates, and share their current level of interest in getting a vaccine.

Whether eager or hesitant about the vaccine, Veterans can better understand VA's plans—and their own options. In turn, VA can better understand vaccine demand and Veteran needs to support more effective planning and communication.

FEATURES

The Office of the Chief Technology Officer (CTO) designed these digital resources in partnership with Veterans, VA medical centers, and Veterans Health Administration leadership. We incorporated feedback from usability testing to ensure the resources meet Veteran and VA needs.

Veteran benefits

- Offers Veterans a first tangible step in their vaccine journey—and connects them to a source of truth for ongoing (potentially personalized) updates
- Gives Veterans eager to get the vaccine an easy way to express their interest—and helps them stay connected while they wait
- Meets Veterans hesitant about the vaccine where they are—and helps them learn more so they can make informed decisions

VA benefits

- Gives VA an easy way to provide consistent, timely information to Veterans across the country—and respond quickly to emerging questions
- Helps VA identify gaps in vaccine communications by tracking relative demographic representation of Veterans who've signed up for updates
- Illuminates vaccine demand on a local, regional, and national scale
- Provides facilities with actionable lists of Veterans to contact as vaccines become available to them

THESE RESOURCES WILL NOT

- Affect any benefit or right of a Veteran
- Change any Veteran's priority cohort for getting the vaccine
- Obligate VA to provide a specific vaccine or any vaccine to any Veteran
- Be used for marketing purposes, including marketing emails
- Gather any information that is not directly related to vaccine distribution

HOW THE DATA IS USED

Once stored, a Veteran's data will be available to facilities individually, in aggregate, or both. We'll also make summary data available on an internal-facing dashboard. The dashboard will include web analytics data covering Veteran interactions with the content mini-hub and form.

The Office of the CTO will continue to closely monitor usage, performance, and feedback, and will update content and features as needed. For questions or to offer feedback, contact us at feedback@va.gov.

HOW TO USE THESE DIGITAL RESOURCES

To access the "keep me informed" content mini hub and tool, go to www.va.gov/covid-19-vaccine/



An official website of the United States government [Here's how you know](#)

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Stay informed and help us prepare

Fill out the form below

We'll send you updates on how we're providing COVID-19 vaccines across the country—and when you can get your vaccine if you want one. You don't need to sign up to get a vaccine.

First name (*Required)

Last name (*Required)

Date of birth

Note: Your date of birth helps us match your information to your Veteran records so we can better understand your needs.

Month Day Year

Social Security number (SSN)

Note: Your SSN helps us match your information to your Veteran records so we can better understand your needs.

Email address (*Required)

Phone (*Required)

Zip code (*Required)

Will you be in this zip code for the next 6 to 12 months? (*Required)

Yes

No

I'm not sure.

Do you plan to get a COVID-19 vaccine when one is available to you? (*Required)

Yes

No

I'm not sure yet.

I prefer not to answer.

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