

From the C-Suite to the Frontline:

Building a Pro-Vaccine Culture

September 22

1:00 - 1:45 PM CT

Registration



Overview

Cultivating a pro-vaccine culture is not just a public health priority, it's an ethical imperative. From hospital executives to bedside nurses, every level of the organization plays a vital role in building trust, modeling vaccine confidence, and addressing hesitancy within both staff and patient populations.

This webinar brings together healthcare leaders and clinical experts to discuss how to align leadership, policy, and frontline engagement to promote vaccine acceptance. Explore real-world examples of how hospitals, clinics, and health systems are integrating vaccine education into their culture, operations, and patient care strategies.

AUDIENCE

Executive and
Quality Leaders,
HR Professionals

Objectives

1. Align Leadership and Organizational Vision
2. Address Vaccine Hesitancy Among Staff
3. Enhance Internal Communication and Training
4. Empower Frontline Vaccine Champions
5. Integrate Vaccination into Workforce and Patient Safety Goals

Speaker:
Shelly Jensen,
RN, BSN



Nurse Clinician and Perinatal Hepatitis B Coordinator, Bureau of Immunization and Tuberculosis, Division of Public Health, Iowa Department of Health and Human Services



COMPASS
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