**CARD communication templates provide your clients with helpful information that will make the vaccination experience more positive for everyone. These templates can be customized according to your clinic needs.**

**Web content template 2**

**Telephone script template 3**

**Email template 3**

**Template for online booking 4**

**Template for appointment reminder using SMS 4**

**Template for appointment reminder using email 5**

**Template for web content**

Our clinic uses the CARD (Comfort Ask Relax Distract) system. CARD lets you choose coping strategies for a more positive vaccination experience. Plan to arrive a few minutes before your appointment and wear a short-sleeved shirt or loose-fitting clothing. Upon arrival, clinic staff will ask you about your coping preferences and answer your questions. Here are some examples of options:

* + Do you want a support person? You can bring a support person with you to your appointment.
  + Do you want a distraction? Bring an item from home to use like an electronic device or fidget toy. The clinic will also have items available.
  + Do you want privacy? All clients in our clinic are vaccinated in a private space out of the view of others. Children are also vaccinated separately from siblings whenever possible.
  + Do you want to use a medication to make the needle hurt less? Ask us about using topical anesthetic creams to numb the skin. They take about 20 minutes to work, so if they are requested, the additional time will be incorporated into your appointment.
  + Do you want to learn more? Ask us about:
    - The vaccines
    - What to expect
    - How to be more comfortable

Think of what you want to do to make your vaccination experience more positive and tell us about it. For more information about CARD, visit [www.cardsystem.ca](http://www.cardsystem.ca). Children can also play the CARD game at <https://immunize.ca/card-game/>

After vaccination, you will be asked to wait for 15 minutes to monitor for any side effects. While you are waiting, we will ask you to share your vaccination experiences with us. Your vaccination experience is important to us, and your input will be used to help plan future vaccination clinics.

\*Please note we have a [time] minute window for appointments, in the event you are not able to achieve your goal within the [time] minute window we will invite you to take a short stretch break outside the clinic. Then you are welcome to come back in and try again for another [time] minute appointment window.

Appointments can only be booked in advance either online [URL] or by phone at [number]. Please note any accommodations or additional notes in the booking form under the ‘Special Assistance or Accommodations Needed’ section. We will do our best to provide accommodations tailored to your needs.

We are located at [address, floor]. Parking is available [location].

Kind regards,

[name] Vaccination Clinic Team

**Template for telephone script**

Hello my name is [name] at the vaccination clinic,

[Vaccination booking ]. Thank you for booking your vaccination appointment. I want to inform you that our clinic uses the CARD (Comfort Ask Relax Distract) system to help improve your vaccination experience.

Plan to arrive a few minutes before your appointment and wear a short-sleeved shirt or loose-fitting clothing. Clinic staff will ask you about your coping preferences and answer your questions. We will have some distraction items available. You may also bring personal items from home that will help you.

After vaccination, you will be asked to wait for 15 minutes to monitor for any side effects. While you are waiting, we will ask you to share your vaccination experiences with us. Your vaccination experience is important to us, and your input will be used to help plan future vaccination clinics.

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[Thank you and have a great day.]

**Template for email**

[Intro and other text] Our clinic uses the CARD (Comfort Ask Relax Distract) system to help improve your vaccination experience. Plan to arrive a few minutes before your appointment and wear a short-sleeved shirt or loose-fitting clothing. Clinic staff will ask you about your coping preferences and answer your questions. We will have some distraction items available. You may also bring personal items from home that will help you.

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**Template for online booking**

Our clinic uses the CARD (Comfort Ask Relax Distract) system. CARD lets you choose coping strategies for a more positive vaccination experience. Plan to arrive a few minutes before your appointment and wear a short-sleeved shirt or loose-fitting clothing. Upon arrival, clinic staff will ask you about your coping preferences and answer your questions. Here are some examples of options:

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After vaccination, you will be asked to wait for 15 minutes to monitor for any side effects. While you are waiting, we will ask you to share your vaccination experiences with us. Your vaccination experience is important to us, and your input will be used to help plan future vaccination clinics.

**Template for appointment reminder using SMS**

This is a reminder from [clinic name] of [name] upcoming vaccination appointment on [date and time]. Our clinic uses the CARD system to improve your vaccination experience. For more information about CARD, visit [www.cardsystem.ca](http://www.cardsystem.ca). Children can also play the CARD game at <https://immunize.ca/card-game/>

**Template for appointment reminder using email**

This is a reminder from [clinic name] of [name] upcoming vaccination appointment on [date and time]. Our clinic uses the CARD (Comfort Ask Relax Distract) system to help improve your vaccination experience. Plan to arrive a few minutes before your appointment and wear a short-sleeved shirt or loose-fitting clothing. Clinic staff will ask you about your coping preferences and answer your questions. We will have some distraction items available. You may also bring personal items from home that will help you.

After vaccination, you will be asked to wait for 15 minutes to monitor for any side effects. While you are waiting, we will ask you to share your vaccination experiences with us. Your vaccination experience is important to us, and your input will be used to help plan future vaccination clinics.

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