HOW TO TALK VACCINES!

Tips to increase vaccine confidence and address vaccine hesitancy

**Build trust**

Building trust is the most powerful way to instill vaccine confidence in someone. It can also help reduce their vaccine hesitancy. How do we build trust?

- Create a positive and judgment-free space
- Do not belittle or shame someone for having questions or concerns about vaccines. Do not confront them (e.g. ask them why they are so concerned)
- Reassure people that it’s normal to have questions or concerns about vaccines
- Be compassionate and empathetic whenever people share their stories, questions and concerns. Show them you understand their feelings about vaccines
- Take the time to pause and listen to peoples’ concerns. People just want to be listened to

**Active engagement**

Ask questions to make the person an active part of the conversation. Don't make them a passive recipient of information.

Try to avoid questions with simple yes / no answers. Instead, ask “how” and “what” questions. These types of questions get the person to think critically and give a more complete answer.

Check in often and ask:

- “Does this information make sense?”
- “Is there anything that’s not clear?”
- “How would you give this information to your friends and family?”
- “What advantages do you see in getting the vaccine?”
- “What would make it easier for you to make your decision about getting vaccinated?”

These questions will give you an idea of how well the person understands what you’re trying to say. They also allow you to correct any information they may not understand.

**Framing key messages and questions, ending your conversation**

It’s not just about what you say, but how you say it that matters.

- Comparing risk: “There is a greater risk of getting a blood clot from COVID-19 illness than from the vaccines”
- Do not appear judgmental. Don’t ask: “Why are you hesitant?”, instead ask “What makes you hesitate?”
- When you are about to finish your conversation, it may help to ask questions that make the person re-think their thoughts about the vaccine. The following questions may help secure someone's wish to get a vaccine when framed in a way to seek “no” as an answer:
  - “Would it be out of the question to get you a vaccine?”
  - “Have you completely ruled out getting vaccinated?”
  - “Is getting an appointment for a vaccine [timeframe (e.g.: next week)] a bad time for you?”