



Talking About Vaccines

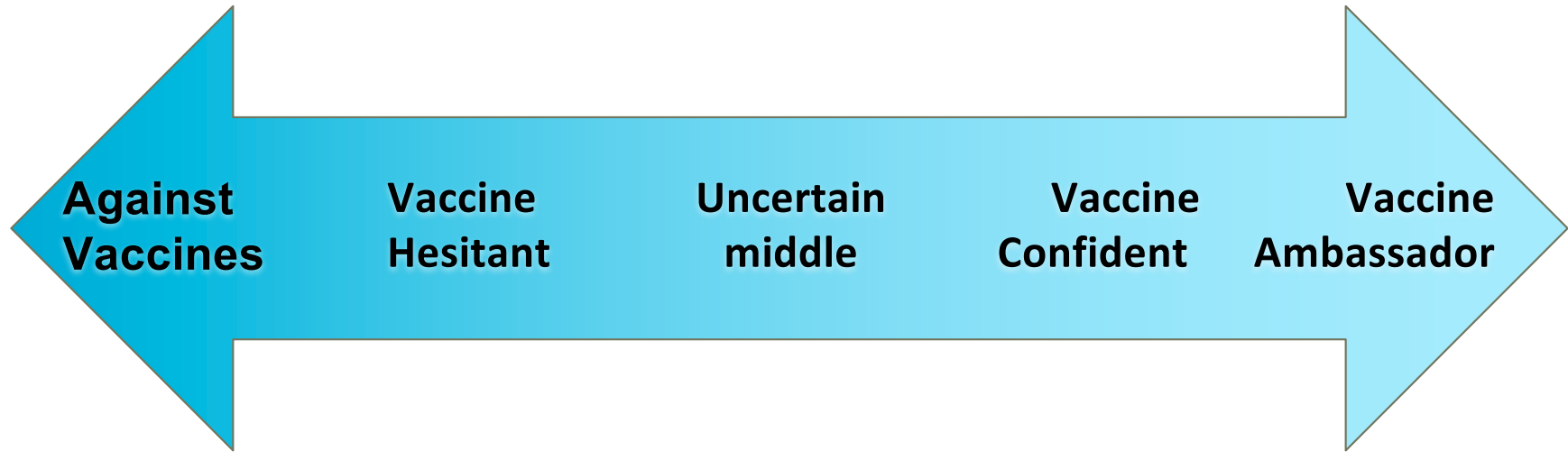
Introduction



- At Voices for Vaccines, we make behavioral health change work using motivational interviewing as a focal point of our initiatives.



What is hesitancy?



Top reasons for hesitancy

**Negative healthcare
experiences**

**Media or social media
bubble**

**Peer group
influences**

**Historical or cultural
reasons**



Background: the VFV method



Remember to do 4-A:

ASK



“What is your main concern?” Encourage the patient to be specific and name their hesitancy. “What is the one thing that concerns you most? Can you tell me more about it?”

ACKNOWLEDGE



Recognize that the person you’re talking to already has knowledge. “It’s clear you’ve really looked into this.”

AFFIRM



That it’s ok to have questions. “That’s a great question, I heard that too so I looked into it.”

ANSWER



Get permission to share some facts. “Can I share with you the facts...” OR “Can I get you some credible sources so your research helps you make an informed decision.”



Ask

Get the other person talking so you can learn more about what's behind their hesitancy.

- Ask open-ended questions
- Ask questions to drill deeper into their concerns
- Ask them to pinpoint their main concern



Build a bridge



Create trust as the basis of your conversation

- As you listen, scout for:
 - what you have in common
 - where they are right
 - how you can build trust based on their beliefs
- Your first response to them should not be to correct them, but to build that bridge



Acknowledge



Listen carefully for what the person has gotten right

- Let them know that you respect them for digging
- Acknowledge when they have correct information
- Acknowledge that they are capable of making good choices



Support behavior change



Change behaviors someone may already exhibit:

- Asking questions
- Seeking out new information
- Engaging in a conversation with you
- Willingness to look into new information

How do we elicit behavior change?



Affirm

Build trust by supporting the idea that

- It's okay to have questions
- Plenty of people have similar concerns
- You have looked into this or you are willing to look into it



Are they ready for new info?



We can often feel a shift in a conversation when:

- They acknowledge your expertise or knowledge
- They start soliciting information from you
- They express doubts about their current beliefs

How do we ensure that an answer we provide will be well-received?



Answer



Get **permission** to provide an answer. Do not provide answers without permission.

- If at all possible, help them arrive at the correct answer by asking questions that build on what they know
- If not possible, provide information on what you know and how you know it.
- If necessary, offer to do more searching and get back to them.

Answering is your last step. Don't skip the others.



Emphasize decision-making

Everyone has a choice about vaccines

- Support the idea of freedom
- Affirm what you see as their good parenting choices
- “I can see how it feels like the government is forcing vaccines. Would it be okay to talk about why we could still choose them?”



What if nothing works?



It only doesn't work if they walk away and never come back

- Try a pull-push-pull
 - Pull them into a trusting relationship with you
 - Push away the ideas that are incorrect about vaccines
 - Re-emphasize the relationship that is important to you



You Are A Success

But the other person didn't change their mind? That's okay.

You showed you are a trustworthy, empathetic source of

- information
- access help
- support

Have reasonable expectations for your conversation.

