## Addressing Vaccine Hesitancy Approach the subject of vaccines with **RESPECT**:

*Remember* to address the individual by name and introduce yourself (if you are not already familiar). Ask for permission to share information about vaccinations, listen and observe.

*Explain* the vaccine you are promoting using resources that are easy to understand or, if possible, share a story that the individual can relate to. This can help build trust. The *Let's Talk Shots* website offers personalized answers to vaccine questions.

*State facts about the vaccine*, without including your personal opinions, unless you are specifically asked. Use positive examples from other vaccine recipients to normalize the vaccine.

*Pause to allow for the individual to express their beliefs*, ask additional questions and share concerns.

*Emphasize the benefits* of the vaccine while acknowledging their position. It doesn't mean you have to agree, but it is important to acknowledge what they say.

*Consider the "readiness"* of the individual and, if they aren't ready, ask if they would like to take information with them to review.

*Time your interaction* so there are minimal distractions and be prepared to have a second and third conversation with the individual if needed.

## Don't give up, but be **respect**ful.



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Vaccine Hesitancy/Misinformation Resources | HQIN



Vaccination Readiness Gauge | HQIN

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