

Approach the subject of vaccines with **RESPECT**:

R

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.

E

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.

S

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.

P

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

E

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.

C

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

T

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 **respectful**.



[Vaccine Hesitancy/Misinformation Resources | HQIN](#)



[Vaccination Readiness Gauge | HQIN](#)