

Communicating about COVID-19 Vaccines

Tips for communication with people who are hesitant about vaccines

- 1 Ask open ended questions**
"Can I ask you what you're worried about?"
- 2 Affirm their strengths (stress the positives)**
"It's good that you've been thinking about the vaccine."



- 3 Validate their concerns**
"It can be worrying when you read about things like that online."

- 4 Reflect**
"From what you've told me, you have read that COVID-19 vaccines might cause a blood clot, so that worries you and that is why you haven't had the vaccine."

- 5 Ask and provide information**
"Could I share with you some information on the COVID-19 vaccine and COVID-19 based on what you've told me?"

- 6 Verify how they feel**
"How do you feel now about the vaccine, now we've had a chance to talk about it?"

- 7 Describe the action plan**
"Ok, so you're going to go to your local pharmacy and get the vaccine." /
"Ok so you're going to talk to you GP about the vaccine as well."



Remember to recommend the vaccine

You can share your own experience
(e.g. I got the vaccine)



Don't enter into a debate
Don't give a long list of data and
statistics on COVID-19 vaccines

Adapted from World Health Organization resources:

Conversations to build trust in vaccination. A training module for health workers: <https://bit.ly/WHOTrainingModule>
COVID-19 vaccination training for health workers; World Health Organization: <https://bit.ly/WHOTraining>