

Tips for communication with parents 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 vaccines."

3

Validate their concerns

"It can be worrying when you read about things like that online."

4

Reflect

"You've read that you shouldn't give so many vaccines in one go, so that worries you and that's why you haven't had your baby vaccinated yet."

5

Ask and provide information

"Could I share with you some information about the vaccines, and why we give the vaccines together?"

6

Verify how they feel

"How do you feel now about the vaccines, now we've had a chance to talk about it?"

7

Describe the action plan

"Ok, you'd like to read some of the information I've given you, and you are going to come back in a week to talk to me about it some more."



DOs

Remember to recommend the vaccines

You can share your own experience (e.g getting your baby vaccinated)



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

Adapted from World Health Organization resources:

Conversations to build trust in vaccination. A training module for health workers: <https://bit.ly/WHOTrainingModule>