

Addressing Vaccine Hesitancy

Listen with Empathy

Listen to their concerns and questions without judgement. Acknowledge and validate their feelings so they know they've been heard.

Help Make Their Vaccination Happen

Offer to help the person make a vaccination appointment, or point them in the direction of community resources that provide vaccines.

Ask Open-Ended Questions

Asking open-ended questions can help you better understand the root causes, context, and cultural perspectives behind vaccine hesitancy. Remember, your questions should be respectful and non-judgmental.

Help Them Find Their Own Reason

After addressing concerns with empathy and facts, you can steer the conversation from "why not" get vaccinated to the benefits of doing so. Help them find their "why."

Be Self-Aware of Your Feelings and Biases

Information we believe as fact is entangled with our feelings and biases that we develop from our culture, community, media, etc. Self-awareness of these influences on your perspective will help you connect with others.

Be Patient & Follow Up

Changing someone's mind will likely not happen in one conversation -- it may take several. Follow up and see what new thoughts they have.

Ask Permission to Share Information

Once you understand their questions and concerns, ask if you can provide information & share where you get trusted information. Be careful not to push information on them.

Adapted from the Public Health Institute of Western Massachusetts

NDSU

CENTER FOR
IMMUNIZATION RESEARCH AND EDUCATION

m DEPARTMENT
OF HEALTH