

How to Address Vaccine Hesitancy: Methods and Materials

Objectives

1. I understand the **5 Step Method** and could implement it in my work
2. I know where to find additional materials on this topic on the Healthy Capital District website: www.hcdiny.org
3. By applying the principles of Motivational Interviewing- empathy, rolling with resistance, and supporting self-efficacy- I can create my own “secret sauce” to connecting with clients

TIME	SUBJECT/TOPIC	FACILATOR
10 minutes	Changing people’s minds on vaccines – really?	Kevin
10-15 minutes 5 minutes	Having Vaccine Conversations – the method. Using Vaccine Education Resources	Micky
45 minutes	Videos and discussion of the secret sauce of engagement. Seeking to understand before being understood.	Carrie, Micky
10 Minutes	Q & A	Micky
5 Mins	Summation and Survey	Kevin

The Method (5 Questions)

1. Establish a caring connection
2. Ask open-ended questions to explore their concerns
 - a. What questions – Were you able to get vaccinated, or decided not to at this time?
 - b. What are your main concerns?
 - c. Are there benefits of getting the vaccine that sound good?
3. Ask permission to share information
 - a. Would you be comfortable discussing your thoughts on this with me?
4. Help them find their own reason to get vaccinated
 - a. Do you think that you will get vaccinated some day? When do you think?
5. Help make their vaccination happen.