



# Moving the Needle:

Increasing confidence in vaccines



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# Disclosures

- ▶ Author receiving royalties from Wolters Kluwer Publishing
- ▶ AAFP Vaccine Science Fellow – the fellowship is underwritten by an unrestricted grant from Merck Sharp Dohme corporation
- ▶ Paid consultant for research conducted with MultiCare – project funded by a grant from Merck Sharp Dohme corporation
- ▶ Contributor spokesperson for the WA State Department of Health
- ▶ Member of the General Immunization Education committee of the Society of Teachers of Family Medicine (STFM) who, in conjunction with the AAFP, is charged with oversight and editing of the Shots app
- ▶ \*\* All relevant financial relationships have been mitigated\*\*

# Objectives

- ▶ Discuss things to remember before we begin a vaccine discussion
- ▶ Review proven approaches to the vaccine discussion



Before we begin a vaccine  
conversation, consider the  
following...

Numbers &  
statistics rarely  
change minds...

RELATIONSHIPS  
CHANGE  
MINDS

# Remember...

- ▶ **Make no assumptions**
- ▶ Maintain an open & inviting posture
- ▶ Acknowledge the spectrum of vaccine acceptance
- ▶ Recognize that people are just trying to make the best decisions they can with the information they've been given
  - ▶ Sometimes they are using misguided information
- ▶ Approach with empathy and an attempt to understand
  - ▶ With all the information that is out there, discerning the truth can be difficult



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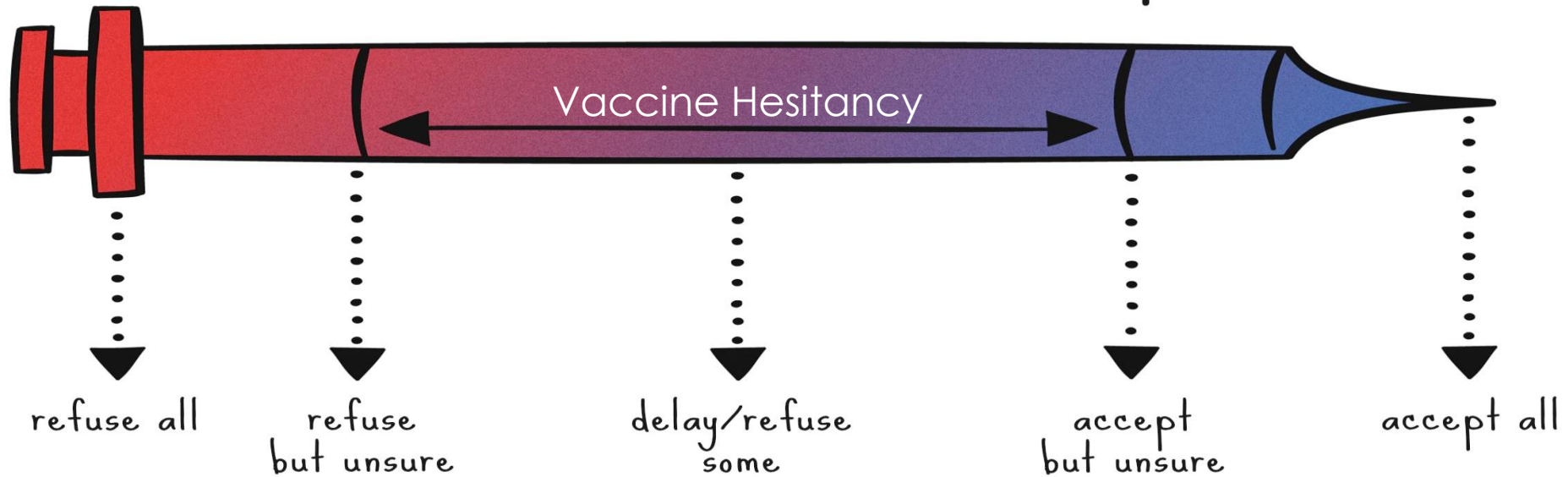
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# VACCINE HESITANCY

## Continuum of Vaccine Acceptance



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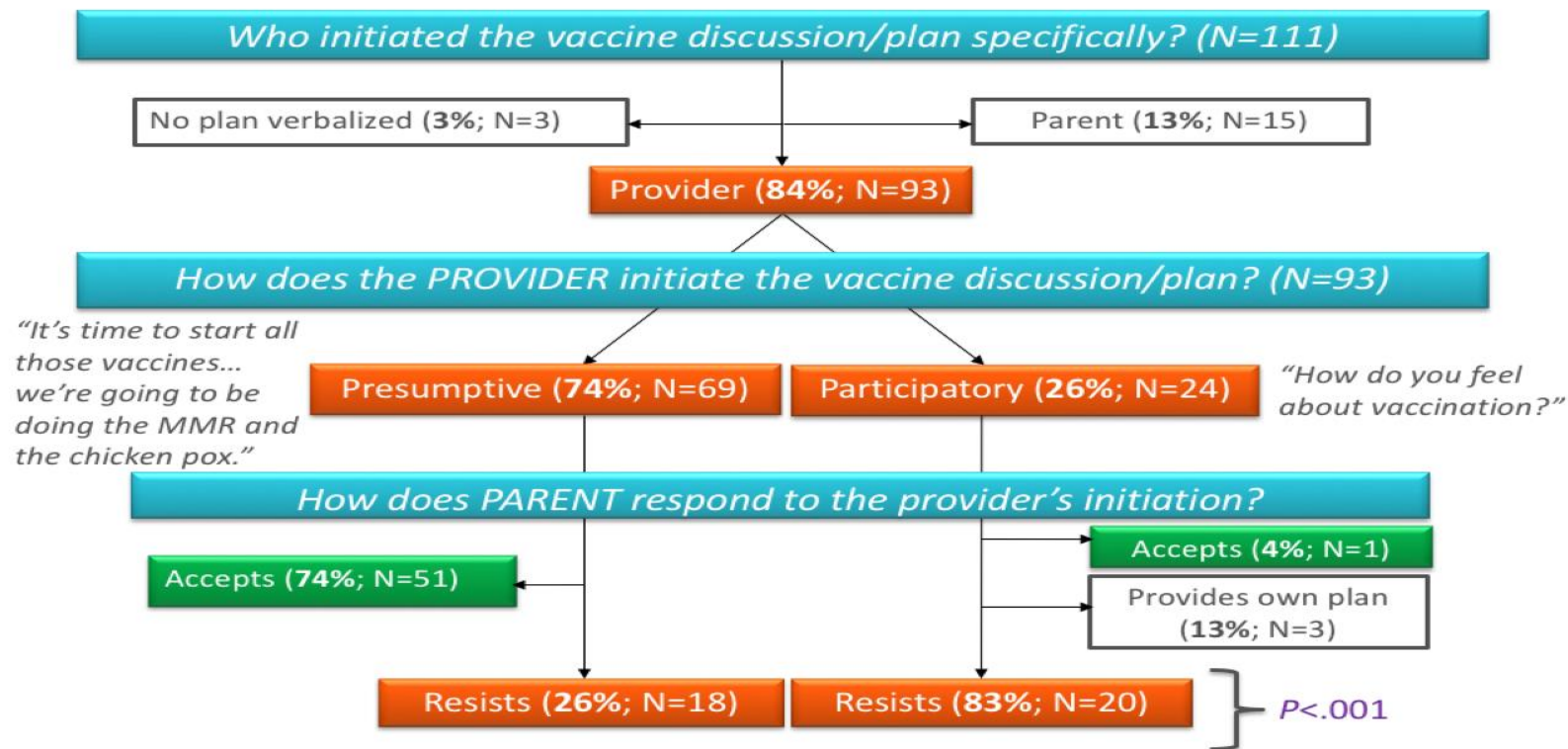
- ▶ Use the Presumptive Approach
- ▶ Bundle your recommendations
- ▶ Use motivational interviewing techniques
- ▶ Make it personal
- ▶ Practice persistence
- ▶ Be patient



# **Presumptive vs Participatory approach**

- ▶ Presumptive approach – presumes that the patient/parent is going to go along with recommendations.
  - ▶ “It’s flu season so we’ll get you your flu shot before you go.”
- ▶ Participatory approach – invites the patient/parent to guide the decision making.
  - ▶ “It’s flu season. What do you want to do about a flu shot?”

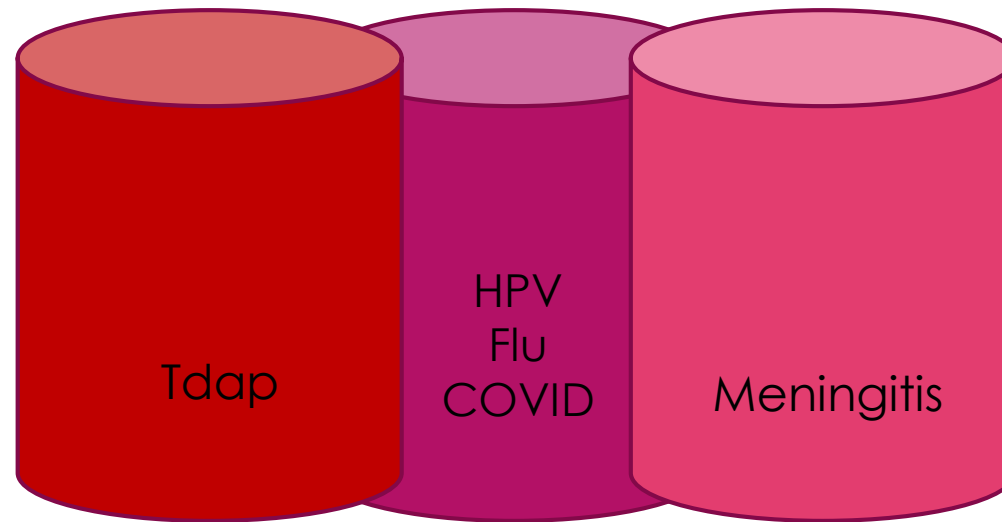




# How might this be different for a COVID vaccine discussion?

- ▶ More presumption... in the form of a question
  - ▶ “We don’t have your COVID vaccine information in the chart yet. Do you have your vaccine card with you?”
- ▶ It depends on whether you’re dealing with someone who is already eligible or who is newly eligible for a vaccine
  - ▶ “COVID vaccines are finally available for our younger kids! Let’s get the vaccine for Jacob before you go.”

# Bundling your recommendations



- ▶ Also called... discussing vaccines in the “same way on the same day”
- ▶ Particularly helpful for vaccines that are harder to convince people to get
- ▶ Would not have been possible with COVID vaccines earlier on - thankfully, that has changed!

# The Bundled vs Unbundled Approach

## ▶ Bundled:

- ▶ “You’re due for your Tdap, COVID and pneumonia vaccines. If you haven’t already had those done elsewhere, we’ll get those for you before you go.”

## ▶ Unbundled:

- ▶ “You’re due for your Tdap and pneumonia vaccines. We also have the COVID vaccine to offer.”

# Motivational interviewing techniques

- ▶ Different frameworks to accomplish the same task
  - ▶ Clarify concerns
  - ▶ Validate feelings
  - ▶ Provide confidence in your expertise
  - ▶ Refute myths
  - ▶ Offer a strong recommendation

# 3As Approach to Motivational Interviewing

- ▶ **Ask:** Don't just stop with a "no" response. Dig deeper.
  - ▶ "Tell me what worries you about the COVID vaccines. What are you hearing?"
- ▶ **Acknowledge:** Restate the concern and acknowledge its importance.
  - ▶ "If I understand you correctly, you are worried about.... Is that correct?"
  - ▶ "I can see why that would concern you. If that were true, I wouldn't want you getting the vaccine either. **May I share with you** what I know about that concern?"
- ▶ **Advise:** Share facts and offer a strong recommendation.
  - ▶ "Researchers have looked at this question and find no evidence that it is true. In fact, the risk of this from the COVID infection itself is significantly greater than the very rare risks of the vaccines. That is why I took the vaccine myself, gave it to my family, and **strongly recommend** it for all of my patients."

# Make it personal

1

Let patients know that you vaccinate yourself and your family

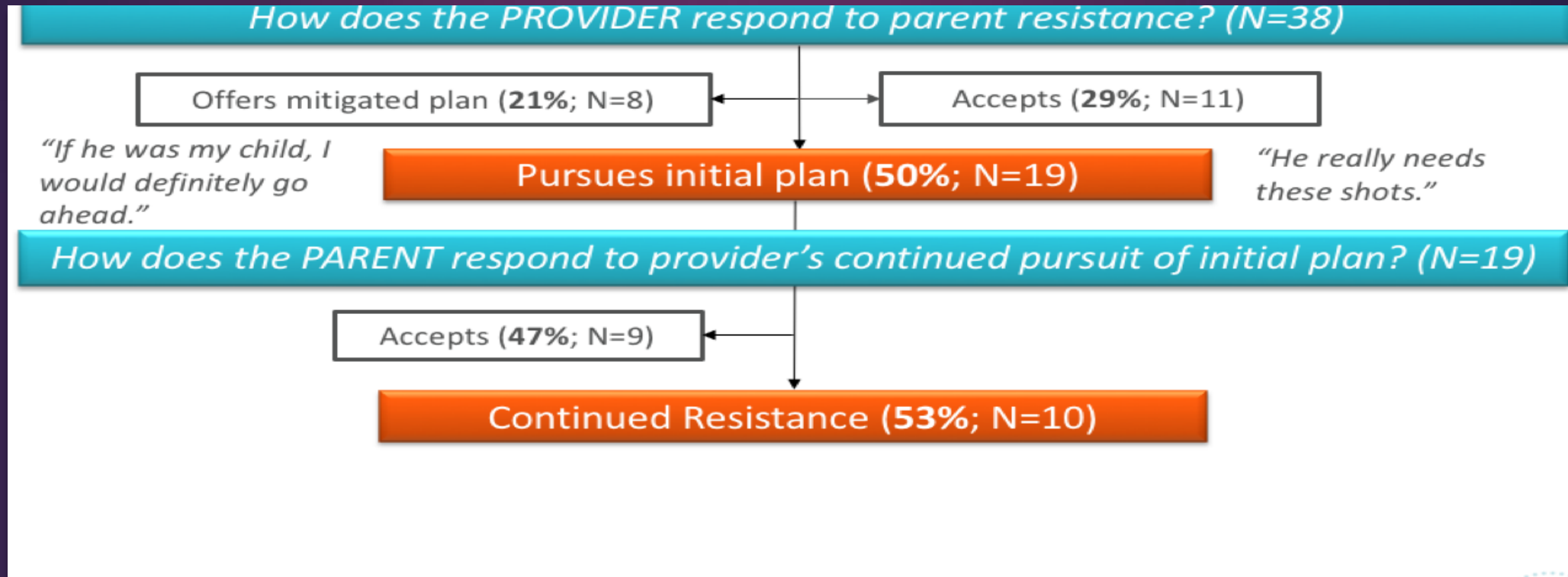
2

Tie recommendations to something personal in the patient's life

3

Use real-life anecdotes to discuss harm from vaccine-preventable disease





Practice Persistence

# Be patient

- ▶ It's a marathon, not a sprint (sort of)
  - ▶ It takes time to develop trust
  - ▶ Some people will want time to review more information
  - ▶ Experiences may affect patients' choices
  - ▶ Children will grow up hearing your pro-vaccine message

# Thank you!

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