



Pacific Northwest Immunization Roundtable

**Moving the Needle: Promoting Positive
Immunization Culture**

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Who I Am



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Disclosures: **None**

Objectives:

- Learn to build a pro-vaccine culture
- Understand the roles of empathy and story-telling in vaccine discussions



Who We Are



Boost Oregon is a parent-led, independent nonprofit organization that empowers people to make science-based vaccine decisions for themselves, their families, and the community.

We envision a world where people's health decisions are rooted in science.

Informed people. Healthy communities.

Why do people hesitate to vaccinate?

1. Cognitive Biases
2. Internalized misinformation
3. Miscalculation of risk
4. Political/social/religious
identity

FEAR



LOV

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Changing Culture from Fear to Love



Immunization as an act of
love.

Lead with Love & Empathy

Do not tell people what to do.

Ask questions & be curious.

Provide evidence-based information without

judgment.
Do not use scare tactics.

Aim for confident, positive acceptance.

Connect emotionally.

Share YOUR story.



How to Counter Misinformation

Always start by asking questions.

Empathize with their concerns and applaud their skepticism.

Don't try to change their minds. Do try to facilitate an informed decision.

Give them an out. Be patient.

**Encourage them to look it up:
Search “debunk . . .”**

Tips for Clinics



Organized records

Personalized reminders

Communications about safety
protocols

Incentives

Creative alternatives: curbside, home
visits, pop-ups, etc.

Tips for Parents & Schools

Ask schools for immunization rates of staff and students (schools: collect data!)

Posters/flyers in schools, daycares, playgrounds, etc.

Post positive messages on social media & share other groups' posts

Proudly share your status



Tips for Employers



Encourage & track immunization of staff

- Incentives
- Extra sick/leave days

Safety protocols for unvaccinated staff

- Masks
- Regular testing

Normalizing Vaccine Uptake

- Buttons for staff & visitors
- Flyers/posters decorating your space
- Talk about it positively at every



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