

Approaching Vaccination Discussions: Communication Tips

As a Vaccine Champion, you can talk to your team, co-workers, or family to encourage them to make fact-based decisions about vaccination.

This resource provides tips on how to approach vaccine-related conversations.

Use storytelling: To help build trust and relatability, share your own personal stories about your experiences with vaccines.



Reframe "why": Instead of asking "why" someone is unsure about vaccination, ask them about their concerns and values. Accept their values and share reasons why you choose to get vaccinated that the person may relate to.

Tailor your approach: Adjust your message to address the concerns, values, and priorities of the person you're speaking to. If you're not sure about their concerns, ask!

Roll with resistance: Change can be hard! Emphasize that everyone has the freedom to choose to get vaccinated, and should consider the benefits and risks of their decision. Acknowledge their concerns without judgement, and bring up facts about the vaccines relevant to their specific concerns.

Correct misinformation: Instead of repeating misinformation, repeat or provide clear facts. If you do not have the facts, share ways to find credible sources, and reasons why the misinformation exists (e.g., clickbait).

Avoid fear-based messaging: Focus on the benefits and gains of getting vaccinated, rather than the risks of not getting vaccinated.

Approach conversations in a respectful, kind, informative manner:

Avoid escalating discussions into arguments. Instead, focus on creating a safe space for them to speak, and for you to listen carefully and address the person's concerns with empathy, patience, and understanding.



For examples of when and how to use these tips, see the "Approaching Vaccine Discussions: Putting it into Practice" resource on our [website](#).