

Vaccine Hesitancy

Train the Trainer

May 27, 2021





Agenda

- Why this matters
- Understanding vaccine hesitancy
- How to talk to vaccine hesitant people
- Using the tools and resources
- How to train your staff to do this



Objectives

- Understand what contributes to vaccine hesitancy
- Learn key communication techniques to talk with vaccine hesitant people
- Learn key training techniques to train your staff

Why this training matters





Why hesitancy training matters

- **Vaccine hesitancy has evolved**
More vaccines, more voices, more access to disinformation
- **Vaccine hesitancy is part of a trend**
Climate change, political polarization
- **People who support vaccines often struggle to understand people who don't**
Vax hesitancy ≠ stupid, ignorant or bad

Understanding Vaccine Hesitancy



Understanding Vaccine Hesitancy

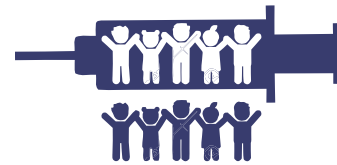


Where did **vaccine hesitancy** come from?

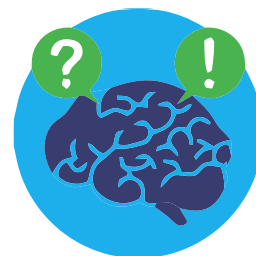
1998 Lancet paper by Andrew Wakefield claimed a connection between autism and vaccines but the study had **MAJOR** problems:



The conclusion were not based on statistics and the sample size was TINY (12 kids)



There was NO control group so it was impossible to determine any association between autism and the MMR vaccine



It was not based on medical records but on people's memory



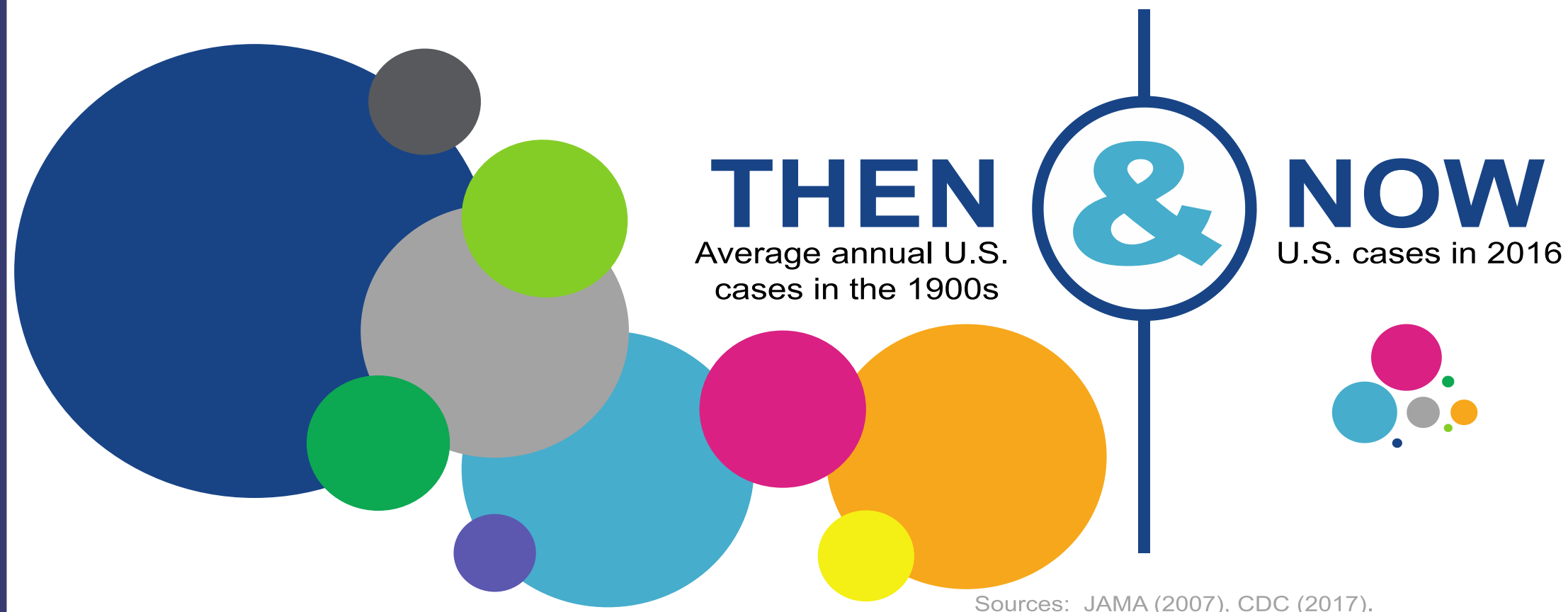
It made vague conclusions that were not statistically valid






Understanding Vaccine Hesitancy








Why has vaccine hesitancy taken hold?

Vaccines are a victim of their own success



	CASES THEN	CASES NOW
 DIPHTHERIA	21,053	0
 HEPATITIS A	117,333	1,222
 HEPATITIS B	66,232	2,040
 MEASLES	530,217	85
 MUMPS	162,344	2,039

	CASES THEN	CASES NOW
 PARALYTIC POLIO	16,316	0
 PERTUSSIS	200,752	10,585
 PNEUMOCOCCUS	63,067	11,553
 RUBELLA	47,745	1
 SMALL POX	29,005	0



Understanding Vaccine Hesitancy

Why has **vaccine hesitancy** taken hold?

Vaccines are a victim of their own success

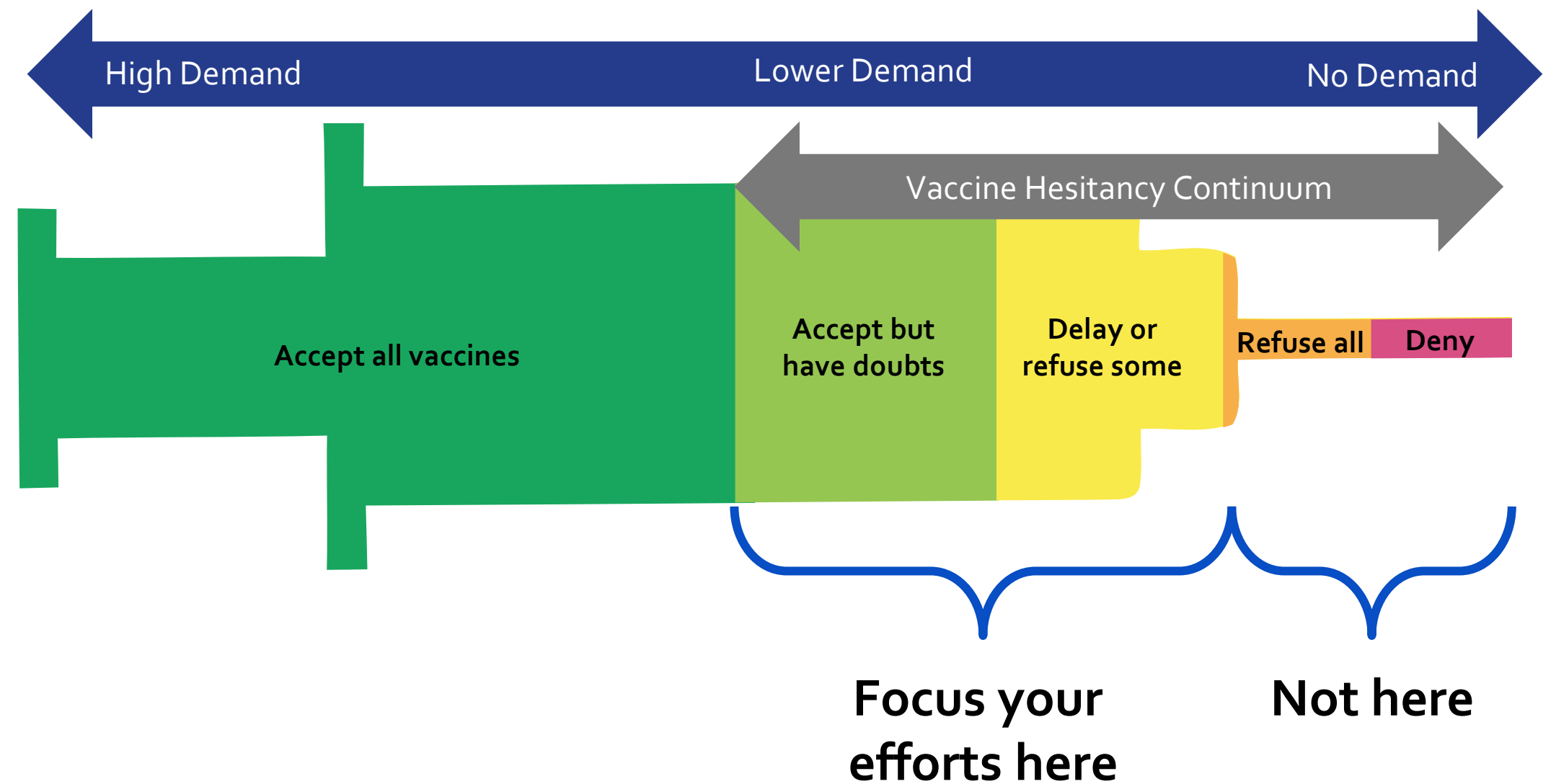
- **Vaccines have made serious diseases rare**
We don't see them so our risk perception of these disease is low
- **Vaccines diminished many disease-related health issues**
We don't see many disease disabilities so our perceptions of how dangerous these disease are is low
- **Misinformation increases vaccine safety concerns**
Social media, enough said



Understanding Vaccine Hesitancy

The vaccine hesitancy continuum

There is no one-size-fits all for vaccine hesitancy



Understanding Vaccine Hesitancy



Who are **vaccine hesitant**?

There is one commonality....



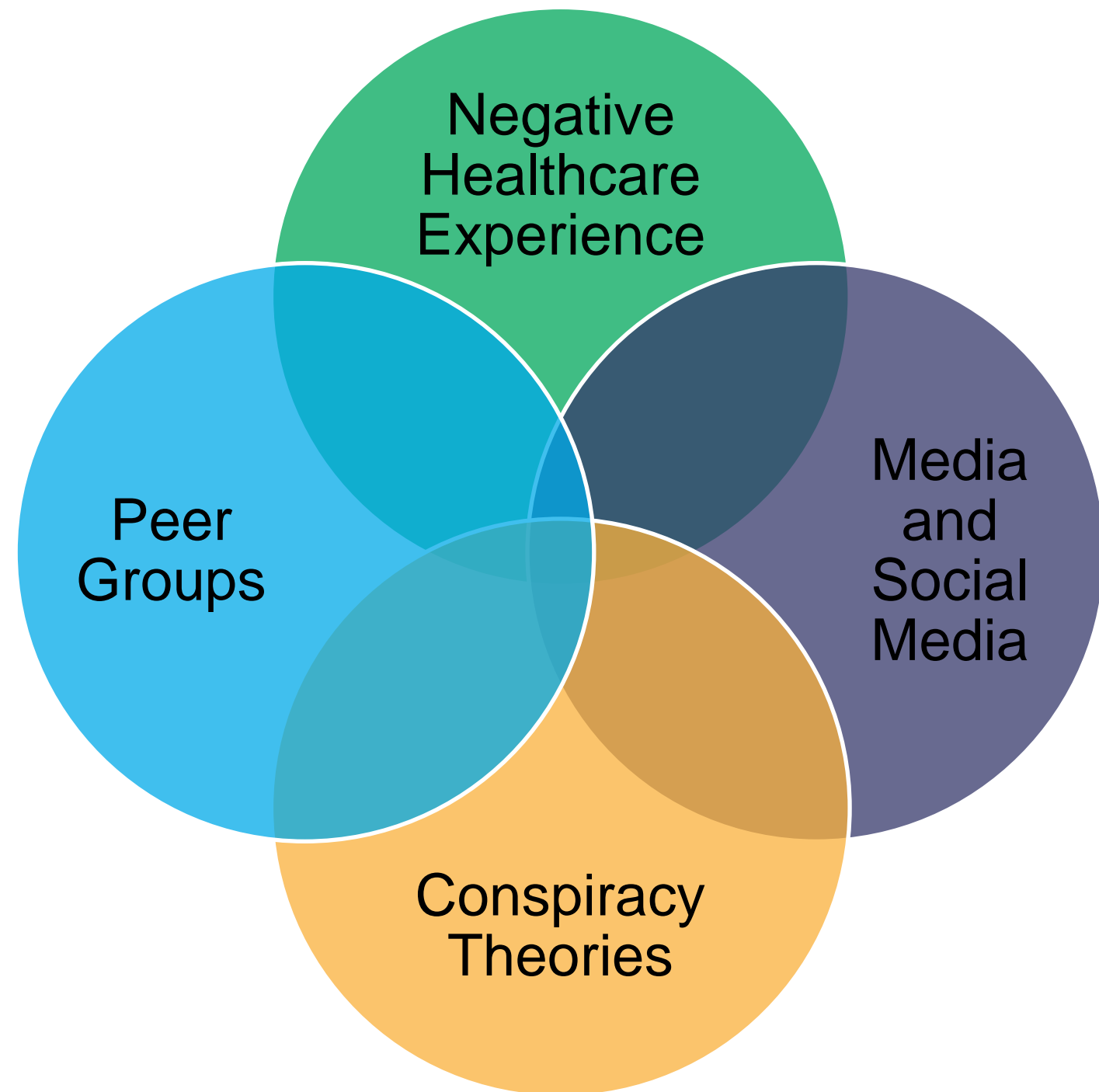
We all want what is best for our families. So:

- Be kind
- Be respectful
- Be supportive



Understanding Vaccine Hesitancy

How do people become **vaccine hesitant**?





Understanding Vaccine Hesitancy

An informed public vs a panicked public



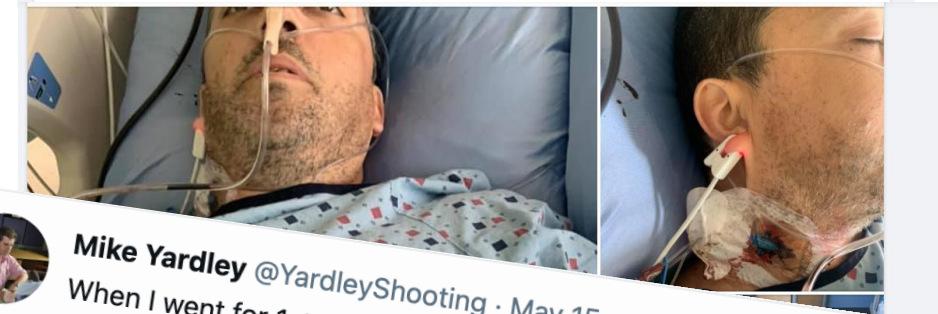
Robert F. Kennedy Jr. @RobertKennedyJr · May 18
AstraZeneca's woes continue as **blood clot** causes man to lose half his intestine, India reports 26 cases of **blood clots** and Indonesia suspends 45,000 doses following death of 22-year-old man. [#TheDefender](#)



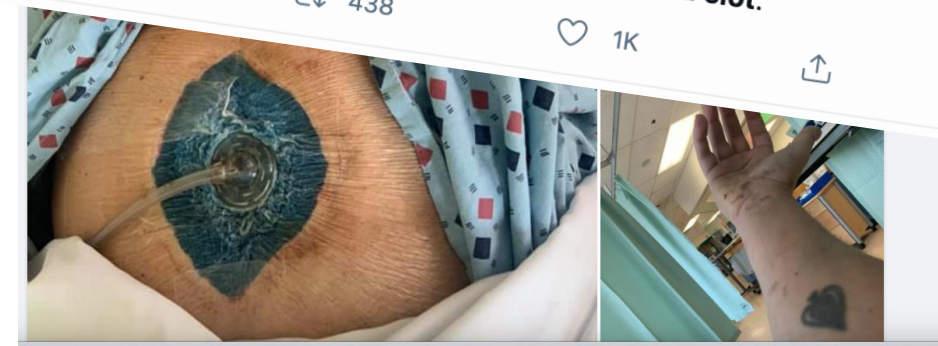
AstraZeneca Woes Persist as Vaccine Side Effects Generate Headlin...
AstraZeneca's woes continue as blood clot causes man to lose half his intestine, India reports 26 cases of blood clots and Indonesia ...
[childrenshealthdefense.org](#)

BeIB @BeI_B30 · May 16
Just found out a friend of mine had a **blood clot** + heart attack after his first jab. He's 36, father of a 3 year old girl. I am so f*cking angry right now. 😡

Shaun Muldoon
May 12 at 7:16 PM · 🌐
I really wish they had let us know what "worse case scenario" might look like...
If you, or if any of your friends or family have received Astrazeneca vaccine....
I had stomach pains 10 days later (Monday)
They continued for 5 more days
Spoke to my family doctor twice, on Monday, and again 4 days later on Friday
Had a negative covid test Wednesday
17 days after my vaccine ended up going into emergency surgery to remove over 6 feet of my small intestine. I had a massive blood clot. Second surgery two days later to remove more. My surgeon told me it was very close
If you get Atsra and do not feel 100%, get yourself to emergency immediately!!!
Still in hospital a week later



Mike Yardley @YardleyShooting · May 15
When I went for 1st AZ vax I noted I'd a clotting history & genetic clotting factor. They weren't interested. I wasn't briefed. I became terribly ill a few hours later & my legs became painful. I couldn't access the medical system. Asked repeatedly for a scan. I had a **blood clot**.





Understanding Vaccine Hesitancy

Information is key to accurate risk perception

You are **25 TIMES** more likely to be hit by a plane while in your own home (1 in 250,000) than develop a blood clot from the vaccine.

US population **vaccinated with J&J**
Risk: 6 of 6.8 million (0.0000088%)¹

General population
Risk: 5 of 1 million (0.0005%)¹

Women **NOT on birth control**
Risk: up to 5 of 10k (0.01 – 0.05%)²

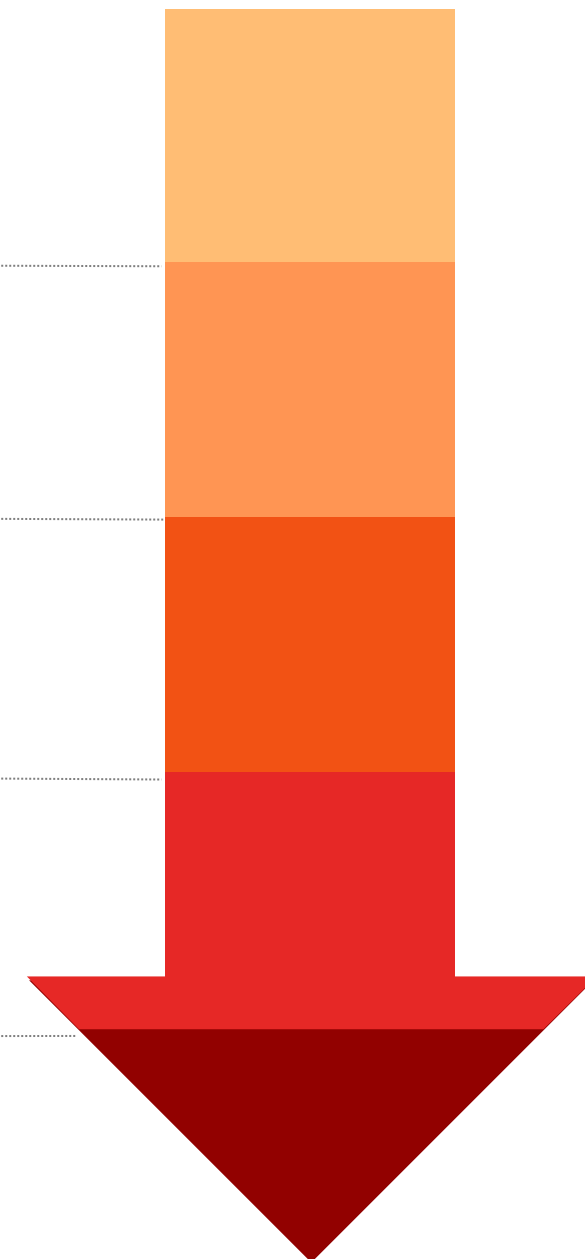
Women **ON birth control**
Risk: up to 1 of every 100 (0.3 – 1%)²

Patients with severe COVID-19
Risk: 31 every 100 (31%)²

¹ CVST blood clot

² Any type of blood clot

Lowest Risk



Highest Risk

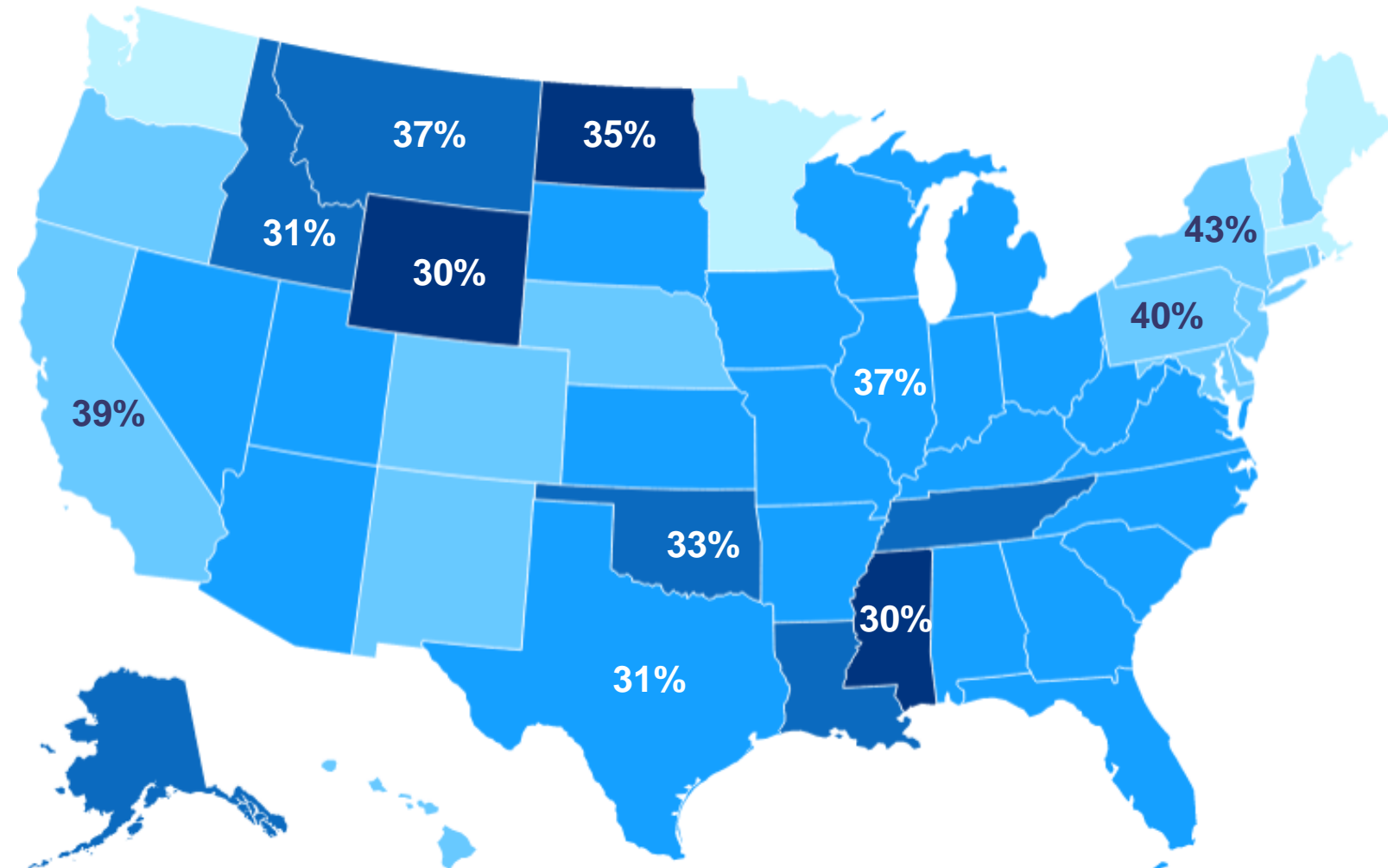
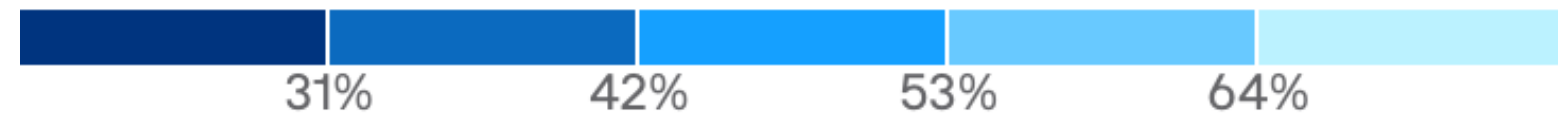


Understanding Vaccine Hesitancy

Why should **vaccine hesitancy** concern me?

Percentage of unvaccinated adults who say they will definitely get a COVID-19 vaccine, by state; Census survey, March 3-15, 2021

Likelihood of receiving COVID-19 vaccine



Percent of population fully vaccinated as of May 18, 2021



Understanding Vaccine Hesitancy

QUIZ Placeholder

Source: S. Plotkin

Vaccine Communication: Talking with Hesitant People





Talking about vaccines

Share messages that are:

- Transparent
- Consistent
- Frequent
- Positive
- Personal

Share messages from:

- Community leaders
- Experts
- Trusted messengers

Talking about vaccines

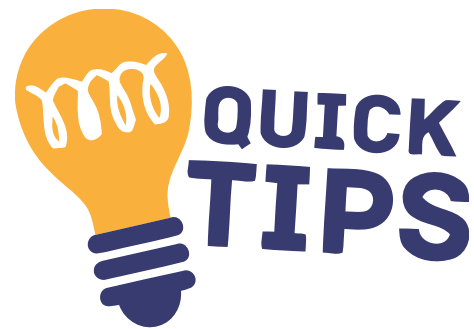


Four steps in a vaccine conversation: **Step 1**



Find out how they feel about vaccines

- Have you gotten your vaccine yet? (presumptive positive)
- **INFORMATION BARRIER:**
Can you tell me your biggest concern with the vaccine?
- **ACCESS BARRIER:**
What would make getting the vaccine easier for you?



- Ask open ended questions to learn more about what the person thinks and feels
- Don't judge – Don't push – Don't coerce

Talking about vaccines

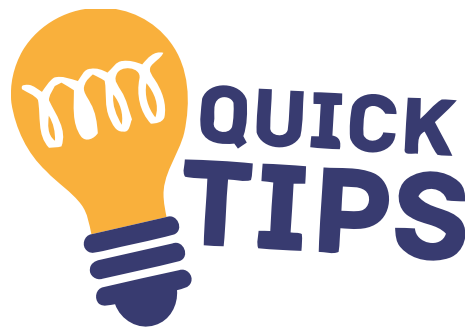


Four steps in a vaccine conversation: **Step 2**



Be empathetic

- **Validate concerns and encourage questions**
I get that, I had the same concern...
- **Try to find some common ground**
- **Affirm the person's autonomy and ability to make good decisions**
*This is **YOUR** decision. I'm here to answer any questions so you can best protect your family.*



Listen carefully...if you're thinking about how you're going to respond, you're not listening and might miss something important



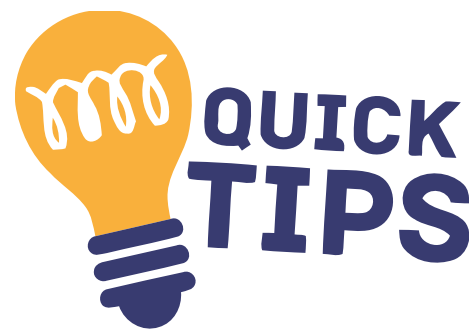
Talking about vaccines

Four steps in a vaccine conversation: **Step 3**



Ask permission *before* giving information

- Can I share with you some information I learned?
- I'd love to connect you with Dr. Smith who is an expert in vaccine safety, would that be okay?
- I know I gave you a lot information and it's a lot to digest. Can I touch base next week to see if you have any questions?



- It can be a process so be patient
- If the person needs more time, find a way to connect back



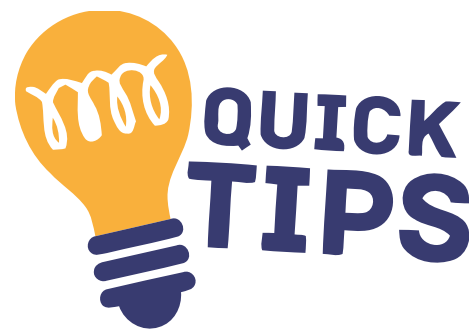
Talking about vaccines

Four steps in a vaccine conversation: **Step 4**



Help them identify their own good reason

- **What do you miss most since COVID?**
Vaccine decisions are made with the heart, not the head
- **Affirm the value of what they miss and show the benefit of vaccination**
Once you're vaccinated, you can do XXX.



- Personal connections are usually what most of us have missed – family, friends, worship, etc.
- Important events and travels can also be motivators (weddings, special trips, etc.)



Talking about vaccines

How they feel about the vaccine...

Will **definitely** get it
(50.9%)

Will **probably** get it
(25.6%)

Will **probably not** get it
(13.9%)

Will **definitely not** get it
(9.5%)

Do this:

- Make sure it's easy to get the vaccine
- Help remove barriers (access, technology, etc.)
- Empower them to be advocates through WOM and Social Media

- Identify and address any information gaps / concerns
- Support an "act now" mentality (via realistic risk of disease)
- Help identify own personal good reason to vaccinate

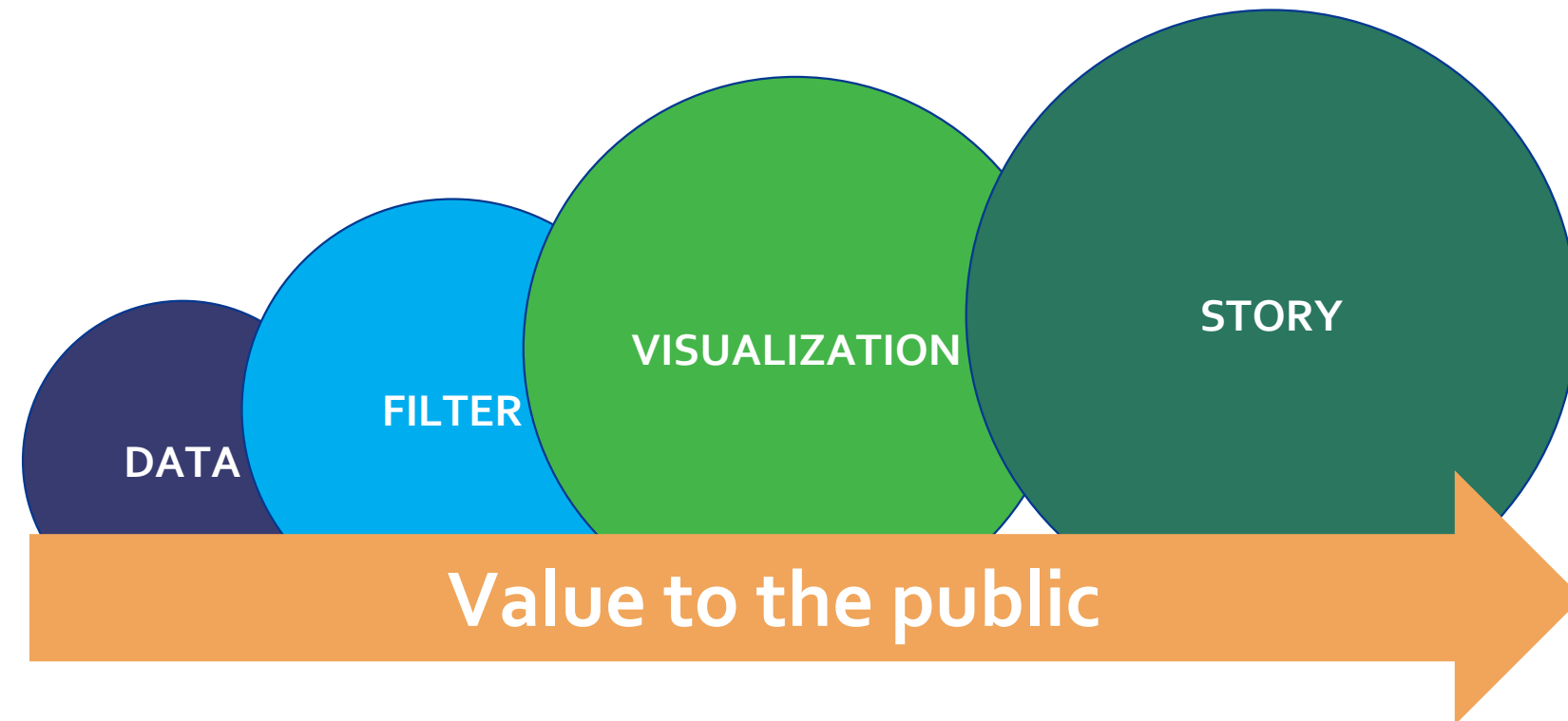
- ID the trusted source of info and make a connection
- Increase perception of agency and choice
- Find common ground
- Use stories over statistics

- Avoid judgment and patronization
- Identify "common enemy"
- Allow for change of opinion without losing face.

Talking about vaccines



The value of storytelling



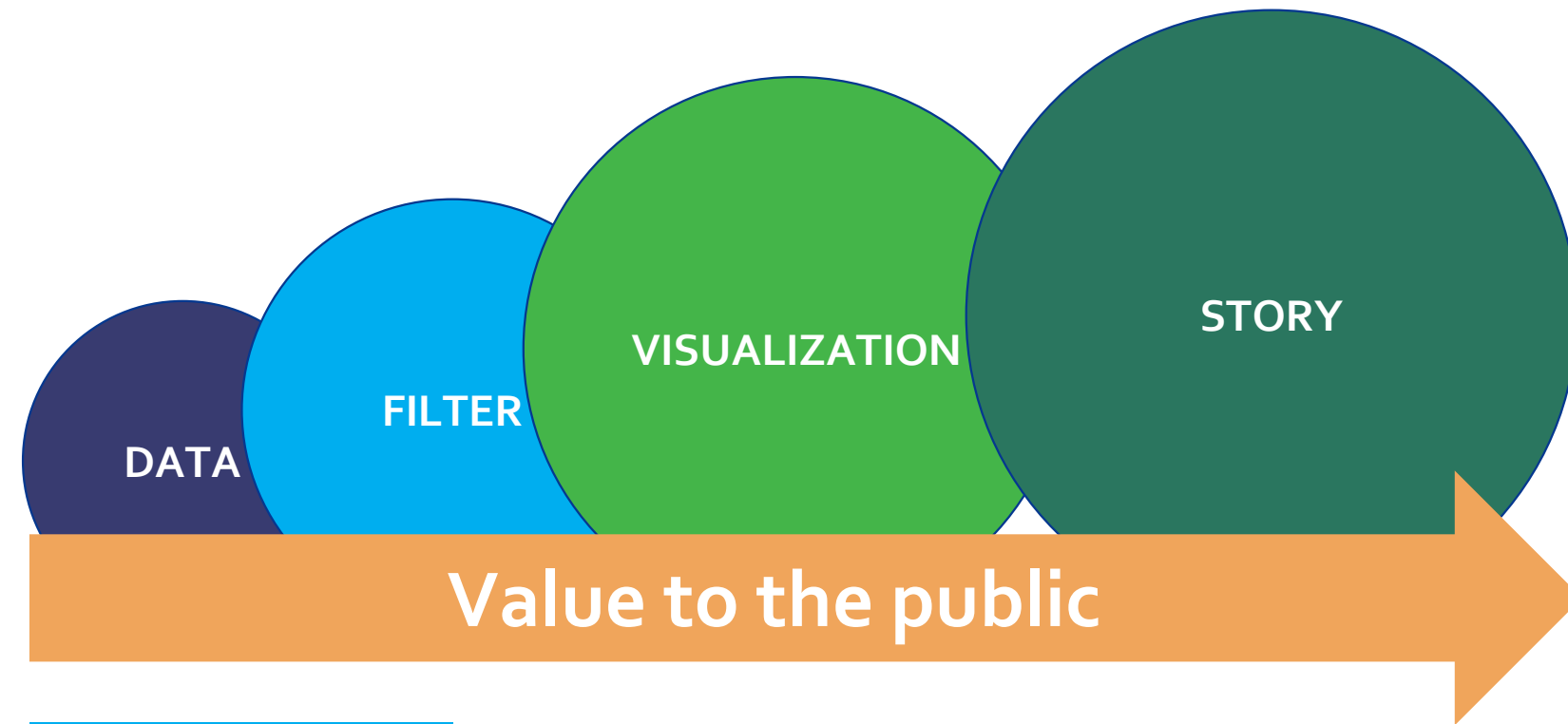
DATA

Patients were assessed a mean of 60.3 (SD, 13.6) days after onset of the first COVID-19 symptom; at the time of the evaluation, only 18 (12.6%) were completely free of any COVID-19–related symptom, while 32% had 1 or 2 symptoms and 55% had 3 or more. None of the patients had fever or any signs or symptoms of acute illness. Worsened quality of life was observed among 44.1% of patients. The Figure shows that a high proportion of individuals still reported fatigue (53.1%), dyspnea (43.4%), joint pain, (27.3%) and chest pain (21.7%).



Talking about vaccines

The value of storytelling



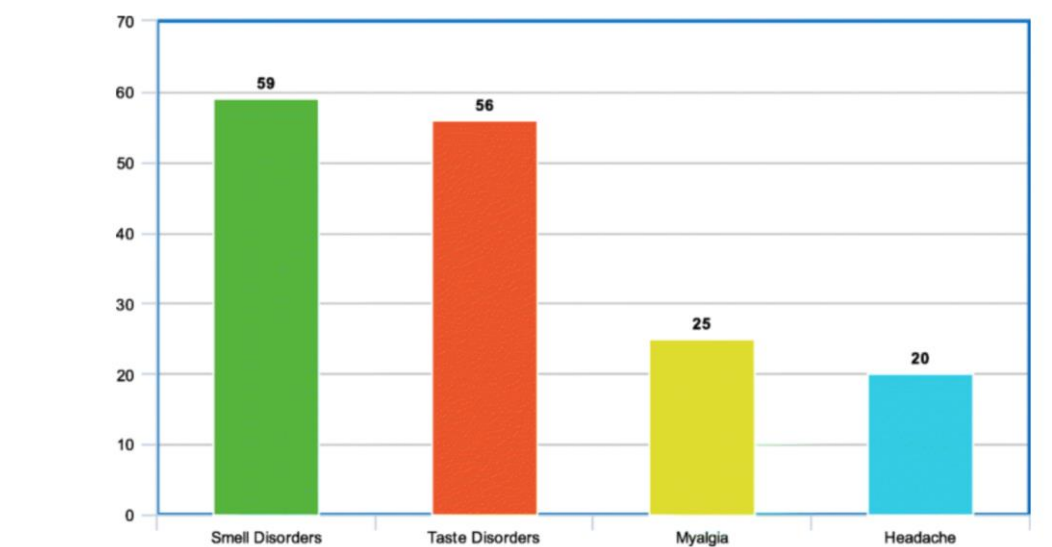
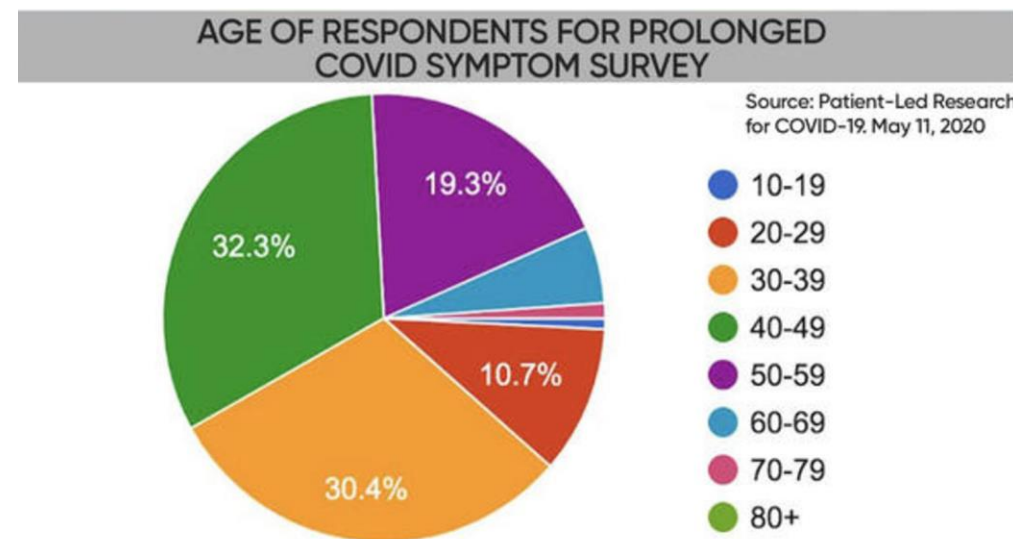
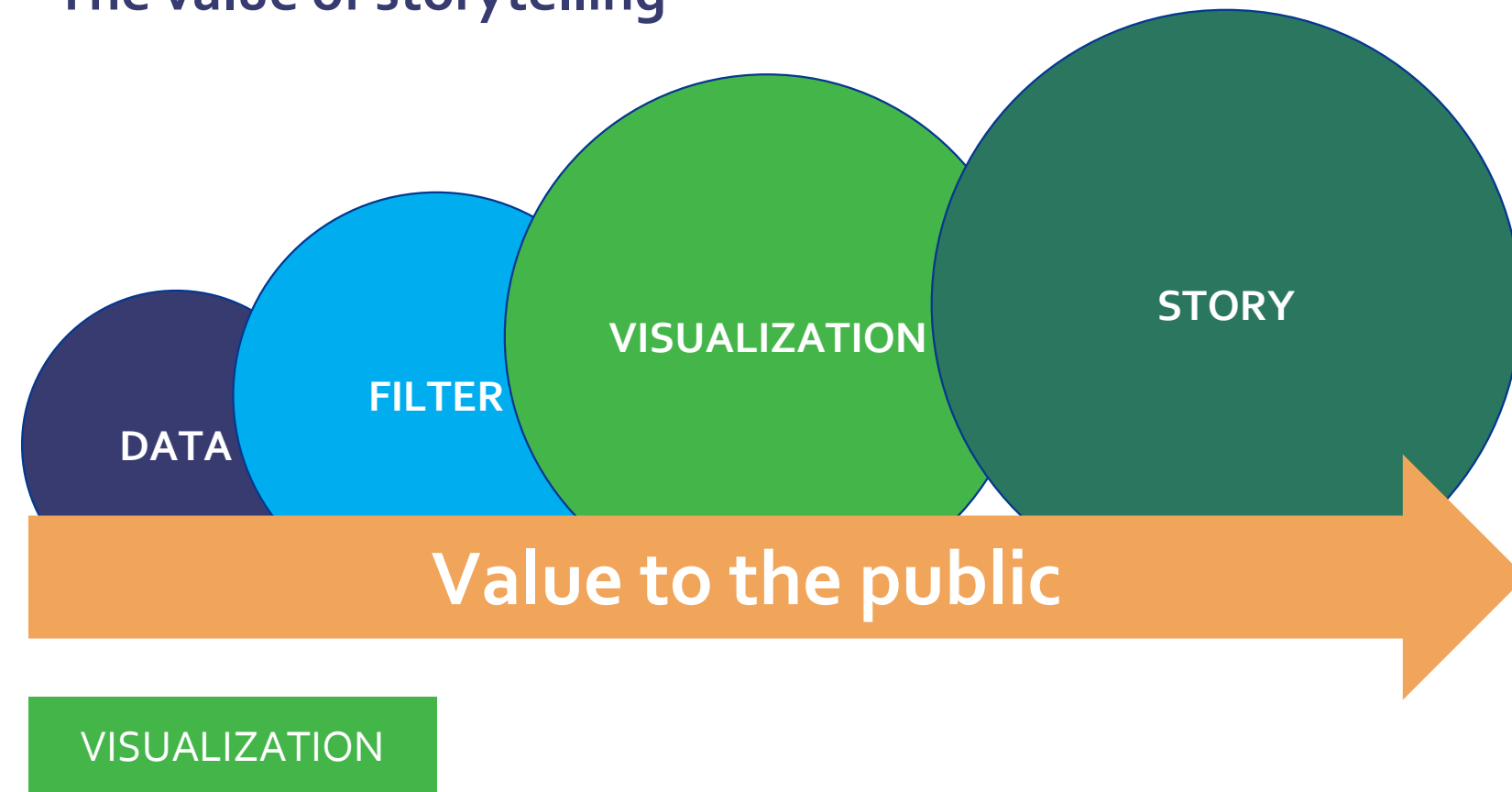
FILTER

In a recent *JAMA* research letter, 125 of 143 Italian patients ranging in age from 19 to 84 years still experienced physician-confirmed COVID-19–related symptoms an average of 2 months after their first symptom emerged.



Talking about vaccines

The value of storytelling

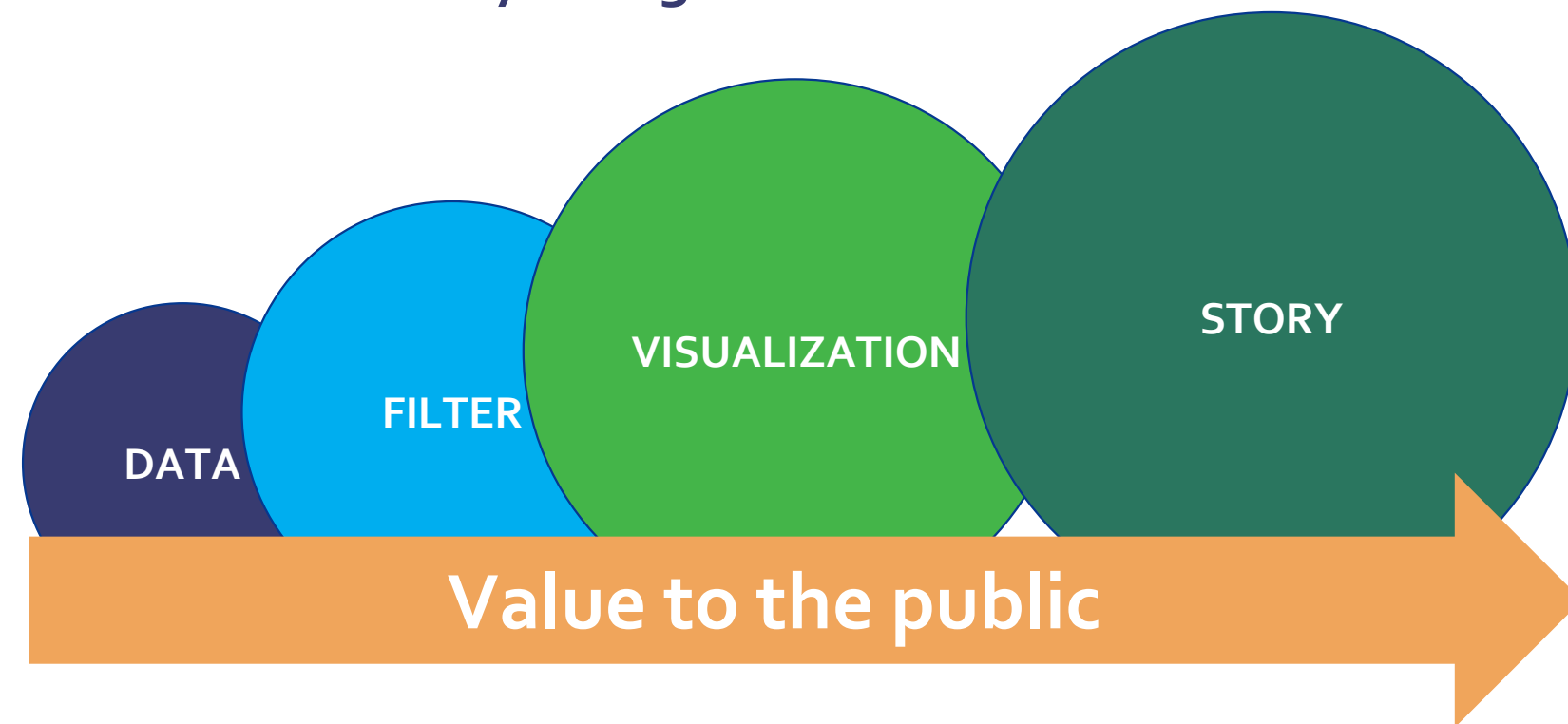


Percentage of COVID-19 patient who exhibit four common symptoms



Talking about vaccines

The value of storytelling



STORY

I have a friend from grad school. He's 44 – super healthy. He runs the Boston Marathon every year. This is a FIT guy. He got COVID in May of 2020 and since then hasn't worked. He's been in the hospital 5 times for cardiac issues related to COVID. His wife is now the sole bread-winner and caregiver for the family.

This is what COVID can do to even the healthiest of us. So why take the risk?



Talking about vaccines

Being a good storyteller:

- Practice
- **Identify the purpose of the story:**
what is the message you want to get across
- **Keep it short and focused**
- **Make it personal:** use your own experiences
- **Use emotion and empathy**
- **Don't be the hero of the story**
("and then I saved the day...")



Talking about
vaccines

QUIZ Placeholder

Using the tools and resources





Tools and
Resources

Conversation Guide Flipbook

How to train your staff to do this





Training your staff

Create a good learning environment

- **Group learning is best:** Allows for rich dialogue and role playing to see techniques in action
- **Be a facilitator:**
 - Encourage **participation**
 - Embrace **equality** where the trainer and participants work together as part of the learning process
 - Acknowledge **expertise**: you participant will have experience and lessons learned, encourage them to share!
- **Encourage all participants to be involved**
- **Find time to allow them to practice**



Training your staff

Training Best Practices: Create a Safe Space

There are no “wrong” answers:

- You may have to reframe answers
Thank you for sharing that! I want to share another approach that also works well...
- Use the “sandwich method” when giving feedback

Something positive to warm up the discussion

I love your engagement – it feels so welcoming

The constructive criticism you want to give

I think there’s an opportunity to be more clear on the safety facts

Something else positive to soften the constructive criticism

I also love the way you encourage questions!

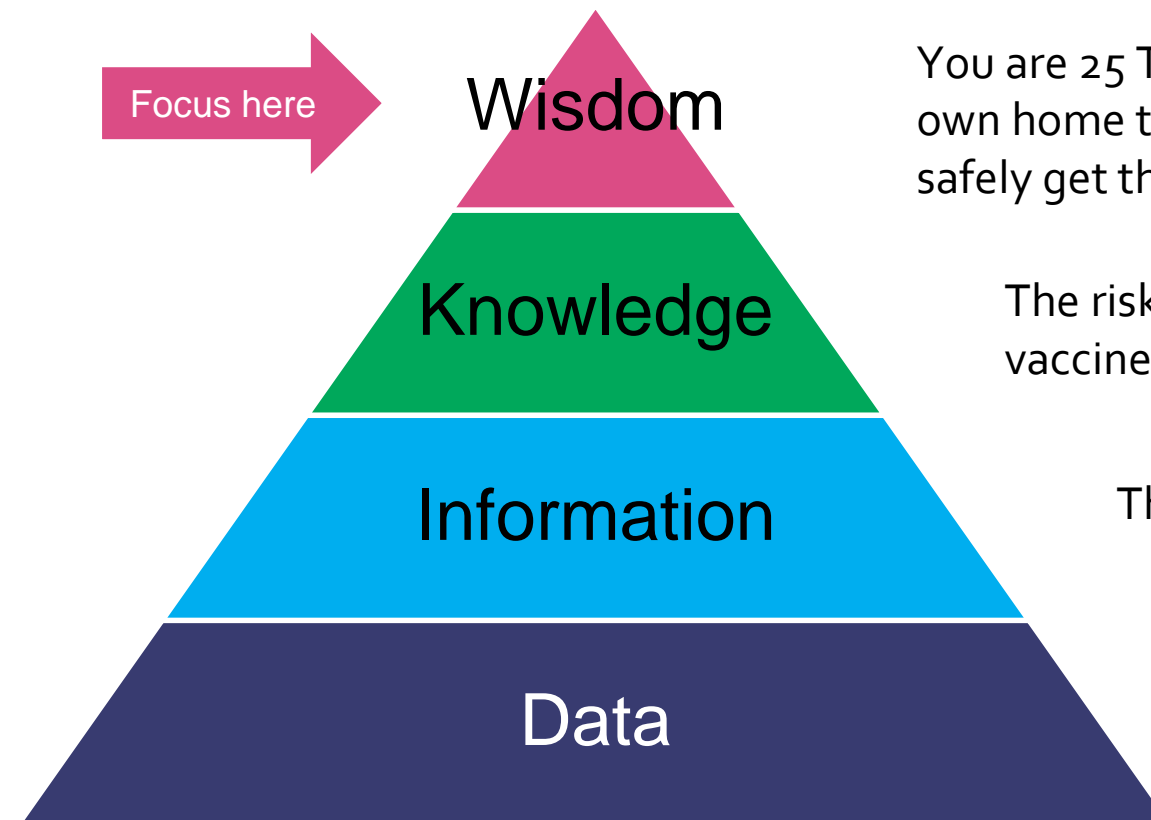
Training your staff



Training Best Practices: Keep it simple

People can only learn so much in a short time frame

- Train ONLY what needs to be learned to do the job
- Use words and concepts your participants will know and that feel familiar



You are 25 TIMES more likely to be hit by a plane while in your own home than develop blood clot from the vaccine so you can safely get the vaccine.

The risk of this type of blood clot after getting the J&J vaccine is extremely rare.

The risk of post vaccination CVST is 0.0000088%

6 female individuals with a mean age of 38 (std dev 18 – 48) developed post immunization cerebral venous sinus thrombosis with an onset of symptoms between 6–13 (a median of nine) days. 6.8 million doses of J&J vaccine have been administered.



Training your staff

Training Best Practices: Make it “sticky”

After two weeks we tend to remember...





Training your staff

Training Best Practices: Funnel Questions

Start with general questions, closed-ended questions and then ask more detailed open-ended questions.

Funneling builds problem solving skills.

- **Should we treat vaccine hesitant people with respect?** Yes
- **What does respect mean?** It means we treat them the way we would want to be treated
- **Great! How are some ways to show respect?** Be empathetic.
- **I think that's a great start! How can you make sure these things happen?** Acknowledge their feelings are valid and try to find common ground



Training your staff

Training Best Practices: Neutralizing Negative

If a participant is being a know it all and trying to take over the training:

- Thank them for their valuable insight and joke with them good naturedly – be sure to smile: “You’ve got a lot of experience! Maybe next time I’ll have you teach the training.”
- “For now though, let’s move forward.”
- “I know _____(name of the person) knows the answer. It’s clear you have a lot of experience. But let’s give someone else a chance to answer.”
- “I’d love to hear more but unfortunately we’re running a little behind. Maybe we can talk during the break.”



Training your staff

Training Best Practices: Neutralizing Negative

If a participant is being rude:

- Acknowledge that they are frustrated but make it clear (politely) that it's not ok: "I understand you're frustrated – I'm not sure this is a group conversation. Let's talk during the break."
- DO NOT be rude back
- DO seek them out during the break to speak to them privately