



Checklist for Promoting Vaccine Confidence

Building vaccine confidence takes time and effort. What you say, and how you say it, matters. Lead with empathy, respect, and support. Avoid shame and fear tactics. Most declinations are based on a “wait and see” attitude, so if someone chooses not to be vaccinated, respect their choice, but let them know you are available to answer questions. Follow the guidance below to increase the probability of vaccine acceptance.

Vaccine Confidence Approach and Best Practices

- Assume people are trying to make the best decision about the COVID-19 vaccine.
- Don't assume facts and data alone will change someone's mind.
- Don't provide information without asking first. Don't overwhelm someone with too much information.
- People may be more afraid of the COVID-19 vaccine than getting sick with COVID-19.
- People may have experienced loss due to the pandemic, including illness, finances, or death of someone.
- People may need assistance to get vaccinated— be prepared to provide resources.
- People may not be ready to accept a recommendation to get vaccinated.
- Over time, if you have the opportunity, keep reoffering the vaccine to those who have declined it.

Conversation

1) Ask

- Ask what questions and concerns they have about the vaccine.

2) Listen

- Allow them to express their concerns.
- Take note of beliefs, misinformation, access issues, and other factors impacting confidence.

3) Acknowledge

- Acknowledge and summarize their concerns – “It sounds like you...” “Let me see if I understand...”

Ask open-ended questions

- “What questions or concerns do you have about the vaccine?”
- “Is it okay if I go over what I know about this vaccine?”
- “Having said that, getting vaccinated is your decision. What do you think?”
- Discuss the reasons that matter to them –their “why.”
- If they decide not to be vaccinated, accept their response and offer to answer any future questions.

Use Personal Stories and Testimonials (examples)

- “I got vaccinated because I wanted to see my parents and feel safer when I'm at work.”
- “I got vaccinated because I wanted to travel and get back to everyday activities.”
- “I believe the COVID-19 vaccine is the best choice for me, my family and my community.”
- “I had some common side effects, a sore arm, headaches, and mild fever, but they were gone in two days. I didn't mind because I knew these are signs my body is building a defense against the virus.”
- “I spoke to my doctor who I trust, and they explained to me that no short cuts were taken to develop the vaccine and research shows the vaccine is safe.”

Use Talking Points and Refer to FAQs

- Use simple, non-technical, and easy to understand terms to discuss the vaccine.
- Share information on the benefits, safety and efficacy of the vaccine.
- Let people know what to expect when they get their vaccination, including any side-effects.
- Offer resources and information [VaccinateLACounty.com](https://www.vaccinateLACounty.com) & www.cdc.gov/vaccines/covid-19/index.html

