# **Vaccine Communication & Motivational Interviewing**

# **Explore a patient's thoughts**

Throughout the conversation, honor the patient's personal autonomy. Engage in positive talk and lead with empathy.

Use open questions, affirmations, reflections, and summaries (O-A-R-S) as core components to your communication.

Consider using the readiness ruler to assess patient's ambivalence. Questions should focus on the patient and their unique concerns and motivations regarding vaccination: "On a scale of 0 to 10 how important is it for you to receive a \_\_\_\_\_ vaccine today?"

Resist the Righting Reflex: aka "fix it" mode. Avoid telling them what to do, instead use empowering language. REMEMBER - you are a guide to the

# Reflect back change talk

It is important to acknowledge a patient's concern (scared, anxious, worried) without validating misinformation.

Actively listen to patient's concerns. Seek to understand their values, needs, and where their ambivalence lies regarding vaccination.

## **Engage in collaborative conversation**

Reflect what you are hearing.

Ask permission before sharing information (honoring patient autonomy is important) - use Elicit-Provide-Elicit to exchange information:

Elicit: Ask patients what they already know or would like to know more about. "What do you know about...?"

Provide: Give information in neutral, non-judgmental way (Avoid "I" & "you"). "We know that..."

Elicit: Gather understanding from the patient on the information provided. "What do you think about..."

# Support autonomy and decision-making

Motivational Interviewing and shared decision-making respect autonomy and build relationships based on respect for and curiosity about the patient as a person. Be an active listener and lead with trust, understanding and empathy.

### Summarize the conversation

Use 3-4 sentences to summarize the conversation and give special attention to change statements.

Summarizing ensures shared understanding and reinforces key points made by the patient.



### Begin the vaccine conversation by making a strong vaccine recommendation.

How is the patient responding to the vaccine conversation?

High motivation to act & no resistance

Vaccinate, move on to other topics of the appointment.

Some motivation to act & some resistance

### **Initiate CASE Approach**

Corroborate: ground without endorsing

establish common misinformation.

About me: promote your expertise and establish yourself as a trusted source of information.

Science: directly address patient concerns with confidence. Use simple, nonmedical language.

Endorse: boldly and with confidence provide action to adopt.

> If needed (patient chooses not to vaccinate

today)

Low motivation to act

### **Initiate motivational** interviewing

Explore thoughts: lead with empathy and use O-A-R-S to quide the conversation.

Reflect back change talk: explore patient's ambivalence and

elicit their own motivation for change.

Engage in collaborative conversation: Use Elicit-Provide-Elicit to exchange information.

Support autonomy and decisionmaking: be an active listener and lead with empathy.

> Summarize: concisely

summarize the conversation.

Ask if you can continue the conversation in the future:

"I would like to talk to you again about \_\_\_\_ vaccine, would that be alright with you?"

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