

## Identify an Opportunity

*This is where you establish consent to have the conversation. Discussing vaccination will only be productive if you are beginning conversations with willing participants.*

- 🗣️ You are asked for advice about the vaccine
- 🗣️ Covid-19 comes up in conversation
- 🗣️ You overhear residents within your community setting sharing misinformation
- 🗣️ In conversation, broach the subject with them if situation allows this to be brought in naturally

## Ask Open Questions

*You are seeking understanding of this person(s)' perspective. This informs the conversation and helps them feel heard, not lectured.*

- > Ask questions without 'right' or 'wrong' answers such as:
  - ✓ 'How do you feel about...'
  - ✓ 'What concerns you...'
  - ✓ 'Where do you go to find out about...?'
- Rather than:
  - × 'Why do think that'
  - × 'Who told you that'
- > Be open and curious
- > Seek to learn and understand
- > Listen wholly and actively
  - × try not to interrupt or jump to making suggestions
  - × don't dismiss statements you know to be wrong
  - ✓ Be relaxed, make eye contact
  - ✓ conduct yourself as you would in any day to day conversation with this person

## Act

*Identify actions that allow you to work with the person in a way that acknowledges their concerns and supports finding solutions*

### Signposting – direct to appropriate sources of information

- ① If you are asked a medical question or anything you can't answer
- ① Uncertainty/objection remains, but there is openness to learning more (you could suggest looking for more information together)
- ① They are considering a vaccine but don't know where to go next

### Offer assistance – if you find access is the primary issue

- ⌋ Help them to make an [online booking](#) if they lack digital confidence
- ⌋ Organise transport to a vaccine site for them
- ? Make the offer as a question, don't push the notion

**If they are steadfast in their vaccine stance**, thank them for speaking openly with you and leave the conversation open. Let them know you are available to speak to and that you are able to signpost them to further information.

## Acknowledge

*Demonstrate that you have understood the person's concerns and explore them together in constructive conversation*

- ✓ Repeat their key concerns that they raised back to them
- ✓ Empathise and find common ground
- ✓ Share relevant personal experiences of learning about the vaccine
- ✓ Share key points\* as tid-bits "I found out recently that..."
- × Don't tell them they're wrong, but also don't agree/reinforce their vaccine distrust

**Build trust and increase your understanding with further questions – supporting them to find their 'why' (their motivation to have the vaccination)**  
When misinformation is raised, explore this further to understand the source of their information and consider what might be useful for them to know about, but **do not debate or make judgment.**