

# Vaccine Communication & Motivational Interviewing

## 1 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 conversation.

## 2 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.

## 3 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..."

## 4 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.

## 5 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?



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