

Vaccination Victory

Empowering Patients With Confidence and Care

Quick Tips



Share tailored **reasons** why vaccination is right for the patient.



Highlight positive experiences with vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen **confidence** in vaccination.



Address patient **questions and concerns**.



Remind patients that **vaccines protect them and their loved ones** against many common and serious diseases.

Delivering Your Message

Presumptive recommendation

Start with strong recommendations that presume acceptance of vaccination and are characterized by direct statements, rather than suggestions.

Example of presumptive recommendations:

Instead of saying:

What do you want to do about the flu vaccine?

Say:

Your child needs the seasonal flu vaccine today.

Instead of saying:

You should get your flu vaccine today.

Say:

Let's do your flu shot today.

Message framing

Explain the potential costs of getting sick, including serious health effects, time lost (such as missing work or family obligations), financial costs, and protecting those around them.

- Highlight how receiving a vaccine can mitigate these costs
- Speak directly to each patient's concerns

The flu can increase your risk for cardiovascular events. Getting the flu vaccine today will help protect you from this risk.

Getting vaccinated for the flu helps keep you from passing it on to your kids and parents.

Motivational interviewing can also help with vaccine-hesitant patients

- A method of counseling that explores and resolves patients' ambivalence
- Ask open questions, and affirm and encourage patients to share their thoughts
- Elicit-Share-Elicit



Elicit

Ask what patients know and ask permission to add to their knowledge



Share

Provide information and advice



Elicit

Verify what the patient has understood and how they will use this information

Streamlining the Process

Recommend and offer vaccines at the same visit.

When patients receive a vaccine recommendation and are offered the vaccine at the same time, they are more likely to be vaccinated.

Coadministration of adult respiratory vaccines: flu, COVID-19, RSV, PCV

- Reduces the number of vaccination consultations and visits
- Reduces the number of missed vaccine opportunities
- Reduces costs
- Improves compliance with recommendations
- Is an efficient way to bolster the vaccination rate

Implement standing orders or protocols.

Clinicians can help increase vaccination rates by writing standing orders and by advocating for nurses or medical assistants to receive training and protected time for assessing and documenting vaccination histories and administration. Ensure that patients' vaccine needs are routinely reviewed, and that patients get reminders about vaccines they need.

References

- Gagneur A. Motivational interviewing: a powerful tool to address vaccine hesitancy. Can Commun Dis Rep. 2020;46:93-97.
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- Jacobson RM, St Sauver JL, Griffin JM, et al. How health care providers should address vaccine hesitancy in the clinical setting: evidence for presumptive language in making a strong recommendation. Hum Vaccin Immunother. 2020;16:2131-2135.