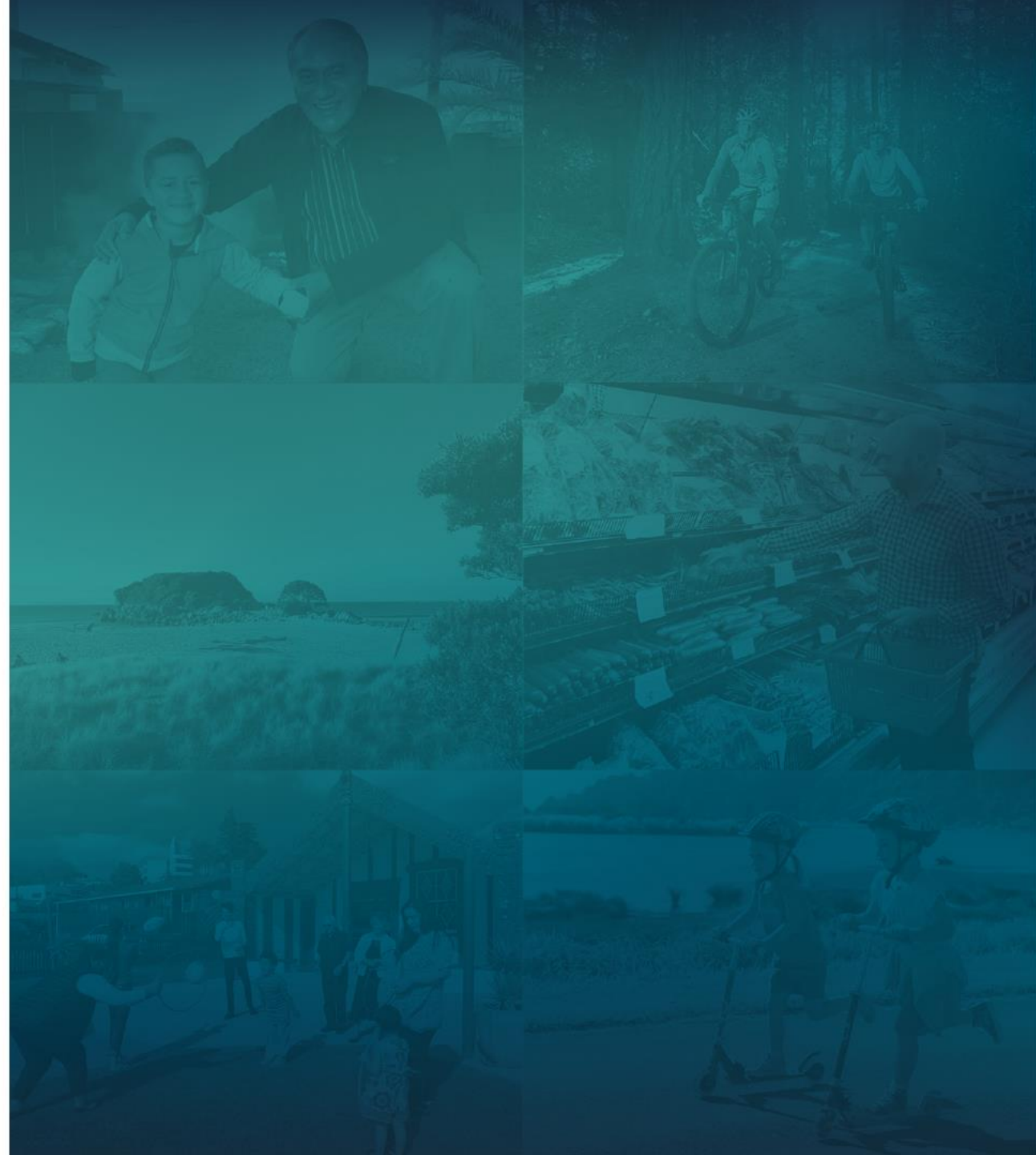


Vaccine Hesitancy and Vaccine Conversations

Toi Te Ora Public Health

November 2021



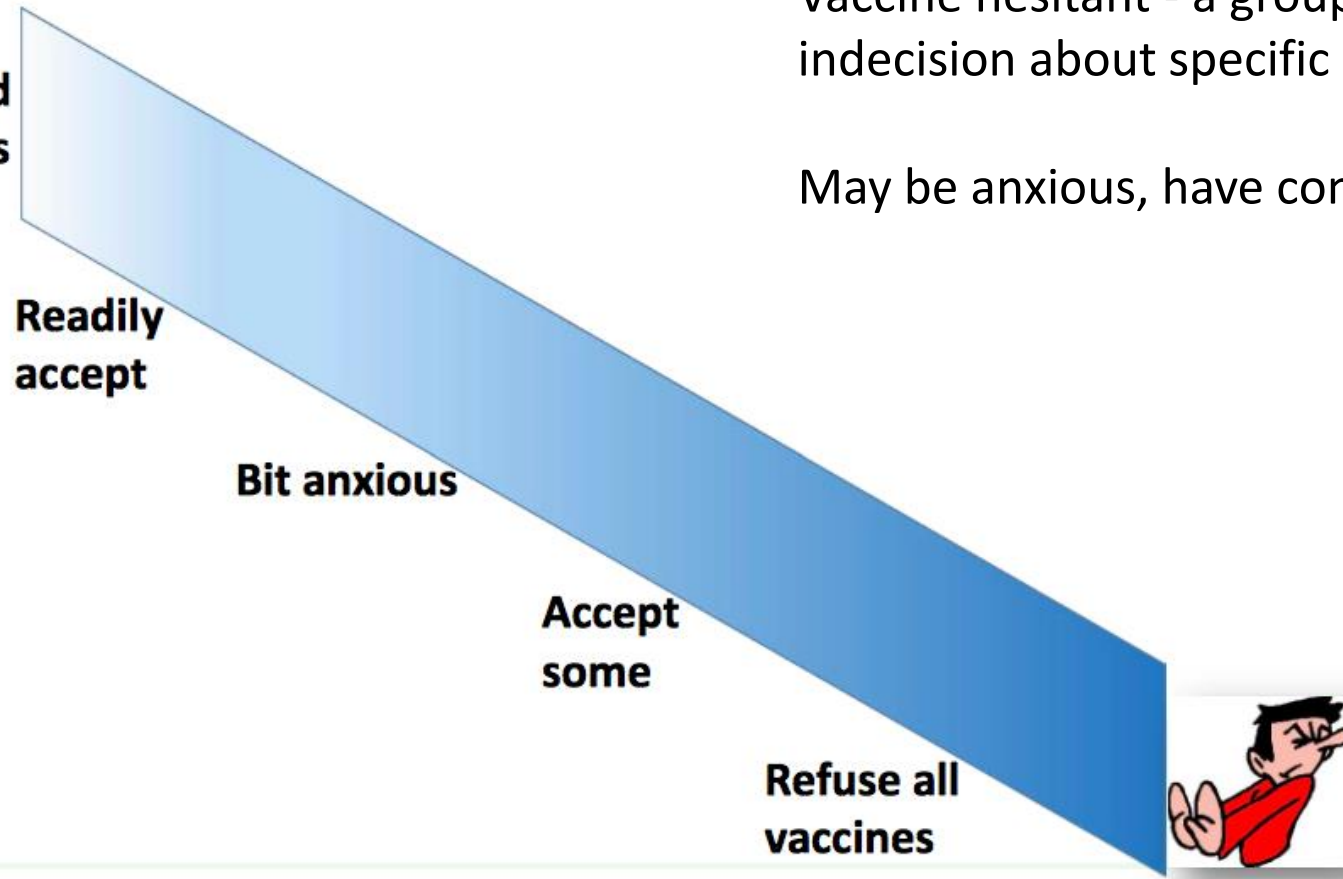
Vaccine Hesitancy



What is Vaccine Hesitancy



**Demand
vaccines**



Vaccine hesitant - a group who hold varying degrees of indecision about specific vaccines or vaccination in general.

May be anxious, have concerns, accept some, delay, refuse.

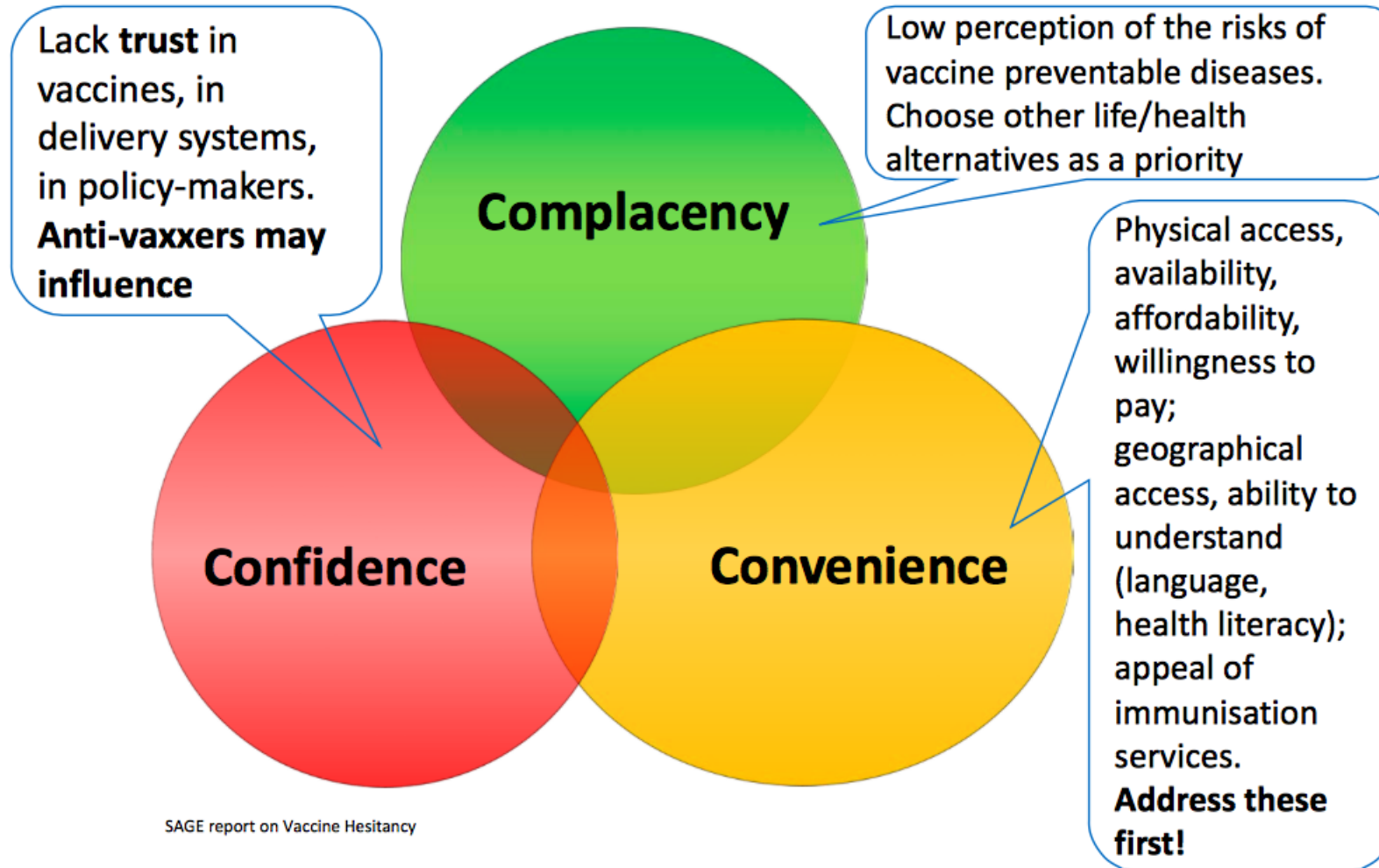


Drivers of hesitancy

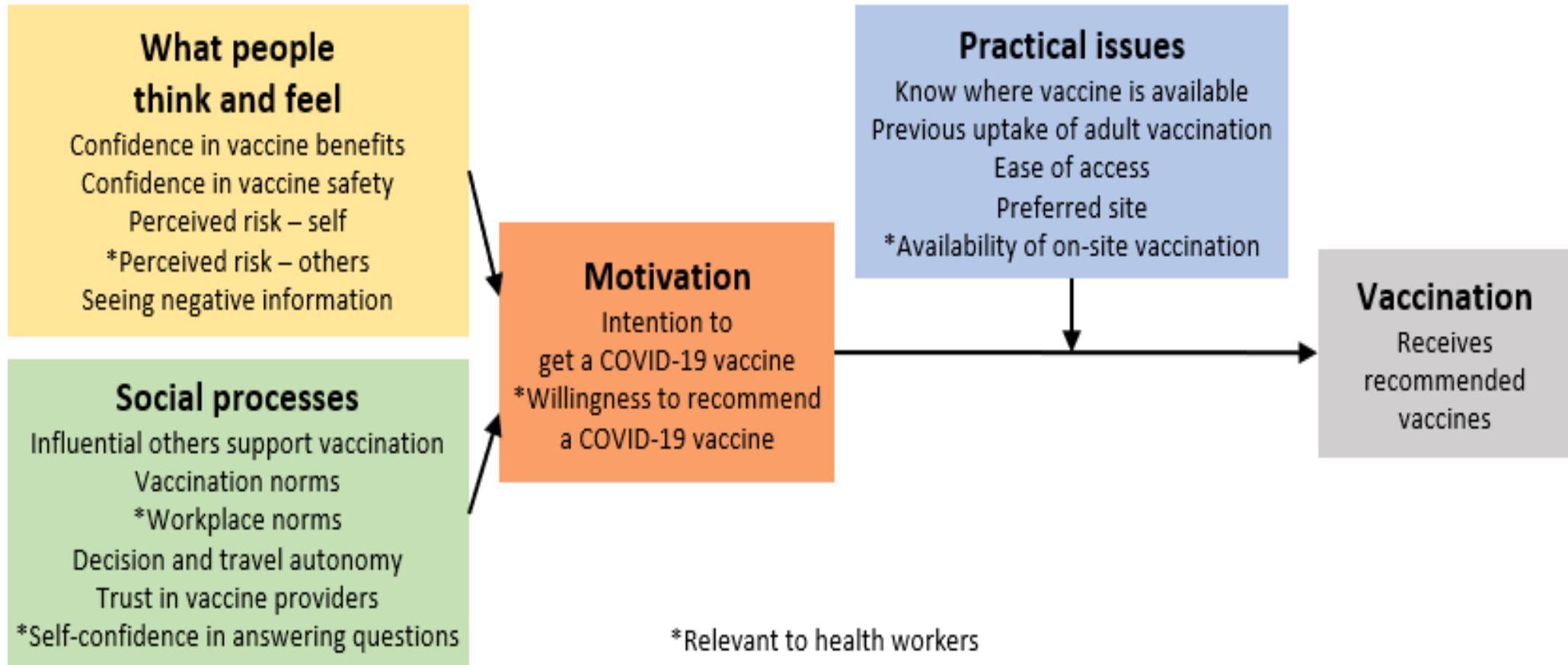
- **Individual/social group influences**
 - Beliefs, attitudes, understanding of vaccines
 - Influenced by culture, personal experience, and information environments
- **Contextual factors**
 - Historical and political experiences of neglect, discrimination, lack of citizen participation, and politicisation of science and vaccinations
- **Vaccination specific issues**
 - The vaccine itself, vaccine development and delivery
 - Accessibility



Influencing factors: The WHO's 3 Cs



Behavioural and Social Drivers



Source: Based on the “increasing vaccination” model (Brewer et al., 2017).



Hesitancy in New Zealand

- Vaccine hesitancy is trending downwards as more people get vaccinated
- Most people have had the vaccination or have expressed intent to do so.
- 1-3% have declined vaccinations when offered - MoH research.
- Those who remain unvaccinated need additional support



Concerns

- People who are hesitant in New Zealand primarily say they are worried about safety or the speed of development and want more information.
- Underlying concerns:
 - Don't trust the people involved in the vaccination programme or have had bad experiences with healthcare professionals
 - Scared of the injections or feel vaccines are toxic
 - Can't see people they trust and respect getting vaccinated
 - Believe it's not critical, no one has COVID-19 here



Vaccine Conversations

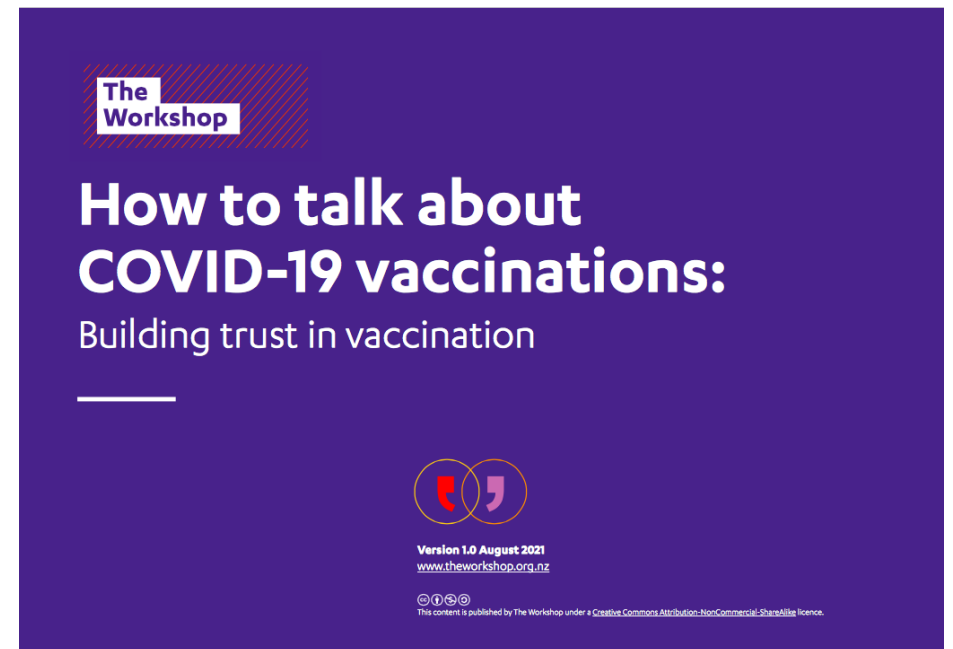


There's little point having the best science in the world if we can't communicate it.



The Workshop

- Carry out research to help communicate policies effectively with the public
- Guide: How to talk about COVID-19 vaccinations, informed by:
 - Literature review
 - Qualitative research
 - Developed and tested messages



Traditional communications

We tend to assume:

- They need more facts about vaccinations
- They don't understand the facts
- They believe false information

We respond by:

- Telling them about how safe vaccinations are
- Presenting facts about risks in more or different ways
- Repeating false information to correct it



8 evidence based communications techniques/approaches

- The first 2 centre on communications processes.
- The following 6 centre on narrative and framing.

#1 Provide it – make access to vaccination easy.

#2 Co-develop it – build trust in the process.

#3 Envision it – overcome fear and bias by describing the post-pandemic world.

#4 Motivate it – remind people of what they value most.

#5 Frame it – help people see it differently.

#6 Explain it – deepen understanding in simple ways.

#7 Normalise it – show how many others support vaccination.

#8 Inoculate – protect against false information.



Communication Tips

3. Envision it:

- Overcome fear and bias by describing the post-vaccination world.

4. Motivate it:

- Build trust through people's values
 - Care, responsibility, empowerment
- Highlight these shared values with others in our lives and motivating those who:
 - have developed the vaccines
 - are giving the vaccines
 - monitor the safety of the vaccines



Communication Tips

5. Frame it:

- Help people to see it differently
- Focus on the collective benefits - community/collective immunity
- Vaccination as:
 - as one powerful tool
 - the next best step we take
 - as the solution: increasing people's sense of agency to solve the problem of COVID-19 by getting vaccinated



Communication Tips

6. Explain it:

- Deepen understanding using simple explanations
- Avoid absolute messages: “Vaccination stops the virus”
- Explain the ongoing monitoring of safety

7. Normalise it:

- Show how many others support vaccination
- Normalise the move from hesitation to action
- Link to the experience of people within those communities



Communication Tips

8. Inoculate:

- Protect against false information
- Use inoculation strategies

Eg. The misattribution of side effects - When we vaccinate very large numbers of people, there will inevitably be many people who experience health issues related to their age or other factors. These might be reported as part of a monitoring programme, but they would have happened anyway because people become unwell every day.

- Frame false information as an issue of empowerment.

“When people spread false information about vaccination through frightening stories or cherry picking of data, this is an intrusion on our need to have access to good information and make well-informed decisions.”



Carefully counter false information

Value > Fact > Warning about myth > Explanation > Fact

- **Values:** “Good information about vaccines is critical for us to have the freedom to make good decisions to help others.”
- **Facts:** “The Pfizer COVID-19 vaccination is highly effective at stopping the spread of COVID-19”
Warning about myth: “Watch out! False information coming your way!”
- **Explanation about the false information including:**
 - why the mistaken information was thought to be correct
 - why it is wrong
 - why the alternative is correct
- **Fact:** “The Pfizer COVID-19 vaccination is highly effective at stopping the spread of COVID-19.”



Avoid

- Repeating, sharing or mythbusting false information in order to debunk it
- Focusing on naming hesitancy and the problem of hesitancy
- Talking to and addressing the arguments of those who are vaccine deniers
- Naming vaccine denial as part of someone's identity: “vaccine deniers, vaccine- hesitant people, anti vaxxers”.



Immunisation Advisory Centre

- Six tips to support vaccine conversations in practice
- Useful reference tool

Quick conversation tips to encourage people to get vaccinated.

For Health Professionals and the vaccination workforce.

- 1. Assume people are willing to get vaccinated.**

Research shows that most people who aren't sure about vaccination will get vaccinated, so it's possible that they just need reassurance, information or support to help them make an informed decision. Be careful not to make assumptions about why they are unsure, and keep in mind that they may have complex reasons for taking their time to decide.
- 2. Keep in mind getting vaccinated is an act of trust.**

Trust is built through relationships, reassurance and connection. As a health professional you are likely to be trusted by your community so you can build on that trust.

Be aware that people who have negative experiences within our health system, or with other services, are less likely to have trust in the system, and may prefer to talk to people who share their experience or a member of their own community.
- 3. Use the Ask-Tell-Ask approach to engage in active listening.**

When people express concern about vaccination, be open to hearing their point of view. For a few minutes, they are the expert: only they know what is going on in their world and why they have concerns about getting vaccinated. This could look like:

 - ASK:** Invite them to share their thoughts, and show them that you will listen without judgement: "Could you share your thoughts with me? It'd be good to hear what you think."
 - ▶ Repeat back what you've heard and ask them to confirm.
 - TELL:** If they raise specific concerns, for example about vaccine side effects or long-term impacts, focus on the positives you want to convey rather than simply dismissing concerns or false information using facts (see tip 4 below).
 - ASK:** "Does that make sense to you? How do you feel about that?"
- 4. Lead with values before evidence.**

Remember to lead with values-centric messaging about care and love for people in the community, which is more reassuring than evidence about safety and risks. Talk about why vaccination matters to you and why you care as a health professional. Most people want to protect the vulnerable people in their community, and support people close to them. If you talk about how you want to too it connects you, puts you on the same level and builds trust.
- 5. Use plain language and effective metaphors.**

People may have limited understanding of how health systems and vaccinations work, and the jargon that comes with it. Using plain language and relatable metaphors can help you deepen people's understanding. Learning, factory, building and tool metaphors can be useful for talking about vaccinations. For example:

 - ▶ "Vaccines power up your immune system so it can produce its own natural protection."
 - ▶ "The antibodies that protect us are made by your own body."
- 6. Don't forget to emphatically recommend vaccination.**

After ASK-TELL-ASK, again recommend the person gets vaccinated. Ultimately, the most productive conversations are about connecting with people, not correcting them. If you treat people respectfully, acknowledge concerns, and share their values they may well choose to vaccinate, if not today, then in the future - thanks to the dialogue you have had with them.

immune.org.nz

The Immunisation Advisory Centre

HMC 19-2024 v1

This material from The Woodhouse's research and expertise is made you. "How to talk about COVID-19 uncertainties: Building trust in vaccination"

1. Assume people are willing to get vaccinated

- Most people who aren't sure about vaccination will get vaccinated
- They may just need:
 - Reassurance
 - Information
 - Support to help them make an informed decision.
- Be careful not to make assumptions about why they are unsure
- Keep in mind that they may have complex reasons for taking their time to decide.



The Immunisation
Advisory Centre

2. Getting vaccinated is an act of trust

- Trust is built through relationships, reassurance and connection.
- Health professional are likely to be trusted by their communities - build on that trust.
- Be aware - people who have had negative experiences within the health system, or with other services, are less likely to have trust in the system
- People may prefer to talk to those who share their experience or a member of their own community.
- Consider person, place, time.



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3. Use the Ask-Tell-Ask approach and engage in active listening.

When people express concern about vaccination, be open to hearing their point of view, only they why they have concerns.

ASK: Invite them to share their thoughts, and show that you will listen without judgement:

“Could you share your thoughts with me? It’d be good to hear what you think.”

▶ Repeat back what you’ve heard and ask them to confirm.

TELL: Address their main concerns, focus on the positives you want to convey rather than simply dismissing concerns or countering false information using facts – avoid “fact offs.” The most productive conversations are about **connecting** with people, not **correcting** them.

ASK: *“Does that make sense to you? How do you feel about that?”*



4. Lead with values before evidence.

- Lead with values-centric messaging about care and love for people in the community - more reassuring than leading with evidence about safety and risks.
- Talk about why vaccination matters to you and why you care as a health professional.
- Most people want to protect the vulnerable people in their community, and support people close to them.
- If you talk about how you want to as well - it connects you and builds trust.



5. Use plain language and effective metaphors.

- People may have limited understanding of how health systems and vaccinations work, and the jargon.
- Avoid war, sport metaphors and words like jab and shot
- Learning, factory, building and tool metaphors can be useful for talking about vaccinations:
 - ▶ *“Vaccines power up your immune system so it can produce its own natural protection.”*

Find language that works for you, you may want to practise.



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6. Don't forget to recommend vaccination.

- After ASK-TELL-ASK, again recommend the person gets vaccinated.
- Treat people respectfully, acknowledge concerns, and share their values they may well choose to get vaccinated, if not today, then in the future - thanks to the conversation you have had with them.



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Vaccine conversations

- These conversations can be tiring- especially if you are doing a number in a day
- Fatigue can make it harder to connect with people with differing positions, understanding of science, world views.
- If the conversation going badly, it is OK to politely exit the conversation
- **Remember** - a huge percentage of the population has been vaccinated
- Not everyone will get vaccinated, we can only do our best



Making Every Contact Count



ABC

- **Ask**
 - Ask about vaccination
- **Brief Advice**
- **Connect**
 - <https://bookmyvaccine.covid19.health.nz/>
 - 0800 28 29 26 (8 am to 8 pm, seven days a week)
 - Support to book an appointment





A

Ask

Ask whānau if they have had their COVID-19 vaccination or are booked

B



Brief advice

Provide advice on the importance of getting the COVID-19 vaccination

- Helps protect whānau, especially those at risk of getting very unwell
- Has had robust testing and any side effects are very well monitored
- Reduces severity of COVID-19 and reduces spread
- It is free and there is enough for everyone

You could also point whānau to: covid19.govt.nz/vaccines
karawhiua.nz – covid.immune.org.nz – www.health.govt.nz

C



Connect

Connect whānau with vaccination services. Offer information on how to get vaccinated. Offer to link whānau directly with a vaccine service or make the booking for them at **BookMyVaccine.nz** or freephone **0800 28 29 26**

If there are any issues email – booking@vaccine.covid19.health.nz



Resources

- IMAC
 - <https://covid.immune.org.nz/resources/written/quick-conversation-tips-encourage-people-get-vaccinated>
 - <https://covid.immune.org.nz/news-insights/replay-reaching-those-yet-get-their-covid-19-vaccine>
- The Workshop
 - <https://www.theworkshop.org.nz/publications/how-to-talk-about-covid-19-vaccinations-building-trust-in-vaccination-a-guide-2021>
 - <https://www.theworkshop.org.nz/publications/conversations-with-friends-whanau-about-covid-19-vaccination-connecting-not-correcting-2021>
 - <https://www.theworkshop.org.nz/publications/talking-about-covid-19-vaccination-with-whanau-maori-2021>
- WHO - Data for action: achieving high uptake of COVID-19 vaccines
 - <http://apps.who.int/iris/handle/10665/339452>



Any Questions?



WHEN WE GET VACCINATED, WE'RE PROTECTING EACH OTHER (AND OURSELVES)

When we all get vaccinated, we make it very hard for the virus to move between people. As more of us get vaccinated, we stop the virus moving through our communities, keeping it away from our whānau, our colleagues, our kaumātua. Acting together like this keeps the virus away and we all stay well. That's how vaccination and collective immunity protect us all.

A collaboration between The Workshop, Dr Amanda Kvalsvig and Daylight Creative

