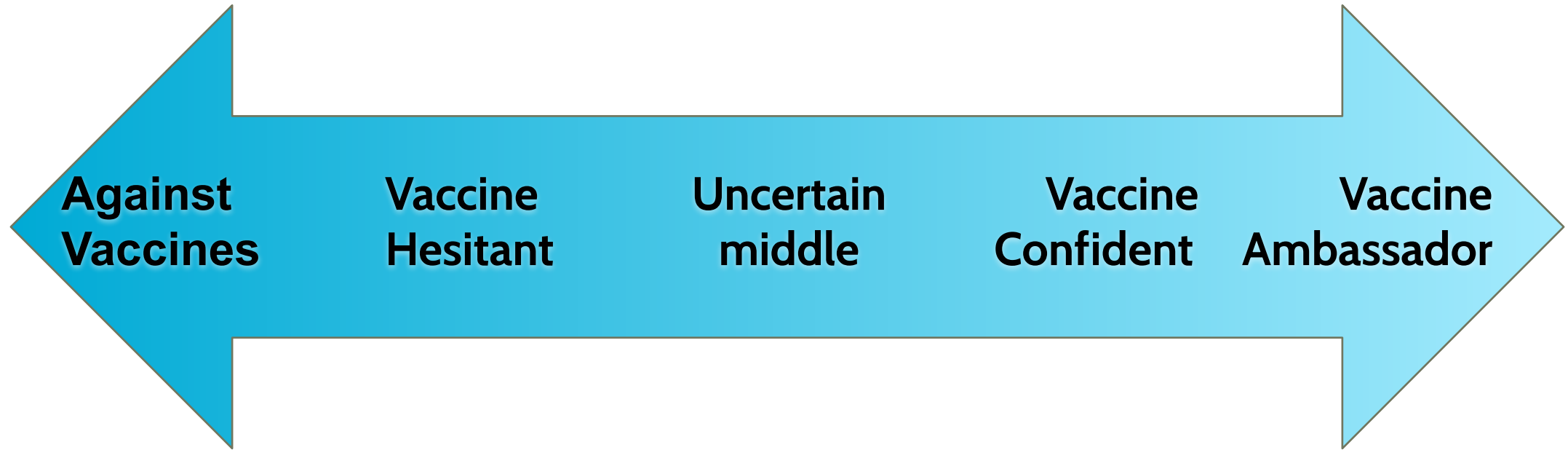
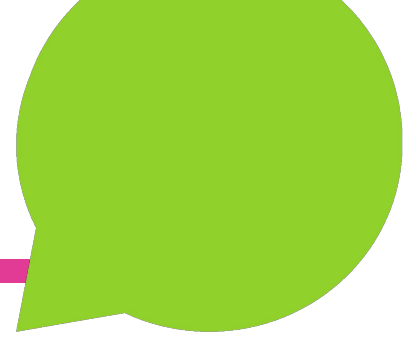




Empowering Action:

Strategies to Combat Vaccine Hesitancy

Vaccine hesitancy is a spectrum



The Flow of Misinformation



The Flow of Misinformation



The Flow of Misinformation





Anyone could be hesitant

How misinformation uses our experience and identity to get to us



Top reasons for hesitancy

Negative healthcare experiences

Media or social media bubble

Peer group influences

Historical or cultural background



I don't trust providers

Negative healthcare experiences

A negative healthcare experience does not have to be a provider's fault:

- Disappointing/traumatic childbirth
- Insurance access issues
- Reactions to any medication



What's the norm?



Peer group
influences

One study found that

- quality of a relationship
- frequency of communication

Outweighed

- expertise
- authority
- knowledge

Transmission of Vaccination Attitudes and Uptake Based on Social Contagion Theory: A Scoping Review



Your favorite cable news channel

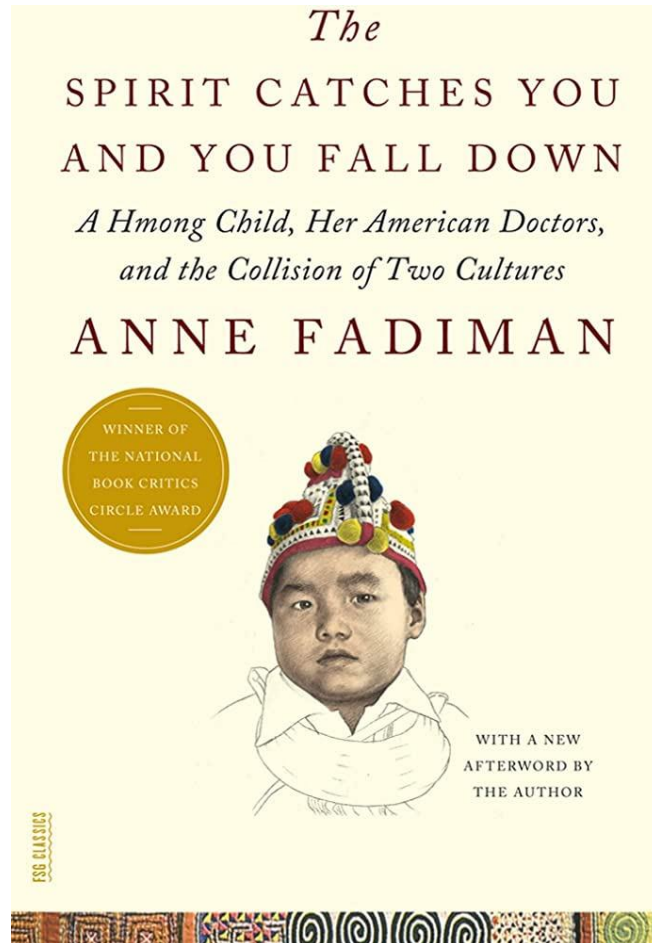
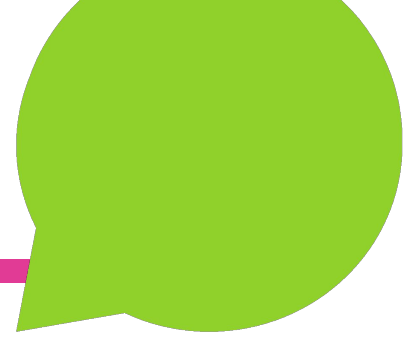
A CEPR analysis found significant decreases in intention to get COVID vaccine among <65 year old people who watched FOX News.

This effect was not found with seasonal flu vaccines.

**Media or social media
bubble**



Cultural Competency



Not all cultural reasons for refusing vaccination will be obvious

Historical or cultural reasons





Our brains make us weak

We are really terrible at assessing risk rationally



How we assess risk



Emotions



Predictions



The YUCK factor



Rational thinking



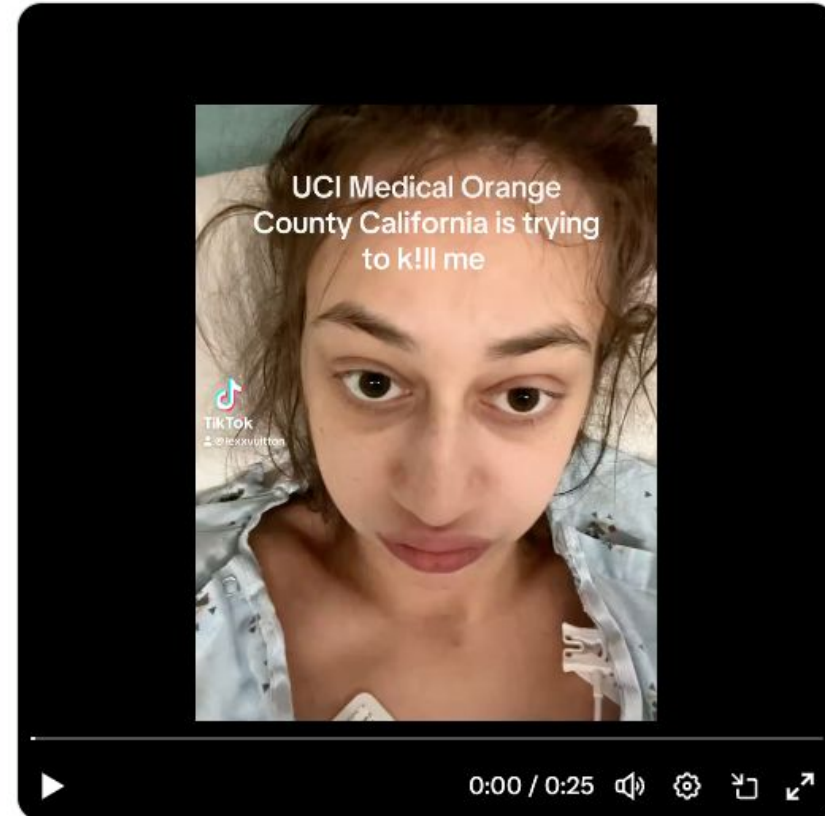
Emotions

Stories about harm and death coming to people after vaccination set off emotions, even when people approach them skeptically



alexis lorenze  @llexxiiliiiiii · Oct 8, 2024

Another video of the week I illegally received the vaccines.. having to repost and update due to all of my videos getting taken down I will not be silent



196

2.9K

8K

267K



Yuck factor

Scaring people away from vaccines by making disgusting claims is effective as it is difficult to stop our impulse to be grossed out



Wide Awake Media ✓
@wideawake_media



WARNING: GRAPHIC

Embalmer Richard Hirschman removes a strange fibrous clot from the right jugular vein of a recently deceased person.

Hirschman: "I didn't start seeing this until early 2021 [just after the mRNA injections were rolled out]. Unfortunately, I still find strange clotting in several bodies that I embalm."

What do you think is causing these strange fibrous clots?

Credit: [@r_hirschman](#)



Predictions



People who are looking for a perfect outcome may be stymied into inaction when they are unable to predict what vaccination could do to them, and misinformation target them there.



Michael Langston
@911poet

So-called long COVID is really long-term adverse reactions to the COVID-19 vaccine and long-term vaccine injury.

2:15 AM · Mar 15, 2024 · **132** Views





We need you!

To prevent the spread of vaccine myths

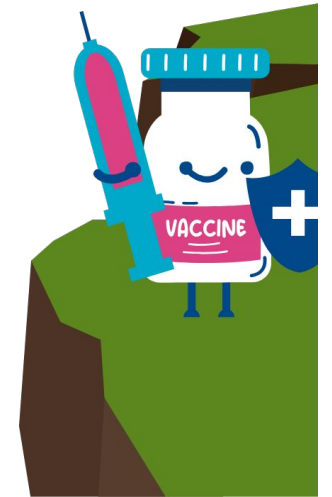
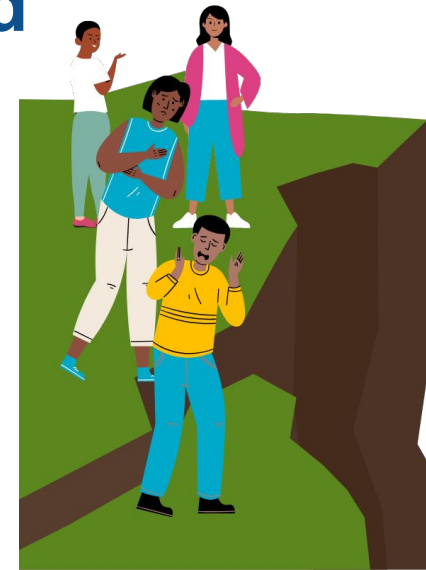


Access to providers matters

People who do not have access to providers are less likely to get vaccinated

The result is health inequity:

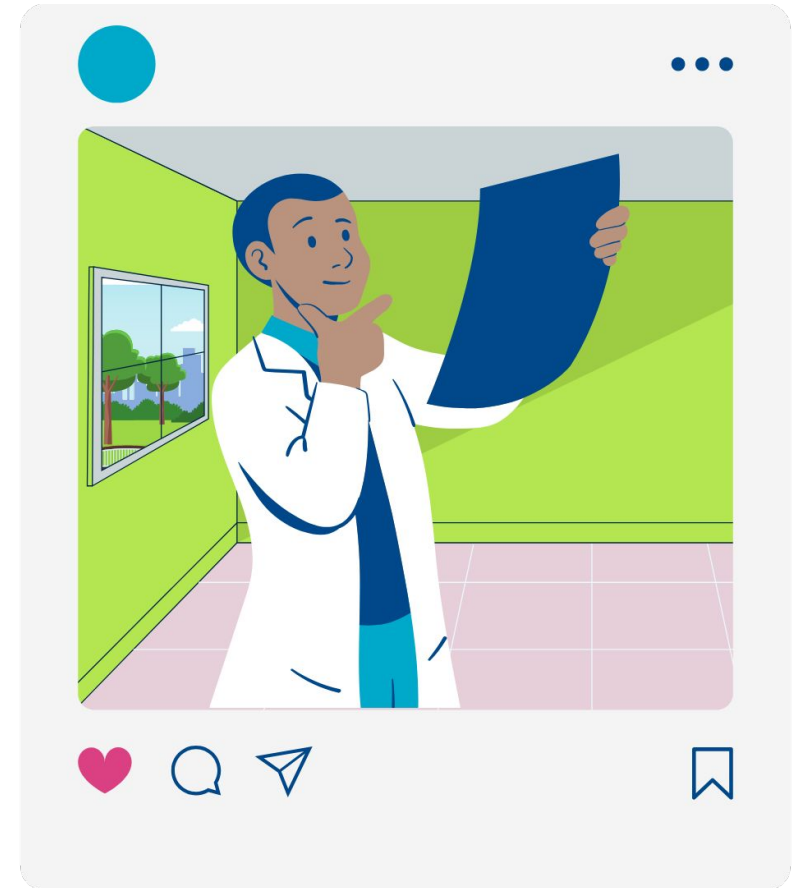
- Latino/Hispanic people are 15% less likely to get vaccinated
- African American/Black people are 25% less likely.



Access to information

Access to vaccine information cannot depend on access to a medical home

- We need healthcare experts speaking out in public spaces
 - Social media
 - News media
 - Town halls
 - Back-to-school events



Social Media Videos



voices4vaccines

Voices for Vaccines

Follow

313 Following 516 Followers 4466 Likes

<https://www.voicesforvaccines.org/donate>

Videos

Liked



Vaccination is part of a h...



Debunking vaccine misinf...



Debunking vaccine misinf...



Debunking RFK Jr. on my...



We debunk anti-vaccine r...



Go watch "A Shot in the ...



voices4vaccines

Follow

Message

+ ...

589 posts 1,829 followers 499 following

Voices for Vaccines

@voices4vaccines

Nonprofit organization

Visit our website to share your story with us ❤️

[voicesforvaccines.org/donate](https://www.voicesforvaccines.org/donate)

Followed by lizditz, ilovevaccines, coolsnekkat + 49 more



Vaccine Sto...

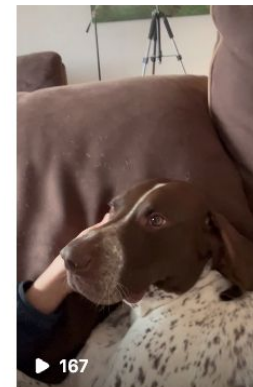


Just the Facts

POSTS

REELS

TAGGED





Prebunking

Inoculating others against misinformation



Inoculate against myths

Prebunking

It's easier to tell people how and why myths are wrong before they hear them from a source they trust



Prebunking works!

Help people **anticipate** the kinds of myths they will be exposed to

- Sign up for our newsletter to learn what is trending now
- Make sure trusted experts in your community are given a big platform
- Flood the field! People believe myths because they are far more prevalent online than the truth is



Give people a framework



How mRNA COVID-19 Vaccines Work

Understanding the virus that causes COVID-19.

Coronaviruses, like the one that causes COVID-19, are named for the crown-like spikes on their surface, called **spike proteins**. These **spike proteins** are ideal targets for vaccines.

What is mRNA?

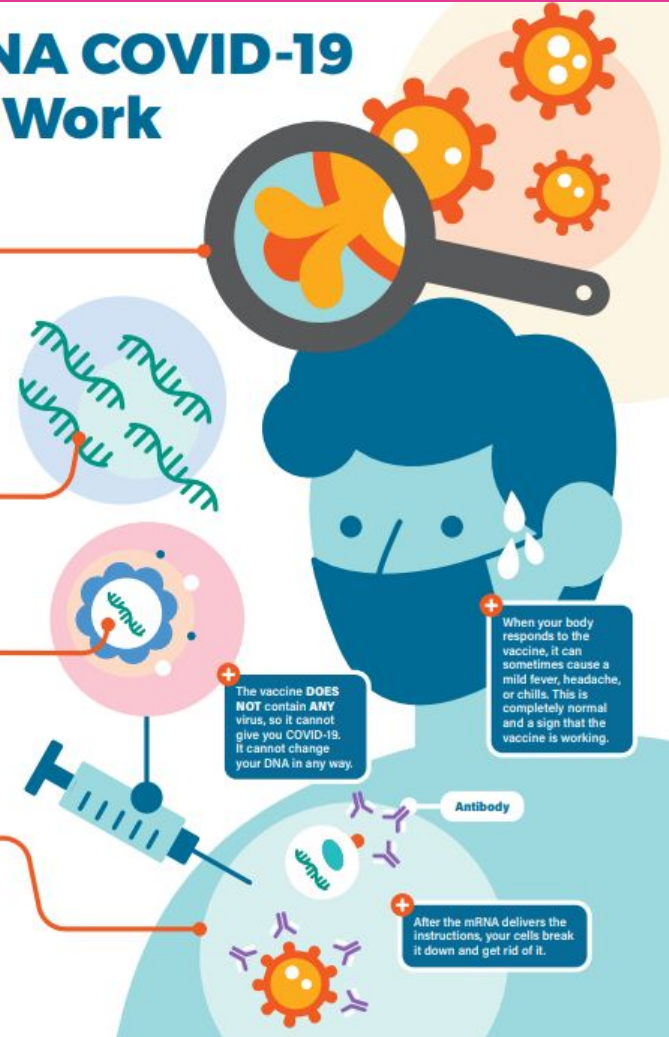
Messenger RNA, or mRNA, is genetic material that tells your body how to make proteins.

What is in the vaccine?

The vaccine is made of mRNA wrapped in a coating that makes delivery easy and keeps the body from damaging it.

How does the vaccine work?

The mRNA in the vaccine teaches your cells how to make copies of the **spike protein**. If you are exposed to the real virus later, your body will recognize it and know how to fight it off.



When people have a framework of understanding how vaccines work, their first response may be checking a story against that framework.





Debunking

How to handle misinformation that is already circulating



Teach others what's legitimate



- Assess the source and think critically
- Go beyond the headlines
 - Headlines are usually not written by authors
- Identify the author
 - Are they an expert in the field? If not, do they have a fact checker or an editor?
- Check the date
 - Is this debunked because it has been addressed?
- Analyze any supporting evidence
 - And if you don't know how, ask an expert, like your doctor!



Addressing misinformation



On social media

- Avoid repeating the misinformation
 - “Some people have concerns about this vaccine, but science has shown us that it is well-tested and effective” with specific details if possible.
- Use a truth sandwich
 - A fact
 - Explain how the statement was incorrect
 - End with a fact

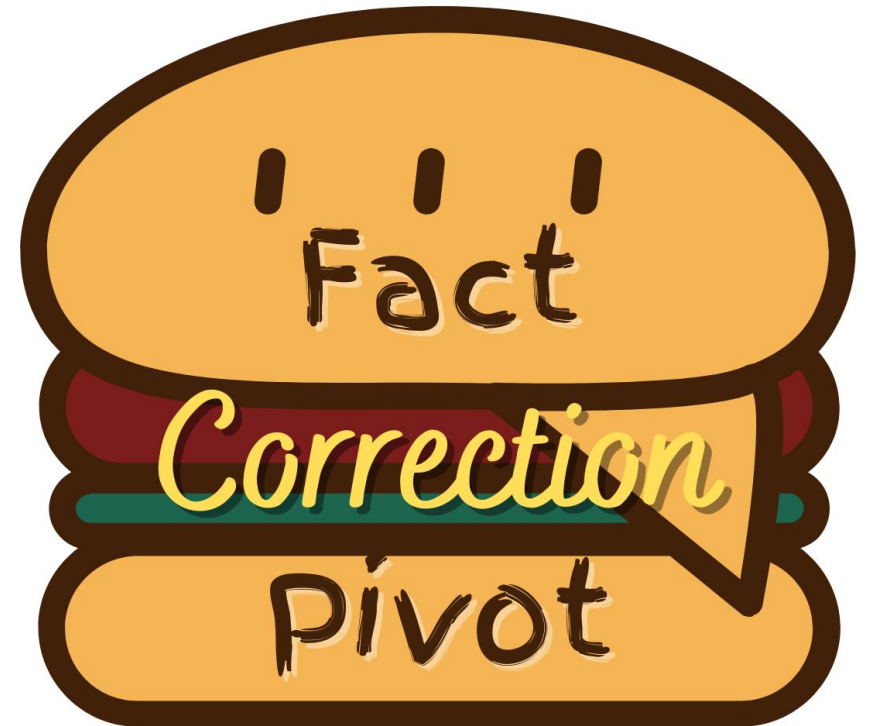


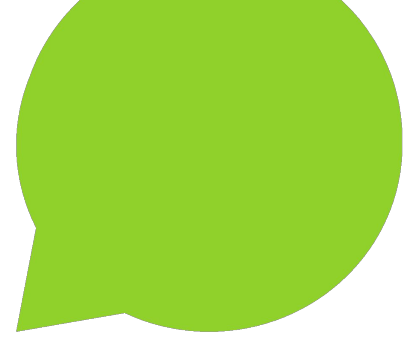
Addressing misinformation



In public (addressing something in front of a group or audience)

- Emphasize that addressing questions is important
- Use the truth sandwich again!
 - With one twist...
- Pivot to an important point you want to make about the main topic you are there to address





Vaccine hesitancy

How to talk to someone who is unsure about vaccines



What the public hears

From them:

- Who are you going to trust?
- Scary things are happening
- It's safer to do nothing

From us:

- That's a conspiracy theory
- Those stories are lies
- Doing nothing is dangerous



What they should hear instead



We need to earn our way to becoming trusted messengers who:

- Work toward respect
- Have compassion for their concerns
- Have respect for their autonomy
- See them as competent



The VFV method



ASK



“What is your main concern?” Encourage the patient to be specific and name their hesitancy. “What is the one thing that concerns you most? Can you tell me more about it?”

ACKNOWLEDGE



Recognize that the person you’re talking to already has knowledge. “It’s clear you’ve really looked into this.”

AFFIRM



That it’s ok to have questions. “That’s a great question, I heard that too so I looked into it.”

ANSWER

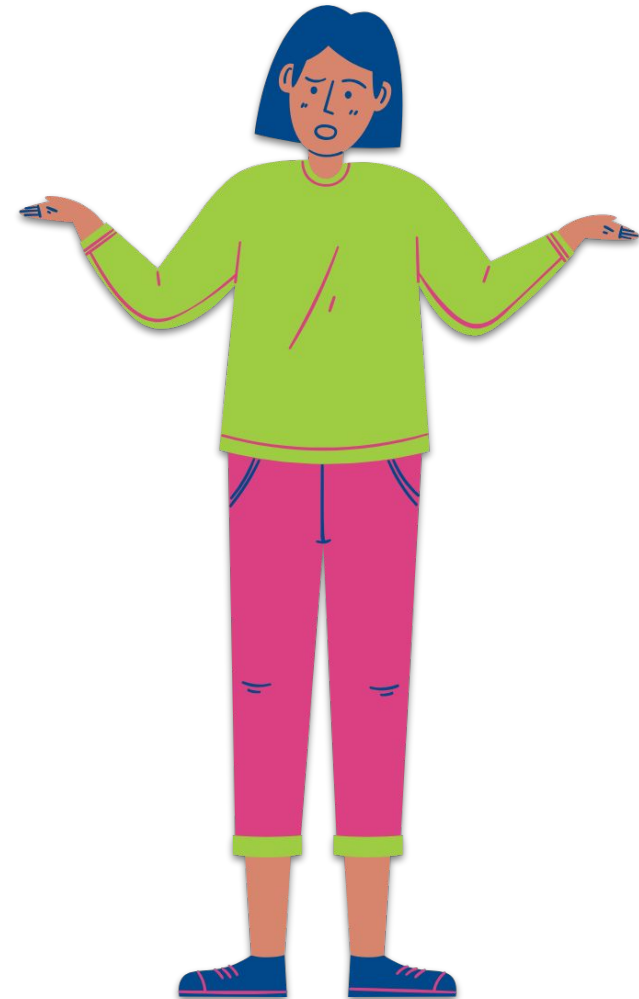


Get permission to share some facts. “Can I share with you the facts...”
OR “Can I get you some credible sources so your research helps you make an informed decision.”



What it looks like

“My son is a young man, and I am concerned that if he gets the vaccine, he is at risk for cardiac death.”



Ask



Probe deeper to build trust and learn more about the concern:

- Is the concern about cardiac problems your only concern?
- Can you tell me more about why you are worried about cardiac problems?
- If you felt reassured that there would be no problem, would you get this vaccine for him?
- Can you tell me what you understand about cardiac symptoms and this vaccine?



Acknowledge



Build on common agreement and purpose:

- It's really good you brought up this concern
- I'm glad you are so engaged in your son's health
- You are correct that there is a slightly elevated risk of myocarditis and pericarditis, or swelling in or around the heart
- Your son is in the group of people who have this slightly elevated risk



Affirm



Affirm their journey to get answers and their ability to find a good reason to vaccinate:

- A lot of people had this concern because it has made news
- When the data first came out, a number of scientists were concerned about the risk and looked into the issue
- It's completely normal to hear these stories and worry that your son could have a cardiac issue from the vaccine



Pause for permission



This is sometimes referred to as ask-**offer**-ask, but it is the most important part of answering a concern:

- Would it be okay for me to share some perspective about the risk of your son having myocarditis after the vaccine
- Would you like to discuss some of the scientific rationale for offering this vaccine to young men despite myocarditis being a risk?
- Can I tell you what I learned when I looked into the science surrounding this issue?



Answer



Presume that the parent has some working knowledge on the issue, but incomplete information about it:

- The mRNA vaccines do carry a small risk of myocarditis, but it often resolves on its own relatively quickly. Studies show that the risks of myocarditis from COVID far outweigh the risks of myocarditis from COVID vaccines.
- We've found now that in a very small percentage of young men, the vaccine can spur an immune reaction that causes this inflammation. The virus is much more efficient at causing this reaction.



Possible follow-up



Re-engage the patient to elicit their opinions:

- What do you think about the risk of myocarditis in the vaccine versus the virus?
- Do you have any thoughts about the vaccine with this information?
- Do you have more questions?



Handling Hostility

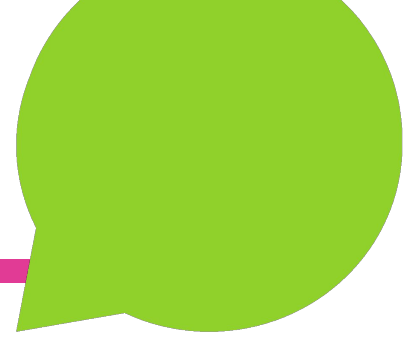


People who are trying to protect their children can feel vulnerable.

- Do more listening than talking
- Reflect back to them what you are hearing
- Express empathy or curiosity
- See following vaccine requirements as a shared journey



Debunk to your heart's content



Sign up for our weekly newsletter:
VoicesForVaccines.org/Resources

