

How to Have Conversations ABOUT VACCINES



Listen with empathy and acknowledge how they are feeling.



- ✓ Start by listening with empathy to those who have questions around vaccination.
- ✓ Acknowledge how they're feeling (without necessarily agreeing, for example "it's okay to have questions, or want more information before getting a vaccine").

Ask open-ended questions to help you understand their concerns.



- ✓ These questions draw a response other than "yes" or "no" and can help you better understand their concerns, and can help assist the other person in working through their thoughts.

Ask permission to discuss vaccines and share trusted information.



- ✓ Asking for their permission might make them more willing to listen to you rather than feeling like you're pushing unwanted information on them.
- ✓ If you're unsure about how to address their concern, offer to help look for information, recommend that they speak with their health provider or refer to reliable resources such as the [Centers for Disease Control and Prevention \(CDC\)](https://www.cdc.gov) and the [World Health Organization \(WHO\)](https://www.who.int).

Explore reasons for wanting to get vaccinated.



- ✓ Share your own reasons for wanting to get vaccinated and, if you're in a position to, your experience of vaccination.
- ✓ Share your motivation and what helped you overcome any concerns.

Sources:

<https://www.who.int/news-room/feature-stories/detail/how-to-talk-about-vaccines>

<https://www.cdc.gov/vaccines/covid-19/hcp/engaging-patients.html>



Quality
Insights
Renal Network 3

This material was prepared by Quality Insights Renal Network 3, an End Stage Renal Disease (ESRD) Network under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services (HHS). Views expressed in this material do not necessarily reflect the official views or policy of CMS or HHS, and any reference to a specific product or entity herein does not constitute endorsement of that product or entity by CMS or HHS. Publication No. ESRD3-081822