

TYPES OF CONVERSATIONS

Just in time: Striking up casual conversation or addressing questions from your peers. For example, a conversation in the hallway or in the break room.

Formal Opportunities: Structured meetings, presentations, or other occasions that feature vaccine hesitancy on an agenda.

STARTING THE CONVERSATION

Casual conversations:

● “I just got my second dose of the vaccine and I am so excited! Have you completed your vaccination yet?”

● “Tell me about the concerns you have when you think about the COVID-19 vaccine. You don’t have to share any private medical information.”

Formal & structured conversations:

“Thanks for coming to hear more about the vaccine. My role as the AMBASSADOR is to reassure and encourage you to come to me with any questions, concerns or opinions about getting the vaccine.

I’m not here to judge your decision or to convince you of anything – my role is to listen to your worries and be available with data to help inform your decision. I will keep our conversation confidential.”

HOW TO SHOW YOU’RE LISTENING



Active Listening



Validation

Signal that you are actively listening with statements of encouragement and validation



Encouragement

“I appreciate you sharing. Tell me more about that.”

“I understand and am glad you can talk with me about it.”

“Thanks for telling me these things. I hope you’ll stay for more conversation or come back again as well.”

COVID-19 VACCINE FACTS

| | Company | Type | Efficacy |
|--|-------------------|------------|-----------------------|
| The vaccine teaches your immune system how to recognize and fight the virus that causes COVID-19 | J&J (1 shot) | Adenovirus | 72% US; 66% worldwide |
| | Pfizer (2 shots) | mRNA | 95% |
| | Moderna (2 shots) | mRNA | 94.1% |

COVID-19 vaccines are being held to the same safety standards as all vaccines.

- There are 4 clinical trial phases with very intense safety criteria to move to the next phase.
- FDA advises testing vaccines on a minimum of **3,000** study trial participants with no significant harmful side effects to move to Phase 4.
 - The COVID-19 vaccine phase 3 trials have had **30,000 to 50,000** participants.
 - Most adverse side effects occur within **6 weeks** of vaccine administration; FDA has required **8 weeks** of safety monitoring for tracking side effects.
- Phase 4 involves continued monitoring and gathering of safety data by 2 different independent advisory committees who are experts and do not have any conflict of interest in the approval of the vaccine.

None of the COVID-19 vaccines use the live virus that causes COVID-19.

- There can be **mild or moderate** vaccine reactions for a day or so for a percentage of people who receive them.
- If you are trying to become pregnant now or want to get pregnant in the future, you may receive the COVID-19 vaccine when available to you.

Sources: Centers for Disease Control & Prevention, Mayo Clinic.org

PRACTICE CONVERSATIONS

See back-side for more conversation tips

Your coworker might say

“I have [religious, cultural, community] values that are against getting vaccinated.”

Your response: That’s important information that helps me be more supportive. Thanks for letting me know! Because you’re here, it sounds like you also value the idea that you can protect yourself and your family as well as your residents. Can I Tell you more about the safety of the vaccine?

“Residents [or other colleagues] are asking if I have had the vaccine and I’m not sure how to respond since I have chosen not to get it. It’s so awkward!”

Your response: This can be tough, thanks for raising this concern. Here’s something you could say to people, ‘I am using all of the personal protection equipment to make sure you’re safe right now. I’m not comfortable talking about the vaccine, but please know your safety is my priority.’

Remember to use stories!

What is your vaccine story? Can you share stories from friends, family, or coworkers?

CONCLUDING THE CONVERSATION

“Please stay in touch with me to let me know if this information was helpful to you.”

kind, warm conclusion

“I really appreciate that you had this conversation. That takes courage. You clearly care about the residents. Please feel free to find me if you have further questions or need additional resources to support you.”

Visit

<https://leadingagemncoaching.com/vaccine-hesitancy/>

for more facts

ADDITIONAL PRACTICE CONVERSATIONS

Your coworker might say

Your Responses

"I am worried about getting sick from the vaccine"

"These are important fears! Fortunately, we have learned that the vaccine is safe, people usually do not get ill (can expect a sore arm, some fatigue or other symptoms that basically subside in a day). We've learned that there is no impact on fertility. People of all races and cultures have taken it and have become immune. Can I give you some examples of people who were hesitant and decided to take the vaccine? Seeing others who also had fears that have been okay taking the vaccine might make you feel more comfortable."

"I am worried about infertility"

"The COVID-19 vaccine is overall safe in pregnancy and with lactation. Research has shown no impact on fertility."

"I am worried that the vaccine isn't safe."

"The COVID-19 vaccine trials have had 30,000 to 50,000 participants. The FDA advises using a minimum of 3,000 study trial participants, so the COVID-19 vaccine is well over the threshold for safety standards."

Doesn't the COVID-19 vaccine alter my DNA?

"The vaccines do not give you COVID-19, as none of them use the live virus. While your body is developing immunity, you may experience some mild to moderate side effects for a day or less, such as local injection pain, swelling, redness, fatigue, fevers, chills, muscle aches, nausea and vomiting. This is normal and means your body is responding well to the vaccine."

"I've had COVID-19, so I have natural immunity and don't need the vaccine."

"No! The vaccine teaches your immune system how to recognize and fight the virus that causes COVID-19. It does not alter or impact DNA."

"Isn't better for people to get COVID-19 and produce antibodies?"

This is a bit confusing. The experts actually recommend that you receive a COVID-19 vaccination even if you have had COVID-19 because it is still unclear if you have any long-term immunity to re-infection.

"I've heard that stem cells from aborted babies were used to develop the vaccine."

"No, it is better and less risk to get the vaccine. Vaccines allow you to build antibodies and immunity without suffering from the COVID-19 virus itself. Remember that COVID-19 can lead to serious long-term health problems and even death for people of all ages. It is not clear how long antibodies from having COVID-19 last, so at this time we do not know if this is an effective prevention."

Your coworker might share a conspiracy theory, a rumor from social media, or a strong opinion that opposes the vaccine.

"I understand your fear here. The vaccines were actually not developed using stem cells or fetal tissue, but rather used lab-grown cells."

"You have strong opinions, and I am happy you feel comfortable talking with me. I hope we can continue to be open with each other. Sometimes people make a decision to vaccinate or not based on where they work. You'll always have access to vaccines, and I am also always willing to connect with you, because you're an important employee here."

If the conversation has gone well

"Thanks again for talking about this. I hope you're feeling more comfortable about talking about this or considering the vaccine. If that's the case, I can show you options for getting vaccinated. If not, I'm happy to have another conversation down the road if you ever need to talk."

If appropriate, provide vaccine clinic information or other options for getting the vaccine based on your organization's practice. Remind them how to get in touch with you and/or how you'll follow up later with them. Plan to follow up within a week.

If the conversation has been uncomfortable

If there is strong emotion, such as anger, worry, or stress, consider concluding the conversation by referring your colleague to another leader in your organization, such as the administrator or director of nursing.

"Thank you so much for talking with me and sharing what you did. Is there anything I can help you with right now or are you okay taking a break from the conversation?"

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