

Building Vaccine Confidence: Communication Tips for Healthcare Providers

Your encouragement can go a long way to help patients feel safe and confident about getting a COVID-19 vaccine.



Assume patients will want the vaccine.

Start every discussion with the belief that your patient is eager to receive the vaccine. Don't introduce vaccine hesitancy where none exists.



But be prepared to answer questions.

Listen and acknowledge your patients' concerns to build trust in your advice. Be sure you understand their real worries. They may ask about safety when, in fact, they are scared by a false rumor.



Address their concerns with key facts.

Answer questions with clear and complete messages about the COVID-19 vaccine. Provide additional resources, such as websites and printed materials, as appropriate.



Personalize as much as possible.

Make direct links to your patient's individual situation. You may say, "This shot is especially important for you because of your [job, health condition, family, living situation, etc.]"



Share your own experience.

Say, "I couldn't wait to get my own vaccine!"

OR

"I'm on a waiting list right now to get vaccinated."



Link the vaccine to family and community health.

Explain that receiving the vaccine is the best way to protect family and friends. It will also help to open schools and businesses as soon as possible.

Strongly encourage the vaccine.

Conclude by saying, "I strongly recommend that you get the COVID-19 vaccine when eligible."



Keep the conversation going.

If your patient chooses not to receive the vaccine, don't give up. Provide take-home materials. Bring the issue up at follow-up appointments.

Refer to local eligibility guidelines.

Visit www.santacruzhealth.org/coronavirusvaccine to learn when and where patients can be vaccinated. They can also sign up at www.myturn.ca.gov to be notified when it is their turn.

For more information, please visit the Centers for Disease Control and Prevention (CDC) at <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

