

1 Start the conversation and validate feelings

Initiating the conversation can feel hard. Start by asking a simple question, listening, then normalizing feelings. If they feel heard, they'll be more willing to engage in conversation with you.

Examples:

- “How do you feel about getting the COVID vaccine? Are you planning to get it?”
- “Yes, it’s been a confusing, uncertain time.”
- “I, too, had some of your same concerns.”



2 Increase comfort in the vaccine through stories

- Talk about all the people you and they know who have gotten or are getting vaccinated. Keep updating them as you learn of more people.
- Share stories of people who went from hesitant to vaccinated.
- If available, share vaccine stories from acquaintances in healthcare. Stories about friends working in the healthcare field may be uniquely valued.

Examples:

“More and more of my friends are getting vaccinated. My colleague took his mom to get vaccinated yesterday. Also, the woman next door got her vaccine last week.”

“My friend was also hesitant like you. In fact, they were adamant about not getting it at first. (Then share what shifted their mindset.)”

“You know my friend who is a nurse? When the vaccine came out she wasn’t going to get it. Now she has. It took all of us time to get comfortable with it.”

3 Talk about the hassle of not being vaccinated

- Highlight local and national restrictions for unvaccinated people. Consider restrictions around travel, entrance to certain places, and gatherings in large groups. Update as new guidelines are established.

Examples:



“I hear people are getting vaccinated to make travel a lot easier. Once vaccinated, there are fewer restrictions.”

3 Talk about the hassle of not being vaccinated (continued)

- Call attention to uncomfortable interactions and tense relationships brought on by the pandemic. Hint at the social relief they may feel once vaccinated.
- Hold firm on your positioning by stating and upholding social-distancing guidelines for spending time together if they choose to remain unvaccinated.

Examples:

“Are you tired of this being such a big issue? It may feel easier being vaccinated. Imagine if someone asks if you’ve gotten the shot and you can say yes? That’s the end of the conversation. You can get back to talking about normal things.”

“Dad, until you are vaccinated it’s going to be hard to hang out with you. My kids really want to see you and we’ll have to do that outside with masks on.”

4 Wrap up the conversation

Leave the door open for future check-ins.

Examples:

“Even when we don’t agree, I’m always here for you and want to keep discussing this with you.”

5 Check in, follow up, provide support

- Consistently check-in while they continue to think it through. The path to vaccine acceptance takes time and a combination of these tips.
- Deciding to get vaccinated isn’t the last step. Getting vaccinated takes effort. Help schedule the vaccine appointment(s). Choose a nearby location at a convenient time, if possible. Consider going to the appointment, too.

Examples:

“How are you feeling about getting the vaccine since we last talked about it? Do you know anyone who’s been vaccinated recently? What did they say?”

“Mom, I can get you an appointment for next week. It’s after you’re home from work and just a few minutes away. I’ll take you and help you through it all.”



COVID-19 Vaccine Safety Highlights:

- No corners were cut in approving the vaccine.
- The vaccine was not rushed to the market in a year. In fact, the technology behind the vaccine has been around for a decade.
- Millions of people have already gotten the vaccine. It is safe and effective.
- The side effects range in discomfort - it is most often your body’s immune system responding.