

Conversation Guides



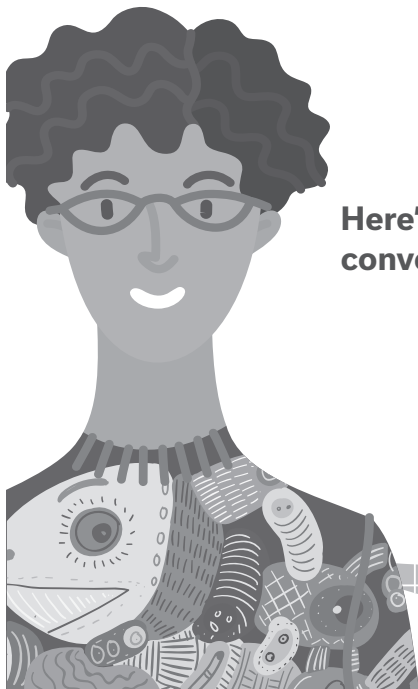
When you talk to clients about vaccines, it's important to have a conversation that informs them, supports them and respects their culture.

Remember to:

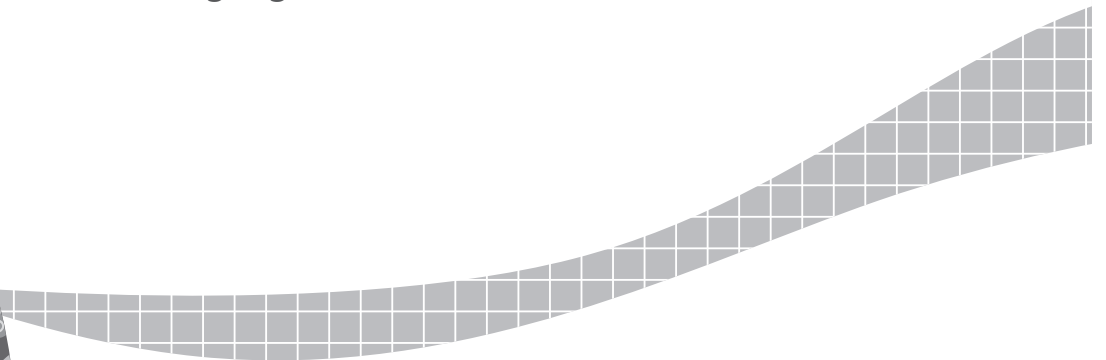
- **GET CONSENT** from your client before talking about vaccines: "Would you like to talk about how vaccines can protect you and your loved ones?"
- **DON'T USE** words and phrases that could make them feel pressure: Avoid "must," "required" or "have to."
- **LEAD WITH POSITIVITY**, so your client doesn't feel judged for their feelings: "It's OK to have questions about vaccines. I can do my best to answer them."

A successful conversation might:

- **FOCUS ON RESULTS.** For example: "Vaccines are the best way to protect yourself from many diseases and reduce the severity of illness."
- **EMPHASIZE THE PERSONAL BENEFITS OF VACCINATION.** For example: "I can tell you are concerned about your family's health. Vaccines can keep you and them from getting sick."
- **INCLUDE PERSONAL AND ENCOURAGING STORIES ABOUT VACCINES.** For example: "I decided to get vaccinated because I didn't want to get sick around my elderly father and my kids. I am happy with my decision."



Here's how some positive conversations might go.



How to talk to:

A client who doesn't want to get vaccinated.



CHW: I'm so glad I got to see you today. How have you been?

Client: I'm fine. Though my wife and I had COVID a few months ago and we missed some work.

CHW: I'm sorry to hear that. What did you do when you had COVID-19?

Client: We stayed home and rested.

CHW: I'm glad you're feeling better now. May I ask if you are up to date on your vaccinations?

Client: I don't believe in them. I think natural immunity is more powerful than vaccines.

CHW: Have you ever been vaccinated?

Client: Yes, but not in the last few years.

CHW: I see. Can you tell me more?

Client: My friend told me that vaccines actually make you sicker.

CHW: It's true that some people do feel mild side effects, but they go away quickly. Are you comfortable if I share some facts about how vaccines are safe and effective?

Client: I'm really not interested.

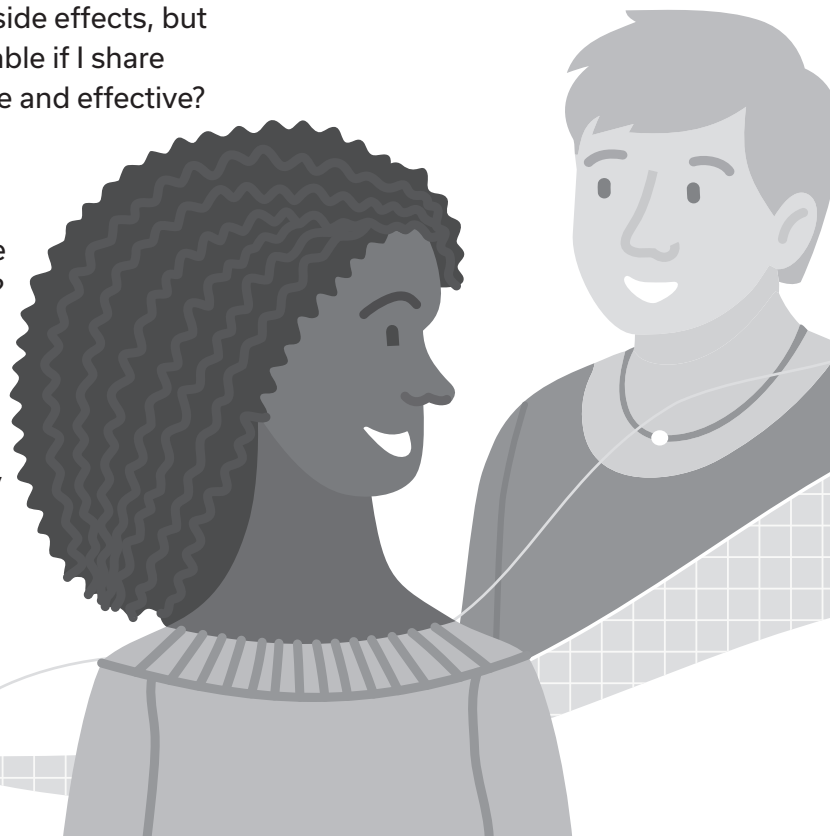
CHW: I understand. If you want to talk more about vaccines in the future, I would be happy to. How are you staying healthy?

Client: I'm active and I try to eat right.

CHW: Keep up those healthy behaviors. And if you want to learn more about how vaccines keep you and your family from getting sick, I am available to talk more.

This conversation is successful because it:

- Promotes and encourages healthy behaviors beyond vaccinations
- Addresses concerns about side effects and peer influence
- Stays friendly and curious
- Invites the client to stay in touch for further conversations



How to talk to:

A client who has safety concerns about vaccines.



CHW: How have you been feeling?

Client: I haven't been feeling well.

CHW: Oh no, what's wrong?

Client: I just got over the flu.

CHW: I'm sorry to hear that. May I ask if you're up to date on your vaccinations, including the flu shot?

Client: I don't think I need vaccines.

CHW: Why do you feel that way?

Client: I have heard they actually make you sicker.

CHW: I understand your concern. Vaccines are the most effective way to protect yourself from several diseases. You might feel side effects from a vaccine, but that is your immune system working to protect you.

Is there anything else you're concerned about?

Client: I might miss work if I have side effects.

CHW: Side effects are usually mild and go away after a day or two. Some people who don't get vaccinated may be sick for longer and miss more work.

Client: Oh, I don't want that.

CHW: Would you like more information about what vaccines you may want to get?

Client: That would be fine, thank you.

CHW: Great! And I'm available if you have any more questions or concerns.

This conversation is successful because it:

- Leads with curiosity, asking the client about their health and vaccine history
- Presents scientific facts
- Offers to help the client make the next steps and get vaccinated
- Invites the client to stay in touch for further conversations



How to talk to:

A client with a large family and who is mostly uninformed about vaccines.



CHW: How are you?

Client: I have been stressed with a family celebration coming up.

CHW: What are your plans?

Client: My extended family will be staying in our house. Kids, grandchildren, everyone.

CHW: You must be looking forward to everyone gathering together! As you know, people are more likely to get sick when they're traveling or feeling stressed.

Are you worried about yourself or others getting sick?

Client: A little bit. I always seem to get sick when we're all together, and I can't afford to take more time off work.

CHW: Do you mind if I ask if you are fully vaccinated?

Client: I'm not sure if I am. Why?

CHW: Vaccines are the most effective way you can protect yourself from illness. It also protects kids, older people and those who can't get vaccinated from getting sick.

Client: I don't know which vaccines I would need.

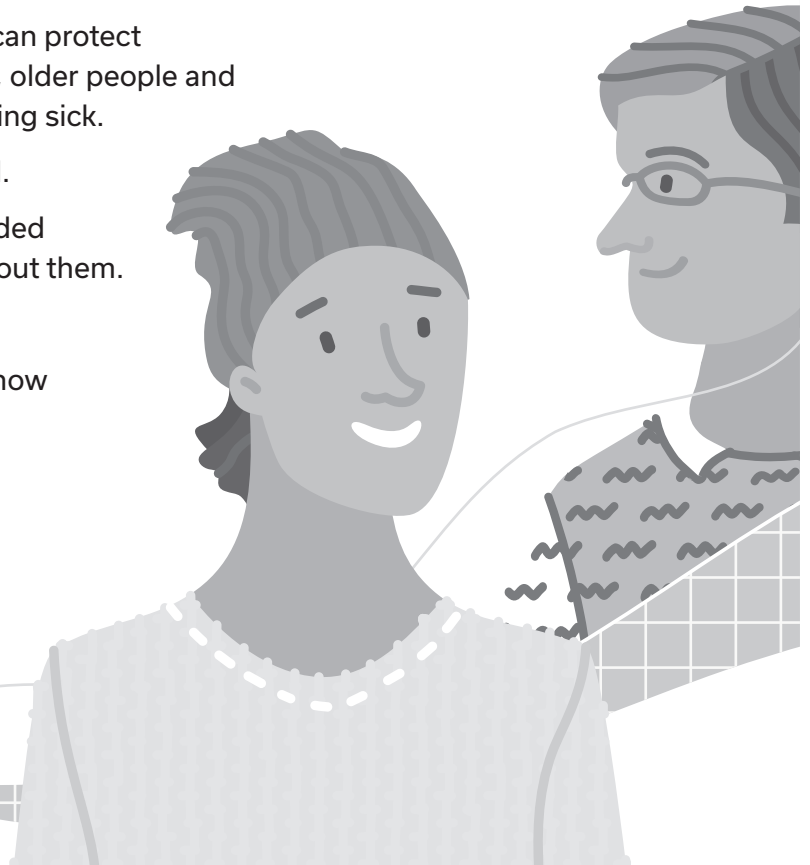
CHW: I can share information about recommended vaccines so you can ask your provider about them.

Client: That would be helpful, thank you.

CHW: You're welcome! You can always let me know if you need anything else.

This conversation is successful because it:

- Leads with open-ended questions that allow the client to share
- Includes facts about spreading illness
- Helps the client make their own decisions while promoting the effectiveness of vaccines
- Invites the client to stay in touch for further conversations



How to talk to:

A client who has challenges getting health care.



Client: I haven't been to the doctor in awhile.

CHW: Oh, really? Why not?

Client: I don't have insurance, so I haven't gone. I also haven't found a doctor who speaks my language. But I really don't want to get sick this year.

CHW: I understand. It's tough to not have health insurance. I can recommend ways for you to still get care.

May I ask if you're vaccinated?

Client: I thought you needed insurance to get vaccinated.

CHW: Most vaccines are available with no insurance or at little to no cost. You can also get them at your local pharmacy or places that don't need you to make an appointment.

Client: That's good to know. But I don't have a car, so I can't get to any appointments. And the bus doesn't run near my place.

CHW: There are organizations that give free rides to appointments, and services that offer free translation.

Client: That would be helpful. When are they available?

CHW: I don't have an exact answer now, but I can find out and let you know. Is there a good time when I could send you that information?

Client: Anytime would be great!

CHW: OK! If I could get your contact info, I'll send it over.

This conversation is successful because it:

- Shows compassion for the client's situation
- Offers solutions
- Offers to share more information later
- Informs the client about available services
- Asks permission to share information

