



Addressing Vaccine Hesitancy in Rural Communities

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- **Washington State University's EXCITE** (Extension Collaborative on Immunization Teaching and Engagement) team led the charge of providing Extension professionals with resources to equip and empower them to implement vaccine education and other health education initiatives in their communities.
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Agenda

- Integrated Model of Sustainable Health Decision-Making
- Structure and components of Motivational Interviewing and Science Media Literacy
- Change Talk
- Brief MI-based strategies to support behavior change
- Getting to the Heart and Mind of the Matter Toolkit



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*I feel like they are playing
games with us...*

Trust

Vaccine Safety

Perceived Susceptibility

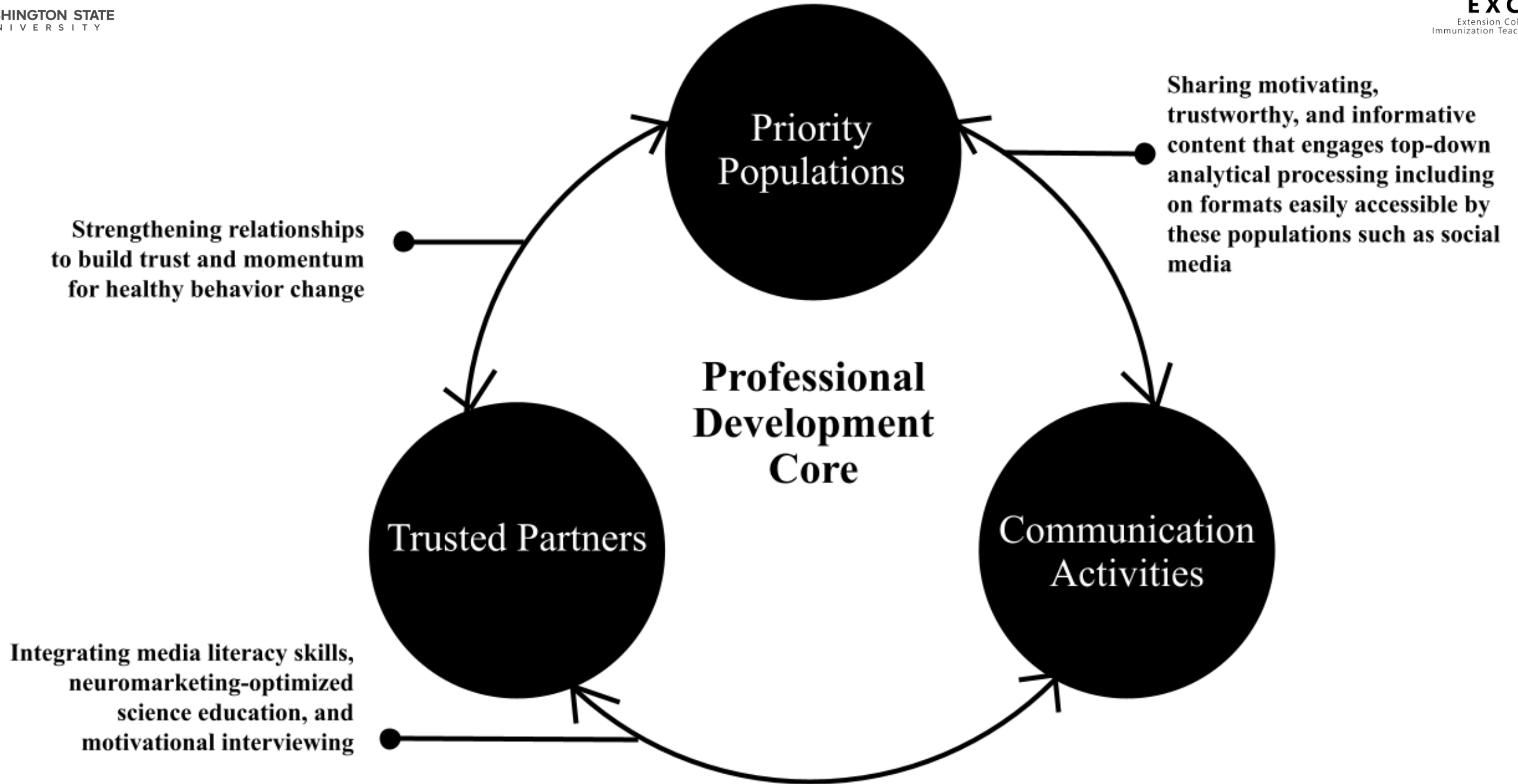
Protect Self and Others

Koskan et al., 2023; Soorapanth et al., 2023



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Getting to the Heart and Mind of the Matter Toolkit



Motivational Interviewing

MI is...



“a specific form of interviewing. When practicing MI, **the interviewer has a guiding role The recipient of MI is being served and ultimately is the one who decides what to change, if anything.** MI is not about *installing* motivation in people but rather *evoking* it from them” (p.15, Miller & Rollnick, 2023).

Strengthening Relationships and Building Trust



Case study

- **New patient visit: Manuel**
- 50-year-old Hispanic male
- Supervisor at a local fruit orchard
- Married, with two adult children
- Lives with elderly parents
- Family history of diabetes
- Patient history of high blood pressure and cholesterol
- Received COVID-19 vaccination in 2021. *“I had to, or I would lose my job”*
- No reported history of other vaccinations or COVID-19 boosters
- *“My immune system is doing a fine enough job”*

- **What stands out to you?**
- **What strengths do you see?**
- **What is important to Manuel?**
- **What concerns you?**
- **What questions do you have?**



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Engaging: Getting to Know the Patient

- Start with strengths
- Explore values
- Seek to understand



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Collaborative Focusing

- Patient goals
- Your goals



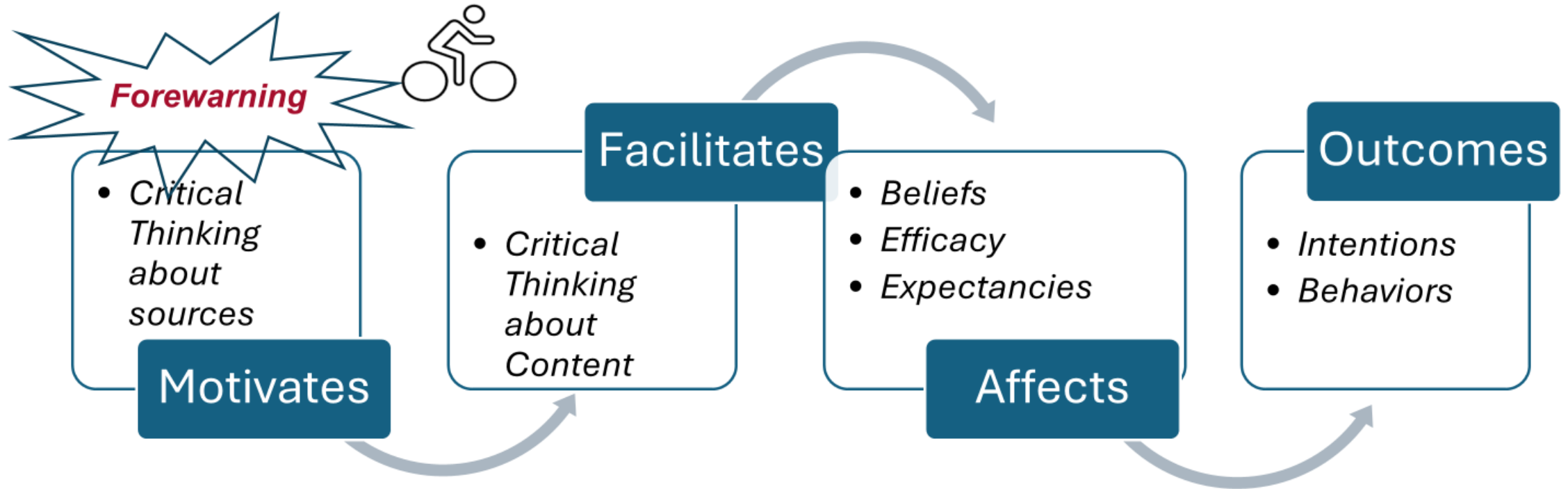
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Integrate Media Literacy Skills



Science Media Literacy: Emotion and Logic (p. 77)



Share Trustworthy and Informative Content



Ask-Offer-Ask (p. 38)

- **Ask** the person what they already know about the topic and where they get their information
- Reflect/affirm
- Ask for permission to share more information
- If yes, **offer** 1 piece of information
- **Ask** what the person thinks about this information

Evoking and Reinforcing Change



Change Talk (p. 28)

Miller & Rollnick, 2023

- **Desire:** *I want to change*
- **Ability:** *I can change*
- **Reasons:** *These are my reasons for changing*
- **Need:** *I need to change*
- **Commitment:** *I will start engaging in a new behavior*
- **Activation:** *I am considering change*
- **Taking Steps:** *I will/have started to take steps towards change*

Assessing Vaccine Readiness (p. 39)



- Ask the person on a scale 0-10 (0=not ready; 10=ready), how ready they are [insert your topic of conversation]
- Ask the person **why they are as high as** this number and not lower
- Ask the person what would help them to become **a little more ready**
- Summarize and highlight change talk

What we talked about

- Integrated Model of Sustainable Health Decision-Making
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Contact Us!

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