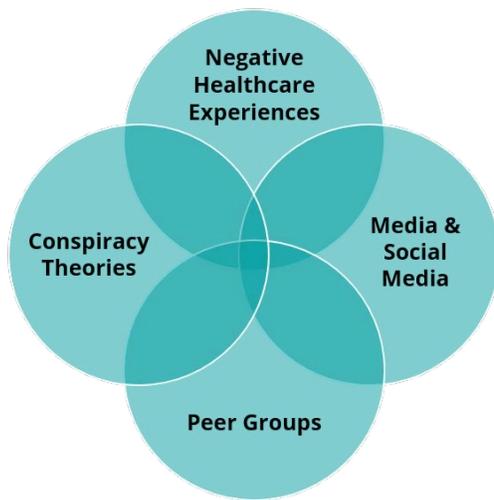


Addressing Vaccine Hesitancy

Approximately 79 percent of people in Washington reported in February 2021 that they intended to get the COVID-19 vaccine. We will need consistency and transparency in our messaging from every level in order to reach people who are unsure about getting the vaccine. There is no one-size-fits-all approach, and it may take several methods and attempts to change someone's mind.



What is vaccine hesitancy?

Someone may be reluctant to get a vaccine because of distrust or misinformation. They may have concerns due to mistrust because of the history of abuse in the medical system due to racism and other forms of discrimination or personal experiences in the health care system. They could also be concerned about safety because of the speed of the trials, their age or disability, disinformation, or mistrust of the government.

What can we do about it?

Health care providers, partners, and advocates can help by continuing to talk with people about the vaccines and share accurate information. It's most effective when we're all sharing the same information, from DOH to your neighbor.

Share messaging that is:

- ✓ Transparent
- ✓ Consistent
- ✓ Frequent
- ✓ Positive
- ✓ Personal

Share messaging from:

- ✓ Community leaders
- ✓ Experts
- ✓ Trusted messengers

When talking to patients, community members, family, or friends...



Organizations can:

Build trust. Share communications that are accurate, honest, open, and frequent.

Empower. Provide support and resources to people who are trusted voices, like health care providers.

Talk with communities and trusted individuals. Reach out to people in your organization or community and start having conversations about the COVID-19 vaccine.



Health care providers can:

Make a strong recommendation. Studies have shown this is the most important factor in a patient's decision.

If they aren't sure, then you can:

1. **Ask questions.** Explore how your patients feel about the vaccine and if they have any questions.
2. **Acknowledge their concerns and feelings.** Be empathetic and consider your patient's viewpoint.
3. **Advise.** Address your patient's questions and concerns, then recommend a next step.



You can:

Acknowledge that your friend or family member wants the best for themselves and their loved ones.

Ask if there's anything about the COVID-19 vaccine that they're unsure about.

Offer information from trusted resources (like the Centers for Disease Control and Prevention or Department of Health) that addresses their concern.

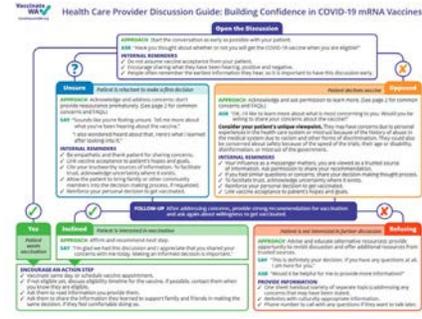
Share stories that frame why you chose to get the COVID-19 vaccine.

Encourage them to talk with their provider or clinic.

Resources

DOH materials work to address vaccine hesitancy by addressing common concerns, providing factual information, establishing social norms, and promoting voices and stories from people who are trusted in their community. Most materials are available in multiple languages.

Discussion guides



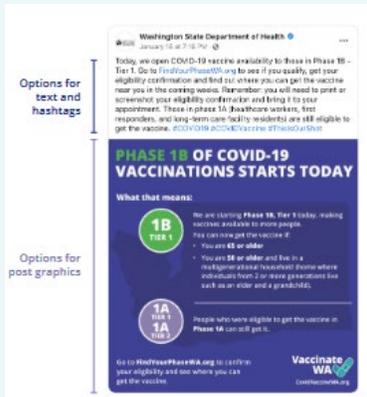
Best for health care providers and community organizations.

Use it by:

- Practicing the flow charts in mock conversations
- Talking with patients and community members
- Promoting the tool to your networks

Provider discussion guides are available in the [DOH COVID vaccine provider toolkit](#). Community guides are available on the [DOH resources and recommendations webpage](#). Available in English only.

Social media graphics and text



Best for anyone with a social media account (Facebook, Twitter, Instagram, LinkedIn).

Use it by:

- Posting on your social media accounts
- Encouraging partners to share on their feeds

Available in 30 languages on the [COVID-19 vaccine partner toolkit](#).

Videos



Best for anyone with a digital presence.

Use it by:

- Embedding on your website
- Embedding in a blog post
- Posting on your social media accounts
- Sharing in emails or newsletters

Available in 38 languages on the [COVID-19 vaccine partner toolkit](#).

Banner ads



Best for anyone.

Use it by:

- Embedding on your website
- Embedding in a blog post
- Adding to newsletters or your email block
- Adding static banners to print materials

Available in 20 languages on the [COVID-19 vaccine partner toolkit](#).

Resources (continued)

Print ads, infographics, and posters



Best for anyone doing in-person activities.

Use it by:

- Sharing in newsletters
- Posting in local newspapers or magazines
- Printing and posting in community spaces or at events

Available in two languages on the [COVID-19 vaccine partner toolkit](#).

Radio ads and scripts



Best for organizations.

Use it by:

- Recording the script for your organization's on-hold message
- Sharing on local radio stations

Available in three languages on the [COVID-19 vaccine partner toolkit](#).

Sample email, newsletter content, and blog posts



Best for anyone with a distribution list.

Use it by:

- Sharing with your email or newsletter list serves
- Posting on your blog

Available in English only on the [COVID-19 vaccine partner toolkit](#).

Fact sheets



Best for anyone.

Use it by:

- Sharing in emails or newsletters
- Adding a link on your website
- Printing and posting in community spaces or at events

Available in 39 languages on the [DOH resources and recommendations webpage](#).

Frequently asked questions



Frequently Asked Questions

Best for anyone.

Use it by:

- Learning common questions and answers
- Adding a link on your website or materials
- Directing people to check here for updated information

Available at [CovidVaccineWA.org](#) or [VacunaDeCovidWA.org](#).