

Tips for communication with parents who are hesitant about vaccines



#1. Ask open ended questions

"Can I ask you what you're worried about?"

#2. Affirm their strengths (stress the positives)

"It's good that you've been thinking about the vaccines."

#3. Validate their concerns

"It can be worrying when you read about things like that online."

#4. Reflect

"You've read that you shouldn't give so many vaccines in one go, so that worries you and that's why you haven't had your baby vaccinated yet."

#5. Ask and provide information

"Could I share with you some information about the vaccines, and why we give the vaccines together?"

#6. Verify how they feel

"How do you feel now about the vaccines, now we've had a chance to talk about it?"

#7. Describe the action plan

"Ok, you'd like to read some of the information I've given you, and you are going to come back in a week to talk to me about it some more."



Remember to recommend the vaccines
You can share your own experience if you are someone the person can identify with (e.g. getting your baby vaccinated)



Don't enter into a debate
Don't give a long list of data and statistics - it can be counterproductive

Adapted from World Health Organization resources:

Conversations to build trust in vaccination. A training module for health workers: <https://bit.ly/WHOTrainingModule>

If you are a health professional and have questions, please email immunisation@hse.ie

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