

How to talk about vaccines

[Courtesy: World Health Organization](#)

1. Listen with empathy

Start by listening with empathy to those who have questions around vaccination. Don't dismiss them, and acknowledge how they're feeling (without necessarily agreeing, for example "it's okay to have questions, or want more information before getting a vaccine").

2. Ask open-ended questions

Ask open-ended questions, such as "What have you heard about the COVID vaccines?" or "Why do you feel that way?". These questions elicit a response other than "yes" or "no" and can help you better understand their concerns, and might also assist the other person in working through their thoughts.

3. Share trusted information

When you don't know the answer or if you're unsure about how to address their concern, offer to help look for information. Asking for their permission might make them more willing to listen to you rather than feeling like you're pushing unwanted information on them.

4. Explore reasons for wanting to get vaccinated

When discussing vaccination, nothing works as well as getting personal. Share your own reasons for wanting to get vaccinated and, if you're in a position to, your experience of vaccination.

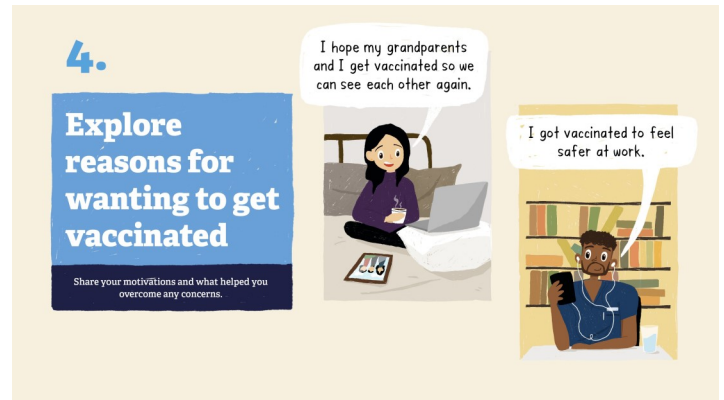
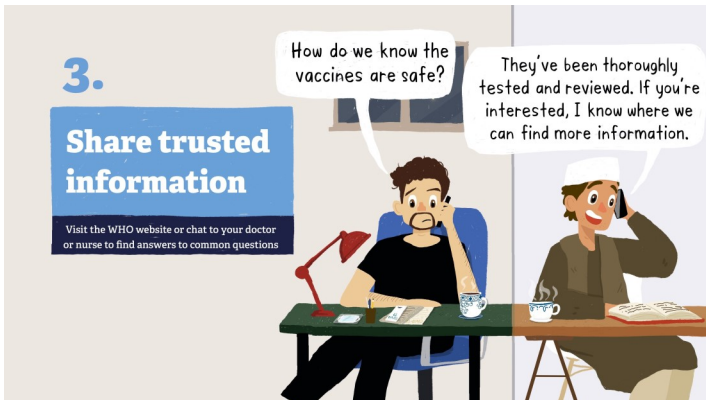
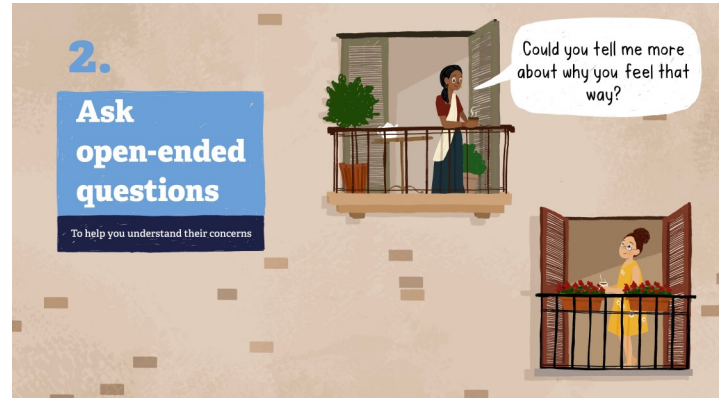
Talk to them about how getting vaccinated against COVID-19 could offer a path back to normalcy. Explain the benefits of vaccination, whether it's being able to visit family and friends again, return to the office, get children back to school, spend time with classmates or other interactions and activities that have been strained because of COVID-19.

If you previously had concerns that you worked through, and ended up getting vaccinated against COVID-19, share what helped reassure you.

Describe how vaccination will help protect you, your family and your community and bring back the activities and pleasures of life that we've gone without.

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Related Resources:

- [Talking with Patients about COVID-19 Vaccination](#)
- [Key Things to Know about COVID-19 Vaccines](#)
- [Frequently Asked Questions about COVID-19 Vaccines](#)
- [Answering Patients' Questions About COVID-19 Vaccine and Vaccination](#)
- [Talking with Parents About COVID-19 Vaccination](#)
- [How to Tailor COVID-19 Information for Your Specific Audience](#)
- [How to Address COVID-19 Misinformation](#)