

VACCINATE CONFIDENTLY



The facts are clear: vaccines are safe and protect millions of people from needless illness, hospitalization, and death. The vast majority of people trust vaccines and get themselves and their children vaccinated on time.

Vaccines work by making people immune to infection so that pathogens find no safe harbor in their bodies. Vaccines, like medications, have side effects, which are usually mild. Severe reactions are rare.

The spread of myths and misinformation about vaccines has made what was once clear seem uncertain, even controversial. When misleading information circulates in small and close-knit communities, vaccination rates can fall and create an opening to diseases that was once all but eliminated. Under-vaccinated communities are then at unique risk for disease outbreaks.

For vaccine hesitant women and their families, there are two main ways to discuss vaccines. The C.A.S.E. method and Motivational Interviewing.

THE C.A.S.E METHOD



C.A.S.E. (Corroborate, About me, Science, and Explain) is better for people who are on the fence, not yet quite sure they want to vaccinate. It is a presumptive approach, that is focused on the provider.

Corroborate using empathy to approach the topic, to prevent an antagonistic start to the conversation, **A**bout me, focus the conversation on your personal and professional experience with the dangers of infectious diseases and the safety of vaccines. Present the **S**cience in clear and simple facts. Lastly, **E**xplain clarifying the recommendation you are making ie. "I recommend this vaccine today for this reason."

MOTIVATIONAL INTERVIEWING

Motivational Interviewing is patient centered and may take place over multiple visits. This works well for very vaccine hesitant parents and families. The goal is to continue to dialogue, but to place a priority on personal autonomy. Listen to the woman, and then Ask, Acknowledge, Advise. Enhance the patient's internal motivation for attitudinal change by exploring and solving inherent ambivalences.

Four Main Principles:

1. Empathizing with the client
2. Developing a discrepancy between their current and desired behavior
3. Dealing with resistance without antagonizing, preserving effective communication, and allowing clients to explore their views
4. Supporting self-efficacy, i.e., the confidence in their ability to change

Five Points of Discussion:

1. Vaccine-preventable diseases targeted by the vaccine series
2. Vaccines and their effectiveness
3. Importance of the immunization schedule
4. Concerns and fears about vaccination
5. Organization of vaccination services