

# VACCINATION FOR ADULTS



**STRATEGY INTRO:** Increase demand for, and access to flu, COVID-19, and other adult vaccinations via 40 pop-up community clinics at the places that cultural groups feel comfortable and connected, and increase regularity of vaccine promotion in priority communities; and increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations.

## HOW TO BETTER FRAME THE CONVERSATION WITH VACCINE-HESITANT INDIVIDUALS

Asian Media Access participated in more than 100+ vaccine clinics and tabling events last year. During these events, we often encountered individuals who were hesitant or skeptical about vaccines. In the past, we thought it was best to let them walk away to avoid making them feel pressured. However, we've realized that many of them are genuinely looking for answers. It's important to ensure they receive accurate information in a respectful and supportive way.



For example, last year, we met a family of three who came to get vaccinated. Both parents were eager to receive their shots, but their son refused to leave the car. The family had already experienced multiple COVID incidents, all of which had started with their son contracting the virus. Despite their efforts to convince him, he remained reluctant. This situation reinforced the importance of framing vaccine conversations in a way that encourages openness and trust.

## HOW TO FRAME THE CONVERSATION

When speaking with a vaccine-hesitant individual, follow these evidence-based strategies:

### 1. Set the Stage:

- Create a safe and comfortable space for conversation.
- Be empathetic: Try to understand their perspective without judgment.
- Be an active listener: Focus on what they are saying rather than thinking about your response. You may uncover key concerns simply by listening.

**2. Identify the Core Concern:** Ask them to name their biggest concern or fear. This helps narrow down what is truly holding them back.

**3. Validate, Don't Berate:** Acknowledge their concerns with respect. Encourage questions instead of dismissing their worries. Judgment can create resistance, while validation fosters trust.

**4. Ask Open-Ended Questions & Use Storytelling:** Avoid yes/no questions. Instead, ask open-ended ones that encourage meaningful dialogue and deeper understanding. Storytelling is a powerful way to connect with vaccine-hesitant individuals. Facts alone may not be enough to change minds, but personal stories help people relate on an emotional level. A personal experience can make the conversation more engaging and relatable rather than overwhelming.

**5. Ask Permission Before Sharing Information:** People need to feel in control of their choices. Offer information rather than assuming they want it. Let them decide if they are ready to hear it. Instead of just telling them facts, show them through real-life examples. Most people are not scientists, and vaccine safety data alone can be confusing or even intimidating. Decisions are often influenced by emotions as much as logic, and storytelling helps bridge that gap.

**6. Reinforce Their Knowledge and Decision-Making:** Acknowledge what they already know and affirm their ability to make informed decisions for themselves and their families.

**7. Be Patient:** Changing deeply held beliefs takes time. If someone isn't ready, give them space. The goal is to maintain a respectful relationship so they feel comfortable returning when they are ready.

## THE 4-A APPROACH: ACTION, AFFIRM, APPROACH, ASSIST

Since this may seem like a lot, we've simplified it into the 4-A Approach (Action, Affirm, Approach, Assist) to ensure vaccine conversations are supportive and effective.

Using the previous case as an example:

### Step 1: Action

AMA staff took the first step by inviting the young man out of the car and into the vaccination site—a cultural temple, a familiar and comforting space he had visited many times before. This helped ease him into the setting without pressure.

### Step 2: Affirm

Instead of overwhelming him with data, staff members acknowledged his fear of needles. We reassured him not as medical professionals, but as trusted elders, offering empathy and understanding. We also shared our own struggles with decision-making when it came to getting family members vaccinated.

### Step 3: Approach

Staff engaged him in a conversation about his past immunization experiences, helping him reflect on how he had overcome similar fears of needles before. We framed the COVID vaccine as just another MUST-HAVE shot, especially since his family had already experienced two COVID incidents. This helped him recognize the vaccine's importance in protecting his loved ones.

### Step 4: Assist

We stayed by his side for more than 40 minutes, ensuring he felt safe and respected. Such patience and encouragement ultimately led him to decide to get vaccinated that day.



So SHOW them, not just telling them we CARE. Let's demonstrate our commitment through compassion and understanding, not just by telling people scientific data. By using empathy, patience, and storytelling, we can foster meaningful conversations that help individuals make informed choices about their health.



## Educational Article

# ENGAGING VACCINE-HESITANT LOVED ONES WITH EMPATHY



As flu season collides with the holidays and Arizona's [continuing COVID-19 incidence](#), many people are taking steps to reduce their risk for illnesses. But with so much misinformation and apprehension about vaccines circulating, rifts can appear among friends and families when not everyone shares the same perspective.

In response, University of Arizona Health Sciences students and faculty are working to figure out how to reach vaccine-hesitant individuals and communicate more effectively. [Mel and Enid Zuckerman College of Public Health](#) doctoral student Maiya Block has spearheaded a series of virtual workshops to help people navigate these challenging conversations, giving participants the opportunity to learn communication techniques and practice using them in role-playing scenarios.

"Personally, I've been struggling, and a lot of people on our research team have family members or friends who are not getting vaccinated," Block said. "They were not sure how to talk about it in an effective manner. People get their feelings invested, and it's difficult to see eye to eye."

View the full article at: <https://news.arizona.edu/news/engaging-vaccine-hesitant-loved-ones-empathy>.

**FIVE STEPS TO A HEALTHY AND HELPFUL VACCINE CONVERSATION**

The University of Arizona Health Sciences

- Listen Actively and With Empathy**  
Getting a vaccine is an important medical decision, and the decision to get vaccinated may be stressful. When talking to a friend or loved one:
  - listen without judgment
  - listen for their root concern
  - acknowledge their reasons and validate their emotions
- Ask Permission to Share Information**  
Respectfully focus on their root concern, and ask if you can share more information about it. Let them know where you found the information so they can access the same resources for themselves.
- Empower Them to Find Their Own Reasons to Get Vaccinated**  
People generally prefer to make their own decisions. Guide them to finding their unique "why" for receiving the vaccine. Share your own thought process and your "why" for inspiration.  
*For me, getting vaccinated was about protecting my loved ones as well as myself.*
- Frame the Conversation Positively**  
Remember that this is someone you care about. Keep a positive tone, focusing on concepts like health rather than illness. Address their concerns without bringing up potentially divisive topics like politics.  
*I care about you and your health.*
- Use Trusted Sources of Information**  
Be honest when you don't know something, and help them find the answer. Trusted sources include:
  - CDC.gov
  - local health department website
  - doctors, nurses, pharmacists