



Building Vaccine Confidence in the Clinic

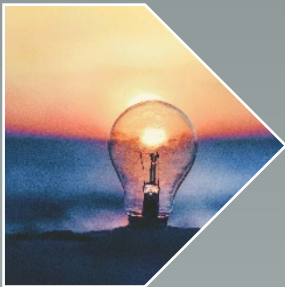
A Training for Medical Educators

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Boost Oregon . . .



is a parent-led, independent nonprofit organization



empowers people to make science-based vaccine decisions for themselves, their families, and the community



envisions a world where people's health decisions are rooted in science

Boost Oregon's Services

As an independent non-profit, we:



1. Bring people together to support vaccine confidence.
2. Provide resources to support healthcare providers and advocates.
3. Provide training to develop skills for vaccine conversations.

Objectives



Discuss how to create a therapeutic space for clinic visits



Explore how to build rapport through vaccine conversations



Outline the tenets of effective information sharing in Motivational Interviewing



Creating a Therapeutic Space



Intent





Setting the Agenda

What topics do you try to cover in
your well visits?

Empowering Patients: Dismantle the Power Differential!



Emphasize

- Emphasize patient autonomy - every decision is theirs



Reframe

- Reframe concerns to highlight stigma and toxic wellness culture



Offer

- Offer alternative perspectives to highlight patient strengths

Acknowledging Toxic “Wellness” Culture

Autism

Crying on Planes

Cancer

ADHD

Asthma

Allergies

Celiac Disease

“Obesity”

Developmental Delays

Oppositional Behavior

Neurological Impairment



Building Rapport *through* Vaccine Conversations



Assessing Readiness



Use a guiding approach



**Don't make assumptions
about intent or rationale**



Explore with OARS

GUIDING

Motivational
interviewing

DIRECTING

“We’ll give her
the flu shot
today.”

“She’s due for the
flu shot today. Do
you have any
questions?”

FOLLOWING

“Do you want
her to get the
flu shot
today?”

Show Understanding
Provide Guidance
Respect Autonomy

Core Skills of Motivational Interviewing



Open Ended Questions



Reflective Listening



Affirming Statements



Summarizing



Meet Jamal

Provider	I see Jamal hasn't had his COVID vaccine yet. Have you talked or thought about that at all?	Open Ended / Open minded
Parent	Yea, his father and I aren't vaccinated so we haven't gotten them vaccinated.	

How ready is Jamal's mom to vaccinate?



Provider	I see. Well, have you thought about getting the vaccine for yourselves?	Open Ended / Open minded
Parent	I was going to get the vaccine when I was pregnant, but when I told the nurse that there's a history of epilepsy in my family, she said she wasn't sure if I should get it.	

How ready is Jamal's mom to vaccinate?



Possible Reflections

She made you feel like you might be at increased risk of side effects from the vaccine because of your family history.

You're not so sure about the vaccine now, but you were thinking about it initially.

You had every intention of getting the vaccine. What was motivating you to get it at first?



Providing Information Effectively



Explore, then Ask - Offer - Ask

Explore

Explore what they already know/think/believe

Ask

Ask permission to share information/perspective

Offer

Offer information/perspective in a brief, neutral manner

Ask

Ask what they think of what you offered

Example Recommendation

Provider: Okay that makes sense. Thanks for taking the time to explain your perspective to me. I know this can be a hard decision to make, and I'm not here to pressure you into a decision you're not comfortable with. I do want to create a space where you can comfortably explore your thoughts on the subject. Would it be alright if I shared why I recommend the vaccine to my patients?



COMMON QUESTIONS



Is the vaccine safe?

Yes. Thousands of children participated in the trials, and as of May 2023, over 5.5 billion people have received over 13 billion doses of the COVID-19 vaccine.(2) Safety monitoring is ongoing with no serious long term side effects detected. (3)

Can my child get other vaccines at the same visit?

Yes. It is safe to get other vaccines at the same time. (1)



What are the side effects?

Side effects are common and may include a sore arm, fatigue, headache, fever, chills, and muscle or joint pain.



For males ages 12-30, there is a small, increased risk of heart inflammation (myocarditis or pericarditis) within a week after the Pfizer or Moderna vaccine. Symptoms can be chest pain, shortness of breath, or rapid, irregular heartbeats. This is rare and does not cause permanent damage.

People who menstruate may notice a temporary change to their period, such as heavier bleeding, a shorter interval between periods, or a longer-lasting period. If this occurs, the change is temporary and has no long-term effects. There is no evidence that the COVID-19 vaccine causes fertility problems. (1, 3)



Sources

1. Children's Hospital of Philadelphia: <https://www.chop.edu/centers-programs/vaccine-education-center/making-vaccines/prevent-covid>

2. Our World in Data: <https://ourworldindata.org/covid-vaccinations>

3. Centers for Disease Control and Prevention: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html>

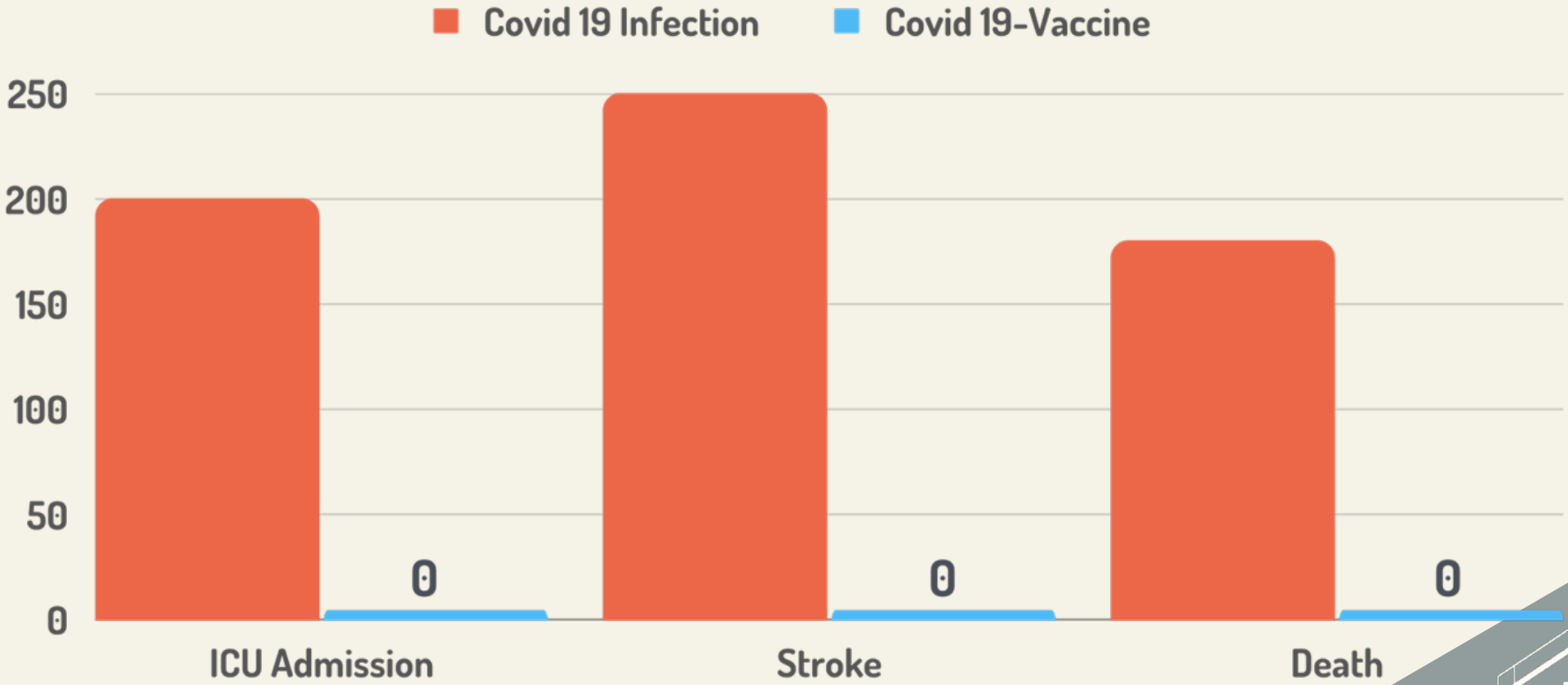


For more information, visit: www.boostoregon.org

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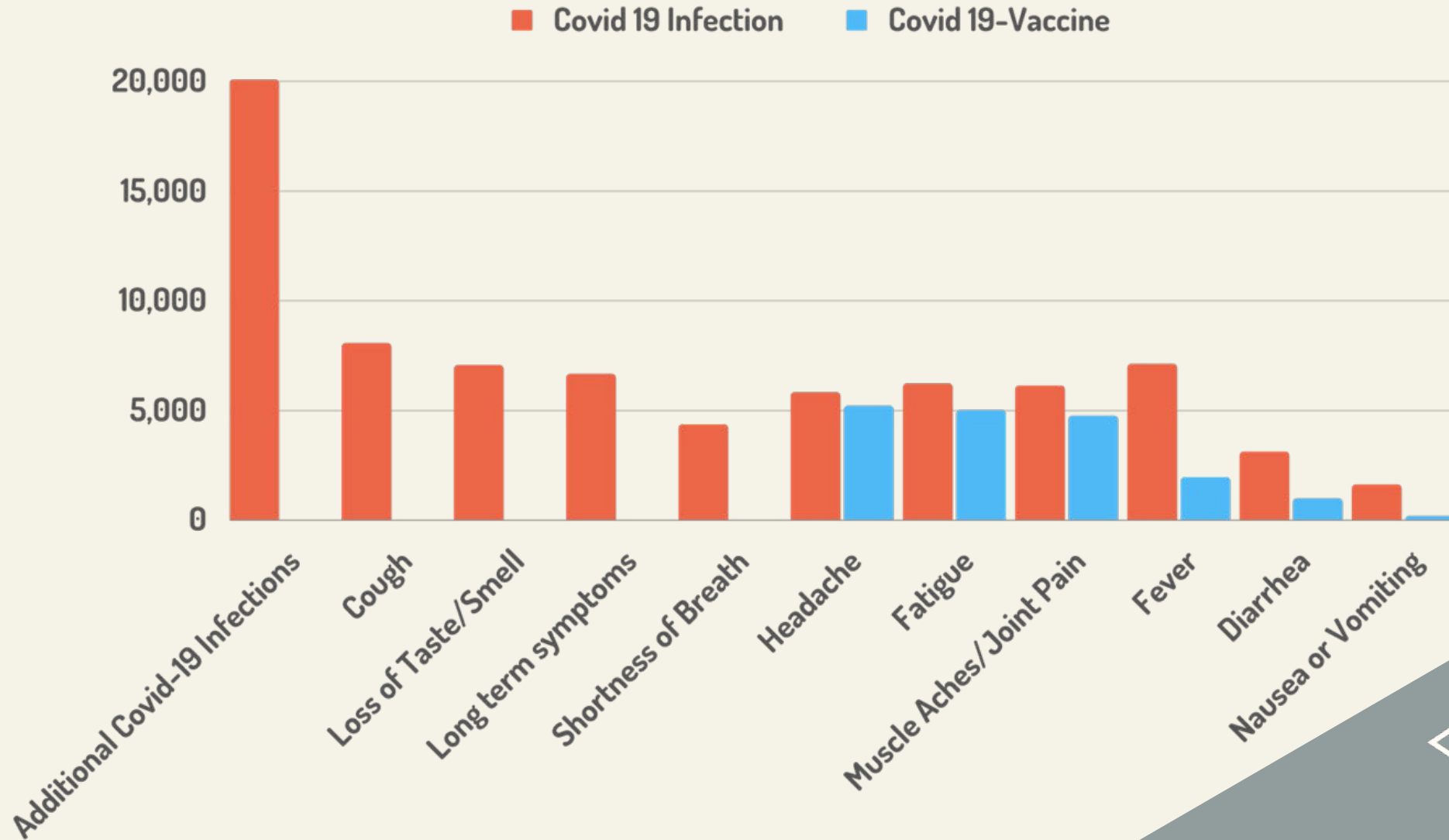
Vaccines Are Like A Seatbelt

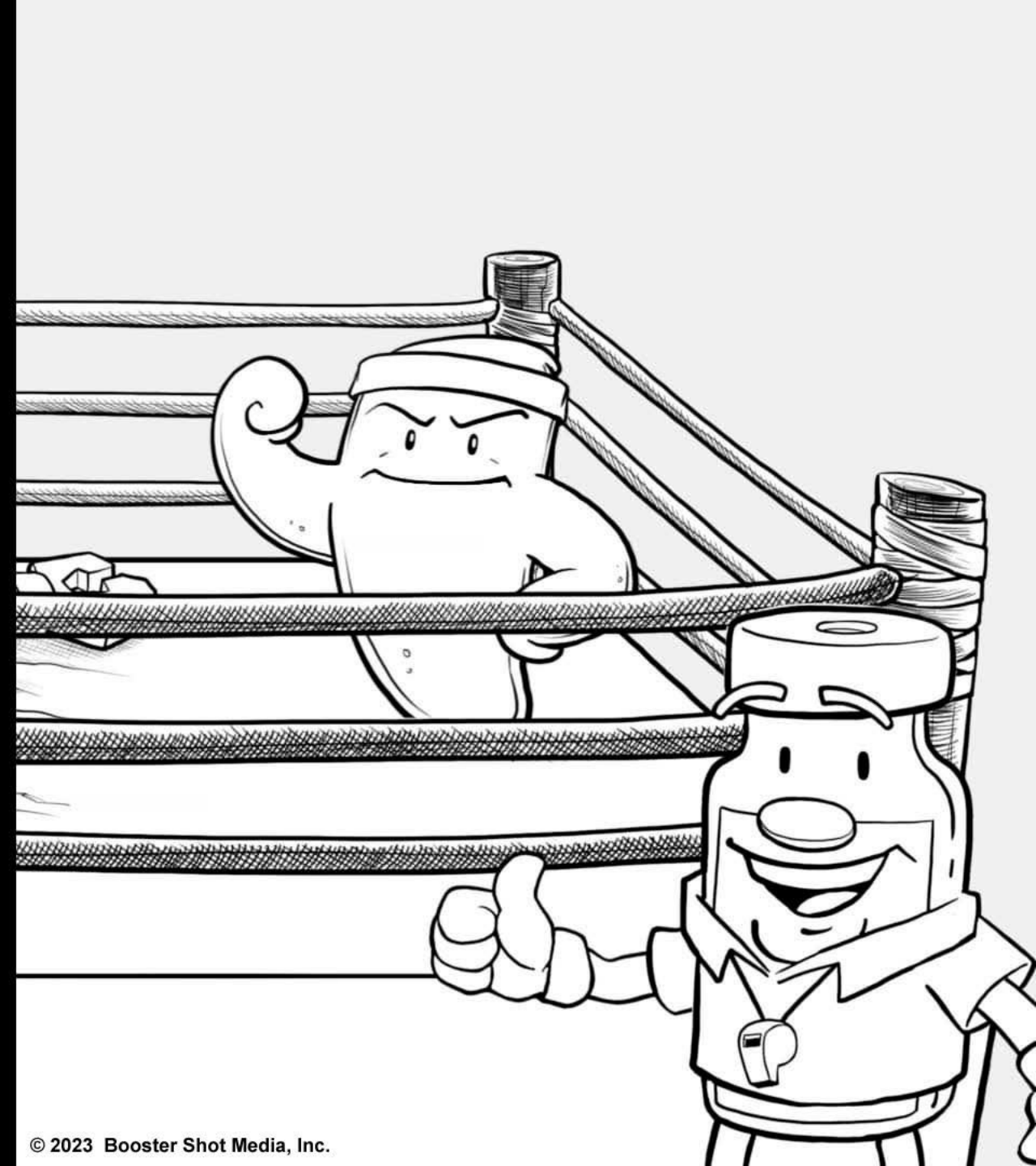
Side Effects per 10,000

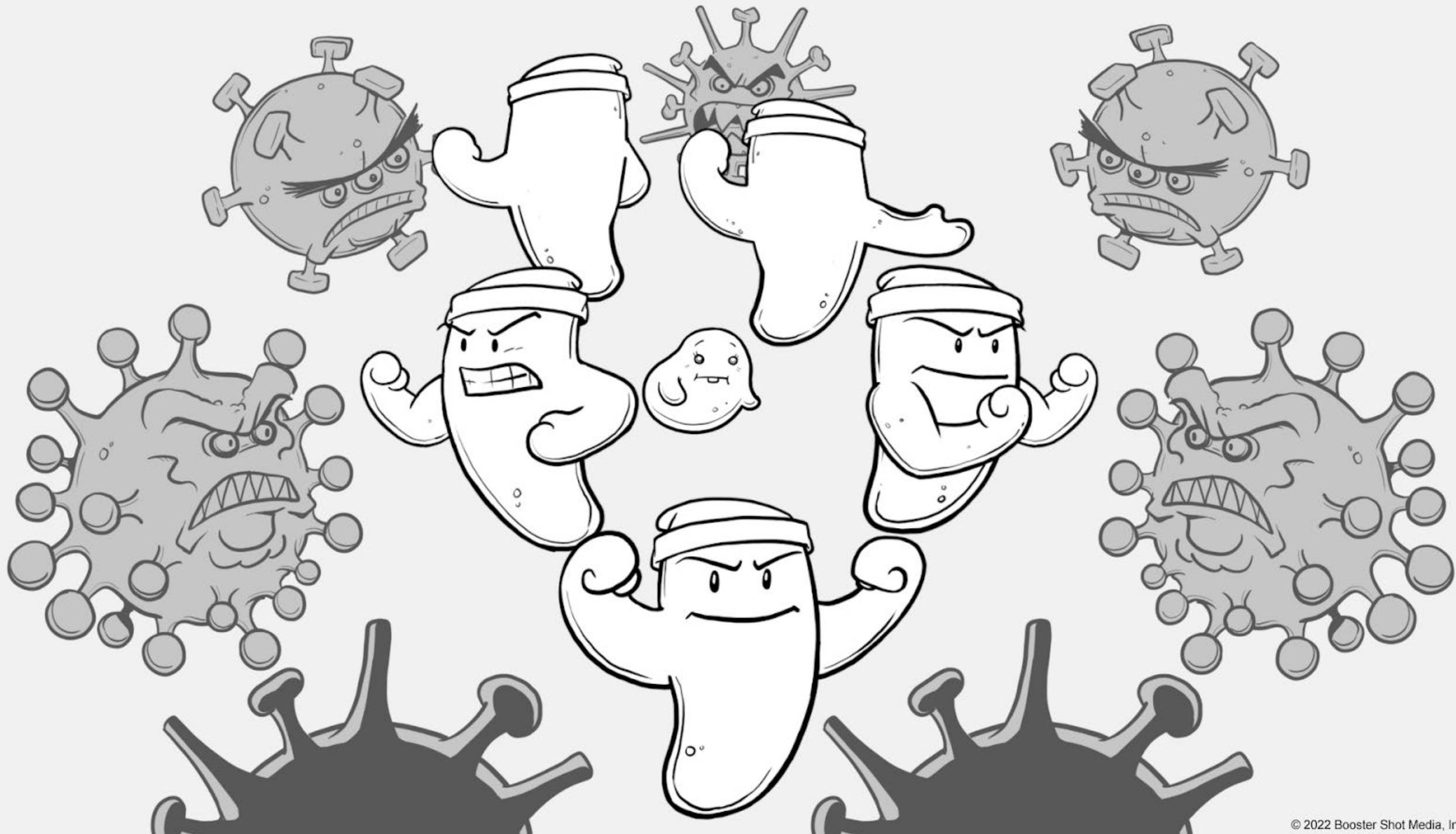


Minor Illnesses Can Be A Major Problem

Side Effects per 10,000





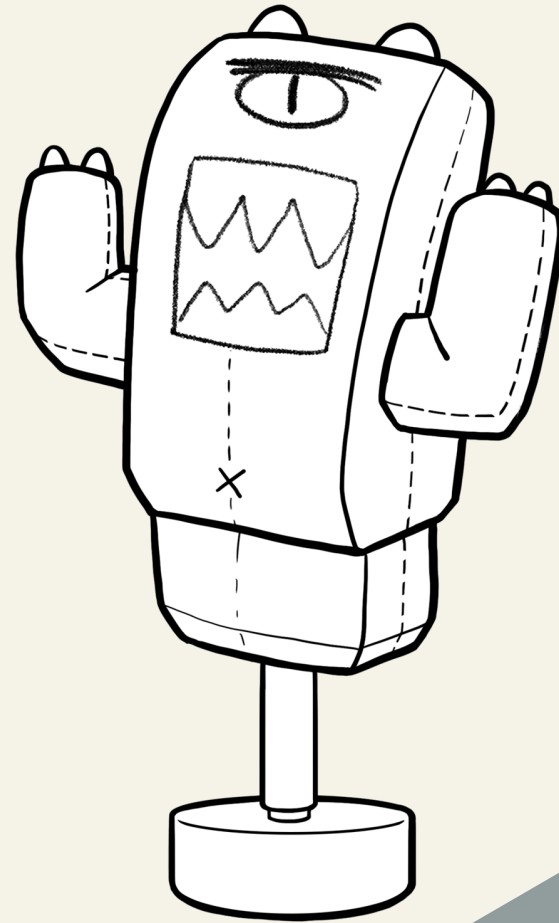




Leaving Space

Provider	What do you make of all that?	Open Ended / Open minded
Parent	My understanding is the vaccine doesn't prevent you from getting sick, it just makes the illness not as bad, right?	

How Vaccines Work

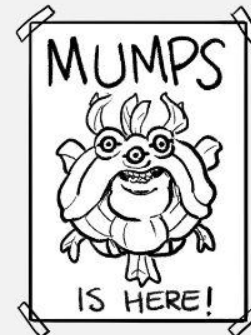
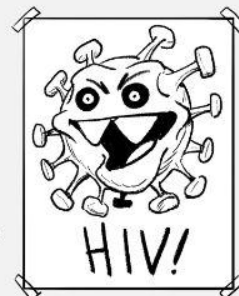
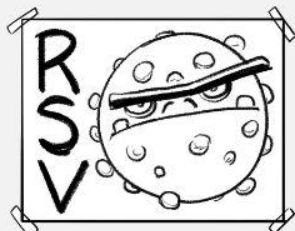
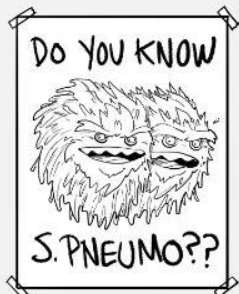
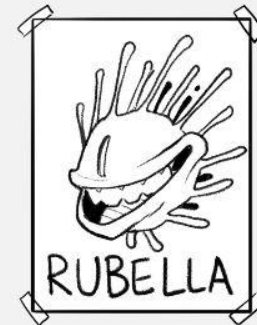
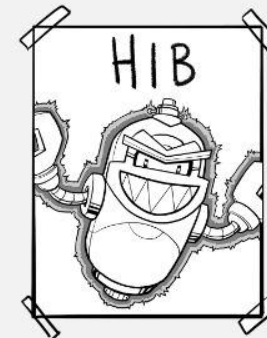
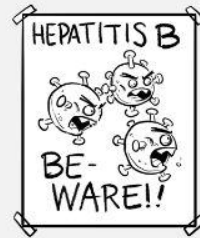
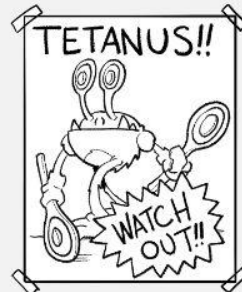
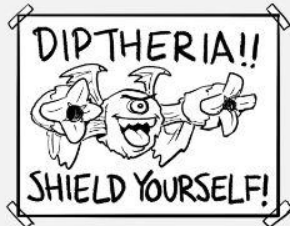
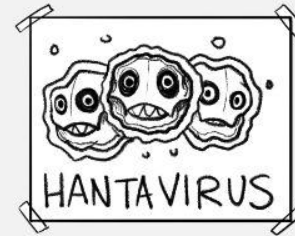
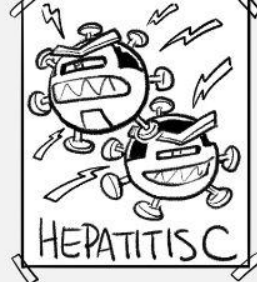
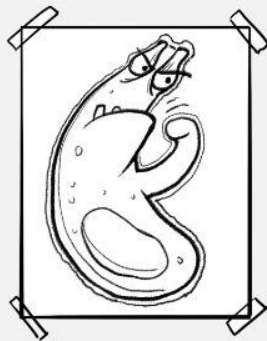
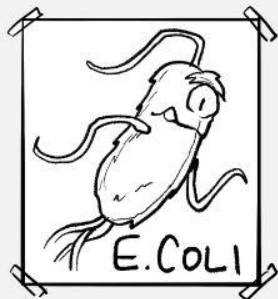


Keep Leaving Space

Parent

Okay, so if we've been infected with COVID already, does that mean we already have protection from the virus?







HEPATITIS A

COVID-19

E. COLI

HEPATITIS C

NOROVIRUS!

HANTAVIRUS

PARAINFLUENZA

DIPHTHERIA!!

TETANUS!!

HEPATITIS B

ROTAVIRUS

HIB

RUBELLA

HERPES (HSV)

SHIELD YOURSELF!

WATCH OUT!!

BE AWARE!

IT'S COMING FOR YOU!!

DO YOU KNOW?

POLIO

LET'S WHOOP

MEASLES IS BACK

ZIKA ALERT!

CHICKEN POX (VARICELLA)

S. PNEUMO??

BEWARE!

PERTUSSIS!!

IS BACK

INFLUENZA

DON'T YOU

HOOKWORM

RSV

DANGER

HIV!

LOOK FOR

MUMPS

WEST NILE

WATCH

BEWARE

STAY

CHAGAS

LYME!

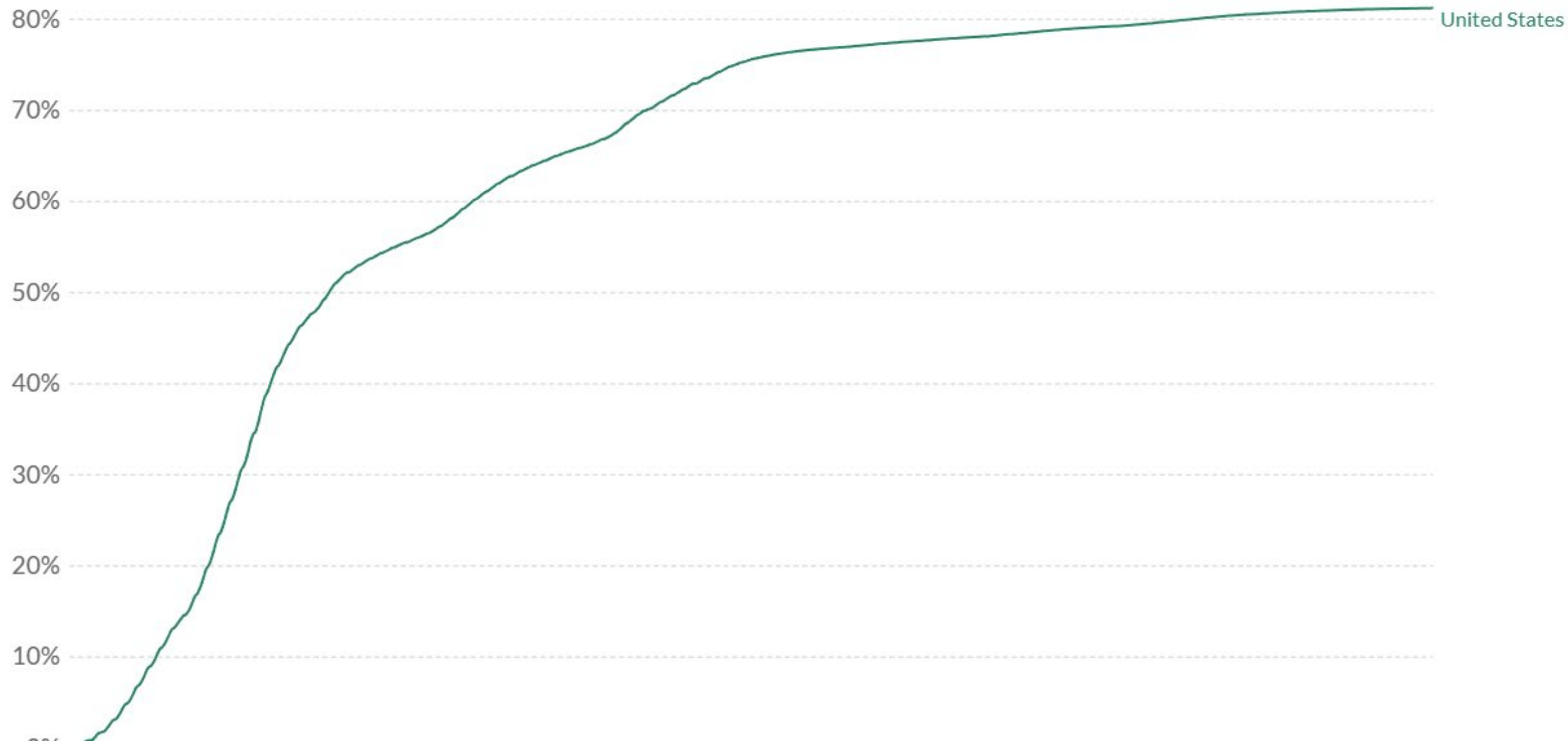
IS HERE!

Share of people who received at least one dose of COVID-19 vaccine

Total number of people who received at least one vaccine dose, divided by the total population of the country.

LINEAR

LOG



Defining Success Saving Lives



Dr. Katalin Karikó, pioneer of mRNA vaccine technology

Dr. Kizzmekia Corbett, one of
the creators of the mRNA
COVID-19 vaccine



A primary goal in Motivational Interviewing:

Create a **space** in which clients can
talk through their decision with your
guidance



If you would like to learn more

Boost Oregon virtual and in-person MI offerings:

Free 1-hour
Virtual
Monthly
Sessions

Introductory
and
Comprehensive
Trainings

MI Skills
“Tune-Up”
(Individual
Feedback)

3-6 months of
Organizational
MI Support



<https://www.boostoregon.org/motivational-interviewing>



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