Discussion Guide for Building Confidence in COVID-19 Vaccines

Conversations about the COVID-19 vaccines with your colleagues, patients, friends, family, and neighbors can take many different forms and happen in many different settings. Below you can see a proposed flow for how these conversations might go.

Start the Conversation

Have you thought about getting a COVID-19 vaccine?

Yes, I want to get it (or have already gotten it).

- Sounds like you’re not quite sure. Tell me more about what you’ve been hearing about the vaccine. Perhaps I can help clear some things up.
- Thank them for sharing their concerns with you.
- Ask again about their willingness to get vaccinated.

I don’t know.

- It sounds like you’ve already put some thought into this. If you’re willing to share, what concerns do you have about the vaccines? Maybe I can help answer some questions.

I don’t think I want to get it.

- Thank you for sharing your thoughts with me, I appreciate it. If you have any more thoughts or questions after our conversation, I’m happy to talk to you more about it.

Yes, I want to get vaccinated (or I’ve already been vaccinated).

- I’m glad that we had this discussion, and I appreciate that you shared your concerns with me today. Making an informed decision is important. Would you like me to help you schedule a time to get your COVID-19 vaccine?

No, I don’t want to talk about it anymore!

- Thank you for sharing your thoughts with me, I appreciate it. If you have any more thoughts or questions after our conversation, I’m happy to talk to you more about it.

Encourage an Action Step:
- If possible, vaccinate same day, assist them in scheduling a vaccine appointment, or give them information about an upcoming vaccine event.
  - If your clinic is a vaccination site: Offer to walk them to the vaccination site within your clinic.
  - If your clinic is not a vaccination site: Offer to help them search for a vaccination site using vaccines.gov/search.
- If they feel comfortable doing so, encourage them to share the information they learned to support their friends and community members in making the same decision.

Conversation Tips:
- Offer to connect them with trusted resources
- Acknowledge the consideration that they are putting into this decision
- Thank them for taking the time to speak with you.
- Keep the door open. Let them know that you are available to continue the conversation.