

Enabling Healthcare Providers to Use a Patient-Centered Approach to Educating Patients about the COVID-19 Vaccine in Medically Underserved and Rural Communities in South Carolina

Brief Conversation Guide for *Building Vaccine Confidence*

Helping patients make well-informed decisions takes building an atmosphere of trust and respect.

Raise the Subject

"Would it be okay if we talked for a couple of minutes about the COVID-19 vaccine?"
(Recommend the vaccine if this has not already been done)

Listen to Understand

Ask
their perspective

"What are your thoughts about the vaccine?"
"How do you feel about it?"

Reflect
what they are saying

It's been difficult for you to trust that the vaccine is safe given what's happened in the past."
"You've been considering the vaccine; you just don't like some of the things you've been hearing."

Reflect
with affirmation

"You're committed to your health, and you want to protect it."
"Your health really matters to you and you're trying to do what's best for yourself."

Emphasize Autonomy
Throughout

"It's really up to you."
"It's your choice."

Ask Permission

"Would it be okay if..."

(Optional Scaling Tool) To Assess Readiness:

- "On a scale from 1 to 10, where 1 is not at all ready to get vaccinated and 10 is absolutely ready, what number would you say you are?"
- "What makes you a 5 (e.g.) and not a lower number?"
- "What would put you at a 6 (e.g.) or a higher number?"

Use Ask-Offer-Ask to Give Key Information

Ask
their understanding

"What do you understand about the vaccine?"
"Tell me more about what you've heard."

Offer information
(Ask permission first)

"Would it be okay if I shared my perspective?"
"I have some information I could share, if that would be okay."

Ask
what the information
means to them

"What are your thoughts about that?"
"What do you make of that information?"

Elicit next steps and Offer support

Summarize the conversation:

"I just want to be sure I'm with you. You are concerned about...at the same time, you would like to..."

Elicit next steps:

"Where does this leave you?"
"Where would you like to go from here?"

Offer your support to the patient:

"How can I/we help you (take that step)?"
"I'm here for you when you are ready."

Use Reflective Listening
Throughout

"There is information out there that is causing you doubt, at the same time, you like the idea of being protected from the virus."