Behaviour-centered Initiative

Guidance for HCPs on tailoring an effective conversation about vaccination

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Bridging the **Know-Do gap**

- *Let’s Talk Vaccination – A Practical Guide* aims to help you to bridge the Know-Do gap
- It takes a step back from the **WHAT**, to also look at the **WHO** and the **HOW**

### The WHO

**WHO are we talking with?**
Understanding people by their attitudes, values & beliefs

### The HOW

**HOW can we better talk with them?**
Proven techniques for better managing the conversation

### The WHAT

**WHAT can we say?**
Evidence-based tools to support the conversation

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Reference 1. NICE. Behavior change: General approaches. Available at: [https://www.nice.org.uk/guidance/ph6](https://www.nice.org.uk/guidance/ph6).
Vaccination Confidence Toolkit
Supporting effective conversations

- Key behaviour-centered principles for design, content and production

1. **Vaccination as an aspiration, not an act**
   - Put vaccination in a ‘gain frame’
   - Show happy, healthy, productive people

2. **No needles!**
   - See 1

3. **Don’t trigger new concerns**
   - All materials that respond to vaccine-related concerns are in the hands of the HCP
   - To allow a specific concern to be addressed without triggering new ones

4. **Attractive**
   - People trust beauty
   - Salience: people are more likely to respond to stimuli that are novel, simple & accessible
   - Attract attention. We are more likely to do something that our attention is drawn towards.

5. **Easy = True**
   - Cognitive ease (clear display, simple language):
     - Feels true
     - Feels familiar
Z-Card & Leaflet are based on PROTECTION MOTIVATION behaviour change model

- **Vaxitrends Attitudinal Barometer** (vaccination general, adult vaccination)
  - 3-year, 6-country empirical multi-method study
  - Collaboration with **Nick Sevdalis** (Kings College, London)
  - Suite of instruments to measure socio-psychological determinants of vaccination [1-3]
  - N=850 per country, 18+ yo, unweighted

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**References**

- Wheelock et al 2016 Evaluating the importance of policy amenable factors in explaining influenza vaccination: a cross-sectional multinational study. Submitted for publication
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Waiting Room

1. Posters

2. Z-Card

Surgery

3. Flipchart

4. Concern cards
These materials:
1. Are aspirational
2. Don’t trigger questions
3. Prime for a conversation

Open access material to prime people to discuss vaccination with their HCP
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Material to help HCPs discuss about vaccination with their patients

HCP side

- Conversation aid to support HCP
- HCP side (hidden from the patient) suggests how to discuss this topic (Guidance, tips, scientific response (with references), bottom-line message
- Patient side shows positive creative images and short messages

Patient side

GIST

VERBATIM
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Material for people to share with family and friends, to support vaccine decisions

Concern cards

- HCP selects card(s) relevant to individual patient concern – only use the card(s) with concerns specific to that patient.

- HCP uses card to explain barrier to the patient in the clinic.

- Patients can take the cards home