

Effect Conversations for COVID-19 Vaccine

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CDC Vaccine Equity Program

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KEY TERMS

- Resistance

- ✓ Reasons/Feelings for NOT doing the vaccine
 - The way it was rushed to the market doesn't feel safe
- ✓ Barriers/Misinformation
 - The vaccine can give hurt reproduction
 - It has microchips from Bill Gates

- Ambivalence

- ✓ Mixed Feelings about the vaccine
- ✓ Vaccine Curious; Reasons for and against
- ✓ Simultaneous Resistance and Interest

- Reactance

- ✓ Response to messages or communications that move the person away from vaccination
- ✓ Judgement or argument that entrenches the hesitant
- ✓ Increases Resistance

Reactance

I become angry when my freedom of choice is restricted.

Regulations trigger a sense of resistance in me.

When something is prohibited, I usually think, "That's exactly what I am going to do."

It disappoints me to see others submitting to society's standards and rules.

Advice and recommendations usually induce me to do just the opposite.

Gender Roles

How do you see yourself?

Completely masculine (1)

Mostly masculine (2)

Slightly masculine (3)

Slightly feminine (4)

Mostly feminine (5)

Completely feminine (6)

TRAITS

Dogmatism

I am a long way from reaching final conclusions about the central issues in life.

I am so sure I am right about the important things in life, there is no evidence that could convince me otherwise.

The people who disagree with me may well turn out to be right.

Twenty years from now, some of my opinions about the important things in life will probably have changed.

The things I believe in are so completely true I could never doubt them.

There are no discoveries or facts that could possibly make me change my mind about the things that matter most in life.

QAnon

A group of Satan-worshipping elites who run a child sex ring are trying to control our politics and media.

N=1,433

VACCINE HESITANCE PSYCHO-SEGMENTS

- **Pragmatic Concerns/ASAP**

- **Ambivalent**
- **No Time/No Place/Inconvenient**
- **Lower Income**
- **Hourly Workers**

- **Wait and See/Not First/Not Us**

- **Ambivalent**
- **African Americans**
- **You go First/Don't experiment on us**
- **Were we involved in the trials?**

Hard No/Ideologue

Demographic

- **White, Male, Rural, Pro-Trump Republican, Lower Education, Younger**

- **Personality**

- **Resistant**
- **Paranoia**
- **Reactance**
- **Dogmatism**
- **Conspiracy**
- **End of Times**
- **Conservative**



- **Values Concordant**
 - **Aligns with Autonomy/Personal Freedom/Faith**
- **Resistance to Contradictory Information**
- **Anti-Science/Anti Vax/Anti Pharm**
- **Covid policy = Oppression**
- **Stick it to the Libs/Masks-Vaccines are for the weak**

COMMUNICATION STRATEGY BY SEGMENT

• Pragmatic Concerns/ASAP

- ✓ *Free and Convenient Injection*
- ✓ *Problem Solving*
- ✓ *Discuss Safety*
- ✓ *You won't miss work*

• Wait and See/Not First/Not Us

- ✓ *Acknowledge Historical Racism*
- ✓ *Information from Trusted Sources*
- ✓ *Ask-Tell-Ask*

Hard No/Ideologue

- ✓ *20% of US ADULTS*
- ✓ *AFFIRMATION*
- ✓ *ROLL RESISTANCE*
- ✓ *Information/Counterarguing unlikely to impact*
- ✓ *Raise Doubt/ Fox News vaccinated/Being played*
- ✓ *Religious/Conservative/Anti-Lib Sources*

How Not To Do It...

You Should...

Key Communication Strategies

- Reflections
- Open Questions
- Ask-Tell-Ask
- Affirmations

- Dance Not Box

AFFIRMATIONS

- You're trying to make the best decision for you and your family about the vaccine
 - You are trying to figure out if it is right for you and your family
 - You've done a lot of research about the vaccine
 - You know the virus can be harmful
-
- You're open to getting it if it were convenient
 - You are open to getting it if you could be assured it was safe
 - You're open to getting it if you knew the side effects weren't bad.

A Different Way To Communicate: Covid Vaccine

OLD SCHOOL: Well, we don't know who is naturally able to avoid getting COVID. The vaccine is the best way to avoid it even if you have a good immune system. Most religious leaders are recommending that their congregants get vaccinated.

CLIENT: I don't trust doctors. I don't trust the CDC. God gave us an immune system and as a healthy person that is all I need to protect myself from getting COVID. I think this is all a bunch of hysteria and profiteering by the Pharm industry

NEW SCHOOL: You feel that your immune systems is strong enough to protect you from getting covid-19 and you don't trust the motives of the health system and pharmaceutical industry. You don't think they are telling us the truth about COVID-19. They have ulterior motives.

A Different Way To Communicate: Covid Vaccine

OLD SCHOOL: Let me tell you about what we know about how safe it is and side effects. We have lots of data about that now. I think it is the right thing for you and your family.

CLIENT: I don't want the Covid vaccine for me or my kids. They don't know enough about how safe it is and what long term side effects it causes. It is not for me or my family.

NEW SCHOOL: You are worried about long term effects from the vaccine that might not have been found, and don't want to take that risk for you or your family. You are trying to do the right thing and for now not getting vaccinated feels like the best thing for you and your family.

A Different Way To Communicate: Covid Vaccine

OLD SCHOOL: You need to protect your mother and get over your worries. The thing is safe. You cannot get the virus from the vaccine and it cannot change your DNA. mRNA doesn't work like that.

CLIENT: I know I should probably get the vaccine. I have my mother living with me and she has the diabetes. I would hate to bring it home to her. But I just don't know about those side effects. I heard it changes your DNA and the vaccine can give you the virus.

NEW SCHOOL: While you have some concerns about the vaccine, part of you feels it would protect your mother and you don't want to be responsible for her getting sick. Sounds like finding answers to your questions about the safety of the vaccine might help you decide.

Essence of Motivational Interviewing

Comfort the afflicted

(Roll with resistance)

and

Afflict the comfortable.

(Find meaning for change)

I don't care what you know....

Until I know that you care



www.selfdeterminationtheory.org

Essential Human Needs

- **Autonomy**
 - The need to feel choiceful and volitional in one's behavior
- **Competence**
 - The need to feel optimally challenged and capable of achieving outcomes
- **Relatedness**
 - The need to feel connected to and understood by important others

Motivation Quality

- Autonomous motivation
 - Behaviors are chosen, and volitional
 - Behaviors are performed for their inherent value
- Controlled motivation
 - Behaviors are pressured or coerced
 - Behaviors are performed for some separable outcome

Push vs. Pull

Push (controlling)

It's important that you...

You have to change xxx...

You need to change

We have the answer

Here is why you should change

You should because

Here's how to change

This will solve your problem

You Better/You Must

Pull (autonomous)

In what ways is this important?

Changing xxx might help you feel.....

Whether or not you change is up to you...

You have the answer

Let us help you find

Why might you consider?

How might you possibly go about it?

This might help you...it has helped others...

Although different things work for people

AUTONOMY SUPPORTIVE LANGUAGE

- It's really up to you
- I am not here to push you
- I will still be your doctor even if you decide not to...
- Let's find a change that you might be willing and able to make
- Pushing people to change usually doesn't work
- Doing it for yourself is usually the best way to go

Open ended ?s

- ❖ Can't be answered yes/no
- ❖ Cast a broad net
- ❖ Use respondent's own words
- ❖ Not biased
- ❖ Have few assumptions
- ❖ Non-judgmental/"Preachy"
- ❖ Ask one question

Open Ended Starters

Open

To what extent....

How Often..

Why....

Tell me about.....

Help me understand.....

What, if any,.....

When, if ever,

How, if at all,

What else.....

VS

Closed

Did You..?

Will You..?

Can You..?

Is it...?

If ever, if at all, if any

When do you exercise ?

When, if ever, do you exercise ?

How do you lower your stress?

What, if anything, do you do to reduce your stress

How, if at all, do you reduce your stress?

When did you last try to quit smoking last?

When, if ever, did you try to quit smoking?

How much support do you get to manage your diabetes

What support, if any, do you get in managing your diabetes

Goal Post Question

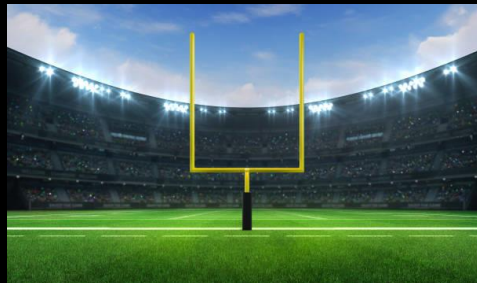


Some are like this



Others like this

Where are you?



- Some people trust the COVID recommendations from the CDC while others feel they are not telling the whole truth about the virus...
- Some people want to get the booster as soon as possible while others want no part of it....and others want to wait and see what happens before they decide...

COVID-19

CLOSED-ENDED QUESTIONS	OPEN-ENDED QUESTIONS
Are you ready to get your COVID vaccine?	On a scale of 0-10....
Will your husband help you arrange your vaccine?	How helpful, if at all, do you expect your husband to be... What help if any...
Have you learned anything from seeing unvaccinated people fall ill and die ?	People who are dying from COVID are more likely to be unvaccinated. What are your thoughts about that?
Are fertility and blood clots your biggest concerns?	What are your biggest concerns... What, if anything, concerns you about Some people are concerned about

Probes

Can follow open or closed-ended question

—Examples...

- In what ways?
- Why do you say that?
- Tell me more about that.
- Why do you feel that way?
- How did that make you feel?
- What was that like for you?
- What were some reasons for your decision?
- What are your concerns about this?



Reflective Listening

- ❖ Statement, not a question

- ❖ Ends with a down turn

- ❖ Hypothesis testing

(If I understand you correctly, *it sounds like..*)

- ❖ Affirms and validates

- ❖ Keeps the client thinking and talking

Reflecting Shows...

- I am listening
- I am following your story
- I am trying to understand you
- I accept you
- I won't judge you
- I won't push you



Reflective Listening: Value added

Information *PLUS* empathy and understanding

How well do you think people understand you?

VS

You're feeling nobody understands you.



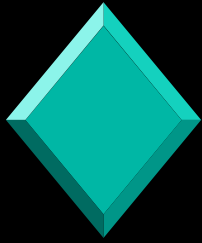
Reflective Listening: Value added

Information *PLUS* empathy and understanding

How did that make you feel?

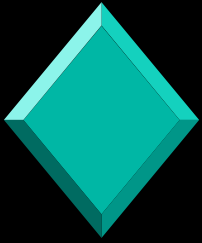
VS

You're feeling sad about that.



Reflecting 101: Basic Structure

- ❖ It sounds like you are feeling.....
- ❖ It sounds like you are not happy with....
- ❖ In other words.....
- ❖ So, you are saying that you are having trouble.....
- ❖ So, you are saying that you are conflicted about
- ❖ I think you may be saying....
- ❖ Correct me if I'm wrong...
- ❖ I hear you saying...
- ❖ It almost sounds like...



Reflecting 101: Starting with YOU

- ❖ You're not ready to....
- ❖ You're having a problem with
- ❖ You're feeling that.....
- ❖ You are upset that...
- ❖ You are worried that...
- ❖ You're struggling with.....

Content Reflection

Ask-Tell-Ask

FIRST: Reflect Client Feeling/Confusion/Curiosity

Ask

- Suggest “it may be worth discussing what we know about this” or “it might pay to talk about this”
- Ask what they are most interested in learning about

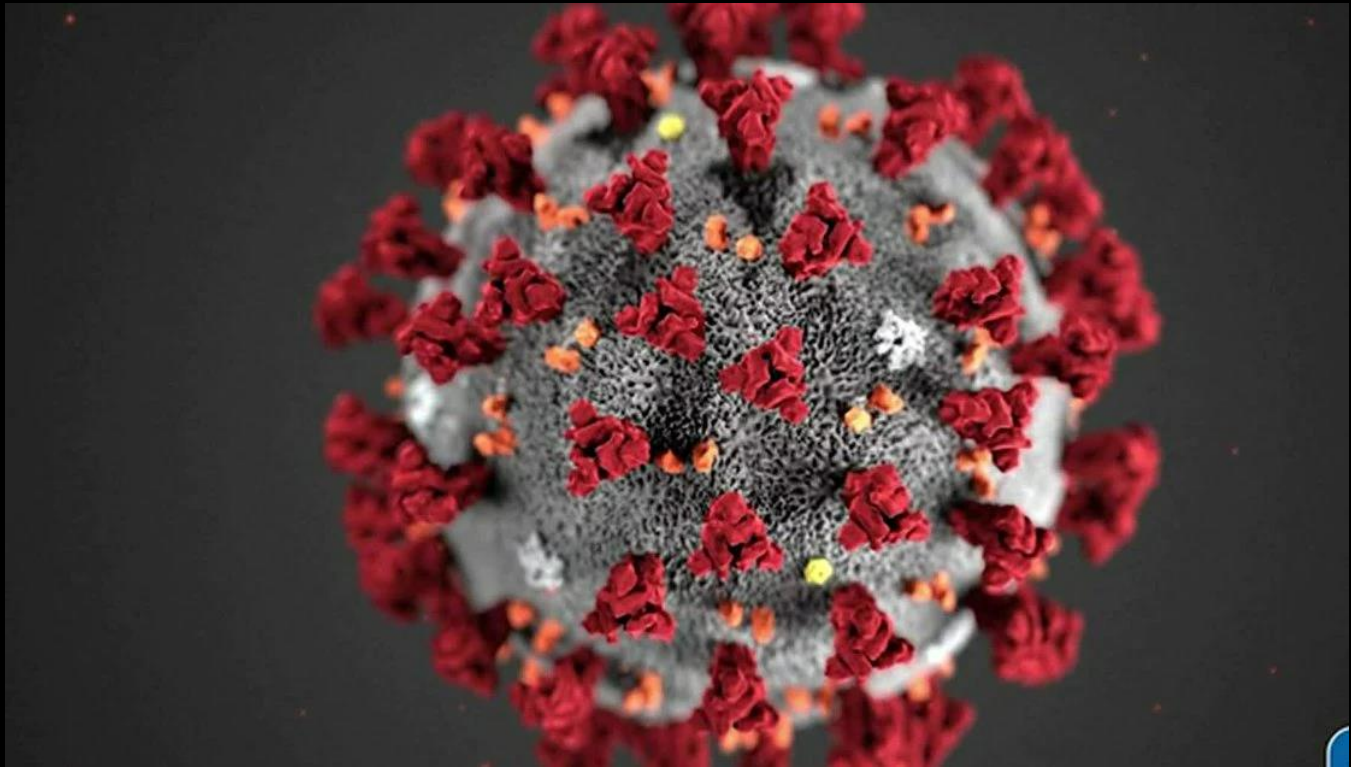
Tell

- Use tentative language
 - “Most studies show...”
 - “Usually or often...”
 - “Some parents find...”
 - “Things are different for everyone...”

Ask

- “Where does that leave you?”
- “What are your thoughts about this?”
- “What else do you want to know about?”

COVID-19 VACCINE



Handling Mild Hesitance: Logistic Concerns

Wait and See

Handling Stronger Hesitance: Roll and Affirm

Concerned it was made too quickly

Concerned about side effects...

Concerned it will change my DNA

Concerned it will impact fertility

SUMMARY

DO

Open Questions

Reflect

Affirm

Offer Assistance

Offer Information

DON'T

Argue

Judge

Tell people how to think

Push

Should/Must

QUESTIONS?