

Understanding and addressing vaccine hesitancy

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Aims of the session

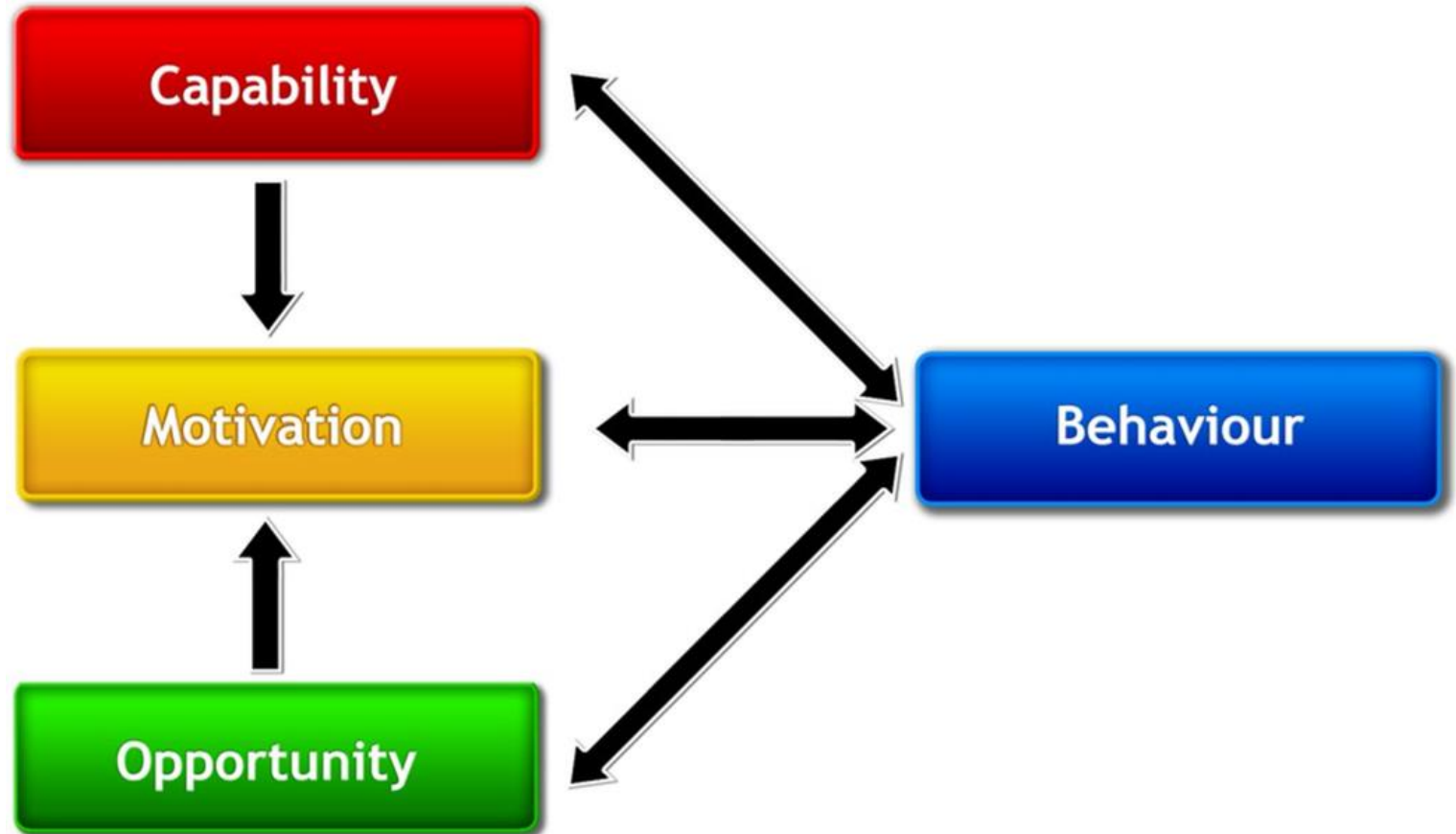


Understand factors that influence vaccine uptake



Consider skills that can support conversations about the vaccine

Understanding
vaccine
uptake from a
behavioural
perspective



Exploring influences on behaviour



Capability

Physical capability: physical skills, strength or stamina

Psychological capability: knowledge, psychological skills



Opportunity

Physical opportunity: Time, resources afforded by the environment

Social opportunity time: Social norms, social cues



Motivation

Reflective motivation: reflective processes such as making plans, setting goals, weighing up the pro's and cons

Automatic motivation: Automatic processes involving emotions, habit

Capability factors relating to the vaccine

- Knowing about why each dose of the vaccine is needed
- Knowing when where and how to access the vaccine
- Knowledge of vaccine safety
- Ability to plan and make an appointment

Opportunity factors relating to the vaccine

- Having support and encouragement from others to get the vaccine
- Access to local vaccination centres that are easy to get to/have flexible appointments
- Social and cultural norms for vaccination
- Encouragement from credible sources

Motivation factors relating to the vaccine

- Believing that the vaccine will lead to positive outcomes
- Belief that the value outweighs concerns about side effects
- Overcoming negative emotions related to getting the vaccine (e.g fear)
- Holding strong intentions to get the vaccine when offered
- Past experience of having the vaccine

Concerns about vaccine uptake in care home staff

- Concerns about the lack of vaccine research
- Concerns that the vaccine might affect future fertility (women)
- Concerns about having the vaccine when pregnant
- Staff been off site during vaccination sessions
- Concerns that there has not been enough testing of the vaccine to ensure its safety
- Concerns about potential (unknown) long term side effects of vaccination
- Concerns about rare side effects (e.g. blood clots)
- Concerns about allergic reactions
- Loss of free will

6 principles to optimise uptake

Understanding

- Safety of the vaccine; benefits of the vaccine to protect personal health and that of others; side effects; need to maintain disease prevention behaviours; need for second dose.

Personalise for the Population

- Messages that meet the needs of individuals/target populations: appropriate media, tailored messages, appropriate language and literacy level, personal relevance, co-designed with target populations.

Trust

- Messages should state facts and dispel misinformation. Trusted messengers and channels should be used for the relevant communities.

Addressing barriers to Access

- Address identified barriers i.e. make vaccinations easy to access for all.

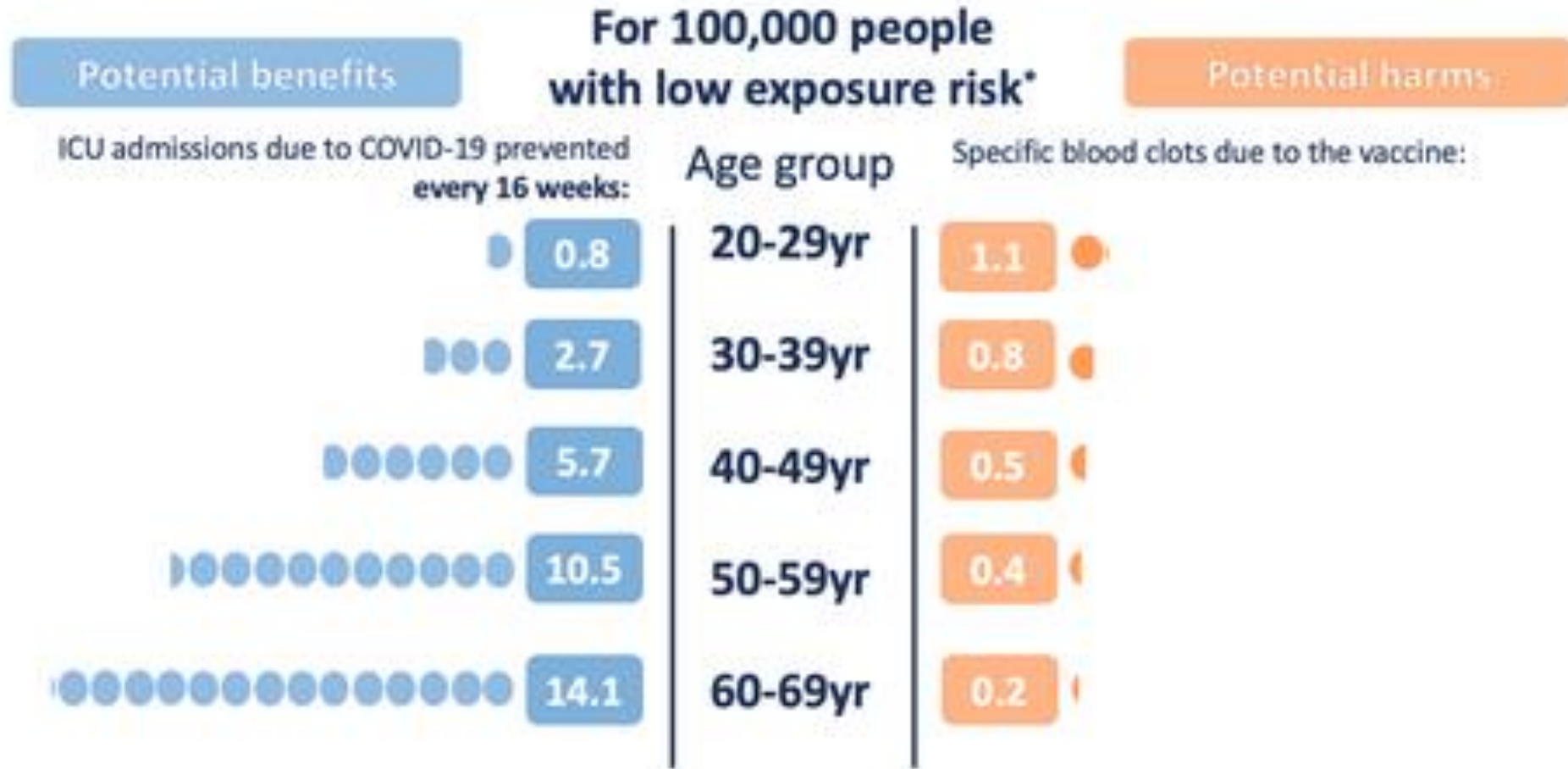
Keep it brief

- Use short clear messages that avoid scientific and vaccine-related jargon so that messages can be remembered and understood.

Evidence for Effectiveness

- Provide evidence for effectiveness of the vaccine for individuals, loved ones and society as a whole.

Weighing up the potential benefits and harms of the Astra-Zeneca COVID-19 vaccine



* Based on coronavirus incidence of 2 per 10,000 per day: roughly UK in March

Weighing up benefits versus harm

Having conversations with staff about
the vaccine

Making Every Contact Count (MECC)

- MECC is about prevention
- MECC is about brief conversations
- MECC uses existing interactions
- MECC is for everyone
- MECC is for you – you can make a huge difference

“Motivational interviewing is a collaborative conversation style for strengthening a person’s own motivation and commitment to change”

Key principles of Motivational Interviewing

Partnership

Acceptance

Compassion

Evocation

Core Skills (OARS)



Open
questions



Affirmation



Reflections



Summaries



Providing
information
and advice
with
permission

Open questions

What do you already know about the vaccine?

- An open question is like an open door; you can't answer with yes or no
- Open questions invite reflection and elaboration
- Use open questions to explore what they already know about the vaccine and how they feel about it

- To affirm is to recognise, support, and encourage the clients' strengths and efforts
- Be authentic – it isn't praise (telling someone they've done well)
- Use affirmations to demonstrate you have heard the person, to build respect empathy. Validate their views and support self-efficacy. Spotlight positive feelings towards vaccination.

Affirmations

I really appreciate you been honest about your feelings...

Reflection

It sounds like you have some concerns about the safety of the vaccine...

- Reflections involve repeating back what the person has said or slightly adding to/amending what they have said
- It's not a question, but allows you to check with the person what you're hearing
- Use reflections to show you are listening and to check your understanding of what they are saying about the vaccine

Summaries

*Thank you that's
been really
helpful.....*

- Summarising what's been said and the outcome of the conversation
- It supports reflection and enables agreement on what happens next
- Summary needs to be tailored to the persons current intentions about the vaccine i.e.

The righting reflex

- The temptation with someone who is ambivalent is to persuade, encourage and advise
- Good intentions
- Desire to stop someone going down wrong path
- BUT it has a paradoxical effect
- Something in human nature resists being told what to do (Reactance theory)
- A person arguing for change forces the client to voice the other side: “why I shouldn’t change”
- The Righting Reflex is even stronger when in a professional role
- <https://www.stephenrollnick.com/about-motivational-interviewing/>

Conversations can be tricky...

Resist

- Resist the righting reflex

Elicit

- Elicit their understanding of/views towards the vaccine and their intention

Listen

- Listen with empathy

Ask

- Ask for permission to provide further information about the vaccine

The COVID-19 Vaccine COMMUNICATION HANDBOOK

A practical guide for improving vaccine
communication and fighting misinformation

Tips on countering conspiracy theories and misinformation

- Assess how willing they are to listen
- Go private
- Don't attack
- Ask questions
- Ask for their sources of information
- State what is true, don't just reject their belief
- Don't overwhelm them with information

Summary

- Its important to try and understand the reasons why people are unsure/don't want to have the vaccine
- Motivational interviewing skills can support helpful conversations about the vaccine - use open questions, listen, and use reflection to check understanding
- Seek permission to provide further information on the vaccine
- Work together rather than against
- Provide opportunities for people to ask questions/seek further information
- Make it as easy as possible for people to have the vaccine

Resources

- <https://wintoncentre.maths.cam.ac.uk/news/communicating-potential-benefits-and-harms-astra-zeneca-covid-19-vaccine/>
- <https://www.bps.org.uk/sites/www.bps.org.uk/files/Policy/Policy%20-%20Files/Optimising%20vaccine%20uptake.pdf>
- <https://www.meccgateway.co.uk/nenc/services/COVID-19>
- <https://www.yhphnetwork.co.uk/links-and-resources/>
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