Listen Actively and With Empathy
Getting a vaccine is an important medical decision, and the decision to get vaccinated may be stressful. When talking to a friend or loved one:
- listen without judgment
- listen for their root concern
- acknowledge their reasons and validate their emotions

Ask Permission to Share Information
Respectfully focus on their root concern, and ask if you can share more information about it. Let them know where you found the information so they can access the same resources for themselves.

Empower Them to Find Their Own Reasons to Get Vaccinated
People generally prefer to make their own decisions. Guide them to finding their unique “why” for receiving the vaccine. Share your own thought process and your “why” for inspiration.

Frame the Conversation Positively
Remember that this is someone you care about. Keep a positive tone, focusing on concepts like health rather than illness. Address their concerns without bringing up potentially divisive topics like politics.

Use Trusted Sources of Information
Be honest when you don’t know something, and help them find the answer. Trusted sources include:
- CDC.gov
- local health department website
- doctors, nurses, pharmacists

Adapted from Alliance for Vaccine Literacy, University of Arizona Mel and Enid Zuckerman College of Public Health