



**Better Together**

# Motivational Interviewing to Build Trust in Vaccinations



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# Objectives

- Discuss how vaccine history has influenced vaccine perceptions
- Explain the fundamentals of Motivational Interviewing (MI)
- Provide examples of MI to instill vaccine confidence

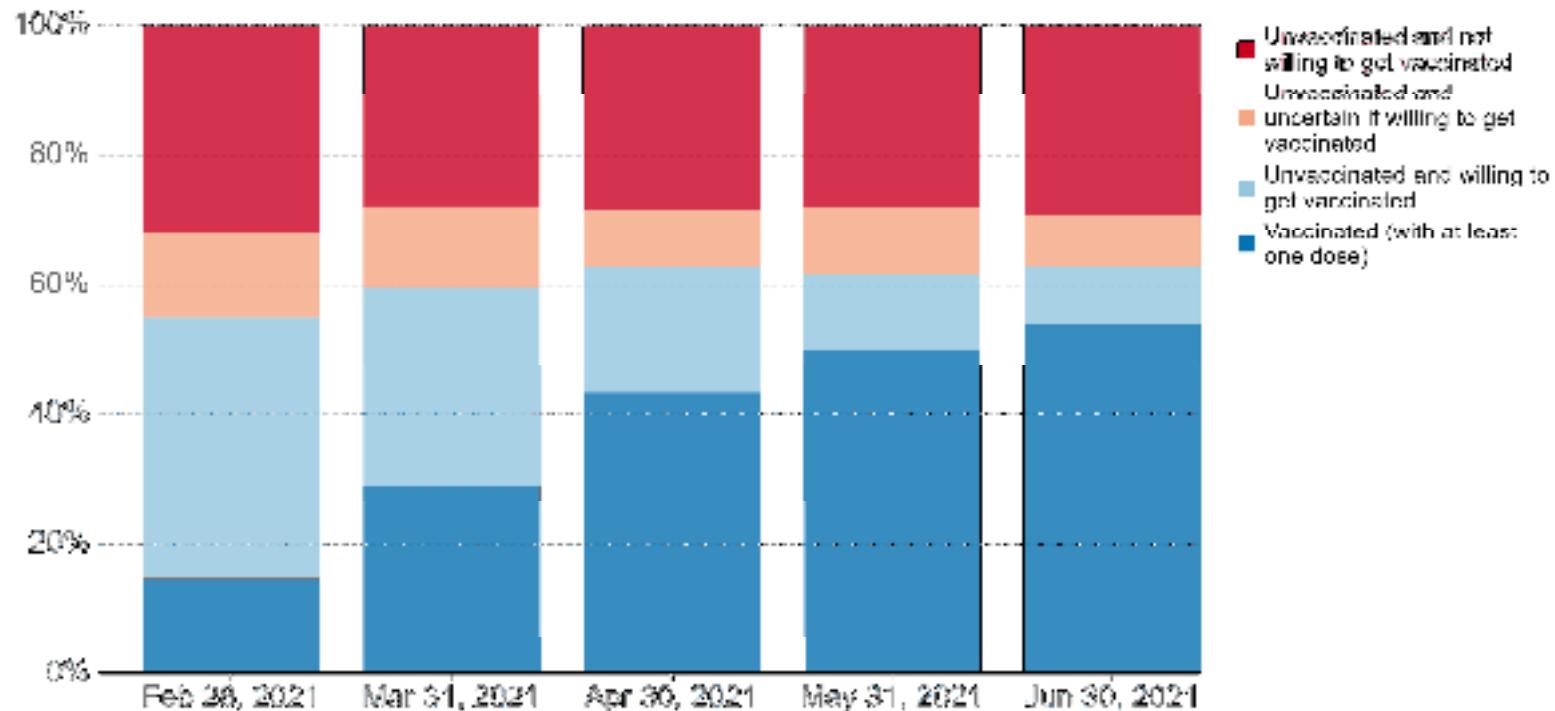


# US Vaccine Data

## Willingness to get vaccinated against COVID, United States, Feb 28, 2021 to Jun 30, 2021

Our World in Data

Share with those not vaccinated a COVID vaccine and who are willing vs. unwilling vs. uncertain if they would get it vaccinated this week if it was available to them. Also shown is the share who have already received at least one dose of a COVID vaccine.



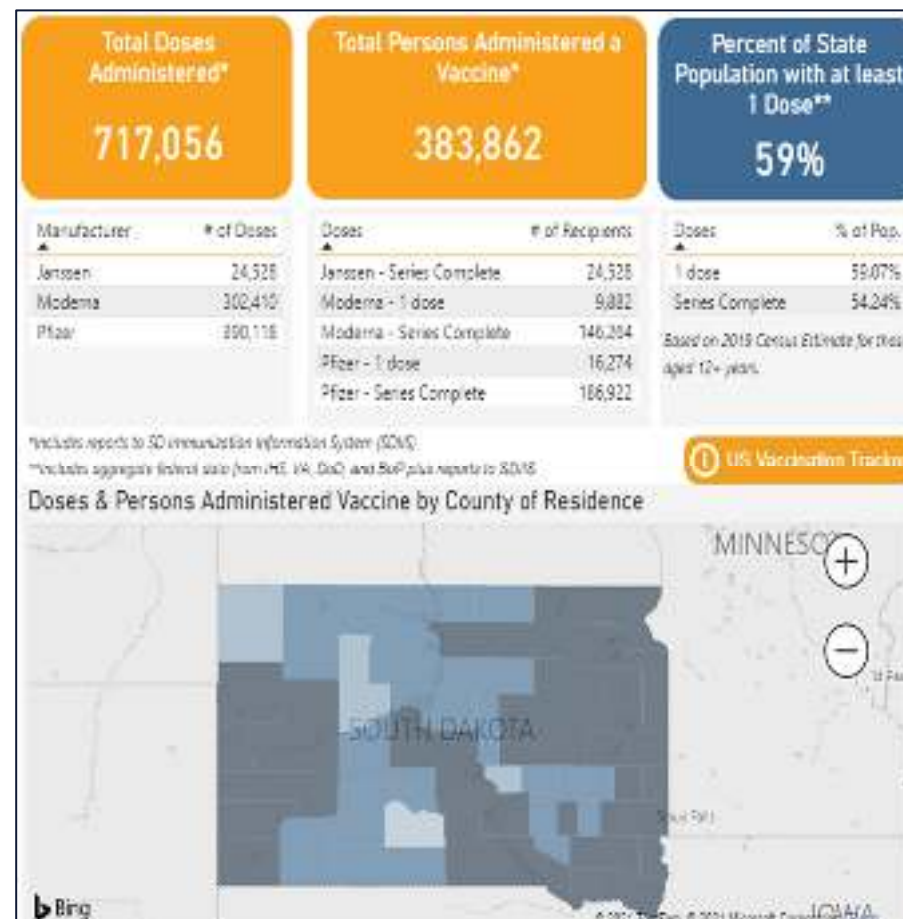
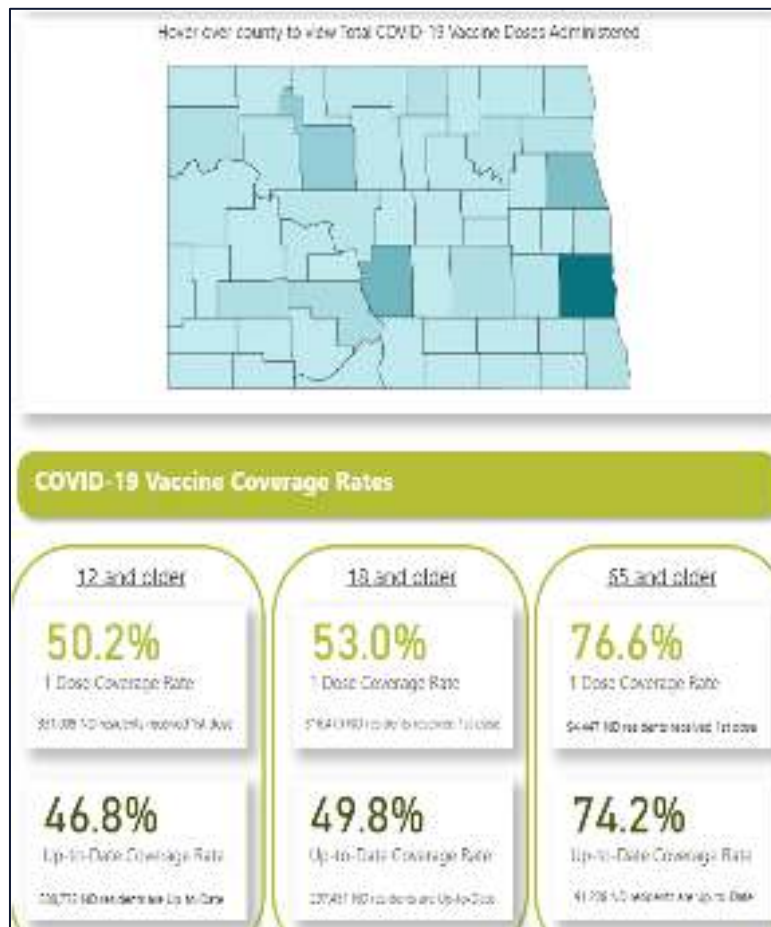
Source: Imperial College London YouGov Covid-19 Behaviour Tracker Data Hub - Last updated 27 July 2021, 10:10 (London time)

Note: Months consisting fewer than 500 survey respondents are excluded. This chart illustrates willingness to get vaccinated among a country's population from survey responses of people aged 18 years and above, which may not be representative of the entire population. Nevertheless, we expect such differences to be small.

OurWorldinData.org/coronavirus • © 2021



# ND & SD COVID Vaccination Rates



# Factors Contributing to Vaccine Hesitancy

## Complacency

- Low perceived risk of vaccine-preventable diseases, and vaccination not deemed necessary. Other life/health issues are a greater priority

## Confidence

- Low levels of **trust** in vaccines, in the delivery system, and in health authorities
- Misinformation-social media

## Convenience

- Barriers related to geographic accessibility, availability, affordability, and acceptability of services





# Vaccine Perceptions = Hesitancy

- May miss work because of side effects
- Harmful ingredients in vaccines
- Better to get natural immunity
- Vaccine made too fast, not FDA approved
- Fears they're not expressing (fear of needles)
- Believe **social media**



# What is Vaccine Confidence?

- The **TRUST** that patients, their families, and providers have in:
  - Processes and policies that lead to vaccine development, licensure or authorization, manufacturing, and recommendations for use
  - Recommended vaccines
  - Provider who administers vaccines



# Waterfall Chat

What is Motivational Interviewing?



# What is Motivational Interviewing (MI)?

## What is MI?

- MI is a **collaborative** communication style for **strengthening a person's own motivation and commitment** to change.
- Person-centered, directional method of communication for enhancing intrinsic motivation by **exploring and resolving ambivalence**.

## Why would it work for vaccine hesitancy?

- "Wait and See" = Ambivalence
- Pressure, mandates, and 'making the case' create resistance
- Helps build trust
- You don't have to be a highly trained, certified, expert to practice a better approach or conversation about vaccination!





# MI Technique: OARS+

**O:** Ask **Open Ended Questions** to encourage exploration of thoughts and feeling

**A:** Use **Affirmations** to acknowledge and build confidence in the person's existing beliefs

**R:** Apply **Reflective Listening** to clarify our understanding and allow the person to hear their own words/thoughts/feelings

**S:** **Summarize** to let the person know they are being heard, and to keep the discussion active and moving forward

+ offering Information/advice **with permission**

- Works well for the '**moveable middle**' group



# Message Elements to Include

- **Acknowledge Concerns** - Acknowledge people's hesitancy rather than challenging it. It's normal to have questions
- **Appeal with Facts** - Give people transparent, substantiated answers that address safety concerns and elevate benefits of vaccination
- **Protection** - Emphasis on protecting myself, loved ones and those most vulnerable
- **PERSONAL DECISION** - Acknowledge that the decision is theirs to make. For many people, talking to their doctor or healthcare team can help in the decision-making process



# Message Elements to Avoid

- Negativity and Fear
- The Right Thing to Do
- Overpromising
- “Back To Normal”



## Role Play of MI Examples

Listen and be ready to share your observations in chat after each example.

- What did you notice about this conversation?
- Where did you see OARS+?
- What do you think the long-term relationship will be like?



# OARS + Model for Motivational Interviewing

<b>O</b> pen-Ended Questions	<b>A</b> ffirmative Statements	<b>R</b> eflections	<b>S</b> ummary Statements	<b>+</b> Offer Information with Permission
<ul style="list-style-type: none"> <li>Ask open-ended questions that can't be answered with 'yes/no'</li> <li>Engage in two way dialogue</li> </ul>	<ul style="list-style-type: none"> <li>Recognize and support their values, perspective, strengths and efforts</li> <li>Goal is to promote a collaborative relationship</li> </ul>	<ul style="list-style-type: none"> <li>Use reflective listening</li> <li>Respond thoughtfully by paraphrasing</li> <li>Validate their point of view</li> </ul>	<ul style="list-style-type: none"> <li>Use statements that recount and clarify what the person said</li> <li>Identify specific areas that they can act on</li> </ul>	<ul style="list-style-type: none"> <li>You may offer your own experience and/or information – ALWAYS ask for permission</li> <li>Goal is to foster progress</li> </ul>
<p>Q: How are you feeling about your situation?</p> <p>Q: How do you feel about the job?</p> <p>Q: What are some of the things you like about your work?</p> <p>Q: How do you feel about the future?</p> <p>Q: What are your goals for the next year?</p> <p>Q: How do you feel about the support you receive?</p> <p>Q: What are your thoughts on the future?</p> <p>Q: How do you feel about the future?</p>	<p>A: I can see how you really care about your work.</p> <p>A: It sounds like you're really committed to your job.</p> <p>A: That's a really interesting perspective.</p> <p>A: I can see how you're really motivated about the future.</p> <p>A: I can see how you're really committed to your work.</p>	<p>R: It sounds like you're really committed to your work.</p> <p>R: It sounds like you're really committed to your work.</p> <p>R: It sounds like you're really committed to your work.</p> <p>R: It sounds like you're really committed to your work.</p> <p>R: It sounds like you're really committed to your work.</p>	<p>S: You've mentioned that you're really committed to your work.</p> <p>S: You've mentioned that you're really committed to your work.</p> <p>S: You've mentioned that you're really committed to your work.</p> <p>S: You've mentioned that you're really committed to your work.</p> <p>S: You've mentioned that you're really committed to your work.</p>	<p>+: I can see how you're really committed to your work.</p> <p>+: I can see how you're really committed to your work.</p> <p>+: I can see how you're really committed to your work.</p> <p>+: I can see how you're really committed to your work.</p> <p>+: I can see how you're really committed to your work.</p>



## MI Example

Are you using MI for conversations regarding vaccine hesitancy and if you are would you be willing to share how it went?



## Key Takeaways

- Several factors can contribute to vaccine hesitancy: past experiences, health care and racial disparities, perceived risk and benefit, religious and moral convictions, lack of population representation in studies, and media
- Motivational Interviewing is less about the health care professional talking to the patient/caregiver and **MORE** about working **WITH** them
- Cultivate a culture of partnership, empathy and **TRUST**
- **MI doesn't just work for COVID, but all vaccinations**



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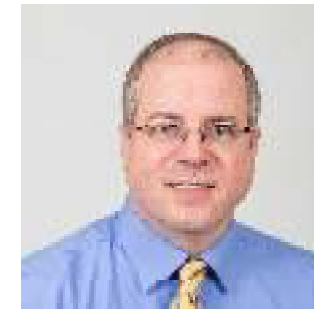
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