



Talking to someone

SKEPTICAL

about vaccines

It's important to distinguish those who are explicitly "anti-vaccine" from those who are "vaccine hesitant". The tips below may not be effective in the case of someone who is actively opposed to vaccinations, however, they may help someone whose **skepticism** is a barrier to asking more questions. As a trusted member of the community, you may be in a position to counter myths and misinformation.



How do we know that vaccines are safe and necessary?

START BY SAYING...

Talk to your health care provider about vaccines.

Watch out for misinformation.

KEEP IN MIND

Lead with facts, and make them clear and memorable.

Start by filling in the correct information before addressing misinformation.

Flag that what you're hearing sounds like misinformation.

Identify and analyze perceptions, content gaps, information voids, and misinformation.

Reiterate facts and inquire about the credibility of their sources.

Assert facts with confidence and erode trust in their sources of misinformation.

Share accurate, clear, and easy-to-find information.

Don't invalidate the concerns of someone steeped in misinformation, but strive to address common questions with confidence

OTHER USEFUL TOOLS

- **Myths and Facts about COVID-19 Vaccines**
Format: Website
- **Responding to Myths about Vaccinations**
Format: PDF
- **What the Vaccine Hesitant Should Know About Boosters** Format: Article



FIND THESE AND MORE TOOLS
& RESOURCES ONLINE.

COVID.BCACHC.ORG

