

Overcoming Vaccine Hesitancy

Effectively communicating accurate vaccine information is crucial in countering misinformation and boosting vaccine confidence. Clearly sharing accurate vaccine information, in a positive manner, builds trust and counters misinformation. Creating an environment where patients feel acknowledged and supported in their decision to vaccinate can help address vaccine hesitancy.

Strategies to Reduce Vaccine Hesitancy



Build trust

- Listen with empathy and validate patient concerns.



Provide information in a sensitive manner

- Provide relevant, evidence-based information.
- Share facts about vaccine safety and testing.
- Correct misinformation with credible sources.
- Highlight vaccines' role in protecting individuals, families, and communities.
- Highlight the risks of not being vaccinated.



Offer support and guidance

- Share examples of the risks and benefits of vaccines.
- Encourage questions and respond non-judgmentally.
- Provide consistent vaccine information across your practice.



Deliver ongoing support

- Follow up after patients discussions.
- Respect their decision and keep them informed with updates.

Source: <https://www.cdc.gov/vaccines/hcp/conversations/index.html>

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