

Evidence-based communication strategies: Our best shot at increasing vaccination rates?

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Common Barriers to Vaccination	Provider-level Barriers to Vaccination
<ol style="list-style-type: none"> 1) Access and cost (insurance) 2) Knowledge, attitudes, beliefs (distrust, perceptions) 3) Health literacy (non-receipt of preventative services, language barriers) 	<ol style="list-style-type: none"> 1) Lack of health-care provider knowledge (which vaccines to recommend and how to recommend them) 2) Lack of time (management of acute and chronic illness takes priority over preventative services) 3) Lack of vaccines (not all providers have full range of vaccines to offer)

Evidence-based strategies to USE to improve vaccination rates:

Communication strategies:

- **Presumptive** language that uses announcements
 “You are due for your shot today.” (opt-out approach)
- Use brief, unambiguous language that demonstrates your **STRONG RECOMMENDATION** (OR = 93.5 for HPV vaccine⁴)
- When faced with resistance, use **motivational interviewing** and ask for their concerns
 - Provide new information in the framework of the patients’ values without repeating misinformation
 - Focus on the disease being prevented
 - Tell personal stories and anecdotes

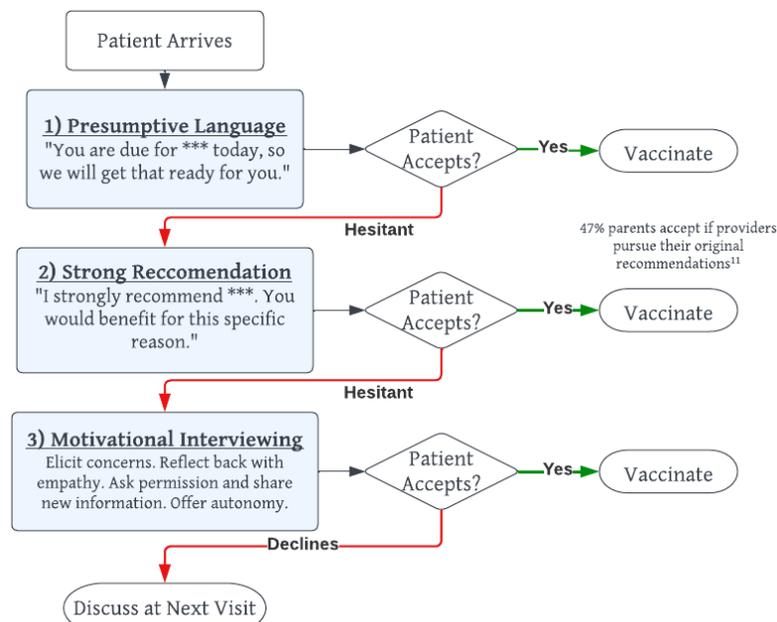
Other “action-ables” to increase vaccination rates:

- Vaccinate same day
- Employ standing orders and reminders/recalls in office
- Check vaccination status at every office visit

Strategies to AVOID that decrease vaccination rates or worsen outcomes:

- Participatory or conversational language.
 “What do you think about getting your shots today?” (opt-in approach) (OR = 17.5 for non-receipt¹¹)
- Attempting to correct misinformation or myths (Reinforces patients’ beliefs)
- Lecturing patients with facts
- Asking a patient WHY they are hesitant (Makes them defensive)

Step-Wise Approach to Increase Vaccination Rates



References

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