

AIMS Method to Help Increase Vaccination Acceptance

How a HCP speaks about vaccination may be as important as what they say in terms of behavioral, emotional and physiological outcomes.¹

The AIMS method can play a critical role in helping you and your patients overcome vaccination hesitancy.

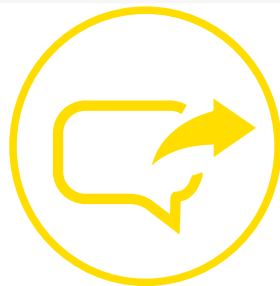
AIMS stands for **Announce, Inquire, Mirror** and **Secure**.¹ It is a four-step, evidence-based conversation strategy that's proven to build trust with patients, leading to more efficient and successful discussions about vaccination.¹



ANNOUNCE

- Announce vaccination will happen
- Assume people are ready to vaccinate
- Start with a statement, not a question

"The influenza season is beginning. We will give you your flu shot at the end of today's visit."



INQUIRE

- Seek to understand the person by asking them about their concerns
- Apply active listening
- Ask open-ended questions

"You seem undecided. How can I be most helpful to you in making a decision to have your flu shot?"



MIRROR

- Reflect back what you have understood to make the person feel heard
- Acknowledge their right to have questions

"Let me see if I have this right. You're saying you don't see yourself at risk for the flu?"



SECURE

- Begin with an empathetic statement
- Give evidence-based facts or statistics
- Give the "gist" of the message or bottom line to secure trust

"I know you want to stay healthy, especially around the holidays with family. The flu vaccine is the best way to help protect yourself and loved ones from the flu and its potential complications."



Example conversations for adult patients or parents of pediatric patients

ADULT PATIENTS:



You (Announce): "We're going to help protect you from the flu with a shot at the end of today's visit."

Patient (Objection): "I don't trust the vaccine."

You (Inquire): "How can I be most helpful to you in making a decision about vaccination?"

Patient (Concern): "I heard it can give you the flu."

You (Mirror): "If I understand correctly, you're concerned about getting the flu from the flu shot. Have I caught your concern?"

You (Secure): "I can see that you're concerned about staying healthy. Based on my research and experience, I can assure you that the flu shot doesn't cause the flu. The risk of serious reaction to the vaccine is very low, and getting the flu can be dangerous. So, are you okay with getting the vaccine today?"

PARENTS OF PEDIATRIC PATIENTS:



You (Announce): "Today we are going to vaccinate Julia with 2 vaccines to help keep her healthy."

Parent (Objection): "Good morning, Dr. Nelson. I'm very concerned about Julia being so young and getting so many shots at one time. I think we need to spread them out."

You (Inquire): "I can see you are a caring parent who wants to do everything to keep Julia healthy and safe. Can you tell me a bit more about how you feel?"

Parent (Concern): "I've heard from a friend of mine that babies cannot handle the stress of so many shots at one time; that it's better to spread them out."

You (Mirror): "So your friend has raised a concern that babies might not be able to handle the stress of so many shots, and you are not sure but want to do the right thing. Is this what you're saying?"

You (Secure): "I understand you're concerned that this may seem like a lot of vaccines for her at a young age. But she really needs them now, because it's at this age when she is most vulnerable to these diseases. If Julia's immune system is geared up to fight disease, her body can recognize the dangerous diseases that she can come across every day and help protect her. Because of this it is my recommendation for Julia to receive these vaccinations today. So, would you like me to give her the vaccinations?"



The AIMS methodology has been taught to hundreds of Healthcare Professionals in live learning sessions and is now offered on VaccineShoppe.com through an eLearn Powerpoint Presentation.

Learn for yourself or your train staff about AIMS using the checklist guide below:

Download to your desktop: [AIMs Methodology interactive PowerPoint training](#)

- Share in presentation mode to interact
- Contains post learning quiz
- After quiz, conduct staff role play with the following scenarios:
 - **Parent of a 6-month-old that does not want to vaccinate their child because they believe natural infection is better**
 - **50-year-old diabetic male that doesn't want to receive a flu vaccine because he hasn't had the flu in 10+ years**
 - **20-year-old woman that says she's in great health and can recover from any illness**
- Set a monthly office immunization goal
- Vaccination conversations can be a way to build trusting relationships. Healthcare professionals have the ability to affect perspectives as they are viewed as the most trusted source of information about vaccines, even among vaccine-hesitant people.¹

