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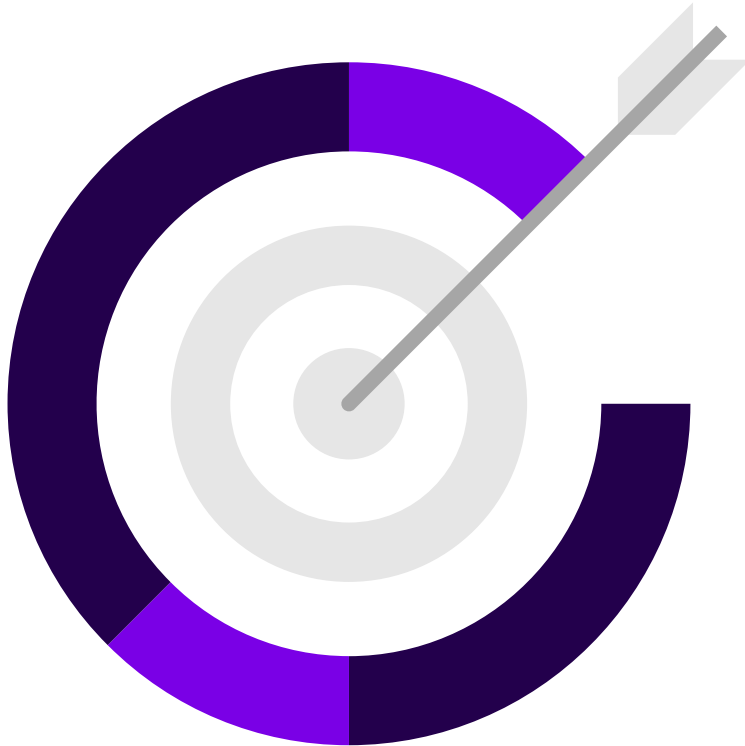
# Vaccine Hesitancy Tools & Resources

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# Objectives

## Purpose

*This deck is to equip your organization with tools to address vaccine hesitancy, ultimately enhancing provider & care team satisfaction as well as the patient experience.*



## The tools and resources in this kit are intended to:

- *Enable your care team to address patient concerns*
- *Equip your care team to communicate credibly around immunization*
- *Engage patients in shared clinical decision making where they confidently accept and trust in immunization due to an informed, science-driven understanding of options*

## Audience

*For leaders like you to inspire your health care professionals and care teams to proactively address vaccine hesitancy and encourage confident and informed decision making.*

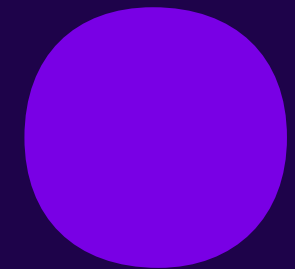
# Contents

## **1. Vaccine Hesitancy Overview**

## **2. Tools & Resources:**

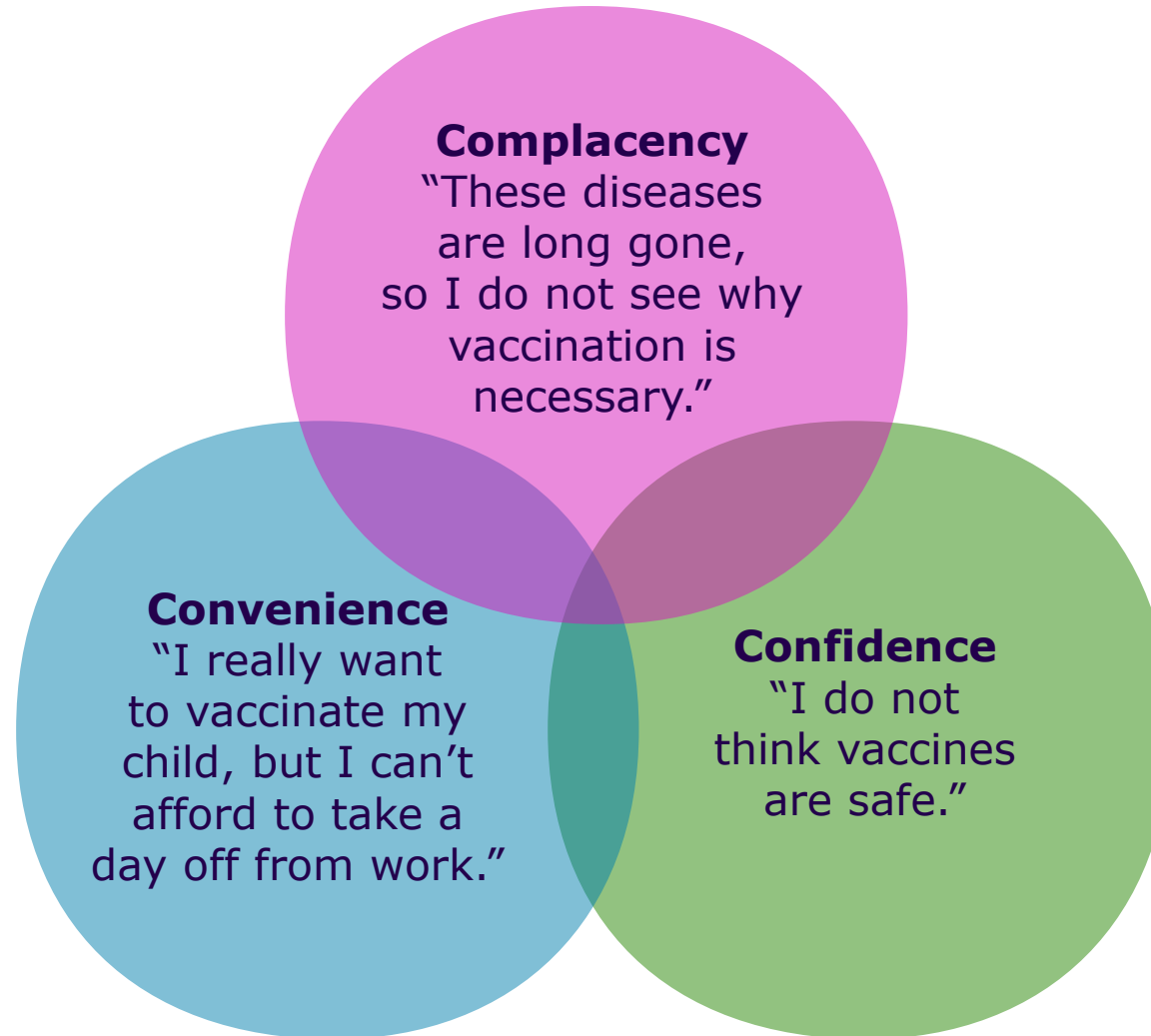
- I. Provider & Care Team Education
- II. Patient Engagement
- III. Patient Outreach Solutions

# Vaccine Hesitancy Overview



# What is Vaccine Hesitancy?

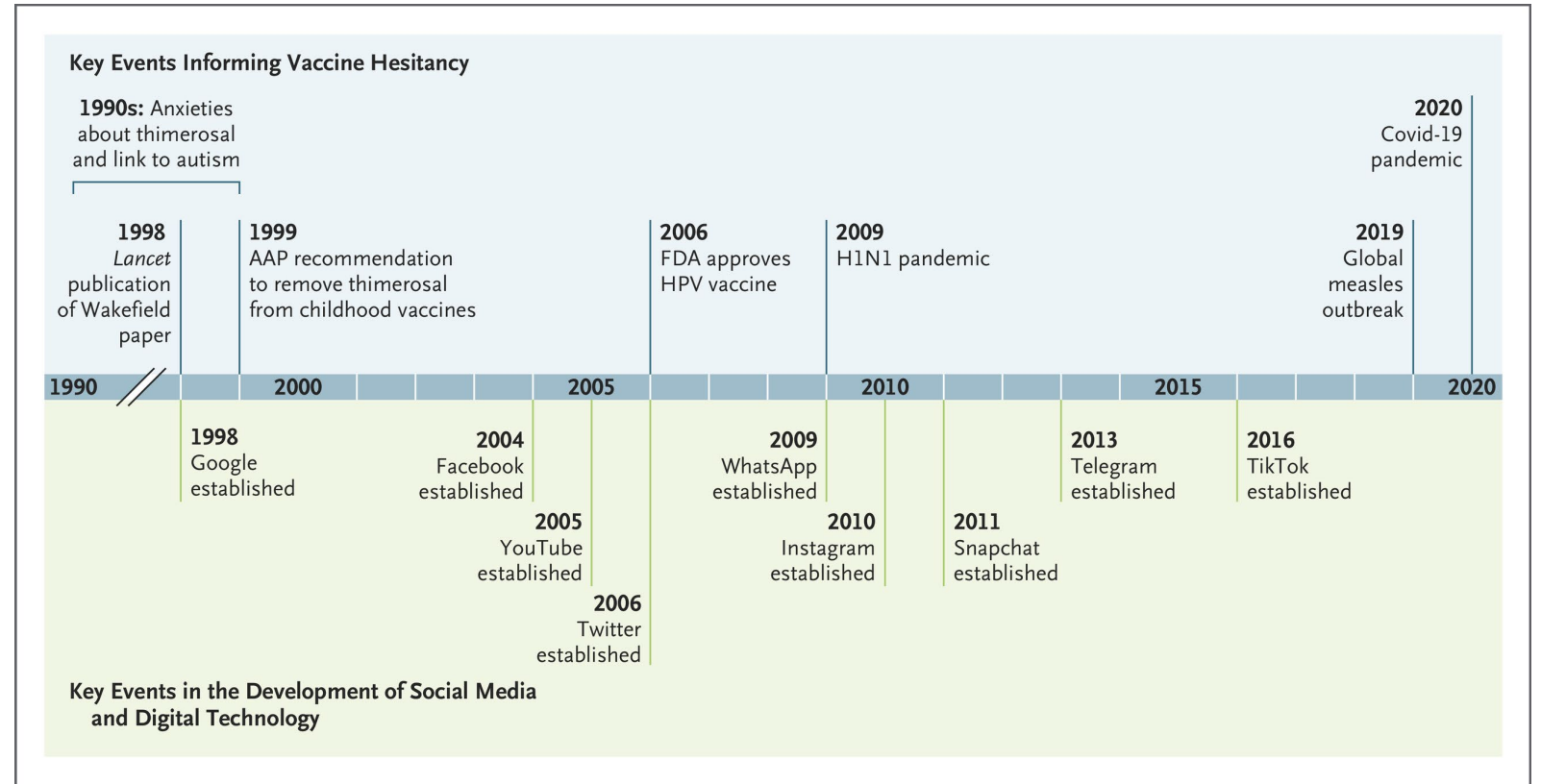
- Vaccine hesitancy refers to delay in acceptance or refusal of vaccination despite availability of vaccination services
- Vaccine hesitancy is complex, context-specific, varying across time, and vaccine-specific
- It is influenced by factors such as **complacency**, **convenience**, and **confidence**



**Reference:** WHO. Vaccination and trust. 2017. [https://cdn.who.int/media/docs/default-source/documents/publications/vaccines-and-trust78f2bc69-8a27-4657-9b2d-13d3075da41d.pdf?Sfvrns=b71b557d\\_1&download=true](https://cdn.who.int/media/docs/default-source/documents/publications/vaccines-and-trust78f2bc69-8a27-4657-9b2d-13d3075da41d.pdf?Sfvrns=b71b557d_1&download=true). Accessed 30 april 2024.

# Vaccine hesitancy has evolved significantly due to an "infodemic"

*The time to act is now!*

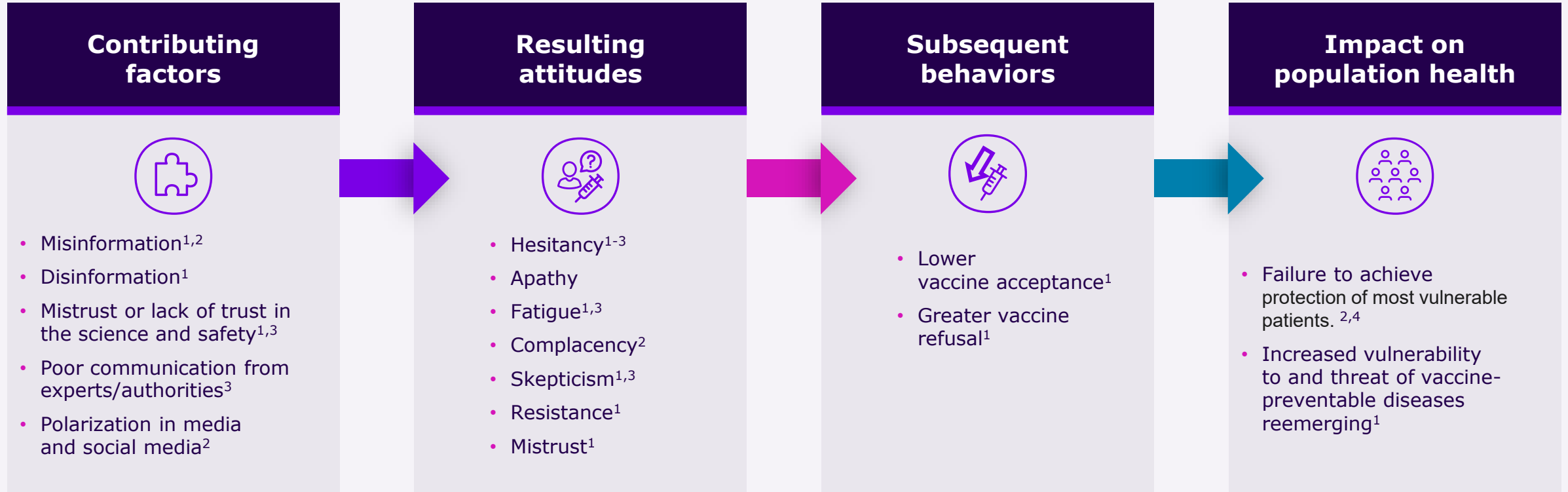


Utilize the below CDC Weekly Surveillance interactive map to stay informed on influenza activity

Click the below link:

[CDC Surveillance Weekly US Map: Influenza Summary](#)

# The Covid-19 Pandemic significantly changed how patients think about immunizations, **credible education is a must**



 **1 in 3 US adults** report they are unwilling to be vaccinated for other diseases, and this was influenced by pandemic experiences<sup>1\*</sup>

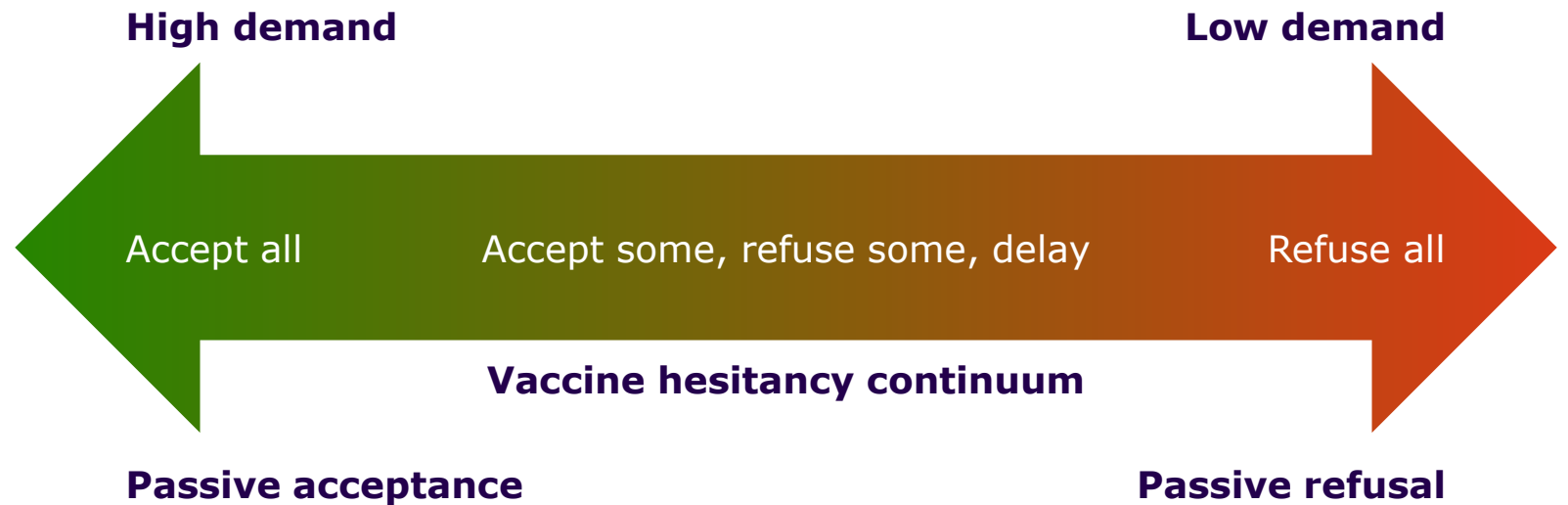
\*Findings from an October 2023 survey of 1,000 individuals from the United States who were asked about their willingness to get vaccinated against routine diseases other than COVID-19 (eg, flu, measles, viral hepatitis B.)

**References:** 1. Lazarus JV, et al. *Nat Med.* 2024;30(6):1559-1563. doi:10.1038/s41591-024-02939-2 2. Altman JD, et al. *Vaccines (Basel).* 2023;11(3):516. doi:10.3390/vaccines11030516 3. Su Z, et al. *Front Immunol.* 2022;13:839433. doi:10.3389/fimmu.2022.839433 4. Bussink-Voorend D, et al. *Nat Hum Behav.* 2022;6(12):1634-1648. doi:10.1038/s41562-022-01431-6



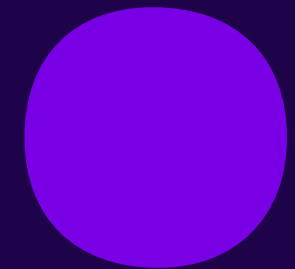
# Movable middle

Sanofi is here to support your organization in addressing the 'moveable middle' to guide patients towards confident acceptance of immunization



**Reference:** BMC Public Health . 2023 May 19;23:912. doi: [10.1186/s12889-023-15855-w](https://doi.org/10.1186/s12889-023-15855-w)

# Tools & Resources to Educate



# Sanofi has consolidated credible tools & resources to help you overcome vaccine hesitancy across your organization

I.

**Provider &  
Care Team  
Education**



II.

**Patient  
Engagement**



III.

**Patient  
Engagement  
Solutions**





# Provider & Care Team Education




# I. Provider & Care Team Education


*Equip your care team to communicate credibly around immunization*

### 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.<sup>1</sup>

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**.<sup>2</sup> 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.<sup>3</sup>






#### 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."*

## AIMs Office Flashcard

*Four-step, **evidence-based conversation strategy** that's proven to build trust with patients, leading to more efficient and successful discussions about vaccination.*

### Addressing Vaccination Anxiety in Adolescents and Adults

#### Strategies for Healthcare Professionals



Anxiety about injections is common among adolescents and adults, and can contribute to dreading, delaying, or even refusing vaccination. However, anxiety and pain are subjective feelings: what you do and say can help an anxious patient gain confidence and more readily accept vaccinations in the future.

Below are strategies that can improve the vaccination experience for adolescents and adults. Consider what is practical. Simply acknowledging the patient's feelings and letting them know you care can help.

#### Before the Visit

**Pre-registration** may minimize time in the waiting room where anxiety can mount.

**Establish expectations.** If possible, let patients know they will be offered any needed vaccinations and that you'll work with them to make the experience comfortable.

**Set up the vaccination room/area** so it's comfortable and private. Keep needles out of sight until necessary.

**Consider topical analgesia** (e.g., 5% lidocaine cream, spray, or patch). This may help with pain but needs to be applied to the vaccination site 30 to 60 minutes ahead of time. With guidance, some patients may accomplish this before arriving.<sup>4</sup>

#### During the Visit

**Screen for vaccination-related anxiety.** Immunize.org's screening checklists for contraindications to vaccines now ask about anxiety.<sup>5</sup>

**Invite patients to ask questions** about the vaccination process so they feel prepared.

**Watch your words!** Use words that help the patient cope during vaccination. Using fear-provoking words (e.g., "shot," "sting") or false reassurances ("It won't hurt a bit") can increase distress and pain.

**Ask each patient what helps them feel comfortable.** Make suggestions, if needed. Slow deep breaths can be calming. A lot of people like to be distracted (some don't) and they can be encouraged to chat or use their mobile devices. Posters can serve as distractions, too. Offer pain management options, if feasible (see below).

**KEY IDEA: Asking patients how they prefer to manage their anxiety is essential.**

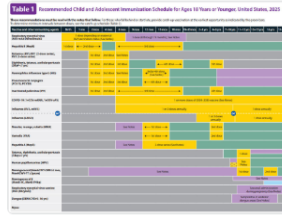
## Immunize.org - Addressing Vaccination Anxiety in Adolescents and Adults

*Resource designed for healthcare personnel, describes strategies that can be followed before, during, and after the vaccination visit to improve the vaccination experience for adolescents and adults.*

### Child and Adolescent Immunization Schedule by Age

Guide health care providers in determining recommended vaccines for each age group.

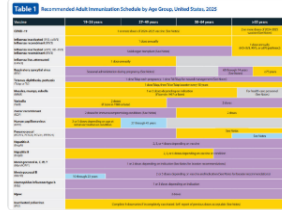
NOV. 21, 2024



### Adult Immunization Schedule by Age

Stay up-to-date on getting recommended vaccines. View and print CDC immunization schedules for adult...

NOV. 21, 2024



## CDC Immunization Schedules - Pediatric and Adult

*CDC Immunization Schedules for both pediatric and adult patients.*

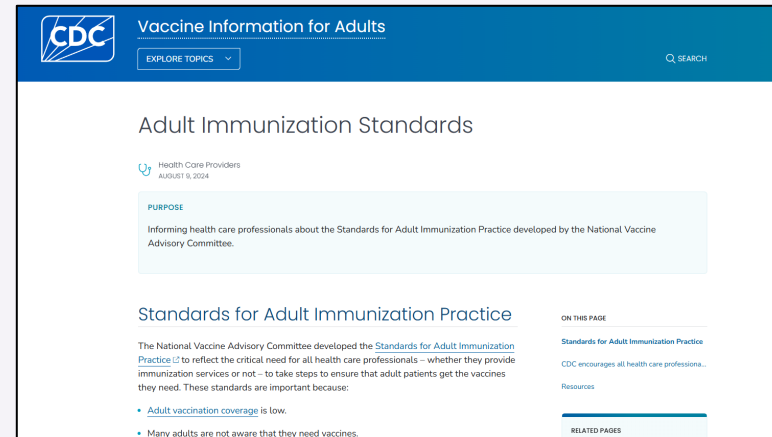
# I. Provider & Care Team Education

*Engage patients in shared clinical decision making where they confidently accept and trust in immunization due to an informed, science-driven understanding of options.*



## Institute for Vaccine Safety - Vaccine Ingredient and Safety Resource

*IVS resource on how ingredients in vaccines that are routinely recommended to the general population in the U.S. have not been linked to any other harmful effects.*



## CDC - Adult Immunization Standards Resource

*CDC resource informing health care professionals about the Standards for Adult Immunization Practice developed by the National Vaccine Advisory Committee.*

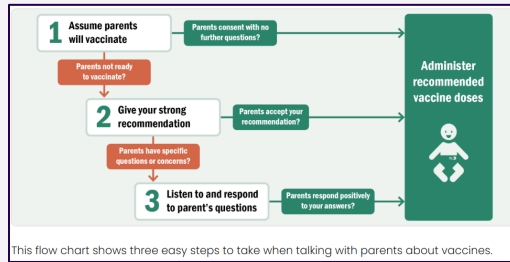


## NFID 10 Reasons to Get Vaccinated Resource

*NFID highlight sheet on why eligible individuals should get vaccinated.*

# I. Provider & Care Team Education

*Enable your care team to better understand parent's concerns when it comes to pediatric vaccinations*



## CDC Parent Discussion Guide for Pediatrics Vaccines

*CDC discussion guide to help navigate and assist healthcare providers in talking to parents about pediatric vaccines.*

## CDC Parent Discussion Q&A for Pediatrics Vaccines

*CDC Parent Discussion Q&A guide for pediatric vaccines provides healthcare providers with key information and answers to common questions parents may have about pediatric vaccinations.*



## CDC Additional Resources for Parent Discussions on Pediatric Vaccines

*CDC provides additional resources to help support healthcare providers when talking to parents about pediatric vaccines.*

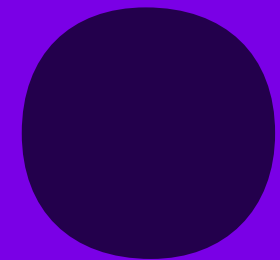


## AAP Talking with Vaccine Hesitant Parents

*AAP resource providing guidance for talking with vaccine hesitant parents.*



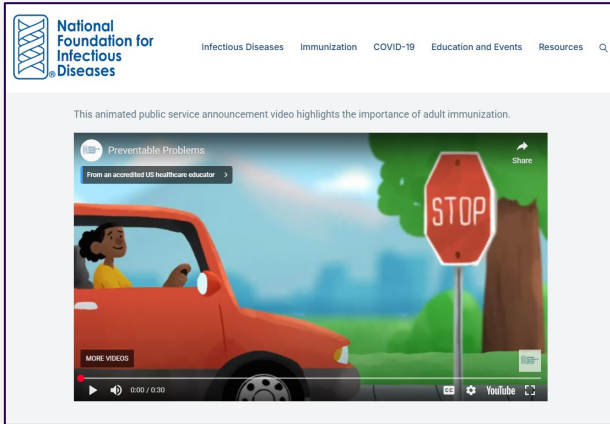
# Patient Engagement





# II. Patient Engagement

*adults and general information*



## NFID Preventable Problems Video - Adult Vaccination

*NFID video highlighting the importance of adult immunizations.*

## Explaining How Vaccines Work

### KEY POINTS

- Vaccines work by imitating an infection to engage the body's natural defenses.
- Vaccines help the body learn how to defend itself from disease without the dangers of a full-blown infection.
- Everyone should get all recommended vaccines at the recommended times.



## CDC Explaining How Vaccines Work Resource

*CDC webpage explaining how vaccines work and help prevent vaccine-preventable diseases.*

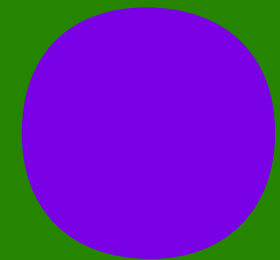


## Vaccine Adverse Events: Separating Myth from Reality | AAFP

*AAFP article on common adverse events from vaccines across disease states.*



# Patient Outreach Solutions



# III. Solutions for Patient Outreach & Engagement

*In this section, please find template messages that may help your organization address the 3C's related to vaccine hesitancy. Magenta text in template messages indicate options for variable text.*

Vaccine Hesitancy Challenge The 3 C's	Example Methods & Templates for Patient Outreach & Engagement
1. Complacency	A. Patient Portal Message B. Patient-facing Email Template C. Patient-facing Text Message
2. Convenience	A. Patient Portal Message B. Patient-facing Email Template C. Patient-facing Text Message
3. Confidence	A. Patient Portal Message B. Patient-facing Email Template C. Patient-facing Text Message

*Consider copying & pasting the template messages in this kit into your existing HIT platforms. Edit as your organization sees fit!*

# III. Patient Outreach Templates to emphasize Convenience



Patient  
Portal



Patient  
Email

**Subject: Stay Protected – Get Your Immunizations at Your Next Visit!**

Dear [Patient's Name],

Did you know you can get your immunizations during your next well visit? It's a convenient and easy way to stay up-to-date on your vaccines while taking care of your overall health. At your next visit on [mm/dd], make sure you ask your provider to check what vaccinations you are due for.

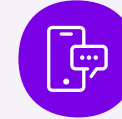
Immunizations are crucial for protecting yourself and your loved ones from preventable diseases.

**Subject: Stay Protected – Get Your Immunizations at Your Next Visit!**

Dear [Patient's Name],

Did you know you can get your immunizations during your next well visit? It's a convenient and easy way to stay up-to-date on your vaccines while taking care of your overall health. At your next visit on [mm/dd], make sure you ask your provider to check what vaccinations you are due for.

Immunizations are crucial for protecting yourself and others from preventable diseases.



Patient  
Text

Hi [Patient's Name], vaccines are one of the best ways to protect yourself and others from serious illness. If you're due for any immunizations, now's the time to get updated! Have questions or need to schedule? We're here to help. Stay healthy! – [Your System, Practice, or Provider's Name]

Hi [Patient's Name], we understand you may have questions about vaccines, but they're a safe and effective way to protect you and those around you from serious diseases. If you have any concerns or doubts, we're here to provide trusted info and support. Let's talk about your health—schedule today! – [Your System, Practice, or Provider's Name]

# III. Patient Outreach Templates to help overcome **Complacency**

  
Click to  
download as  
a Word  
document



Patient  
Portal



Patient  
Email

## **Subject: Protect Yourself and Others: Get Immunized Today!**

Dear [Patient's Name],

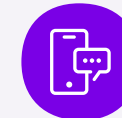
Your health and well being are our top priorities. One of the most effective ways to stay healthy is through immunization. Vaccines are safe, effective, and vital in protecting you from serious diseases that these infections can cause.

It's natural to feel uncertain or complacent about getting vaccinated, but the truth is, vaccines help prevent illness, hospitalization, and even death. By staying up-to-date on your immunizations, you not only protect yourself but also help protect those around you, including those who may be more vulnerable.

If you've been putting off an immunization or have any concerns, know that we are here to answer your questions, provide reliable information, and guide you through the process.

Don't wait—schedule your immunization today and take the next step in safeguarding your health.

Stay healthy and protected,  
[Your Provider's Name]  
[Your System or Practice's Name]  
[Contact Information]



Patient  
Text

Hi [Patient's Name], you can get your immunizations at your next well visit—super easy! Staying up-to-date on vaccines is important for your health. Let us know if you have any questions at your upcoming visit on [mm/dd].

– [Your System, Practice, or Provider's Name]

## **Subject: Stay Protected – Get Your Immunizations at [Local Community Event]!**

Did you know you can get your immunizations during [insert local community event]? It's a convenient and easy way to stay up-to-date on your vaccines while taking care of your overall health. At [event name] on [mm/dd], make sure to check out the [pop-up or drive-thru clinic] located at [insert address].

Immunizations are crucial for protecting yourself and others from preventable diseases. This is why we are partnering with [local community group or employer] to offer you immunization options that are directly organized in the community!

Consider  
swapping this  
section out for  
immunization  
clinics  
created with  
Community  
organizations

Hi [Patient's Name], [Health System Name] is partnering with [community group or employer] so that you can get your [flu] immunization at [local community event]—super easy! Staying up-to-date on vaccines is important for your health. Find us at [insert location] on [mm/dd, time].

– [Your System, Practice, or Provider's Name]

# III. Patient Outreach Templates to enhance Confidence

  
Click to  
download as  
a Word  
document



Patient  
Portal



Patient  
Email

## **Subject: Safe, Effective, and Trusted: Time to Get Your Immunizations!**

Dear [Patient's Name],

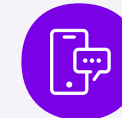
We understand that making decisions about your health is important and personal. Immunizations are one of the safest and most effective ways to protect yourself and those around you from serious diseases.

Vaccines are extensively tested for safety and undergo rigorous reviews to ensure they're both safe and effective. They are backed by credible organizations like the CDC and governing bodies such as ACIP (Advisory Committee on Immunization Protocols), which support their ability to prevent illnesses, save lives, and help build community immunity.

By staying up-to-date with your immunizations, you're taking a proactive step to protect your health and the health of others. We're here to answer any questions you may have and help you feel confident in your decision to get vaccinated.

If you're ready to schedule your next well-visit or have any concerns, don't hesitate to reach out. We're here to help you!

Take care,  
[Your Provider's Name]  
[Your Practice's Name]  
[Contact Information]



Patient  
Text

Hi [Patient's Name], we understand that making decisions about your health is personal. Vaccines are safe, effective, and help protect you and others from serious diseases.

Whether you have questions that you're looking for guidance on or simply want to schedule your immunization, we're here to help!

– [Your System, Practice, or Provider's Name]

Hi [Patient's Name], we understand you may have questions about vaccines, but they're a safe and effective way to protect you and those around you from serious diseases. If you have any concerns or doubts, we're here to provide trusted info and support. Let's talk about your health—schedule today!

– [Your System, Practice, or Provider's Name]



*Chasing the miracles of science to improve lives*

**sanofi**