

Talking About **vaccines**

Tips for Social Service Providers

While the struggles of everyday North Dakotans might not be visible to everyone, they are certainly clear to those who work as social workers or service providers. People in the field are often not just dispensing services, but helping to play the role of navigator and coach. This unique position is particularly critical when it comes to health care services and routine wellness vaccines.



Tips for communicating about vaccines:

- **Start the Conversation:** Don't wait for someone to bring up vaccines. Instead, proactively start discussing them by being ready with the latest information and schedules.
- **Actively Listen:** Ask questions to gain insights into someone's concerns and reflect back what you hear to ensure clarity and understanding. This will help someone feel heard and supported, even if they aren't yet ready to get vaccinated.
- **Emphasize Protection:** One of the main benefits of vaccines is that they help prevent severe illness. For clients who may already be struggling in many ways, it can be helpful to remind them that this can help protect against the worst outcomes.
- **Be a Connector:** It is not your job to have all the answers, but there is an important role to play in helping direct people to resources and/or health care services that can meet a clients' needs.
- **Help Book Appointments:** If someone is ready to get vaccinated, but does not know where to go, you can play a critical role in helping to find and schedule appointments and/or clinics that allow drop-ins.

Learn more:

- [Adult Immunization Guide](#)
- [NDHHS-Immunizations](#)
- [Public Health Communications Collaborative: Messaging: Recommendations to Encourage Routine Childhood Vaccinations](#)
- [The American Academy of Pediatrics: Talking with Vaccine Hesitant Parents](#)
- [Vaccinate Your Family \(VYF\)-Vaccination Resources](#)