



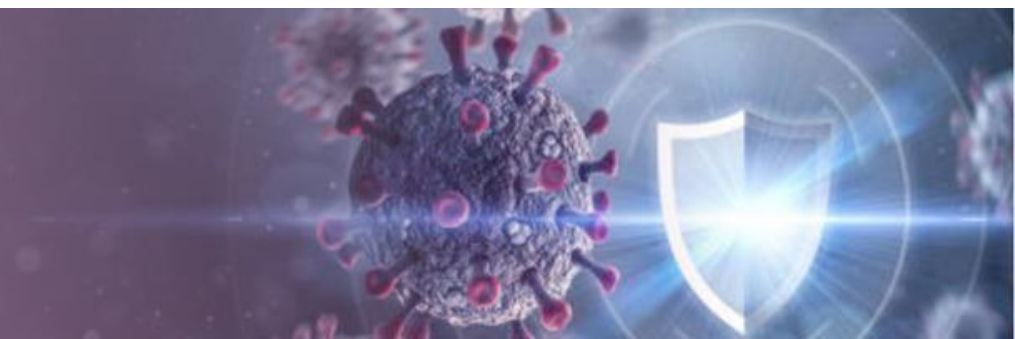
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Sharing knowledge about immunisation: lessons for sharing and considering

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Aim and outline of presentation

- **Aim:** to help health service providers identify factors influencing patients' vaccine decisions, and to share communication strategies and SKAI resources health providers can use with hesitant patients
- **Part 1:** Factors influencing vaccine *uptake*, focus on vaccine *acceptance*
- **Part 2:** How can health service provider help? Communicating about vaccines.
- **Part 3:** SKAI new resources

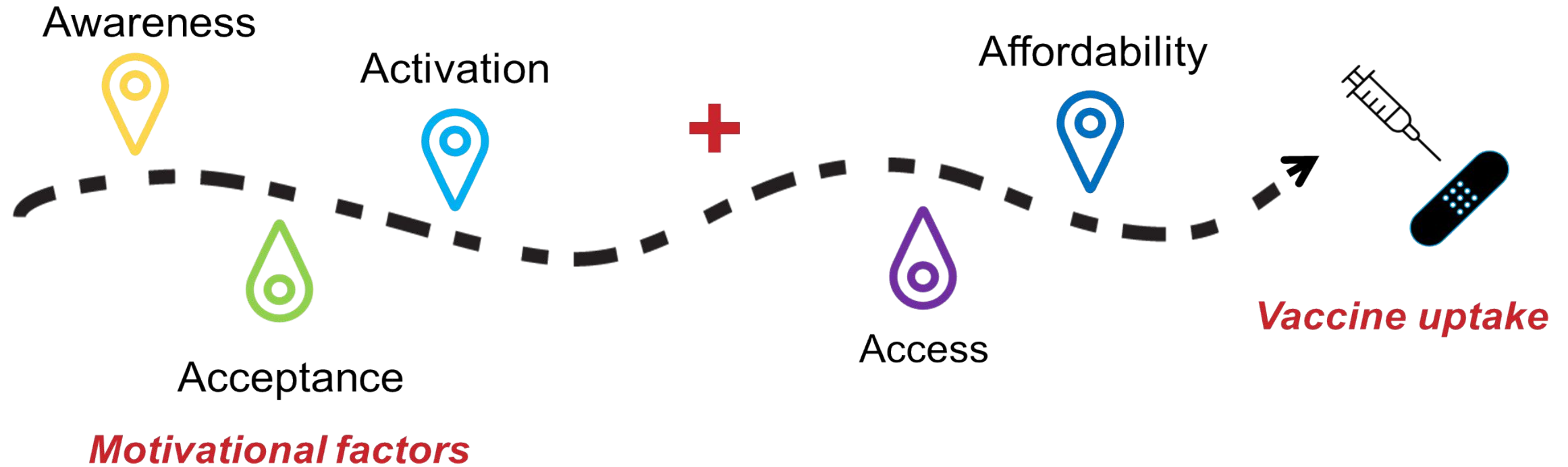
Part 1: Factors influencing vaccine *uptake*



skai.org.au

What influences whether people vaccinate or not?

Practical issues



Ref: Seale et al. A COVID-19 vaccination strategy to support uptake amongst Australians: Working Paper. Retrieved from cossi.org.au

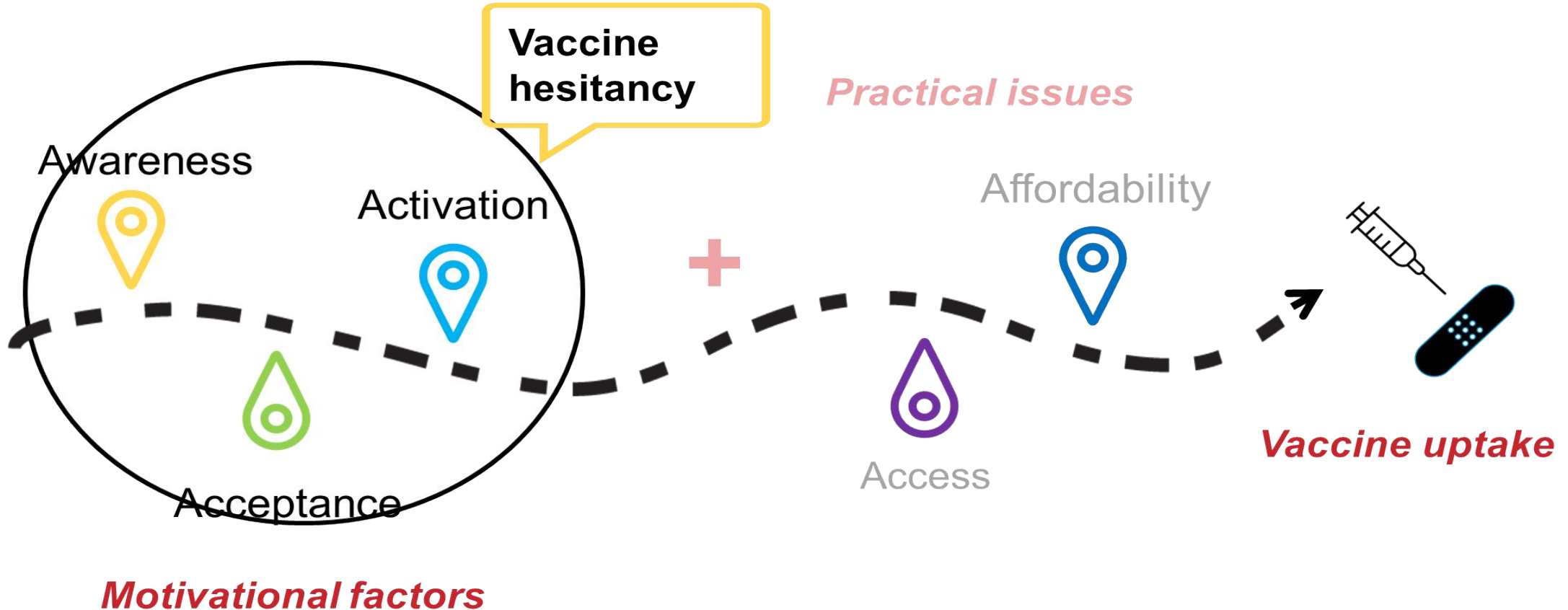
What is vaccine hesitancy?

Vaccine hesitancy is...

...the state of **being conflicted about or opposed to getting vaccinated.**

Ref: Brewer, N. et al. (2018) Increasing Vaccination: Putting Psychological Science Into Action. *Psychological Science in the Public Interest*

What influences whether people vaccinate or not?



Ref: Seale et al. A COVID-19 vaccination strategy to support uptake amongst Australians: Working Paper. Retrieved from cossi.org.au

Why are people vaccine hesitant?



Source: J. Leask Ref: Hooker C,
Leask J (2020); Graham J (2013)

The role of healthcare professionals

As a healthcare professional, you can strongly influence people's vaccination decisions



Image source: Pharmaceutical Society of Australia

Part 1 Summary

- Vaccine hesitancy is one of many factors that influence whether a person will vaccinate or not
- Many individuals who are hesitant about a vaccine will still take it
- Healthcare professionals can influence vaccination decisions

Part 2: How can health service providers help?

Communicating about vaccines and vaccination using SKAI approach



skai.org.au

Address your own questions and concerns

□ **NCIRS Fact Sheets and FAQ**

<https://www.ncirs.org.au/health-professionals>

□ **NCIRS seminars**

Designed specifically for providers

Advertised on

<https://www.ncirs.org.au/NCIRSSeminars>

and via The Weekly Jab

□ **NCIRS Weekly Jab Newsletter**

<https://www.ncirs.org.au/user/register>

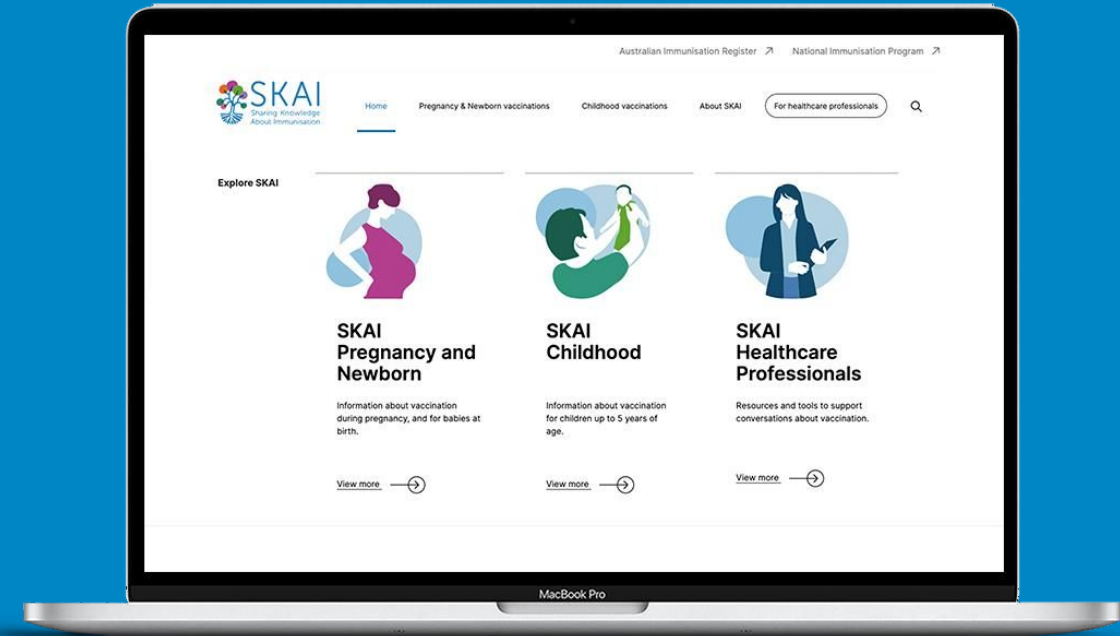




skai.org.au

SKAI provides community members and healthcare professionals with the information and tools they need to have helpful conversations about vaccination.

Evidence based to support vaccination.





skai.org.au

- Training and resources for healthcare professionals (including e-learning modules eligible for CPD points)
- Credible vaccination information for community members

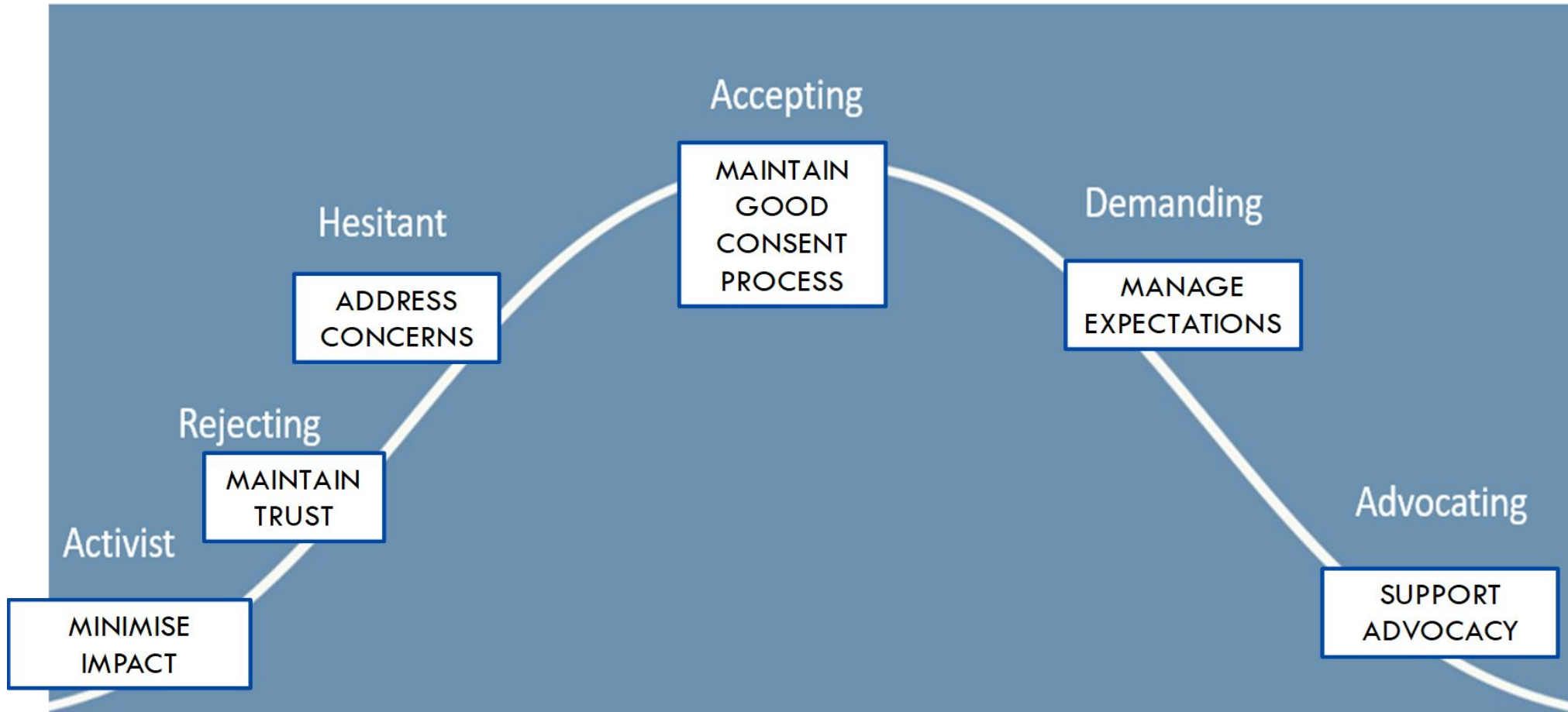


SKAI is an NCIRS led collaboration

Partners include:



Adapt your communication goals



Source: Julie Leask. Ref: Covid-19 vaccines: safety surveillance manual communication module <https://www.who.int/publications/i/item/10665338400>

Practice good risk communication

Acknowledge
uncertainty

Be open and
transparent

Communicate
clearly (watch
for jargon)

Communicate
with empathy

Part 2 Summary

- Have credible information on hand

[For health professionals | NCIRS](#)

- Use evidence-based techniques to address people's concerns

www.ncirs.org.au/skai

- Adapt your communication style depending on whether the patient is accepting, hesitant or currently declining vaccination

Part 3: SKAI resources that you can use



skai.org.au

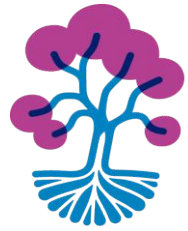


SKAI vaccination resources now cover:

- Pregnancy & Newborn
- Childhood
- Adult
- Misinformation
- Aboriginal and Torres Strait Islander (including flu)

Aged-based information:
Arabic, Chinese (simplified),
English, Vietnamese





SKAI

Sharing
Knowledge
About
Immunisation

Pregnancy & Newborn

- Should I get the COVID-19 vaccination during pregnancy? (FAQ for patients)
- Talking about COVID-19 vaccination during pregnancy (Guide for providers)
- eLearning: COVID-19 vaccination and pregnancy (Module for providers)

Available from 'I have questions' tab on skai.org.au/pregnancy-and-newborn

Available from 'Pregnancy and Newborn' tab on skai.org.au/healthcare-professionals



Should I get the COVID-19 vaccination during pregnancy?



Patient resource (FAQ) as a downloadable PDF

What are the risks of COVID-19 for my baby?

Pregnant women with COVID-19 are 1.5 times more likely to give birth prematurely, experience stillbirth, and encounter other pregnancy issues than pregnant women without COVID-19. Babies born to women who catch COVID-19 while pregnant are three times more likely to have to be admitted to a neonatal unit after birth.^{1,2}

Does the COVID-19 vaccine affect future fertility?

No, many studies have shown that receiving the COVID-19 vaccine does not affect fertility for men or women.

QUICK GUIDE

FOR USE WITH EXPECTING PARENTS



Talking about COVID-19 vaccination during pregnancy



SKAI Sharing Knowledge About Immunisation
Pregnancy & Newborn

Conversation Guide for providers as a downloadable PDF

1

Familiarise yourself

Familiarise yourself with current recommendations and evidence. Check regularly as the number of doses, and the intervals between doses, can change.

2

Determine eligibility

Discuss COVID-19 vaccination with every pregnant woman at every appointment at any time during pregnancy.

3

Recommend vaccination

Recommend vaccination for pregnant women who have received fewer than three doses and women with underlying risk factors.

4

Find out all their questions

The most common concerns are around vaccine safety, speed of vaccine development, long-term outcomes, impact on breastfeeding, and impact on future fertility.

5

Share knowledge

Be prepared to share links to specific research data. Acknowledge uncertainty but emphasise consistent evidence of safety.

6

Weigh personal risks and benefits

Pregnancy is not a risk factor for severe illness in vaccinated women, but some women are at higher risk due to underlying conditions.

4

Find out all their questions

The most common concerns are around vaccine safety, speed of vaccine development, long-term outcomes, impact on breastfeeding, and impact on future fertility.

5

Share knowledge

Be prepared to share links to specific research data. Acknowledge uncertainty but emphasise consistent evidence of safety.

- I have questions about COVID-19 vaccination (FAQ for patients)
- Talking with adult patients who have questions (guide for providers)
- Addressing vaccine misinformation (guide for providers)



All available from 'Adult' tab
on skai.org.au/healthcare-professionals



Addressing vaccine misinformation

Conversation Guides for providers as downloadable PDFs:

- 1-page Quick Guide
- Conversation Guide (longer)

1

State the facts

2

Warn

3

Affirm

4

Explain

5

Repeat the facts

1

State the facts

Replace your patient's misinformation with correct information.



This vaccine is generally safe and prevents severe disease. There are some studies that show...

2

Warn

Stress that the information your patient has shared is a myth, a rumour or incorrect.



This false idea is making the rounds at the moment.



SKAI

Sharing
Knowledge
About
Immunisation

First Nations

- Talking about vaccination with Aboriginal and Torres Strait Islander families (guide)
- Example of a supportive flu vaccine yarn (guide)
- Flu Vaccine Information Sheet (FAQ)
- Summary of flu and COVID-19 vaccination communication resources

All available from 'Aboriginal and Torres Strait Islander' tab on skai.org.au/healthcare-professionals

Talking about vaccination with Aboriginal and Torres Strait Islander families

Conversation Guide for providers as a downloadable PDF

Building rapport

Building rapport leads to trust and a comfortable environment. Greet with a smile and take the time to chat with the person or family, before discussing their health. **Building rapport will take time and sometimes more than one appointment.**

A person walks in wearing a sporting jersey or hat.

"How'd your team go in their last game?"

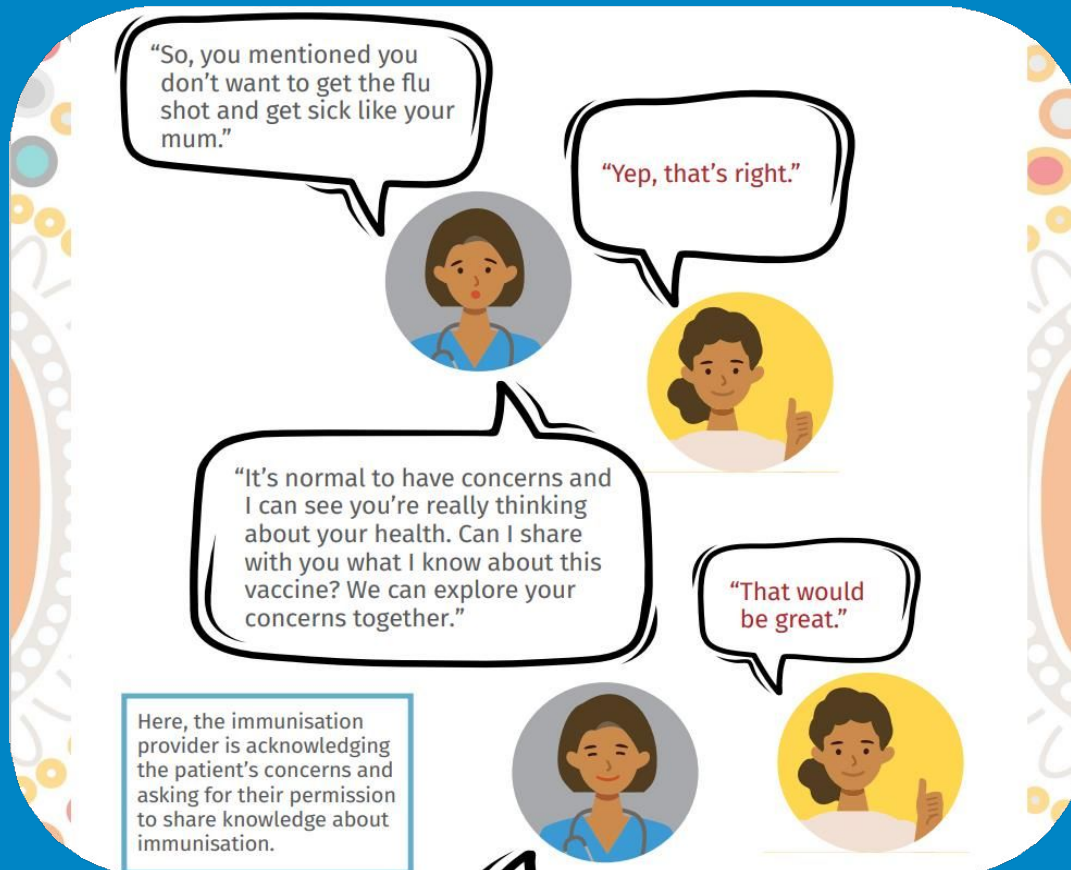
"How is your week going?"

Opportunistic vaccination

"Did anyone else come with you today who might want the vaccination now too?"

Example of a supportive flu vaccine yarn

Conversation Guide for providers as a downloadable PDF



"So, you mentioned you don't want to get the flu shot and get sick like your mum."

"Yep, that's right."

"It's normal to have concerns and I can see you're really thinking about your health. Can I share with you what I know about this vaccine? We can explore your concerns together."

"That would be great."

Here, the immunisation provider is acknowledging the patient's concerns and asking for their permission to share knowledge about immunisation.

What is a yarn?

Yarn is an Aboriginal English word that describes an informal conversation or storytelling in a culturally safe environment¹. Yarning is a way of sharing knowledge. By providing unstructured time to touch on things such as life, family, health and achievements, yarning helps build mutual respect for one another².

Overall Summary

- Vaccine hesitancy is one of many factors influencing vaccination
- Many individuals who are hesitant will still vaccinate
- Healthcare professionals have an important role in people's vaccination decisions
- Answer your own questions and have credible information on hand

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- Use evidence-based techniques and resources to address people's concerns

www.ncirs.org.au/skai



Q&A

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