

**BE***works*

# **Building Trust and Encouraging Vaccinations Among Neighbors, Family and Friends**

---

**Dr. Ada Le**

**September 30, 2021**



**Dr. Ada Le, Ph.D.**  
*Vice President*  
*BEworks*

# COVID-19 Behavioral Think-Tank

Fighting the COVID-19 crisis using Behavioral Science

## Vaccine Uptake



## Combating Disinformation



## Healthcare Worker Support Tools



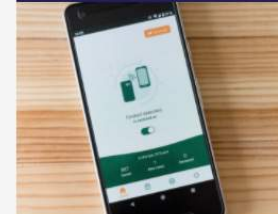
## Public Health Campaigns



## Rapid Screening Practices



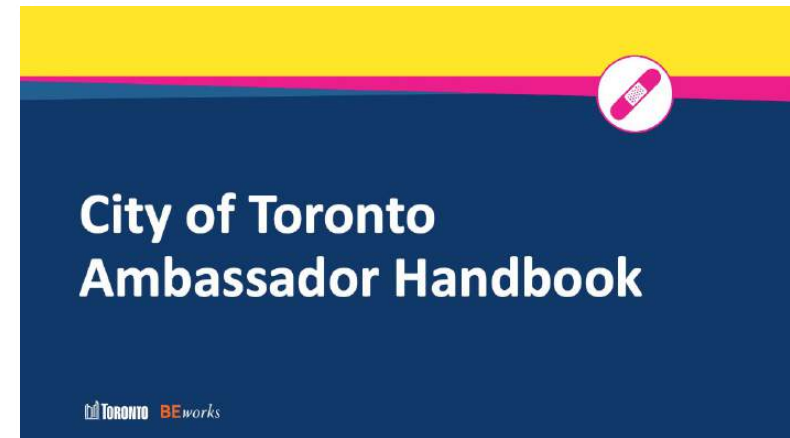
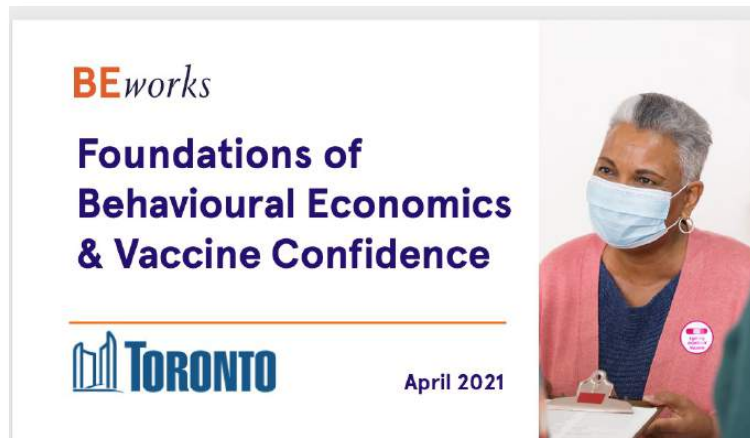
## Digital Design and Uptake



## Financial Decision-Making in Uncertainty



# BEworks for City of Toronto Ambassador Program



**Before engaging with people  
about the importance of  
receiving the vaccine...**

**we need to understand *why*  
people are hesitant**

# Some Reasons are Easier to Address than Others

---

## Operational Barriers

- Technological
- Transportation
- Language

## Self & Group Barriers

- Idiomatic health risks
- Religious & cultural considerations

## Psychological Barriers

- How they think & feel
- How they perceive the world
- What they value
- Openness to new evidence

**Easier**

Information likely works



**Harder**

Need more than just info

# It's not as simple as providing information

Many psychological factors influence people's confidence in the vaccine

It's too risky

The science  
doesn't feel right

Vaccines aren't  
natural

I don't care to  
understand

I feel uneasy, but I  
don't know why

I don't trust  
medical  
institutions

I don't trust  
government

COVID is fake

**Simply put, *we don't all see the world the same way*, and we don't all value the same things...**

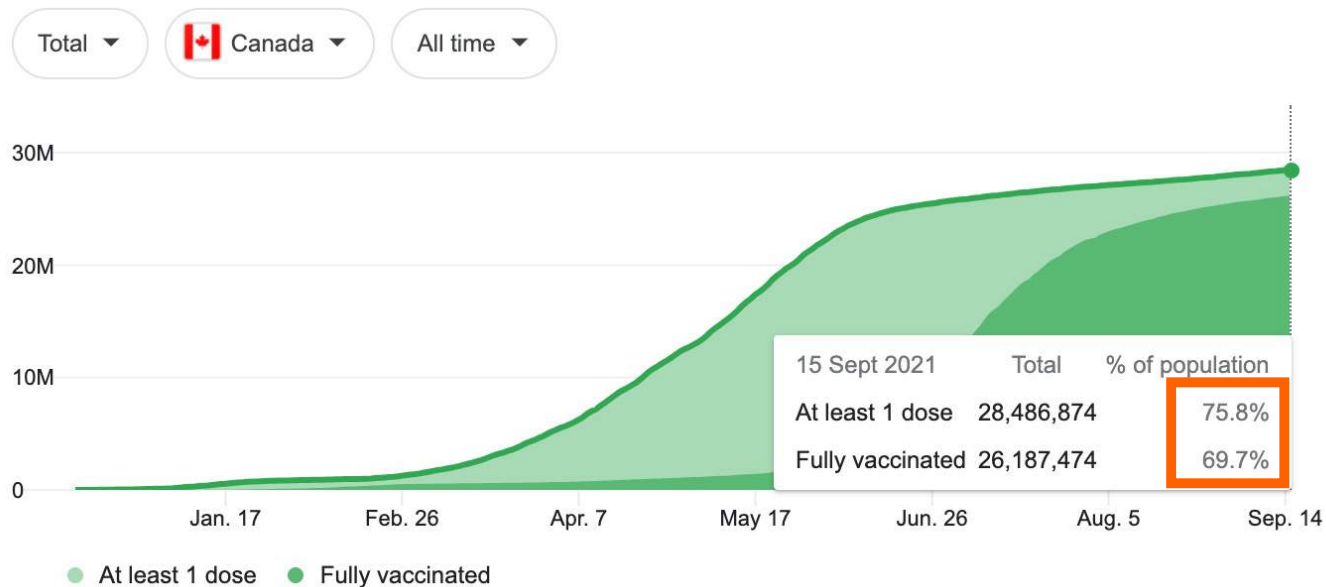


# Who We Are Most Likely Dealing With Now

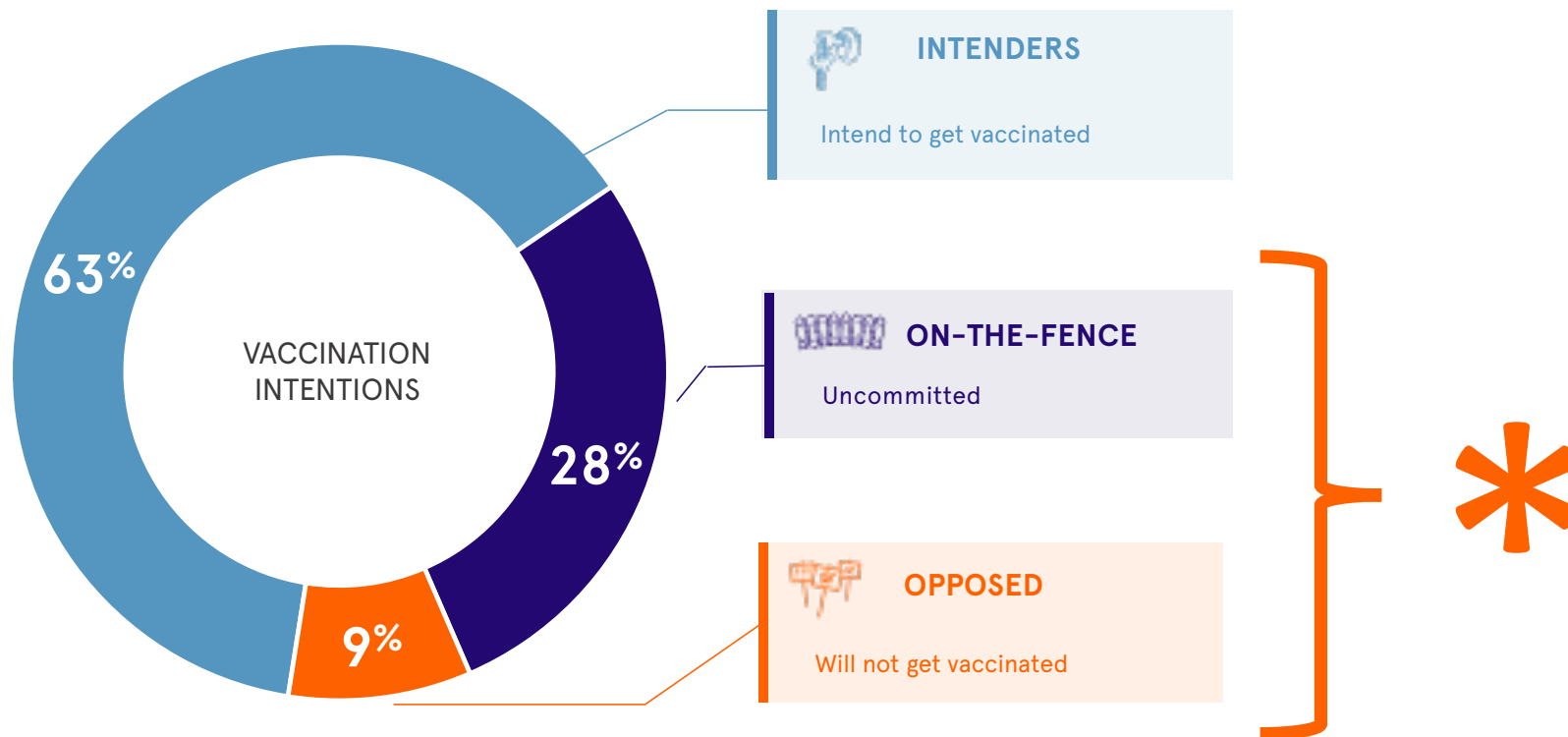
## Statistics

### Vaccinations

From [Our World in Data](#) · Last updated: 2 days ago



# Who We Are Most Likely Dealing With Now



# What Does This Mean?

---

You may be dealing with:

## Emotions

- Anxieties
- Upset, hurt
- Unwillingness to talk
- Intolerance with people telling them how to think

## Concerns

- Sensitivity to risk
- Concerns about science and vaccine risk
- Institutional distrust
- Risk to your friendship/relationship

## Misinformation

- Vulnerability to uncertainty and misinformation
- Vulnerability to conspiracies

# Connect first, change second



**Make human connections,** while speaking naturally and authentically.

You do *not* need to sound like a public health expert.

# Empathy is Fundamental to Human Connection

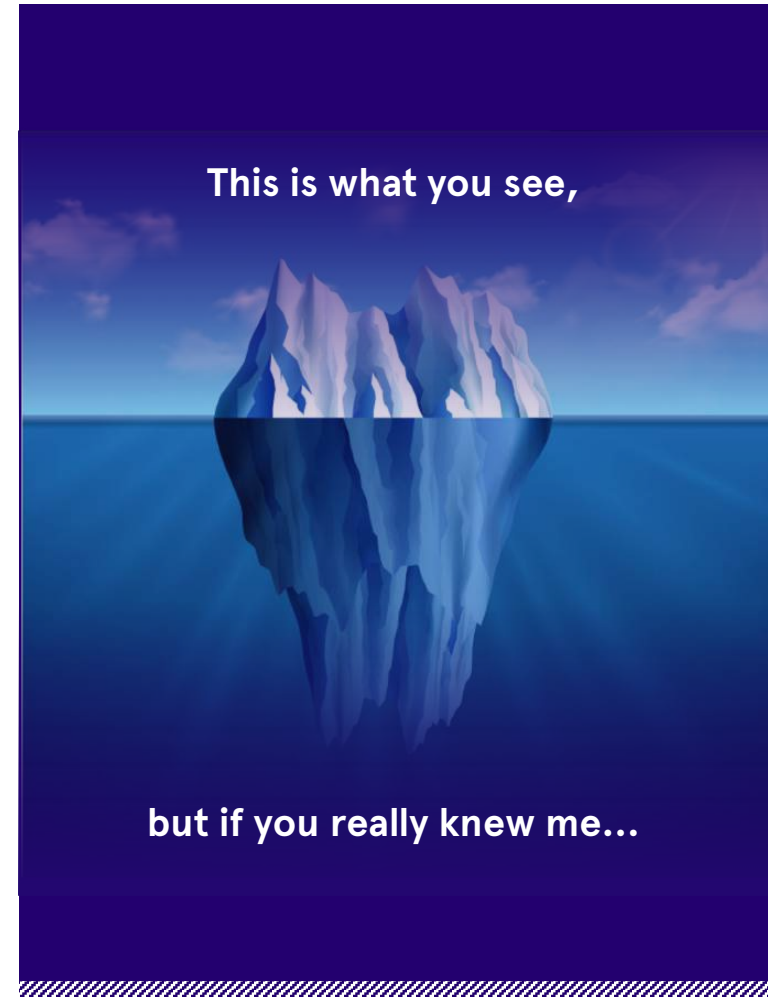
---

1. Take their perspective
2. Do not judge
3. Acknowledge their emotions
4. Communicate all of that

# Be Judgement-Free

---

- Feelings are not “right” or “wrong”; they just are
- People don’t want to feel like they are alone in their feelings
- By speaking to the person’s feelings without judgement, you can establish rapport and connection



# Tips for Productive Conversations

---

1. Elicit their perspective to understand their motivations and values
2. Allow space for their perspective
3. Listen to them, and they will listen to you
4. Establish common ground. Find commonalities between your own values and their values

## Important to Remember

Many believe that acknowledging a perspective that differs from your own is a tacit agreement with their claims; however, validation does not mean acceptance of these beliefs—it is about providing another person's emotional state a space to exist



# How to Elicit Their Perspective

---

## Get Them Talking

- “I’d like to understand your perspective more. Would you mind sharing what your concerns are with getting vaccinated?”
- “What do you think are the potential advantages to vaccination?”

## Encourage Perspective-Sharing

- “I am aware that we both have a different perspective about the vaccine. Would you like to connect and share some thoughts with me, and I’ll share some of my thoughts with you?”

# Give Them Space to Share

---

## Validate their Perspective

- “It’s understandable that you feel this way”
- “I understand where you’re coming from”

## Normalize their Feelings

- “It’s normal to feel this way”

## Confirm their Words

- Summarize: “So what I hear you saying is that ....”
- Clarify: “What I heard you said is..... Did I get that right?”

# Listen to Them

---

## Acknowledge the Community History/Context

- “I understand your concerns. I know for many of us in racialized communities it can be hard to trust the medical system. It is important to note that historically racialized communities were denied access to cures/vaccines. We are in a unique situation today where due to the impact of the pandemic on black, indigenous, South Asian community members, we are *prioritized* for the vaccine.”

## Be Mindful of Your Tone

- Remain patient and calm
- Avoid humour
- Don't get personal

# Leave on a Constructive Note

---

## Acknowledge the Refusal

"I hear you saying no and that's totally okay."

## Leave the Door Open

"I appreciate your time and sharing your concerns about the vaccine with me. You can contact me at this number if you need any additional information or support or if you have additional thoughts you'd like to share."

**Looking at the bigger picture, the end goal isn't necessarily to convince everyone right away, but to move closer to vaccine confidence.**

You are NOT going to reach everybody you speak with, and you're not expected to.

Every single action you take in this role is contributing to the cause and we thank you for your efforts.

# THANK YOU

---



**Dr. Ada Le, PhD**

*Vice President*

ada@beworks.com

---

Toronto | NYC | Bogota | Tokyo

**BE**works

[www.BEworks.com](http://www.BEworks.com)

 BEworks

 BEworks

 BEworksInc

 BEworksInc