Building Trust and Encouraging Vaccinations Among Neighbors, Family and Friends
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BEworks
COVID-19 Behavioral Think-Tank

Fighting the COVID-19 crisis using Behavioral Science

https://beworks.com/covid-19/
BEworks for City of Toronto Ambassador Program

BEworks
Foundations of Behavioural Economics & Vaccine Confidence
April 2021

City of Toronto Ambassador Handbook

BEworks
Building Ambassador Resilience
City of Toronto August 19, 2021
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

<table>
<thead>
<tr>
<th>Operational Barriers</th>
<th>Self &amp; Group Barriers</th>
<th>Psychological Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Technological</td>
<td>• Idiomatic health risks</td>
<td></td>
</tr>
<tr>
<td>• Transportation</td>
<td>• Religious &amp; cultural considerations</td>
<td></td>
</tr>
<tr>
<td>• Language</td>
<td>• How they think &amp; feel</td>
<td></td>
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<tr>
<td></td>
<td>• How they perceive the world</td>
<td></td>
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<tr>
<td></td>
<td>• What they value</td>
<td></td>
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<td></td>
<td>• Openness to new evidence</td>
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**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

<table>
<thead>
<tr>
<th>Reason</th>
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<tbody>
<tr>
<td>It’s too risky</td>
</tr>
<tr>
<td>The science doesn’t feel right</td>
</tr>
<tr>
<td>Vaccines aren’t natural</td>
</tr>
<tr>
<td>I don’t care to understand</td>
</tr>
<tr>
<td>I feel uneasy, but I don’t know why</td>
</tr>
<tr>
<td>I don’t trust medical institutions</td>
</tr>
<tr>
<td>I don’t trust government</td>
</tr>
<tr>
<td>COVID is fake</td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Date</th>
<th>Total</th>
<th>At least 1 dose</th>
<th>Fully vaccinated</th>
<th>% of population</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Sep 2021</td>
<td>28,486,874</td>
<td></td>
<td>26,187,474</td>
<td>75.8%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>At least 1 dose</td>
<td></td>
<td></td>
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[https://ourworldindata.org/covid-vaccinations?country=CAN](https://ourworldindata.org/covid-vaccinations?country=CAN)
Who We Are Most Likely Dealing With Now

VACCINATION INTENTIONS

- **INTENDERS**: Intend to get vaccinated
  - 63%

- **ON-THE-FENCE**: Uncommitted
  - 28%

- **OPPOSED**: Will not get vaccinated
  - 9%

BEworks 2021 (COVID-19 Vaccine Hesitancy: A Behavioral Lens on a Critical Problem)
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.

This is what you see,

but if you really knew me...
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

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Toronto | NYC | Bogota | Tokyo

www.BEworks.com