

# COVID-19 Vaccination Counseling

TIPS FOR HEALTH PROVIDERS



 **BALTIMORE**  
**CITY HEALTH**  
**DEPARTMENT**

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# About This Booklet

This is a job aid for health providers and others who work in health clinics to build skills in COVID-19 vaccine counseling.

## **People trust you.**

### **You have a critical role in COVID-19 vaccination.**

For people still undecided about vaccination, a personal conversation and recommendation from their health provider is incredibly powerful. There is no substitute. People who are still undecided about whether to get the vaccine have heard lots of information about COVID-19 vaccination from their friends, family, social media, and even government officials. It is really hard for people to know who to listen to when there is too much conflicting information all around them. Talking to a trusted health provider is the best opportunity to cut through all of that confusing noise and get a clear recommendation for vaccination.

## **But we haven't all been trained in vaccine counseling.**

Counseling to build trust in vaccination involves a set of specific skills and techniques anyone can learn. Everyone can use these skills whatever their role or job description. People come in with difficult questions and concerns about the COVID-19 vaccine, and it can take a lot of time to answer them. Sometimes it is hard to even know how to answer the questions because they are based in fears and misconceptions that don't have a basis in science or fact. But those fears and concerns are real and powerful and valid and we need to treat them with respect and care.

## **How To Use This Booklet**

This booklet illustrates evidence-based techniques for COVID-19 vaccination using common client questions and concerns. The techniques illustrated in this booklet are for health providers and other clinic staff—such as front desk staff and med techs—to use in their everyday interactions with clients. The scenarios illustrate how these techniques might play out in a counseling session with clients who come in with common questions and concerns. Of course they are fiction, and very condensed. They are intended to help you imagine what words and phrases you might use in a similar situation. Reading multiple different scenarios reinforces the techniques so they are top-of-mind when you need them.

These scenarios are not designed as a handout or informational material for clients. The clients in these comics repeat common misperceptions and myths. While they are common and everyone has heard them, reading a misperception—even if it is discredited in the same material—can reinforce that misperception in people's minds.

## **Want to Learn More?**

The techniques illustrated in this booklet come from the Johns Hopkins University's COVID-19 Vaccine Training Compendium, Module 3 “Building Trust in Vaccination Through Communication”. You can click through the training modules at: [www.covid19vaccinetraining.org/training-modules/module-3-trust](http://www.covid19vaccinetraining.org/training-modules/module-3-trust)

# COVID-19 Vaccine Counseling Techniques

## LISTEN

Understand underlying concerns and questions

## CONVEY EMPATHY

to build trust

## FOCUS ON THE DISEASE

Pivot the conversation to the disease itself

## DON'T CORRECT MISPERCEPTIONS

Do provide accurate information

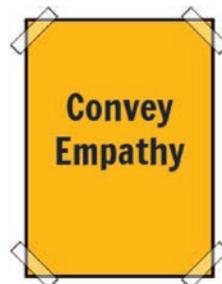
## END WITH A PLAN or

a clear recommendation for next steps

### Look for the techniques in the scenarios!

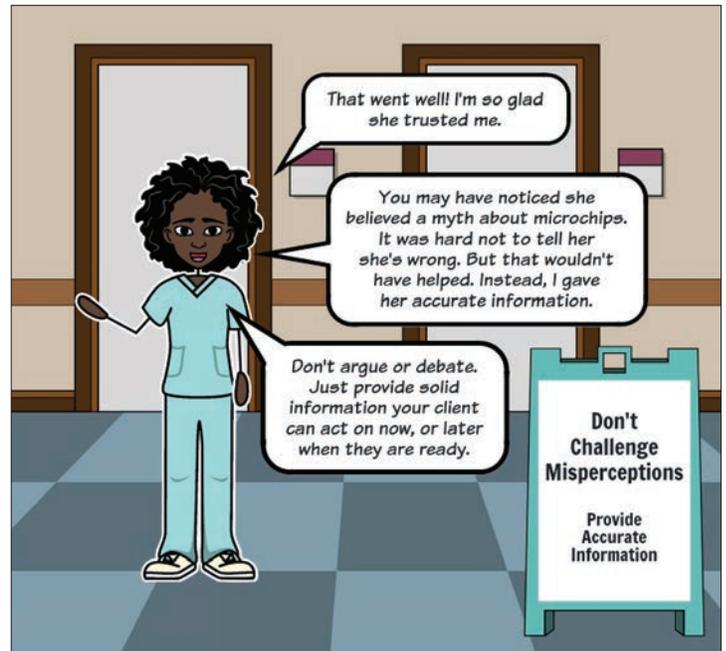
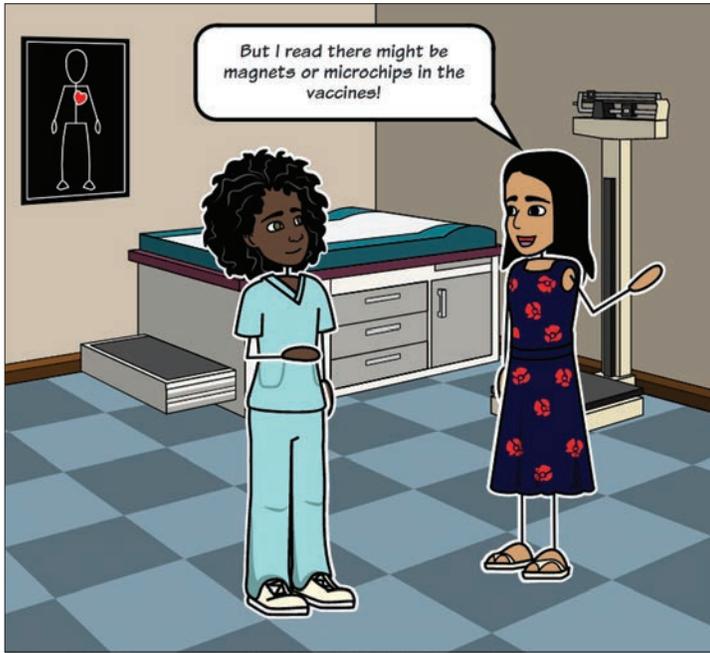
Each 8-frame scenario shows how a provider might use the 5 counseling techniques.

Many frames have an orange box that shows which counseling technique is being utilized in that frame.

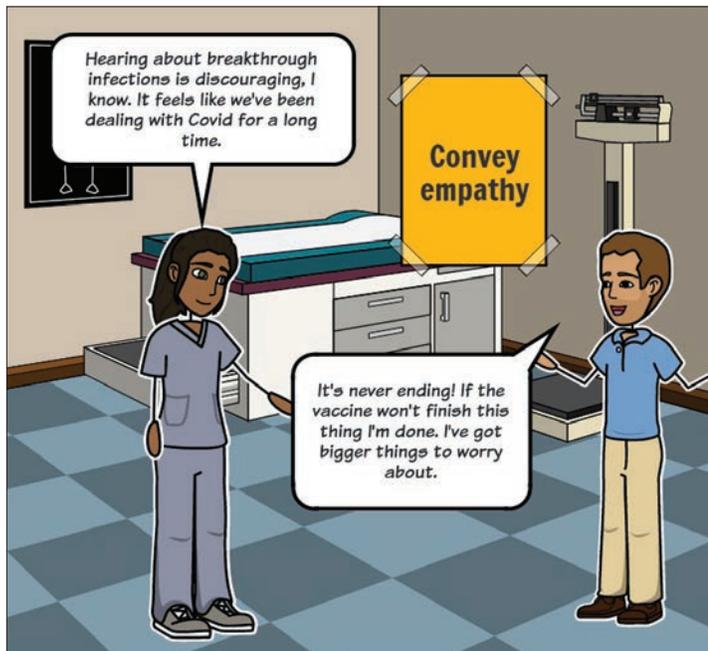
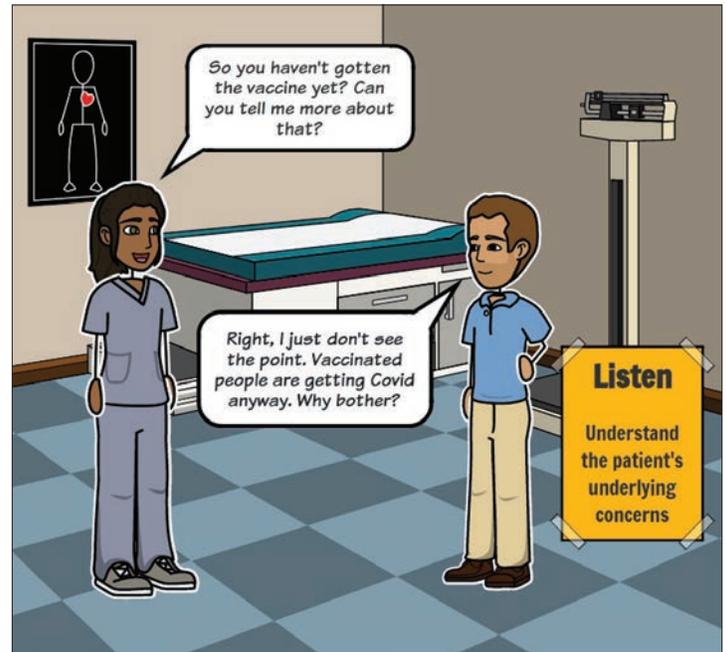
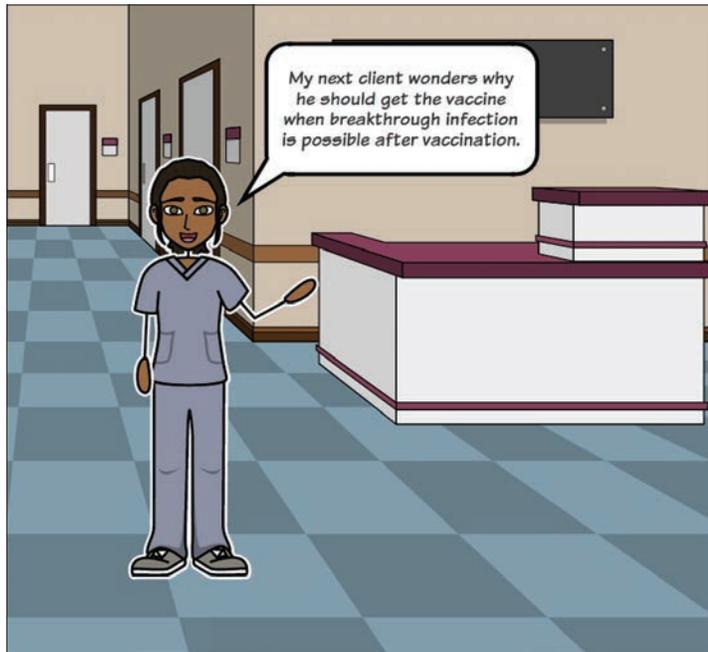


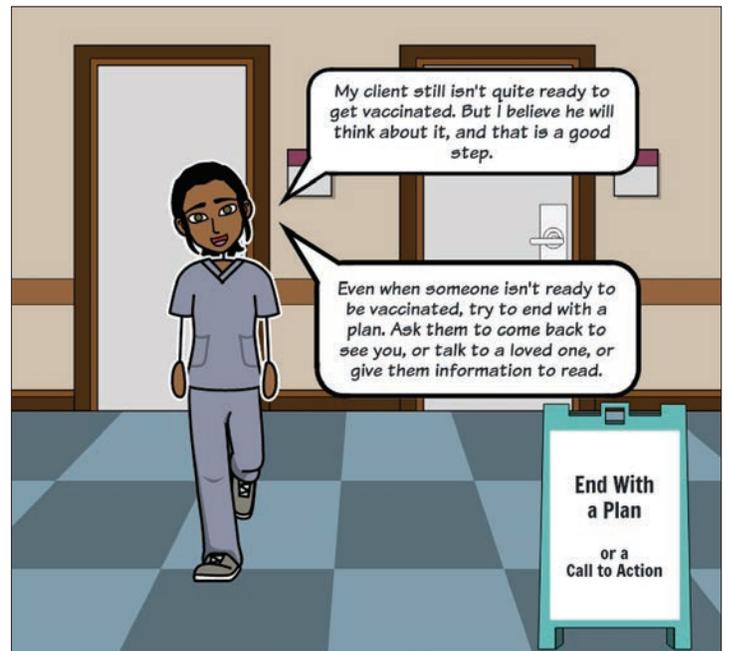
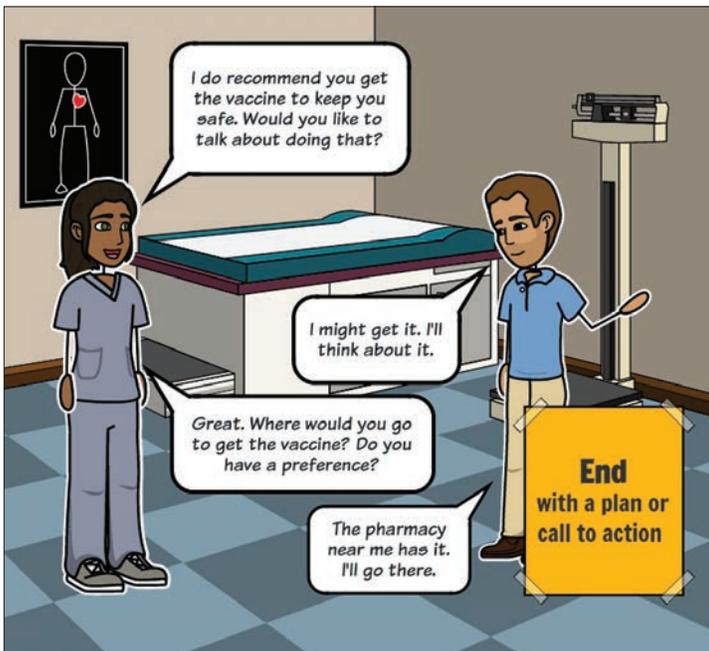
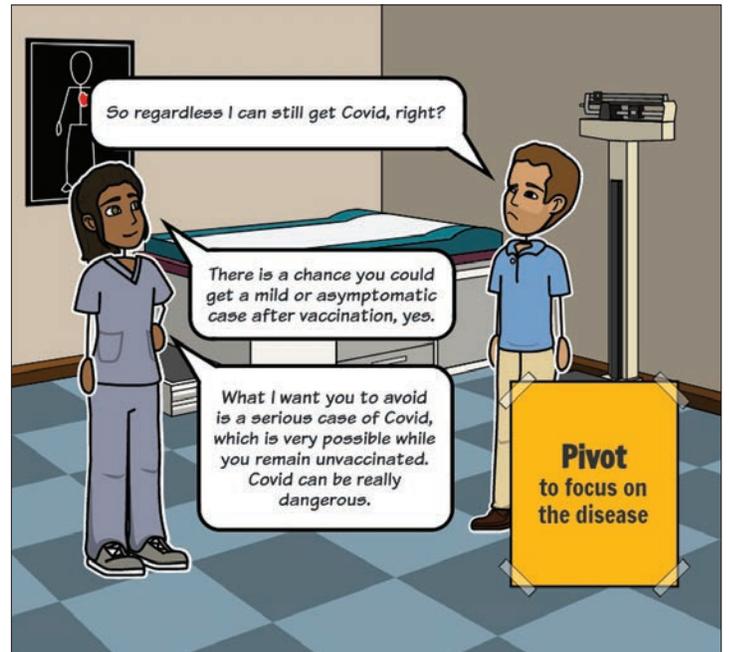
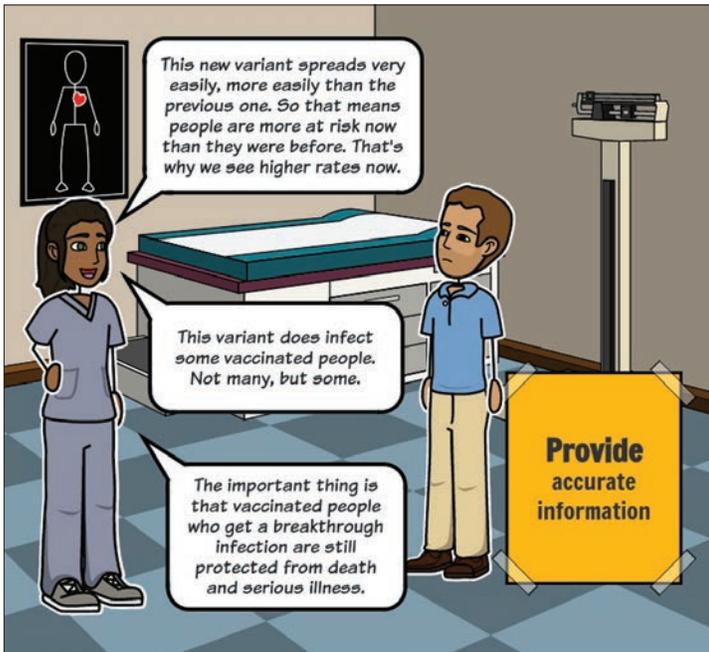
# CLIENT CONCERNED ABOUT Vaccine Safety



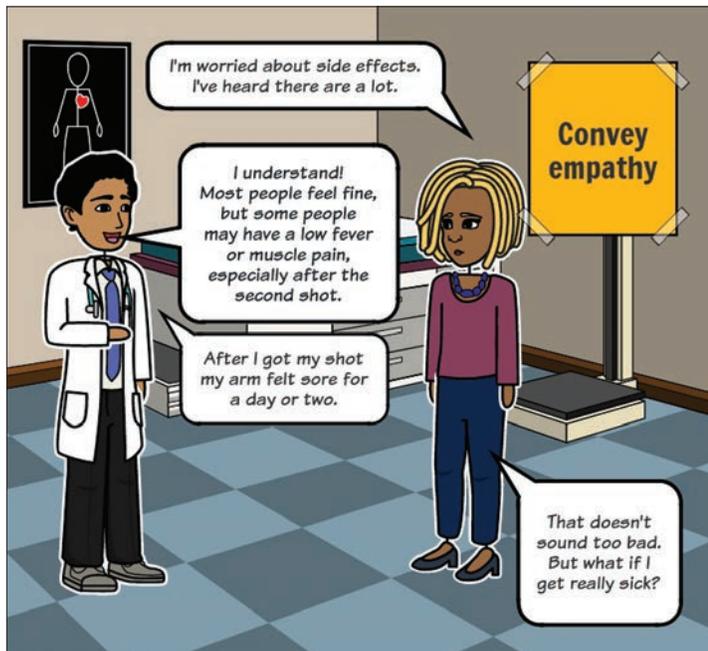
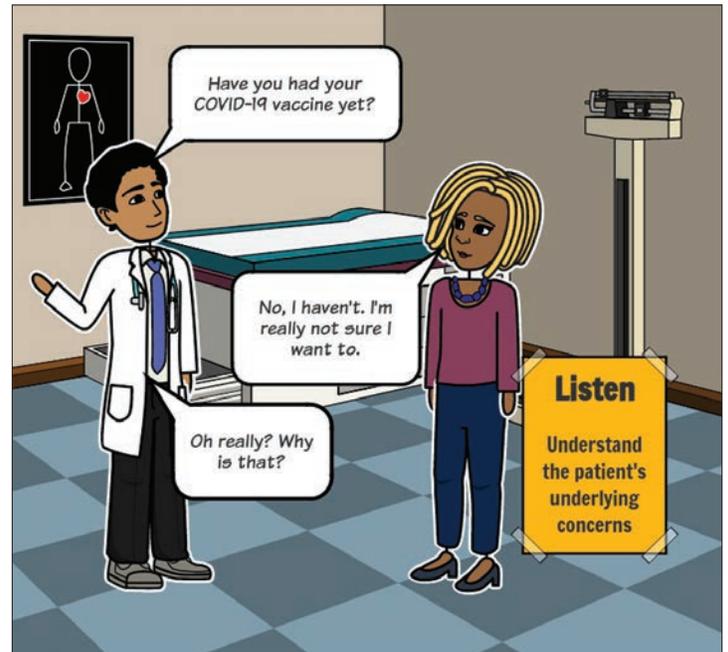


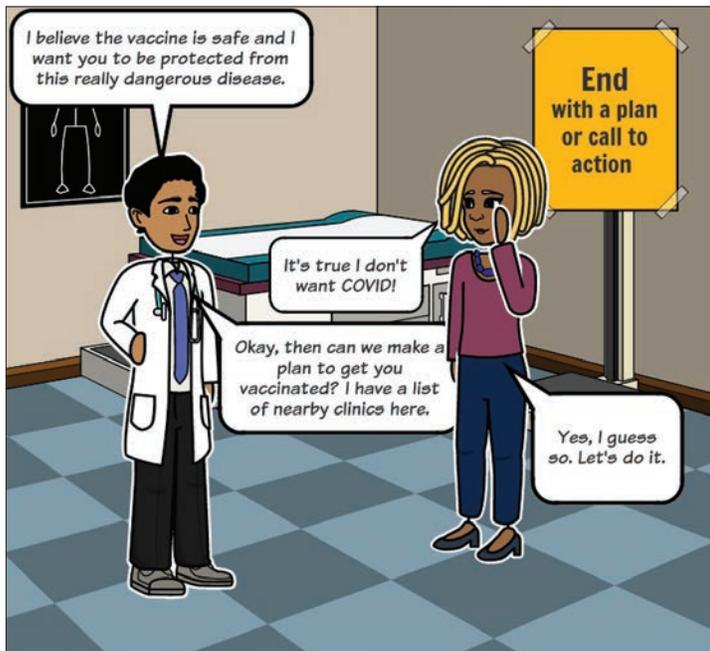
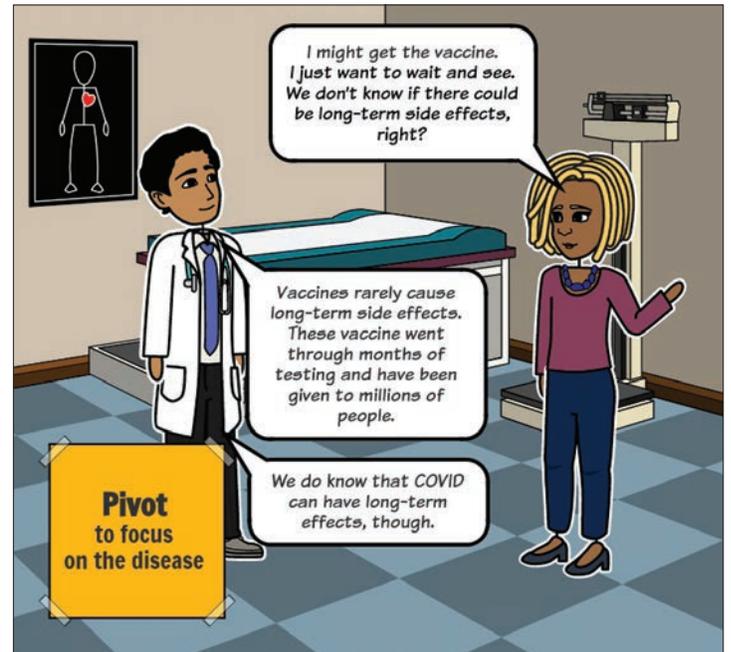
# CLIENT CONCERNED ABOUT Breakthrough Infection



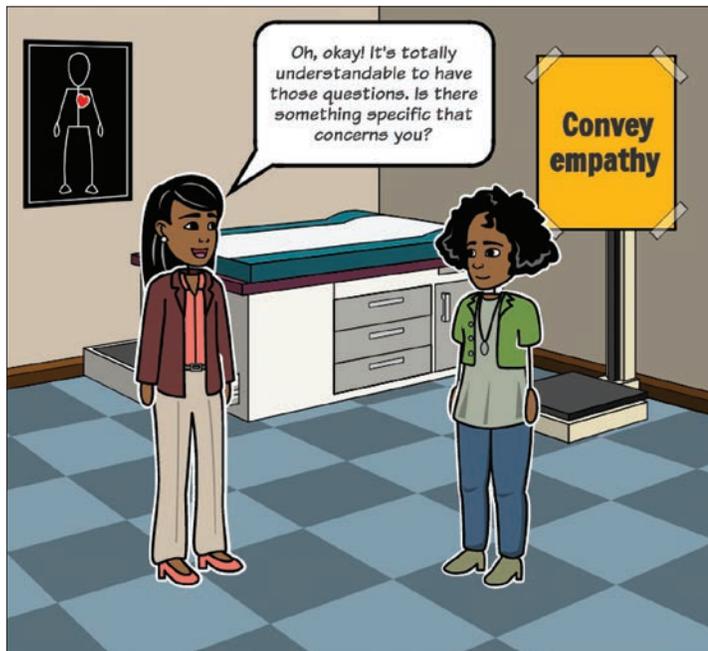
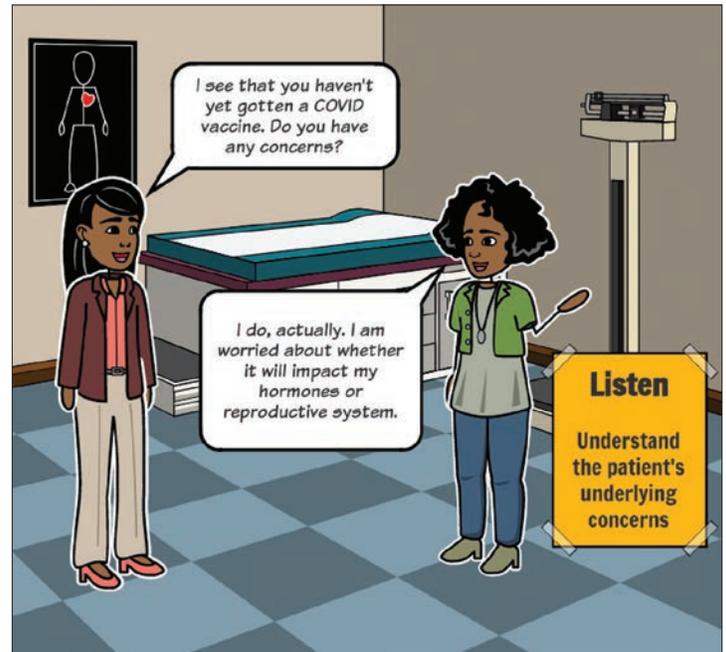


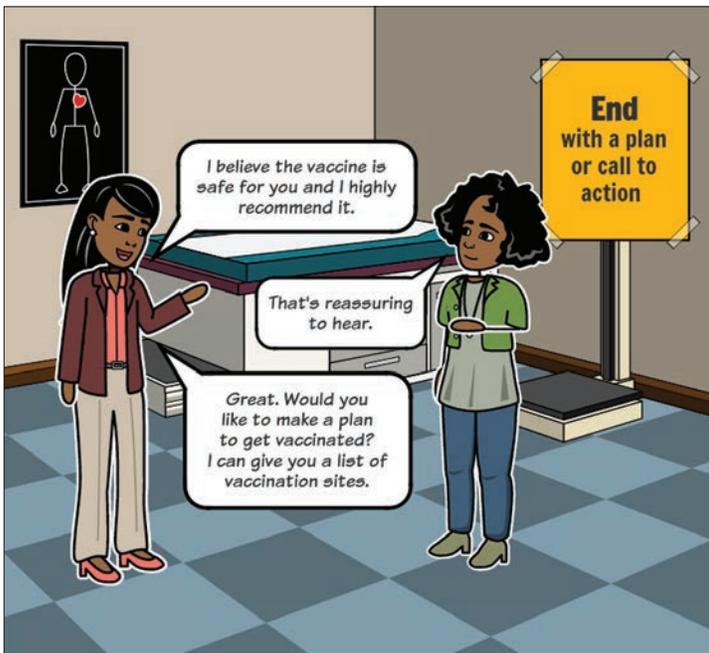
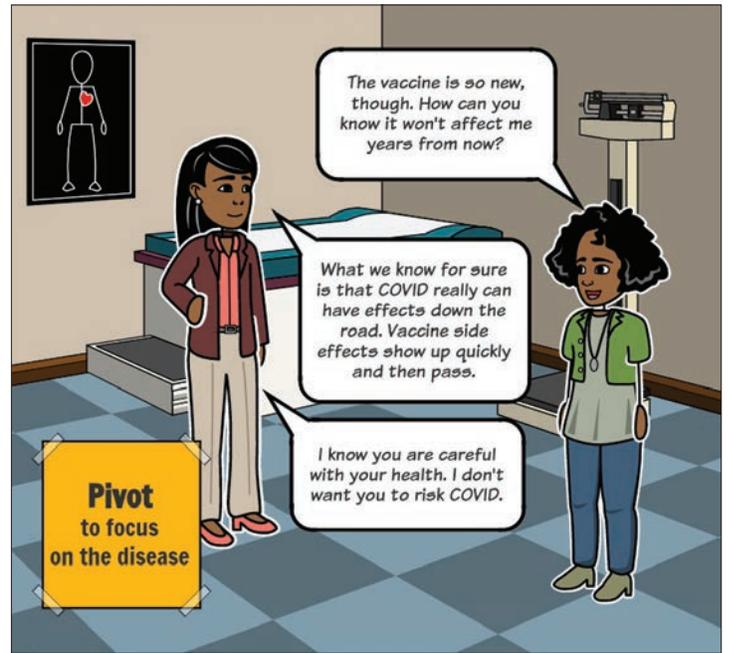
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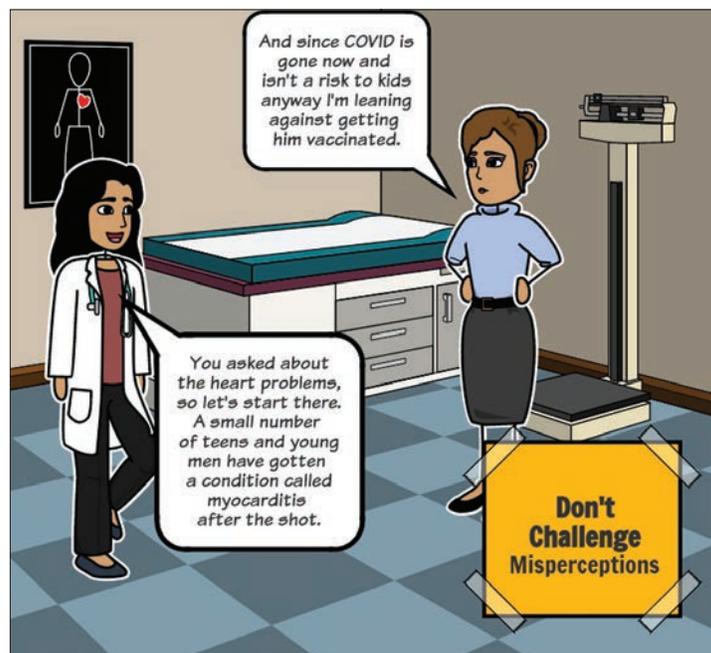
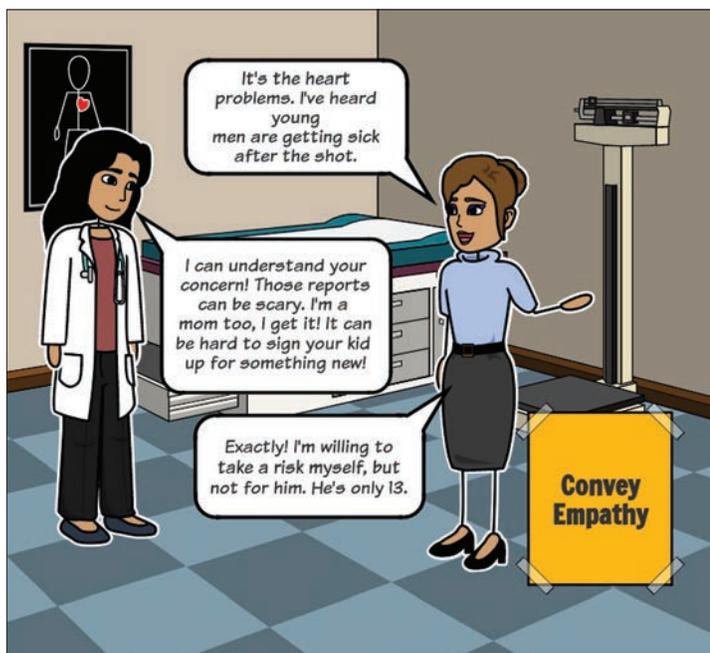
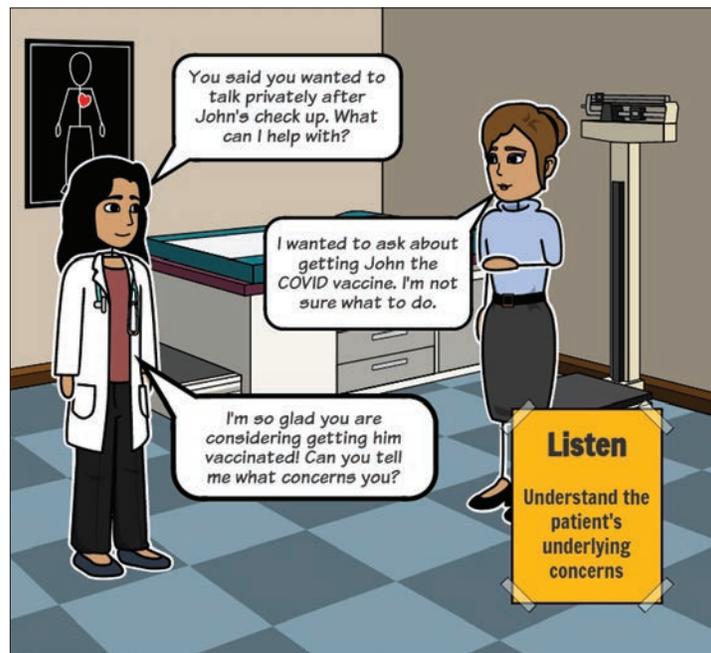


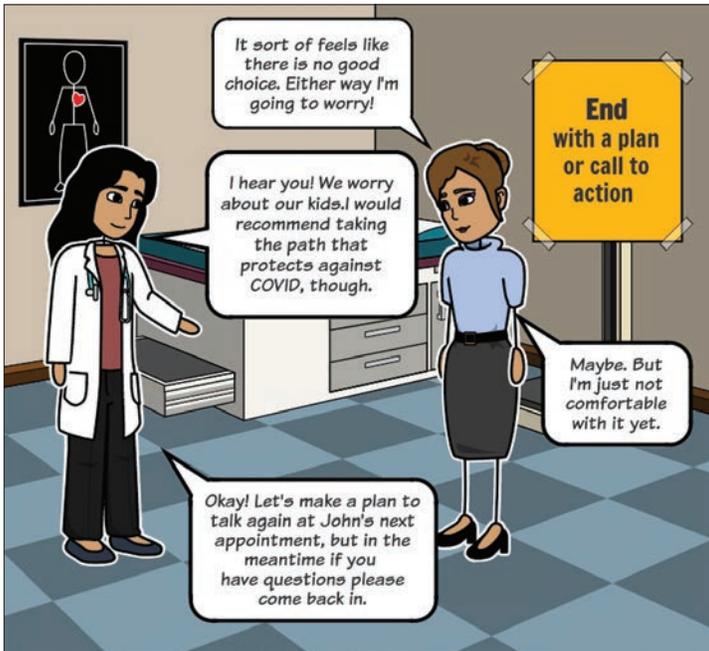
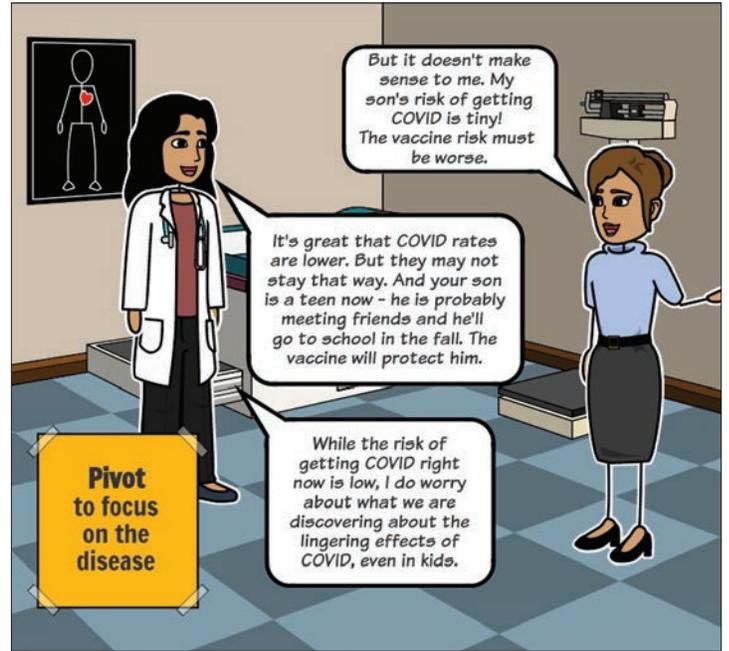
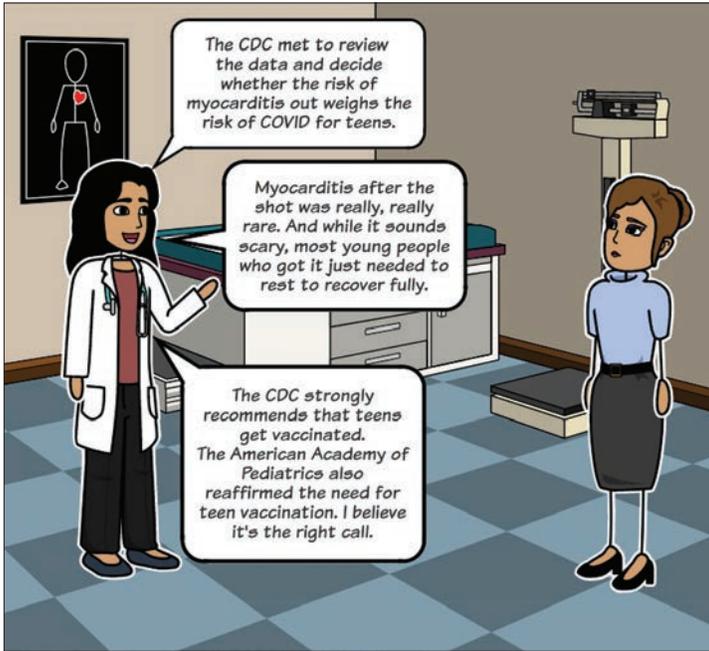
## CLIENT CONCERNED ABOUT Fertility



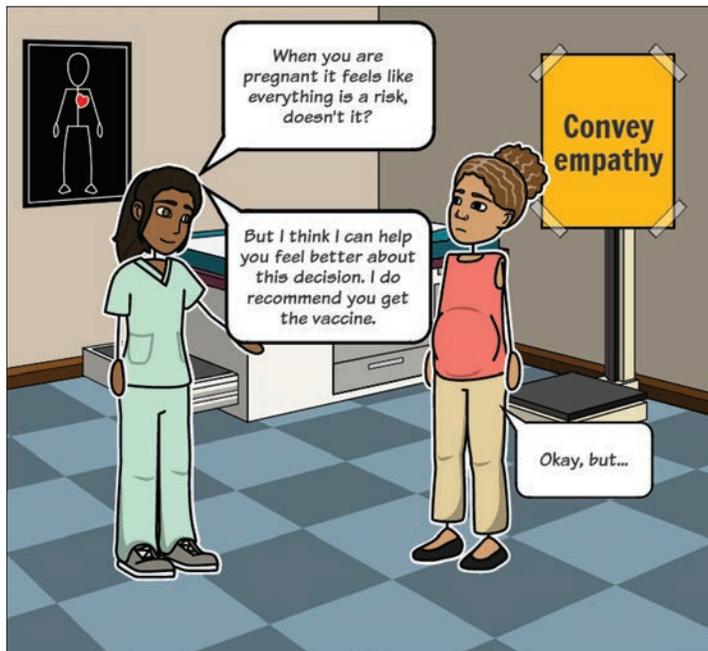
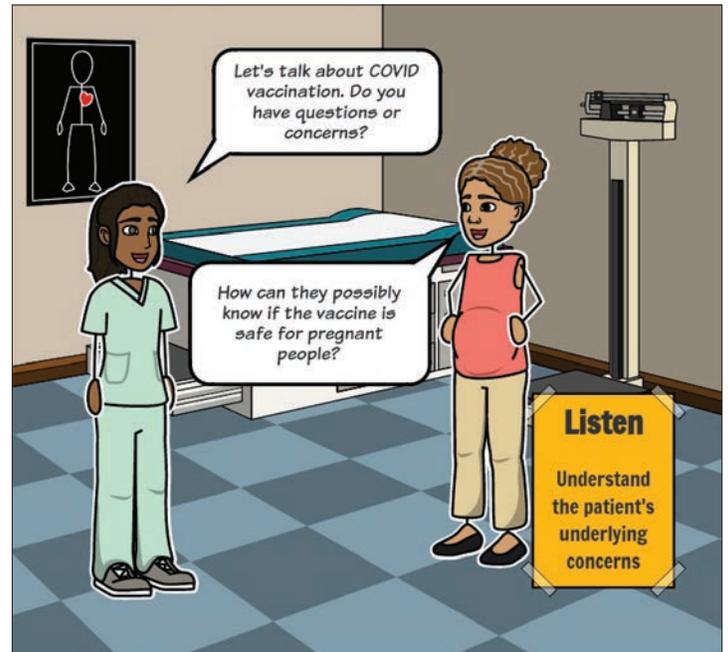
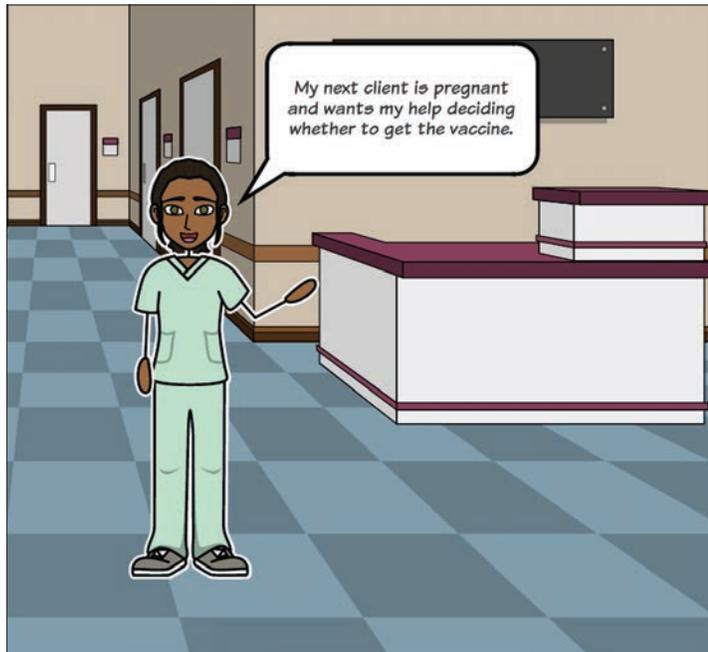


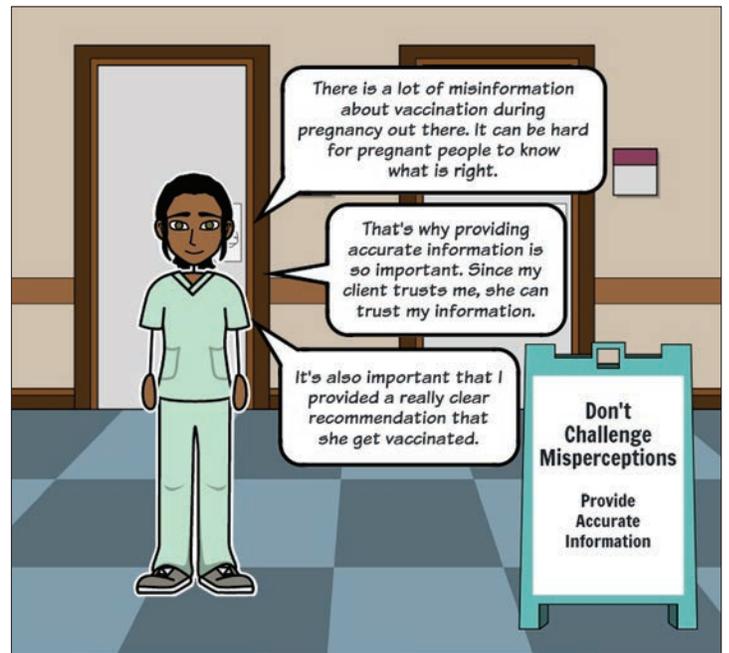
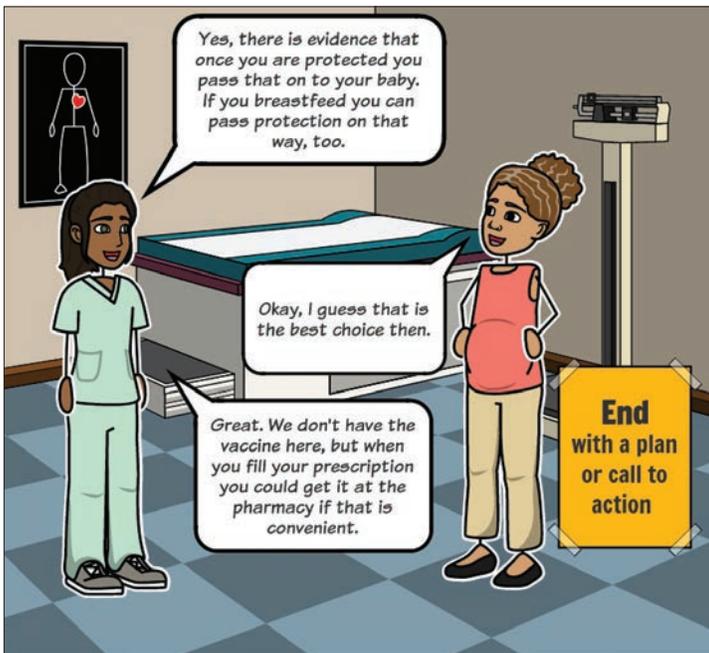
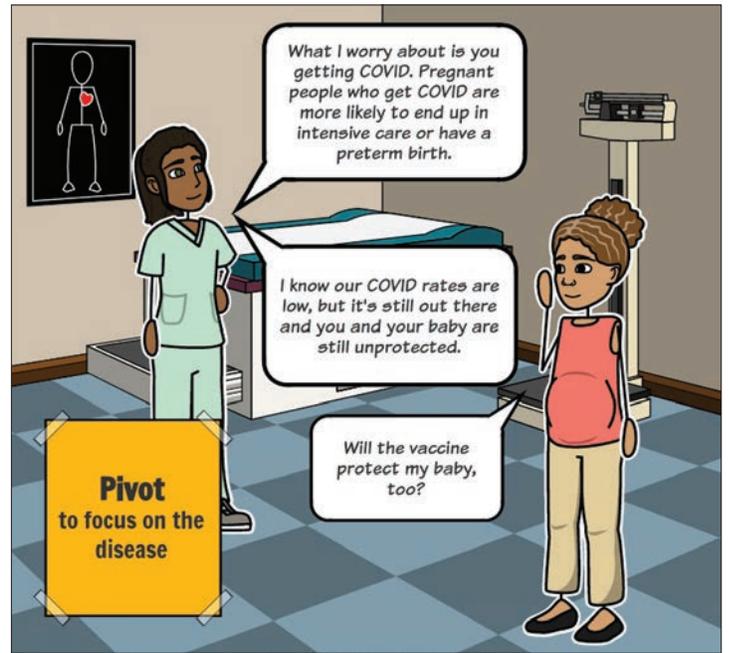
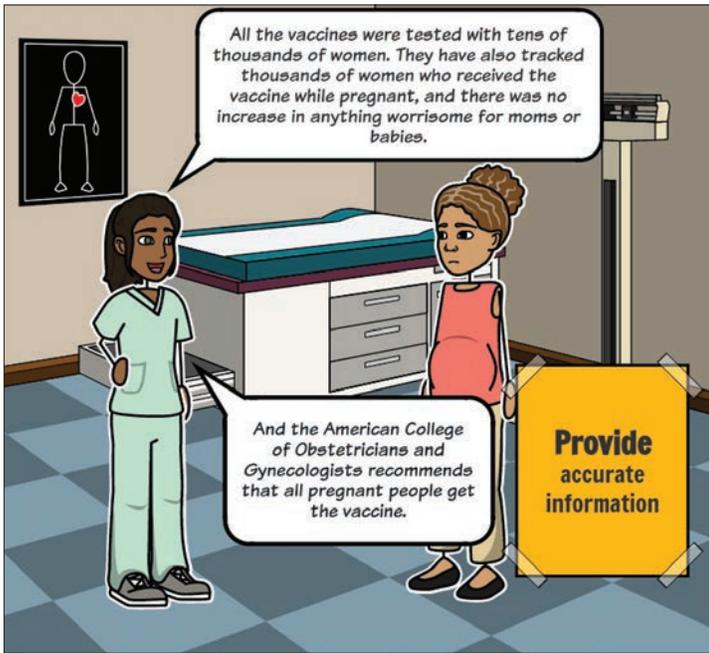
## CLIENT CONCERNED ABOUT Teen Vaccination



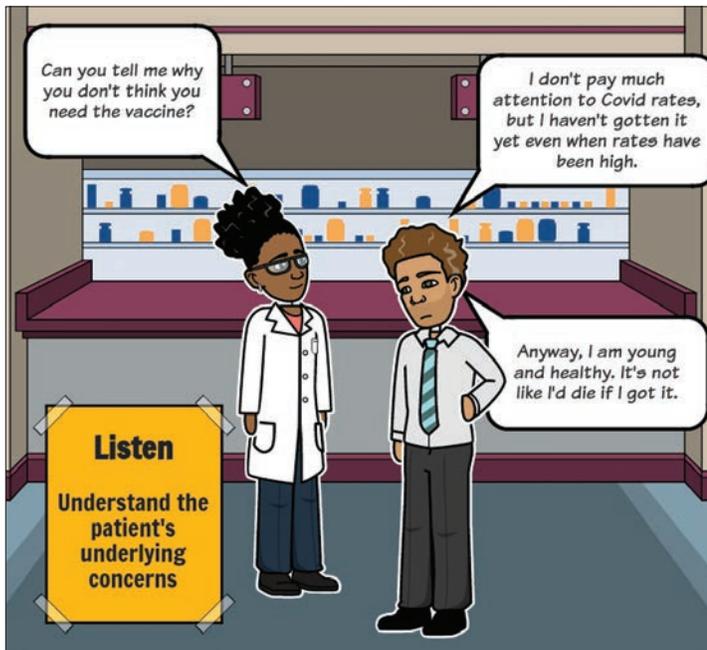


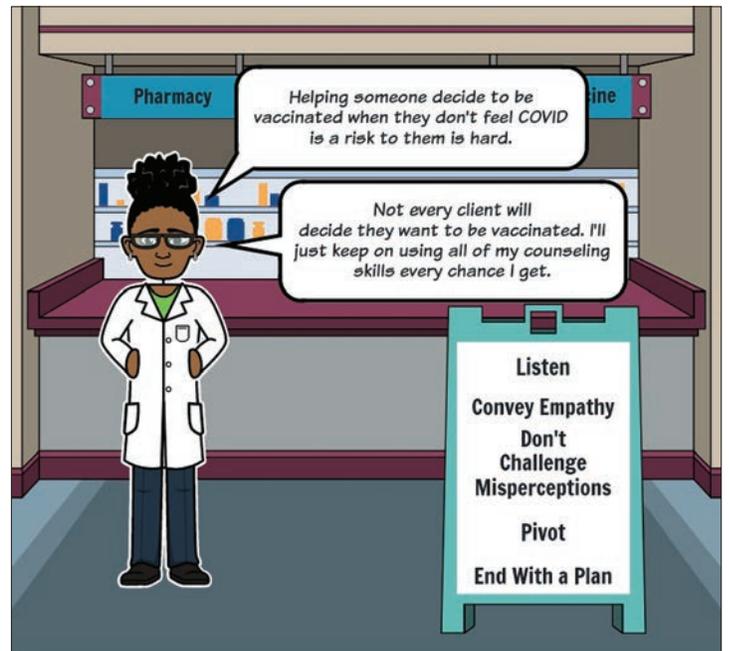
# CLIENT CONCERNED ABOUT Pregnancy





# Client Unconcerned at All





## Credits and Acknowledgements

The techniques illustrated in this booklet come from the Johns Hopkins University's COVID-19 Vaccine Training Compendium, Module 3 "Building Trust in Vaccination Through Communication" developed by Johns Hopkins Bloomberg School of Public Health International Vaccine Access Center.

[www.covid19vaccinetraining.org/  
training-modules/module-3-trust](http://www.covid19vaccinetraining.org/training-modules/module-3-trust)

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# GET VAXXED.

Over 300,000 people in Baltimore have gotten vaccines—SAFELY.  
Join your neighbors in protecting yourself and others.

## CHOOSE WHAT WORKS FOR YOU ↓

- 1 At Home:** If you cannot leave your home, we'll come to you! Call **443-984-8650** or visit **covax.baltimorecity.gov**.
- 2 Local Clinic:** Call **443-984-8650** or visit **bit.ly/BMOREVAX**.
- 3 Neighborhood Pharmacy:** Call **443-984-8650** or visit **vaccines.gov**.



You can get a free and accessible ride if you need.

Call **410-372-3444** or e-mail **covidtransport@mjininnovations.com**.  
Call soon to book your ride.

**LEARN MORE →**



SCAN ME 

## DID YOU KNOW?



**Getting vaccinated is the best way to protect yourself from COVID-19.** This includes Delta and other variants.



**Even if you had COVID, please get the vaccine.** Without the vaccine, you could get COVID again and get very sick.



**Are you pregnant?** The vaccine is safe for you and will protect you! When pregnant, you have a higher risk of getting very sick with COVID.



**You may feel some side effects from the vaccine for a short time.** That shows your body is building protection it needs. COVID can make you feel much worse than the vaccine's side effects. COVID can also be deadly.



**Trying to get pregnant?** The vaccine will NOT keep you from getting pregnant.

## QUESTIONS?

Visit **covax.baltimorecity.gov**  
Email **covidvaccine@baltimorecity.gov**

Call **443-984-8650**  
(8:30a–6:30p Mon–Fri, Sat 9a–1p)

**IT'S BALTIMORE  
VERSUS COVID.**  
Let's win this together.

 **BALTIMORE  
CITY HEALTH  
DEPARTMENT**

**VALUE BALTIMORE**  
Vaccine Acceptance & Access Lives  
in Unity, Engagement & Education