

# KNOW SOMEONE WHO DOESN'T WANT THE COVID VACCINE?

Here's how to talk to your loved ones about vaccination.



**1. Have an open conversation: Ask about their fears, don't be dismissive.**

It's important to not be outright dismissive of feelings or misinformation. Viral misinformation on social media has influenced trust in vaccines. If a loved one cites a questionable source that may be spreading vaccine-related falsehoods, vet the source together.

**2. Focus on the feelings over the facts.**

Anxiety is a driving factor, the fear of the unknown. Instead of focusing conversation on science-based data, talk about feelings. Are they scared of vaccine side effects? Are they worried about the novelty? Do they fear possible long-term effects?

**3. Normalize the COVID-19 vaccine.**

While COVID-19 is new to the world, the technologies used by vaccine developers to combat the disease are well-known. The shingles vaccine, the pneumococcal vaccine, the HPV vaccine ... all these vaccines at one point were the COVID vaccine. This has to become our new normal.

**4. Explain why you're getting vaccinated.**

They are more likely to be convinced if they hear personal reasons. The reasons may include reuniting with other vaccinated friends and family, protecting a vulnerable loved one at risk for severe disease or traveling with low risk of infection. Getting vaccinated is as close as you'll feel to being a superhero.

**5. Explain why it's important to you that your loved ones gets vaccinated.**

People will listen only if they understand the conversation is coming from a place of love. Tell your loved one the main reason you want them to get vaccinated: You're worried about their health and want them to be protected. It's about getting the vaccine or getting COVID, it's not about getting the vaccine or not.

**6. Give them time to come around.**

Be supportive, present and be prepared to have multiple conversations and reassure your loved one that you'll love them no matter what they decide. Offer to accompany them to the vaccine appointment and "make a day of it."



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New Jersey