

## *What do you think of the new vaccines? Do you think I should get it? Is it safe?*

When LTC staff ask these questions, it may be tempting to dive into answering.

However, LTC colleagues who have had success in promoting vaccine confidence with team members tell us that:



**“** *You really, really need to take your time, before giving the facts. It makes a difference.*

*And although less efficient, smaller group conversations are going to be more effective.* **”**

The goal is to build trust with team members and to support incremental shifts in confidence over multiple conversations.



This framework will help approach these iterative conversations thoughtfully using cognitive, emotional and behavioural supports to achieve a positive, effective interaction that builds trust while sharing important information.



The “e” in the adapted framework emphasizes the importance of relationship-building through empathy and understanding to foster vaccine confidence. The pandemic has been stressful for all LTC team members. The first step to vaccine confidence is to acknowledge the disruption COVID-19 has caused in all our lives, providing an opportunity to recognize the emotional and personal concerns that can be addressed by a vaccine. Understanding holistic needs, then empathizing with the many factors that impact a vaccination decision are key to developing trust and positive health behaviour engagement. This component overarches the framework.

# PrOTeCT Framework\* for promoting COVID-19 vaccine confidence in LTC teams

## **Pr:** Presume they will get the vaccine with positive statements

Appeal to personal/ professional responsibility, passion and caring for self, family, friends and LTC residents

*"The COVID-19 vaccine is important for you – as a member of a family and community and because of your role in LTC. It will not only protect your health and health of your family members, but also help keep the residents you care for safe. You play a pivotal role in helping to end this pandemic. Getting vaccinated will give you the protection you need to stay safe and continue to care for those who are counting on you."*

**Resources** | [Multilingual videos: Health care workers and LTC residents explain why they got the COVID-19 vaccine \(Toronto Star, 3/3/21\)](#)

## **O:** Offer to share your knowledge about the facts and your experience with having had the vaccine

Build psychological safety and trust through a mutually shared safe, shame and blame-free space

Share your personal decision to vaccinate will promote positive shifts in conscience, conviction and confidence, even if incremental

*"I have been thinking a lot about this vaccine and educating myself on the science around it. Can I share some of what I know with you?"*<sup>2</sup>

**Resources** | [Authorized Vaccines: What you should know \(Health Canada\)](#) | [Addressing patient questions about vaccines \(CEP, Dec 2020\)](#)

## **T:** Tailor the recommendation to their specific health concerns

Customizing messages builds relational trust, meets individual health information needs, and influences information satisfaction

*"Here's why you are the right person to get this vaccine: [example: you have high blood pressure and diabetes but have a high quality of life. Because of your conditions, you are at high risk of being hospitalized with COVID, so we need to maintain the quality of life you have right now.]"*<sup>3,4</sup>

*"The COVID vaccines are 100% effective at reducing your symptom burden and keeping you out of the hospital if you do get it. Since you have [i.e. high blood pressure and diabetes etc.] you are at high risk of being hospitalized with COVID. The vaccine, then, is very important for you to consider."*

**Resources** | [Recommendations on the use of COVID-19 vaccine \(NACI, 3/16/21\)](#)

## **e:** Empathize with their feelings, thoughts, and lived experiences

Vaccine confidence is based on gist and feelings. Explore, understand, be aware of and sensitive to what they care about<sup>5</sup>

*"It's ok to have questions and concerns about the vaccine - you are not the only one. I want to give you the answers you may need in order for you to make an informed decision about getting vaccinated."*

**Resources** | [Multilingual tools to boost vaccine confidence in LTC teams \(CLRI/ MOHLTC , 3/2/21\)](#) | [Helpful info for health care workers \(19tozero\)](#)

## **C:** Address specific concerns yet focus on the positive message

Acknowledge then address fears, concerns and correct any misinformation

*"When you think of the COVID-19 vaccine, what do you think about?"*<sup>6</sup>

*"What are your particular concerns about this vaccine that you want me to address?"*<sup>2</sup>

**Resources** | [Addressing patient questions about vaccines \(CEP, March 29,2021\)](#)

## **T:** Talk through a specific plan for where and when to get the vaccine

Provide decision and preparation support that influences action on positive intention and health protection self-management

*"You can do the following to get the vaccine..."*<sup>2</sup>

**Resources** | [COVID-19 vaccines \(CEP, 3/29/21\)](#) | [Guidance for prioritizing health care workers for COVID-19 vaccination \(MOHLTC, 3/17/21\)](#)

## References

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