

VACCINE HESITANCY

LACK OF CONFIDENCE...

Does not trust the health system

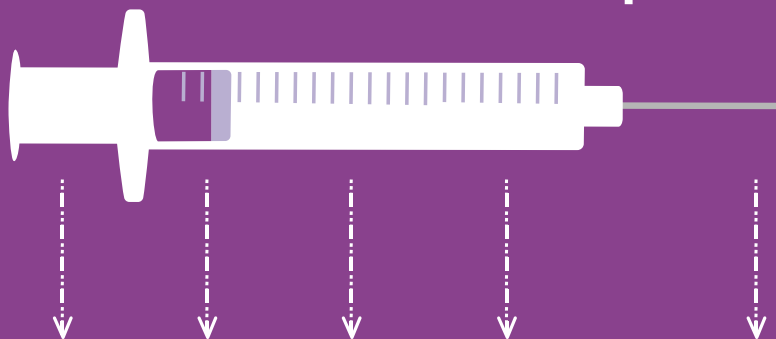
COMPLACENCY...

Result of low perceived risk of infection

CONVENIENCE BARRIERS...

Transportation and money

Continuum of Vaccine Acceptance



refuse all

refuse but
unsure

delay/refuse
some

accept but
unsure

accept all

HOW TO HELP

- Listen to why someone is hesitant. Do not argue with their reasoning.
- Explain that vaccines are another tool in the toolkit to protect themselves and others.
- Refer people to credible sources for their information
 - John Hopkins
 - CDC
 - Your local Epidemiologist
 - Dear Pandemic
 - Wisconsin DHS
 - **Wisconsin Health Literacy**
- Share your own story
- Society tends to follow a social norm. Let the hesitant person know how many families you know that were vaccinated
- Don't argue with vaccine misinformation they may bring up. Instead, encourage them to check their sources and note some of the credible sources you use.
- Give your full attention to whomever you're speaking to.