

## Information and Guidance for Promoting Vaccination

### Goals for promoting vaccination:

- To build trust and support about the COVID-19 vaccine.
- To help people make informed decisions about the COVID-19 vaccine.
- To use empathy and understanding to answer questions and reduce vaccine hesitancy.

### Tips for promoting the COVID-19 Vaccine:

Goal	What to say
Validate feelings	<ul style="list-style-type: none"> <li>✓ It sounds like you are feeling [insert feeling] (give them a chance to confirm or correct).</li> </ul>
Start from a place of understanding	<ul style="list-style-type: none"> <li>✓ There are no wrong questions, I want to help you and make sure you have all the information you need to make a decision.</li> <li>✓ I care about you and I am promoting the COVID-19 vaccine because I want to help you and your loved ones stay healthy and safe.</li> <li>✓ Vaccine hesitancy is normal. It is okay for you to have questions and concerns.</li> </ul>
Be prepared for questions	<ul style="list-style-type: none"> <li>✓ Do you have any questions for me?</li> <li>✓ There are no wrong questions. Tell me a bit more about what worries you.</li> <li>✓ I understand why you may be worried about getting the vaccine. Here's where you can find more information:               <ul style="list-style-type: none"> <li>○ <a href="https://halton.ca/COVID-19vaccine-resources">halton.ca/COVID-19vaccine resources</a></li> <li>○ <a href="#">Frequently Asked Questions webpage</a></li> </ul> </li> </ul>
Share your story about why you got vaccinated	<ul style="list-style-type: none"> <li>✓ I had my COVID-19 vaccine. I am happy I am protecting myself, my family and my community.</li> </ul>
Deal with COVID-19 vaccine myths by sharing key facts. Do not repeat the myth as it might reinforce it.	<ul style="list-style-type: none"> <li>✓ The COVID-19 vaccine technology is new, but it has been developed from years of research, which is why the vaccines could be made so quickly. Here is where you can find out more: <a href="#">COVID-19 vaccines: Myth vs facts</a></li> <li>✓ It is okay to have worries about the vaccine. You can speak to your doctor to help decide if you should get the COVID-19 vaccine.</li> </ul>

### More information:

For more COVID-19 vaccine resources, visit: [halton.ca/COVID-19vaccine resources](https://halton.ca/COVID-19vaccine-resources). For answers to commonly asked questions about vaccination, visit: our [Frequently Asked Questions webpage](#).