





# Communication can build vaccine confidence



In the UK, **vaccination rates are falling** and are below target<sup>1</sup>



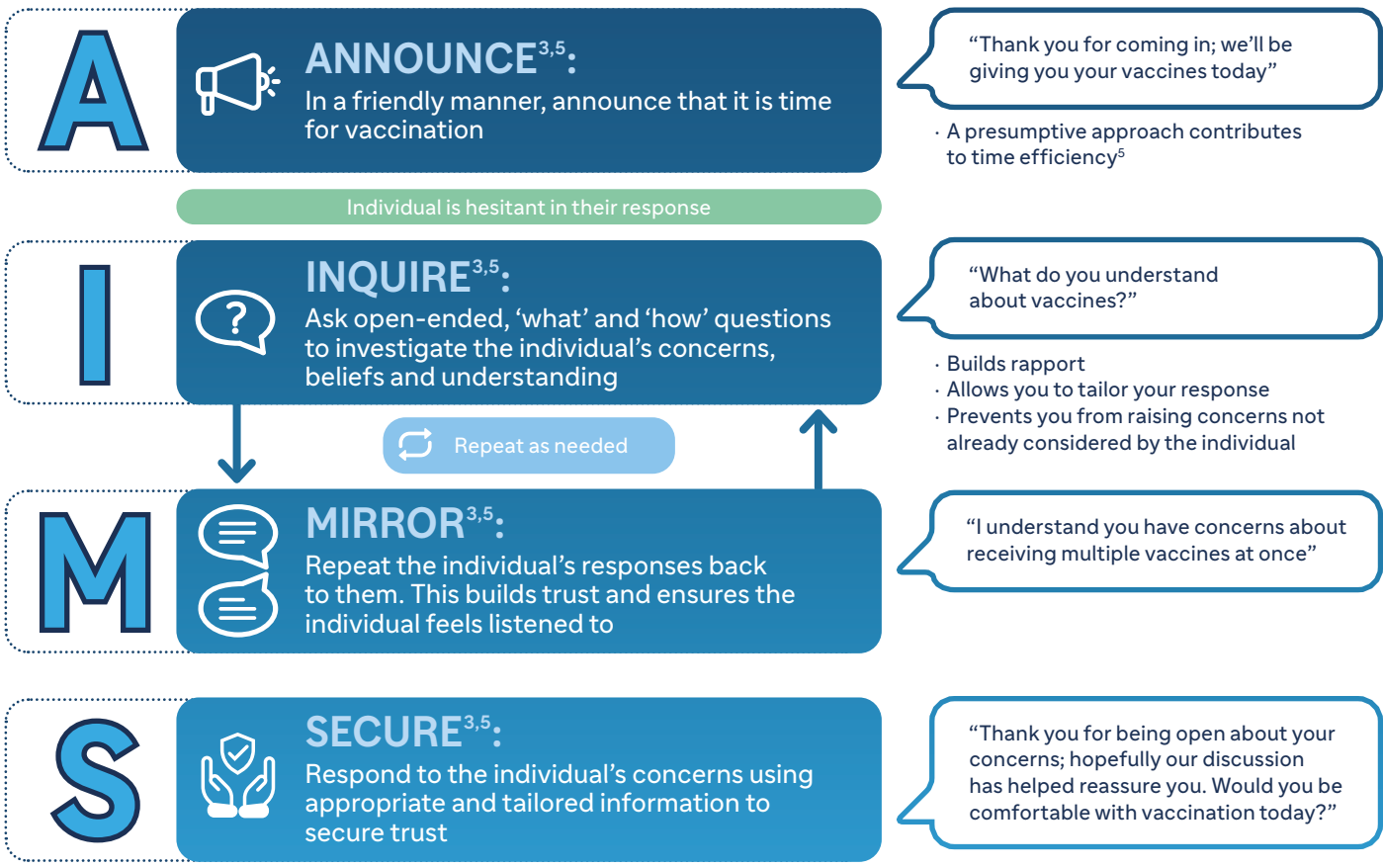
**Vaccine hesitancy**, defined by the World Health Organization (WHO) as a “motivational state of being conflicted about, or opposed to, getting vaccinated”,<sup>2</sup> **appears to be partly responsible**<sup>3</sup>



**You**, as a healthcare professional, **can help address vaccine hesitancy<sup>4</sup> and reassure individuals** by communicating effectively



## AIMS is a method for facilitating productive conversations that foster trust and collaboration,<sup>3,5</sup> with the goal of increasing vaccine acceptance



### Motivational interviewing (MI)

Shown to reduce vaccine hesitancy<sup>6</sup> and is similar to AIMS: Employs open questions, affirmation, reflective listening and elicit-share-elicite skills.<sup>7</sup>

You can download the WHO health worker training module on using MI in conversations with hesitant caregivers at: [www.shorturl.at/kzA46](http://www.shorturl.at/kzA46)<sup>8</sup>



This poster is part of Sanofi’s medical education programme, Lumiere. To learn more, visit [www.sanofivaccines.co.uk/lumiere](http://www.sanofivaccines.co.uk/lumiere) or scan the QR code.

**References:**  
1. National Health Service (NHS). Childhood Vaccination Coverage Statistics – England, 2022–23. [digital.nhs.uk/data-and-information/publications/statistical/nhs-immunisation-statistics/england-2022-23](https://digital.nhs.uk/data-and-information/publications/statistical/nhs-immunisation-statistics/england-2022-23). 2023. Accessed January 2024; 2. World Health Organization (WHO). Understanding the behavioural and social drivers of vaccine uptake WHO position paper – May 2022. [www.who.int/publications/i/item/who-wer9720-209-224](https://www.who.int/publications/i/item/who-wer9720-209-224). May 2022. Accessed April 2024; 3. Attwell K, et al. *Vaccine*. 2019;37(5):677–82; 4. Lip A, et al. *Vaccine*. 2023;41:23–35; 5. Parrish-Sprowl J, et al. *Front Public Health*. 2023;11:120326; 6. Gagneur A, et al. *Euro Surveill*. 2019;24(36):1800641; 7. Gagneur A. *Can Commun Dis Rep*. 2020;46(4):93–7; 8. World Health Organization (WHO). Essential Programme on Immunization – Confidence and Demand. [www.who.int/teams/immunization-vaccines-and-biologicals/essential-programme-on-immunization/demand](https://www.who.int/teams/immunization-vaccines-and-biologicals/essential-programme-on-immunization/demand). 2024. Accessed March 2024.