American Lung Association.

Motivational Interviewing Scenarios

Motivational interviewing (MI) is an evidence-based communication tool to help people make a behavior change. MI applies to patients who are unvaccinated and have a degree of hesitation towards vaccination. Motivational interviewing can and should be adapted and applied to different communities and personalized to the individual. MI gives an opportunity for a strong recommendation from you, the healthcare provider.

The steps to apply motivational interviewing include:

1. **Empathy and collaboration between patient and provider.**
   This step includes curiosity about why a patient feels the way they do. During this step it is important to be sensitive towards culture, circumstances, family dynamics, etc.

2. **Asking permission to discuss concerns and vaccination.**
   Respect a patient when they say no, this does not mean the door is closed entirely, just for this visit. You should revisit the conversation at every touchpoint with the patient because these conversations can take multiple tries. "I respect that, maybe we can discuss vaccination another time." Or, if the patient has asthma for example, "I respect that, maybe we can discuss pneumococcal vaccination at another time because you are at risk for pneumococcal pneumonia since you have asthma."

3. **Motivational interviewing includes:**
   - Open-ended or scaled questions
     - Can you tell me about your concerns?
     - What are some benefits of vaccination?
     - On a scale from 0-5, how likely are you to receive a pneumococcal pneumonia vaccine?
     - Then, ask follow-up questions: why not a lower number? What would help you move up to a higher number?
   - Affirming
   - Reflective listening
   - Summarizing

Patients trust your recommendations.

Scenario One: Remember to tailor your conversation to your patient.

"I understand you have some concerns about vaccines, can you tell me about them?"

"Vaccines don't work."

In this scenario, the patient may relay a list of times they (or a family member or friend) got a particular disease after being vaccinated.

"I hear that you are concerned that if you are vaccinated today, it won't provide protection against pneumococcal pneumonia. Can I share some information I know about pneumococcal vaccination?"

For this example, we used pneumococcal pneumonia, however you could insert any other disease.

"Sure."

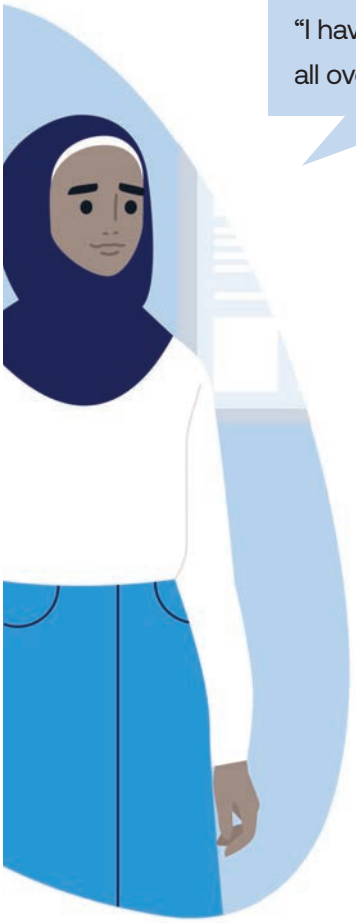
"Pneumococcal vaccines do not offer 100 percent protection against pneumococcal pneumonia, but they do reduce the risk of getting the disease. Pneumococcal pneumonia is a potentially serious bacterial lung disease that can make you sick for weeks.

I got my pneumococcal vaccination to help protect myself and recommend them to all my eligible adult patients. This decision is up to you, but I do strongly recommend you get one today. Do you have any further questions?"

"Thank you for the additional information. I do not have any other questions."

"What would you like to do about vaccination?"

Scenario Two: Pay attention to non-verbal cues as conversation evolves.



"I have heard a lot of inconsistent information about vaccines from all over the place, I'm not sure what to believe at this point."

"I agree, there is a lot of conflicting information out there. Would it be okay to address your concerns today?"

"Well, I have heard that there are unsafe ingredients in vaccines."

"Vaccines use only the ingredients they need to be as safe and effective as possible. Vaccines contain ingredients that help your body build immunity and stay effective over long periods of time. Was this your main concern or do you have others?"

"I've also heard that vaccine side effects are dangerous."

"Any vaccine can cause side effects. They are usually mild and go away within a few days. Vaccine side effects generally include a low-grade fever, tiredness, sore arm, pain and redness where the vaccine was given. Serious side effects are rare but sometimes do include an allergic reaction to a vaccine ingredient. Vaccine safety is continually monitored. Every time you receive a vaccine, a healthcare provider will give you a vaccine information statement which outlines all the potential side effects for that vaccine. Does that help to address your concern?"

"I'm still not sure. Thank you for providing this information."

"I will give you some additional information to read and we can follow-up, does that sound like a plan?"

Scenario Three: Remember to ask where the patient stands on vaccination now that you've provided additional information.

"You're due for your pneumococcal vaccination today."

"I don't want a vaccine. They aren't safe."

"Would it be okay if we talked about this?"

"Okay."

"Vaccines go through a rigorous testing process that looks at safety. Once they become available, they continue to be monitored by the CDC. As with any medication or treatment, vaccines can have side effects. Most commonly they are mild, very rarely severe reactions occur after vaccination."

"If I get pneumococcal pneumonia I will be protected and won't have to worry about getting a vaccine."

"Vaccines can help prevent the disease they are indicated for. In this case, a pneumococcal vaccination helps to prevent pneumococcal pneumonia which can be serious and even deadly in some cases. Also, you can get pneumococcal pneumonia more than once, having pneumococcal disease does not protect you from future infection."

Scenario Four: Keep messages simple, clear and personalized.

"My asthma is well-managed and I'm healthy, I don't need a pneumococcal vaccination."

"Many people think this, and I can understand why. Would you mind if I share some information?

Adults with asthma are at increased risk of pneumococcal pneumonia. It can be serious and result in hospitalization. If you get vaccinated, you'll help protect yourself from getting pneumococcal pneumonia."

What do you think about helping to protect yourself today?"

Get more strategies to increase vaccine confidence, resources, and patient education materials at **Lung.org/hcp-pneumococcal**

This content was developed in collaboration between the American Lung Association and Pfizer Inc.