

# THE COSTS OF WAITING



## IF THEY TELL YOU THEY HAVEN'T BEEN VACCINATED...

Here are some helpful responses to keep the conversation going

### No or I don't know/Maybe

- Why not?
- What's the biggest hurdle?
- It's smart to think about medical choices

### But, I've heard that...

- Counter negative attributions (don't shy away)
- Fight stories with stories (share your own experience)
- Follow with stats/sources, but don't lead with them

### I'm worried or I don't understand how...

- Explain processes with analogies (e.g., vaccines are like an instruction manual, not a piece of the disease)
- Explain risks with analogies (e.g., It's about as likely as \_\_\_\_\_)
- Frame new or changing recommendations as continual improvement
- Frame risks with analogies of other choices (e.g., Lots of good things have a small degree of risk; you could choke on a piece of chocolate!)

### But, I'm... or Well, for me...

- This is strongly supported by your group/community leaders like \_\_\_\_\_.
- Some people like you are doing it for \_\_\_\_\_ (e.g., just because it's free for now and might be needed for work/school)
- We have new research about people like you (e.g., pregnant)
- There are special protocols to protect people like you

### Well....What do you think?

- Personal story (e.g., I got the shot and I am so happy about it.)
- Middle option (e.g., you could get it now, schedule it for next week, or schedule it for next month, your choice!)
- Natural scarcity (e.g., not everyone has access to this; we are so lucky to have it now for you; you are worth it!)
- Observability (e.g., I see lots of people on social media who are glad they did it! Dolly Parton (or other celebrity) got it!)

### I don't need it or No reason to do it

- Prompt FOMO individually (e.g., may need it for some events or to travel, some companies offering time off, etc)
- Common enemy (e.g., Poverty is the enemy here; we need to get our economy fully opened up & countries will do that when vaccination rates are high)
- Common goal (e.g., This is our generation's WWII and every vaccination is a step toward V-day!)
- Anticipated regret (e.g., Are you in a position where it would be inconvenient or really hard to be ill for a long time? It seems unlikely to get seriously sick, until suddenly it happens; it seems random who will die from COVID-19 but if it happened to you or your family it would be heart-breaking)

\*These recommendations adapted from:  
Wood & Schulman 2021, NEJM