

MOTIVATIONAL INTERVIEWING:

A powerful tool to address vaccine hesitancy

Motivational interviewing has been chosen as a preferred approach for interventions aimed at reducing vaccine hesitancy in urban Indigenous communities.

Respectful and trusting relationships are at the heart of this method.



The four successive processes of motivational interviewing

PROCESSES

OBJECTIVES

QUESTIONS TO ADDRESS

Engaging

Strengthen the link, show empathy and interest

What is the actual reality of the individual?

Focusing

Define and focus the discussion on the target of change

What should we address as a target of change?

Evoking

Objective 1:
Reasons and abilities to change
(the importance of change)

Objectif 2:
Change talk
(the confidence to change)

How relevant would it be to move toward change?

What abilities and strengths does the individual have to get there?

Planning

Engagement talk: how to change

How will the individual get there?

Source: *Motivational Interviewing: A Powerful Tool to Address Vaccine Hesitancy* CCDR 46(4) – Canada.ca

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REGROUPEMENT
DES CENTRES D'AMITIÉ
AUTOCHTONES DU QUÉBEC

Three key principles of motivational interviewing

1.

The spirit to cultivate a culture of partnership and compassion (value of collaboration)

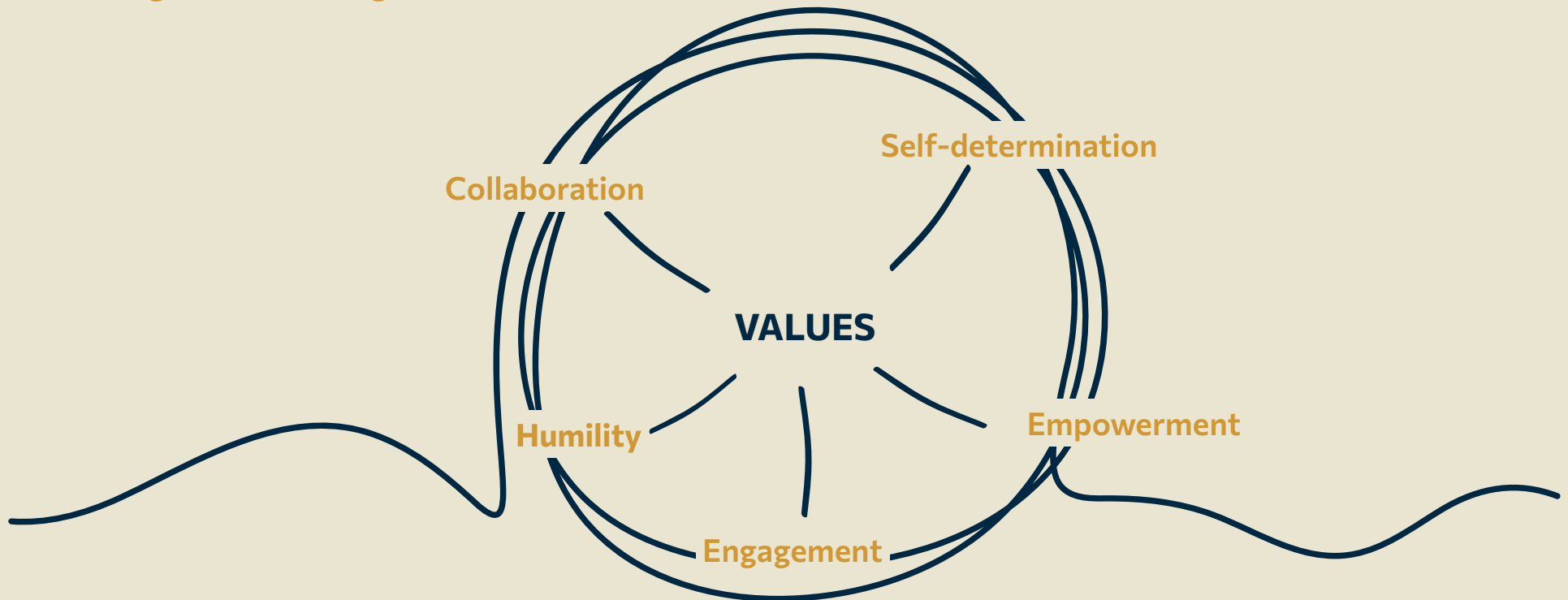
2.

The processes to foster engagement in the relationship (value of engagement and humility) and focus the discussion on the target of change (value of empowerment)

3.

The skills that allow healthcare providers delivering vaccination services to understand and address parents' concerns, while honouring their beliefs (value of self-determination)

Values associated with motivational interviewing in urban Indigenous context:



Definitions of motivational interviewing values in urban Indigenous context

COLLABORATION

A partnership-based approach that honours the lived experience of the person and their community, and seeks to co-create solutions grounded in their culture, values and self-determination.

HUMILITY

Creating a space where the person is recognized as the owner of their own knowledge and healing path, and where the professional embraces the role of a companion rather than a guide.

ENGAGEMENT

Being fully present and person-centred, and establishing an authentic connection. This is expressed through active listening, attentiveness to the person's language and a willingness to walk alongside them on their journey.

EMPOWERMENT

Recognizing and supporting the person's ability to make choices for themselves. The professional does not impose change, but supports the person in exploring their motivations, clarifying their values and committing to the actions they choose.

SELF-DETERMINATION

Self-determination refers to the right and the capacity of the person (and their community) to define their own health and well-being goals. For the professional, this means actively supporting freedom of choice while respecting cultural values, traditional knowledge and the person's own pace.

Essential skills for vaccination providers using motivational interviewing:

Open-ended questions

Affirmation

Reflective listening and summarizing

Elicit-Provide-Elicit

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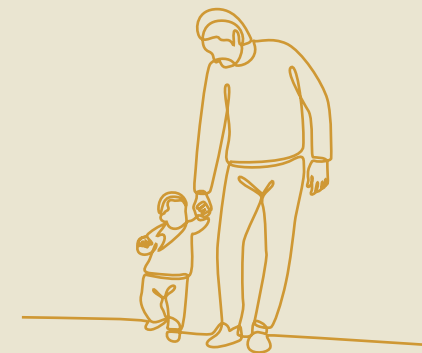


SKILLS	OBJECTIVES	EXAMPLES
Open-ended questions	To evoke responses and avoid doubts	<p>Open-ended: <i>"What did you understand?"</i> <i>"What do you think?"</i></p> <p>Closed questions: <i>"Did you understand?"</i> <i>"Do you think it's important?"</i></p>
Affirmation	To encourage the individual and highlight their strengths	<p><i>"Your children's health and safety are important to you."</i></p> <p><i>"You already have a lot of knowledge."</i></p>
Reflective listening and summarizing	<p>To allow the individual to add nuance to and correct what they have just said</p> <p>Simple reflection: what the individual says</p> <p>Complex reflection: what the individual means</p>	<p><i>"You have read articles about the relationship between vaccines and disorders such as autism."</i></p> <p><i>"What matters most to you is that your child is as healthy as possible."</i></p>
Elicit–Provide–Elicit	<p>ELICIT = ask what the parent/caregiver knows and ask permission to complete their knowledge</p> <p>PROVIDE = provide the information/advice on the subject</p> <p>ELICIT = verify what the parent/caregiver has understood and what they will do with this information</p>	<p><i>"What do you know about ...?"</i></p> <p><i>"If you agree, I could complete..."</i></p> <p><i>"Does this new information make sense?"</i></p>

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WHAT PARENTS AND CAREGIVERS WANT:

1. Clear, accessible information about vaccination (i.e.: information that is well organized and explained in a way that is easy to understand)
2. Information that is easy to absorb: simple, factual, placed in context and shared at the right time
3. A trusting relationship with the healthcare provider before discussing vaccination (i.e. when the nurse takes time to build an informal, respectful connection with them and their family)



Why does motivational interviewing work with parents or caregivers who are hesitant about vaccination?

HEALTHCARE PROVIDER



These approaches help people better understand their own ambivalence, express their own reasons for change and make an informed decision, on their own terms, about vaccinating their child.

Examples based on values:

Humility



Addressing parents and caregivers

My role is to support you through the vaccination process, but above all, I want to make sure you feel heard and respected. What would help you feel more comfortable in this process?

What you think and feel matters to me. I would be happy to talk together and share our respective knowledge. I am here to listen with respect and to learn from you.



Addressing an older person

I am offering the vaccine, and I know you bring your own life experience and past encounters with the healthcare system. If you have any questions or hesitations, I am here to listen with respect. What matters most to me is that you feel safe and confident, and that this decision is made in a way that honours what is important to you.



Addressing the family

I am here to support you through this important step. I know that every child responds differently and that each person may have their own concerns. Would you like us to talk about it together?

Collaboration



Addressing parents and caregivers

I know that your culture has its own ways of understanding health, and if you are comfortable, I would like us to talk about that so this process aligns with what matters to you.

I recognize and respect your knowledge and lived experience. It would be meaningful for me to learn more, so that our conversation is helpful and respectful for you. I would like to hear what matters most to you when it comes to this topic.

Vaccination is an important step. I am here to work with you, not to impose anything on you. Would you like to talk about how you are feeling right now?



Addressing an older person

I would like us to take some time to talk about what you know and what you have experienced when it comes to health. Together, we can explore how vaccination fits with what you feel is right for you.

I believe health is built together, through both medical knowledge and traditional knowledge. If you agree, we can talk about this and see how we might work as a team. Tell me what matters most to you when it comes to your health overall.



Addressing the family

You know your child best. My role is to share information with you and to support you as you make decisions. We can talk together to make sure this aligns with your values and your day-to-day reality. Would you like more detailed information? I suggest that we take a moment to look together at what vaccination can offer your child, while keeping in mind what matters most to you when it comes to your child's health.



Self-determination



Addressing parents and caregivers

You are free to make the decision that feels right for you. My role is to share the information I have, while respecting your knowledge and your choices. Would you like us to talk together about how this visit will unfold?



Addressing an older person

If you would like to take time to discuss this with your family or with someone else before deciding, that is completely valid. I am available if you would like more information or a referral to a trusted person at the Friendship Centre.

I recognize that health decisions are personal and are often shaped by family and community knowledge. I support you in your own process, according to what feels right to you, and I would like to talk about it with you if you agree.



Addressing the family

The decision is entirely yours. If you need time, or if you would like to talk things through with people close to you or with someone from your Friendship Centre, I am here to support you through that process. I can suggest that we look at the different options together, but you are the one who decides what feels right for your child and your family. Would you like me to explain the vaccines and what they are used for? I respect your pace and your priorities.

If you have questions or would like to talk further, I am available. Would you like me to support you in connecting with someone else at Friendship Center, perhaps an Elder, a support worker or another trusted person?

Empowerment



Addressing parents and caregivers

Everyone has the right, and the responsibility, to make decisions about their health. I am here to offer you a space where you can ask questions and make your decision with confidence.

Empowerment also means recognizing your knowledge and your ability to decide for yourself. I will support you through this process, while respecting your pace and your cultural anchors.



Addressing an older person

You have the full capacity to decide what is right for your health. I can share the information you may need and support you if you choose to move forward.

You have the power to choose what feels right for you, based on your values and lived experience



Addressing the family

My role is to support you in your decision-making process by providing clear information while respecting your values and culture.

You have both the right and the responsibility to choose what is best for your family. I can support you without judgment.

You are the guardians of your children's health. I can suggest resources and answers, but the final decision is yours.



Engagement



Addressing parents and caregivers

I am committed to offering you clear and respectful information, and I value your willingness to share your thoughts and lived experience. Together, we can arrive at a decision that feels right for you.

What you bring to this conversation is just as important as what I can offer. Together, we can build a relationship of trust.

This moment is an opportunity for both of us to contribute to your health, each with our own knowledge and responsibilities.



Addressing an older person

Vaccination is a step we can go through together, each bringing our knowledge in a spirit of collaboration.

Mutual engagement means recognizing that we each have a role to play. I commit to respecting your identity and beliefs, and I invite you to take an active role in this health journey.



Addressing the family

I propose that we work together so that this vaccination process respects your values. Your involvement in this process is just as essential as mine.

As a healthcare professional, I commit to supporting you with respect and to recognizing your active role in the decisions concerning your child.

I am here to support you, but we will need to work together to create a safe environment for your child; your involvement truly matters.

