

Scenario 1: Workshopping the wording - talking through the SKAI approach

This group exercise allows you to practice what you have learnt about the SKAI communication approach, outlined in Module 2.

The stages of the SKAI communication approach are:

- **Recommend vaccination** as the routine standard of care.
- **Elicit questions** or concerns to saturation.
- **Share your knowledge** about safety and effectiveness of vaccines, or on other concerns.
- **Discuss disease severity.**
- **Facilitate vaccination** - on site if possible, or refer to other locations.
- **Introduce childhood vaccines OR continue the conversation** if she chooses not to vaccinate

Group instructions

1. Break participants into small groups (ideally 2-4 people).
2. In each group, come up with some phrases or facts that you or your colleagues might use at each stage of the SKAI approach. It's important to use language that feels right for you and fits your model of care.
3. If you have time, brainstorm some phrases you think should be avoided as well.
4. Regroup. Using a white board or similar, ask for individual groups to read out some of their suggestions for each stage of the conversation. Discuss any disagreements or challenges. If you can, leave these phrases up on the board so everyone can look to them during other exercises.

Facilitator Notes

Some people may feel nervous or uncomfortable speaking up or 'acting'. It is important to let everyone in the group know that it's a training exercise and people should try to not be critical of how others respond to the situation.

There are some suggested phrases and facts in the printable quizzes which you may find helpful to prompt discussion.

Scenario 2: Responding to common myths and concerns

This group training exercise lets you practice some SKAI communication techniques on everyday situations.

We've all encountered the situation where somebody tells us about a misperception or myth they've heard or read about vaccines. The temptation to set them straight can be almost irresistible.

But giving in to the 'righting reflex', as it is known, creates the impression that you are defensive and can damage the trusting relationship you have established.

Recall the key SKAI strategies to effectively address myths and misunderstandings:

- **Acknowledge the woman's concern:** Don't focus on or try to discredit the source of her information.
- **Try to avoid restating the myth:** Restating the myth reinforces it in a person's mind and makes it more memorable, even if you're explaining why it's not true.
- **Provide a few key facts that offer an alternative explanation:** If you overwhelm someone with information, they'll tune out and end up remembering just the myth.
- **Focus on the disease:** bring the focus of the discussion back to the disease itself.
- **Recommend vaccination:** The psychological response to new information is resistance. Connecting your recommendation with the values the woman has expressed helps overcome this.

This group exercise asks you to think of some common myths you've encountered with pregnant women or in the community and apply the SKAI approach to address them.

Group instructions

1. Break participants into small groups (ideally 2-4 people).
2. In each group, brainstorm some common myths you've heard about pregnancy or vaccines for pregnant women or children.

Some examples:

"The influenza vaccine gives you the flu."

"The shape of your belly reveals the baby's gender."

"Exercising while pregnant can strangle the baby."

"Natural immunity from getting a disease is better than immunity from a vaccine."

3. As a group use the key SKAI strategies to address the myths you've come up with. Try to address the following points:
 - ☆ What concerns might be driving this belief?
 - ☆ How could you acknowledge the concern without reinforcing it?
 - ☆ What could you offer as an alternative explanation?

4. Regroup. Have a spokesperson from each group present their myth and strategies to the larger group. As needed, work through each group's myth and their approach to responding to it.
5. Discuss as a group how everyone felt doing the exercise. Discuss the strategies and the solutions that people implemented, and how they could apply them to a vaccine discussion in the future.

Facilitator Notes

Some people may feel nervous or uncomfortable speaking up or 'acting'. It is important to let everyone in the group know that it's a training exercise and people should try to not be critical of how others respond to the situation.

Scenario 3: Sarah's influenza vaccine dilemma

This group exercise allows you to practice what you have learnt about the SKAI approach.

Recall the communication approach:

- ☆ Recommend vaccination
- ☆ Elicit concerns
- ☆ Share knowledge
- ☆ Focus on disease severity
- ☆ Facilitate vaccination
- ☆ Continue the conversation

This exercise includes a two-character roleplay with a healthcare provider (midwife, nurse or GP) and an expectant mother called Sarah.

Group instructions

1. Break participants into groups of 2 to take on the roles of the provider and expectant mother (Sarah), or break into groups of 3 and include an observer. If the large group would prefer to remain all together, nominate two people to act out the roleplay.
2. In each group, first read the respective character descriptions. Then, roleplay the scenario using the prompts provided and applying the SKAI approach. If there's time, swap roles. If the groups have an observer, discuss their observations about what worked well and what didn't.
3. Regroup to discuss how everyone felt doing the exercise and work through the following discussion points:
 - Could everyone recall how to implement the SKAI approach? What was the hardest part of the conversation? What conversation strategies seemed to work well?
 - What was Sarah's main concern?
 - What were two key facts about the influenza vaccine used in responses with Sarah?

Facilitator Notes

Once participants are given their character they should have a short amount of time to read and prepare before the exercise.

Some people may feel nervous or uncomfortable speaking up or 'acting'. It is important to let everyone in the group know that it's a training exercise and people should try to not be critical of how others respond to the situation.

Scenario 3 - Character prompts

Cut this sheet into characters and hand to participants.

Healthcare provider

You work in a medium-sized clinic. Sarah comes to see you for her 20-week appointment. You check Sarah and carry out all the regular discussions at this time point. Sarah has been keeping active, although getting tired in her job as a primary school teacher. There have been lots of sick children at her school this winter. Now you approach the topic of maternal vaccinations.

Sarah

You are 37 years old and work as a primary school teacher. You have been very diligent during your pregnancy and you've been talking to your family, colleagues and friends about how to keep healthy.

You Googled to investigate vaccination when pregnant. When you stumbled across the immunisation sites, you got very conflicting messages. You've read a few websites suggesting that the influenza vaccine hadn't been tested on pregnant women. You also read that the influenza vaccine is only 40% effective.

You are not totally against getting the influenza vaccine, just trying to work out what to do. You feel a bit anxious. Why take the risk if the vaccine hasn't been tested and is not totally effective? You need help, are worried and concerned, but you are also open. You are very sensitive to any feeling of judgement. The clinician finishes the routine checkup and then raises the topic of the influenza vaccination.

Scenario 4: Prabha and Dave's pertussis vaccine predicament

This group exercise allows you to practice what you have learnt about the SKAI approach.

Recall the SKAI communication approach:

- ☆ Recommend vaccination
- ☆ Elicit concerns
- ☆ Share knowledge
- ☆ Focus on disease severity
- ☆ Facilitate vaccination
- ☆ Continue the conversation

This exercise includes roles for three characters: a healthcare provider (midwife, nurse or GP) and expectant parents, called Prabha and Dave.

Group instructions

1. Break participants into groups of 3 or 4 to take on the roles of the provider, Prabha, Dave, and an observer (optional). If the large group would prefer to remain all together, nominate three people to act out the roleplay.
2. In each group, first read the respective character descriptions. Then, roleplay the scenario using the prompts provided and applying the SKAI approach. If there's time, swap roles. If the groups have an observer, discuss their observations about what worked well and what didn't.
3. Regroup to discuss how everyone felt doing the exercise and work through the following discussion points:
 - Could everyone recall how to implement the SKAI approach? What was the hardest part of the conversation? What conversation strategies seemed to work well?
 - What is Prabha's main concern? What is Dave's main concern?
 - What were two key facts about the whooping cough vaccine used in responses with Prabha and Dave?

Facilitator Notes

Once participants are given their character they should have a short amount of time to read and prepare before the exercise.

Some people may feel nervous or uncomfortable speaking up or 'acting'. It is important to let everyone in the group know that it's a training exercise and people should try to not be critical of how others respond to the situation.

Scenario 4 - Character prompts

Cut this sheet into characters and hand to participants.

Healthcare provider

You work in a busy clinic. Prabha comes to see you for her 20-week appointment. Her partner Dave comes along too. You check Prabha and carry out all the regular discussions at this timepoint. You can see that Prabha has already received the influenza vaccine but there's a note in her file stating that she wants to wait until after the birth for the whooping cough vaccine. Now you approach the topic of maternal whooping cough vaccination.

Prabha

You are 33 years old and work in corporate finance. This is your first pregnancy. You have a large extended family and many nieces and nephews, who are now in late primary school. You have been very diligent during your pregnancy - reading as much as you can on foetal development and critical timepoints. You double check all medications, even over the counter pain killers, just in case.

You've spoken to a few people about the whooping cough vaccine. No one in your family has ever had whooping cough. Most of your sisters and sisters-in-law received the whooping cough vaccine after their babies were born and say they would never have gotten it while they were pregnant.

You are not totally against the whooping cough vaccine but don't understand the need to get it while you are pregnant. You really don't want to take any medications, especially if you can get it after the baby is born.

The provider finishes the routine check-up and then raises the topic of the whooping cough vaccination.

Dave

You are 35 years old. It's an exciting time for you and Prabha but also daunting. You've attended a few antenatal appointments with Prabha but you're definitely not sure about having any chemicals injected into Prabha while she's pregnant because you're worried about side effects harming the baby. You say you'll get the vaccine, and Prabha can get it after birth, and you'll just keep the baby at home alone until it's old enough to be vaccinated.

Scenario 5: Imogen and the influence of social media

This group exercise allows you to practice what you have learnt about the SKAI approach.

Recall the SKAI communication approach:

- ☆ Recommend vaccination
- ☆ Elicit concerns
- ☆ Share knowledge
- ☆ Focus on disease severity
- ☆ Facilitate vaccination
- ☆ Continue the conversation

This exercise includes a two-character roleplay with a healthcare provider (midwife, nurse or GP) and an expectant parent, called Imogen.

Group instructions

1. Break participants into groups of 2 or 3 to take on the roles of the provider, Imogen, and an observer (optional). If the large group would prefer to remain all together, nominate two people to act out the roleplay.
2. In each group, first read the respective character descriptions. Then, roleplay the scenario using the prompts provided and applying the SKAI approach. If there's time, swap roles. If the groups have an observer, discuss their observations about what worked well and what didn't.
3. Regroup to discuss how everyone felt doing the exercise and work through the following discussion points:
 - Could everyone recall how to implement the SKAI approach? What was the hardest part of the conversation? What conversation strategies seemed to work well?
 - What was the main factor driving Imogen's concerns?
 - How did you approach your conversation with Imogen? What were the openers that you used?
 - What were two key facts about vaccination used in responses with Imogen?

Facilitator Notes

Once participants are given their character they should have a short amount of time to read and prepare before the exercise.

Some people may feel nervous or uncomfortable speaking up or 'acting'. It is important to let everyone in the group know that it's a training exercise and people should try to not be critical of how others respond to the situation.

Scenario 5 - Character prompts

Cut this sheet into characters and hand to participants.

Healthcare provider

You work in a busy clinic. Imogen comes to see you for her 32-week check-up. You check Imogen and discuss breastfeeding, as she has some questions she wants to ask. You can see that Imogen has had neither the influenza nor whooping cough vaccines. She appears well but her questions seem to indicate that she is quite anxious regarding the pregnancy and not wanting to 'appear to do the wrong thing'.

Now you approach the topic of vaccination.

Imogen

You are 28 years old and work in a busy beauty therapy clinic. This is your first pregnancy and you have been very diligent - talking all the right antenatal supplements and attending a special mum-to-be exercise class run by a women's health physio. You prefer a holistic approach to health and wellbeing.

You've spoken to a few people about vaccinations. The advice seems to be conflicting - you're trying not to take medications while pregnant, so why are vaccines different?

There has been some discussion in a few of the Facebook groups you belong to and some of the people you follow on Instagram have posted how they selected certain vaccines for their children and omitted others altogether.

No one in your family is against vaccination and you had all your childhood vaccines, but you feel quite stressed about making these big decisions for your baby. You are not totally against vaccinating, just trying to work out what to do. You feel a bit anxious about the whole thing.

The provider finishes the discussion on breastfeeding and then raises the topic of the vaccination.

Scenario 6: SKAI - getting the most from the SKAI website

The SKAI website is filled with evidence-based information and resources that are there to help you in your vaccine discussions. This is a chance to walk through the website as a group, using a projector or online meeting function to share the presenter's screen.

The SKAI website has been designed to be user friendly, intuitive, and easy to navigate. Besides the specific 'For healthcare professionals' section, it is useful to know how quickly retrieve information for expectant parents.

The 'Pregnancy & Newborn vaccinations' tab is broken into several different elements.

☆ I AM VACCINATING

This tab broken down into trimesters aligns each of the vaccines with the pregnancy/post birth timeline. Each of the corresponding vaccine pages provides detailed evidence-based information for all aspects of the particular vaccine. Useful if a woman has vaccine specific questions. Our infographics are embedded into these pages too.

Hint: if you scroll to the bottom of the trimester pages, you'll find links to individual disease and vaccine pages with key facts.

☆ I HAVE QUESTIONS

This tab provides detailed information on some of the most common vaccine questions. This includes the vaccine safety process and how women will feel after a vaccine. There is also information for what a woman should do if any her symptoms last longer than a couple of days, or if she is worried about how she feels after vaccination.

☆ RESOURCES

This tab includes infographics, factsheets, and links to other resources.

Our infographics are a resource for both providers and expectant parents to illustrate key aspects of maternal vaccination including the vaccination process, as well as the risks and benefits for both the influenza and whooping cough vaccines.

The factsheets located under the resources tab includes the downloadable factsheets (click the text "Influenza factsheet" etc) as well as all the references supporting these factsheets. You can also link directly to these factsheets from each of the individual disease and vaccine pages under the 'I am vaccinating' tab.

The 'other resources' section provides a list of credible sources on the topic of vaccination during pregnancy. These may be useful if a woman wants to find out more detailed information about vaccination during pregnancy before making a decision.

☆ I AM A HEALTHCARE PROVIDER

In this section, you can sign up to receive access to the animated training modules and quizzes, as well as these group training resources. This tab includes infographics, factsheets, and links to other resources.

Group instructions

1. If possible, have everyone pull up the website on their own computers or phones. Click through to explore the sections:
 - Get familiar with the tabs along the top and what's included under each.
 - Sign up for provider access
 - Navigate to the infographics - these can be really useful tools to aid discussions.
 - Explore the 'Childhood vaccinations' section of the website - it contains a wealth of information on childhood vaccines.
2. After exploring the website, think (as a group) about where you could find resources to help with the following:
 - Provide quick facts to use about the influenza vaccine or whooping cough vaccine.
 - Describe how vaccines are tested in Australia.
 - Let expectant parents know what to do if they have any concerns following a vaccine.
 - Describe how vaccines work.
 - Provide someone with resources if they want to read more before making a decision.
 - Find graphics on how the vaccine will protect the baby and/or mother.
 - Find tips to refresh your knowledge about discussing vaccination with parents.

The SKAI website is designed to support you in your vaccine discussions with pregnant women, so if there is something missing from the website or any improvements you'd like to make, please let us know.

The SKAI website is managed by the National Centre for Immunisation Research and Surveillance (NCIRS). Contact us at ncirs.schn@health.nsw.gov.au