

QUICK GUIDE



# How to address vaccine misinformation

Your patient has shared their strong belief in vaccine misinformation. What should you do? Use the steps in this quick guide to address vaccination misinformation. See the conversation guide for full details.



MORE INFO

For more resources, see [skai.org.au/healthcare-professionals](https://skai.org.au/healthcare-professionals).

1

## State the facts

Replace your patient's misinformation with correct information.



*This vaccine is generally safe and prevents severe disease. There are some studies that show...*

2

## Warn

Stress that the information your patient has shared is a myth, a rumour or incorrect.



*This false idea is making the rounds at the moment.*

3

## Affirm

Acknowledge that we are all sometimes susceptible to misinformation.



*We're all sometimes vulnerable to rumours that make us feel worried.*

4

## Explain

Respectfully explain why the misinformation is incorrect. If your patient refers to a personal experience, acknowledge their experience and offer an alternative explanation.



*This is a myth that misinterprets how vaccines work...*

*What you've experienced may have happened because...*

5

## Repeat the facts

Make sure the facts are the last thing your patient hears and digests.



*There is strong scientific evidence that this vaccine is safe and prevents you from becoming severely unwell.*