

# Talking to Friends and Family about the COVID-19 Vaccine

## Values Mapping Exercise – Step 1

### Why are you personally planning on getting vaccinated?

Here are some examples. Mark the statements that resonate with you, and add your own below.

“I want to get back to seeing friends and family without worrying about getting each other sick.”

“I want to protect my own health.”

“I want to not worry for my health when I do daily activities like going to work and to the grocery store.”

“I want to do my part to protect vulnerable people in my community.”

“I want to do my part to end the pandemic.”

**Add your own:**

### What are your underlying values?

Here are some examples. Mark all that apply. Then, draw arrows between personal reasons for getting vaccines and underlying values.

Friends and family

Being considerate of others

Experiencing life’s precious moments

Personal freedom

Community accountability

Compassion for the suffering of others

Personal health

Quality of life

Peace of mind

Public service

Supporting the local economy

Safety

Longevity

Supporting educational and cultural institutions

**Add your own:**

## Values Mapping Exercise – Step 2

### Vaccine Questions or Concerns

Write down the questions or concerns that you imagine you might hear from your family and friends.

### Underlying Values

For each of the concerns you imagine you might hear, write down the underlying values. Draw an arrow between the concerns and the values.

**Put a star next to the values that overlap with yours.**



## Plan Your Outreach – Step 3

Write down the names of five or more people you will check in with this week about the vaccine. Check the box off once you've had your vaccine conversation.

- Friend/family/coworker:
- Friend/family/coworker:
- Friend/family/coworker:
- Friend/family/coworker:
- Friend/family/coworker:

## Additional Resources

There are several ways to find trusted information about vaccines, COVID-19, and vaccine conversations. Your local public health department and medical professionals are good resources. Additionally, the resources below can help you have vaccine conversations.

- **COVID Collaborative and Ad Council:** [Vaccine FAQ](#)
- **Greater Than COVID:** [Video of healthcare professionals answering questions](#)
- **NIH:** [Tip Sheet for Communicating about COVID-19 Vaccines](#)
- **New York Times:** [Opinion | The Science of Reasoning With Unreasonable People](#)
- **CDC:** [Vaccine Conversations with Parents](#)
- **CDC:** [Preparing for questions parents may ask about vaccines](#)
- **Vaccinate Your Family:** [FAQs about COVID-19 vaccine](#)
- **Stat:** [The vaccine whisperers: Counselors gently engage new parents before their doubts harden into certainty](#)
- **Motivational Interviewing:** [motivationalinterviewing.org](http://motivationalinterviewing.org)

*Worksheet Sources: [Motivational Interviewing](#), [OFA Legacy Training](#), and [Kaiser Family Foundation](#).*

*The information on this website has been aggregated from the CDC and other trusted medical resources and is not medical advice. If you have additional questions we encourage you to speak to a medical provider. This information was last updated March 29, 2021.*