

Break-out group 4: how to convey ‘success’ of the vaccine program to support future engagement (and to overcome spurious claims)

- If we keep talking in the way we’ve been talking we will continue to have problems.
- Face to face communication very important-- make sure HCWs can talk about the issue appropriately—reach as many staff as possible—teach them stories to tell too.
- Ideally we will reach many groups—politicians, local journalists, clinic admin staff. This is resource intensive so we must find ways to cost-effectively amplify and expand your messaging.
- Tell emotive stories—involve cancer survivors, family members left behind, awfulness of the disease--be sure to hit emotions before sharing data.
- Tell success stories – numbers of cancers avoided – and how many people would get cancer if one doesn’t vaccinate.
- Be more assertive and confident in your presentations when appropriate, even if your scientific training works against bold statements because the public reads “we are 98% sure” as “they are not sure and the opposite is possible.”

