



COUNSELLING ADULTS ages 19 and older

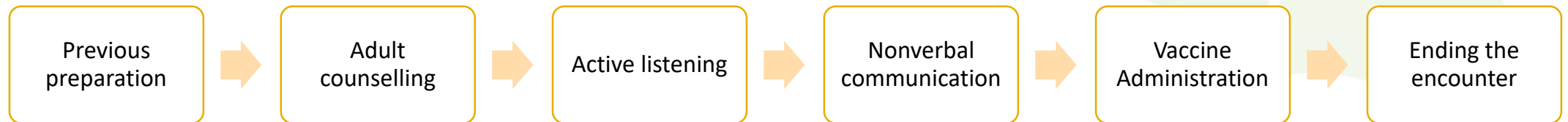




This presentation provides information on how to counsel adults about vaccination. Include all adults with diverse functionality and health care professionals.

“ the recommendation from their healthcare professional is the strongest predictor of adults getting vaccinated”

The presentation is divided into sections that describe the different phases of the counseling and safety healthcare adult interventions.





Previous preparation

CONSIDER:

Immunization Agenda 2030 envisions a world where **everyone, everywhere, at every age**, fully benefits from vaccines to improve health and well-being.



Previous preparation



- Follow Immunization Agenda 2030 (WHO, April 2020)
- Follow local communication strategies – natural groups, written material, ...
- Create different communication approaches: generic, target group, specific subgroups tailoring, interpersonal – individual:
 - Information for consent
 - Safe resources about immunization education
 - Multiple channels for direct individual and collective communication: face-to-face, virtual forum, e-mail, natural local groups, others.



Adult Counselling: be ready for trust



Determinants for trust:

- ✓ **competence** -people need to feel that authorities possess knowledge and expertise
- ✓ **objectivity** -people need to feel that the information provided, and the actions taken are not influenced by stakeholders with an agenda
- ✓ **fairness** -people need to feel that all relevant opinions were included
- ✓ **consistency** -people need to feel that messages and actions are predictable and aligned
- ✓ **sincerity** -people need to feel that authorities and spokespeople are transparent, honest and open – showing transparency or empathy through actions here is more important than declaring
- ✓ **faith** -people need to feel that authorities and spokespeople possess empathy, listen to them and understand them and sincerely want the best for them



Adult counselling

CONSIDER:

Adults has previous experiences and **all individual differ** to one individual/time/place concrete. Specially in the current pandemic is more important to take into account.

What is counselling ?



A face-to-face discussion performed by qualified health care professional with the person to be vaccinated or caregiver. Typical items reviewed as part of the counselling are risks and benefits of vaccination, persons' concerns, signs and symptoms of adverse effects, and when to seek health attention for any adverse effects.



Good COUNSELLING: elements



- ✓ Create a open atmosphere, while demonstrating respect for confidentiality.
- ✓ Start the conversation convincingly and speak about the vaccines to be given. “I want to discuss with you vaccinations that everyone should have”.
- ✓ Begin the dialogue (including divergent opinions).
- ✓ Engage in **active listening**. It enables you to collect information about specific misconceptions and risk perceptions; which will help to inform effective and targeted communication. You seek to take into account aspects of the individuals concerned, and the cultures and subcultures that they belong to. This to better respond to their concerns, relieve worries and fears.
- ✓ Respect: don't judge and avoid criticism.



Good COUNSELLING: elements



- ✓ Avoid confusing with excess information.
- ✓ Vaccines immunity, why important to prevent these diseases.
- ✓ Provide reliable research data, and guide to sources of reliable information.

Inform about:

- Vaccines that are administered and illness prevented
- Vaccine and the vaccination coverage in different countries
- Vaccine procedures
- Pain and other symptom's management
- Adverse reactions and possible side effects into 24-48hours
- Any other individual doubt



Good COUNSELLING: elements



- ✓ **Allow adequate time to address person's need for information.**
- ✓ **Book additional visits.**
- ✓ **Give written material.**



REMEMBER: The way in which the information is presented will affect the decision-making process.



Active listening

Attending closely to and attaching significance to a person verbal and non-verbal messages.
Active listening is the good counselor' key.

Counselling adults: active listening



Actions to be done BEFORE the vaccination:

1. Establish the purpose of the interaction
2. Ask questions or statements to encourage expression of thoughts, feelings and concerns
3. Display an awareness of and sensitivity to emotions

Examples:

- 1- "I want to discuss with you vaccinations that everyone should have at your stage...And then if you consent I'll vaccinate"
- 2- "I like to hear your thoughts and concerns about vaccination... *silence moment*"
- 3- "I see tension in your face... Is it? How do you feel?"



Counselling adults: active listening

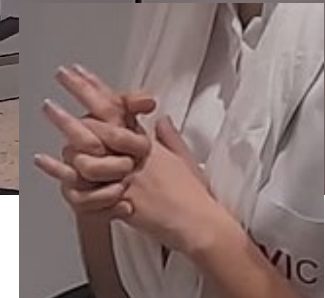


Actions to be done BEFORE the vaccination:

4. Be aware of which words are avoided and non-verbal messages

“the student in practice is out of the scenario”

- ❖ the professional who should be vaccinated has her thumb moving in his arm



- ❖ the professional who should be vaccinated has her fingers intertwined tense



Counselling adults: active listening



Actions to be done BEFORE the vaccination:

5. Identify predominant themes and past experiences

Life span accumulates many biographical experiences.

For people in fragility situations, dignified treat involves seeking the combination of the two dimensions of personal capacity: autonomy and independence. Autonomy as a right and independence as unfolding in everyday life. Against ageism.



Counselling adults: active listening



Actions to be done BEFORE the vaccination:

6. Clarify the message and time a response so that it reflects understanding of the received message

"I see that you are afraid to inject the influenza vaccine because your past experiences with local pain until two days after vaccination. I'm right?"

"Tell me more about your pain..."

Clarifying the message

= empathic answer =

1 + 2 + 3

1 - I understand that you feel

_____ (the emotion seen or expression used)

2- because you think _____ (the thought or concern or past experience)

3- is it? Give adequate time to explore again if it's necessary



Nonverbal communication

Non-verbal communication is really important in all people
(more than 60% of global communication)
but specially in people with cognitive impairment, any sense disability or language disorders.

Identify the language and communication of each individual person
Ensuring safety communication: individualizing and including all functionalities

Non-verbal communication



- ✓ **Caring and evaluating carefully the environment in which communication is given:**
 - ✓ Do not sit with your back against a window or other bright light while talking if possible, speak to him/her in a way that gives light to you.
- ✓ **Someone trusted or loving person present**
- ✓ **Sit nearby**
- ✓ **Avoid everything that could distort or hide your facial features:**
 - such as chewing gum, hair or a hand in front of your mouth.
 - ✓ Be aware of the mask essential in COVID-19 time: It is important to keep the face visible. Look for alternatives so he/she can read lips if necessary, to maximize communication signals.



Verbal communication



Verbal considerations:

- ✓ What's the problem or health problem?
- ✓ Use clear and concise sentences
- ✓ Ask instead to give advice and orders
- ✓ Speak slowly, vocalize and establish visual contact.
- ✓ Don't finish "their" sentences for them
- ✓ Adjust the volume (don't shout)

REMEMBER: Be completely mindfull to the person's anwer



Previous preparation:



- ✓ Use clear and concise sentences
- ✓ Ask instead to give advice and orders
- ✓ Emphasize the nonverbal language:
point out parts of the body, objects ...
- ✓ Give time, and smile.





Vaccine Administration



Vaccine Administration



- Every vaccine has specific **individual instructions** for the preparation, that the health care worker should get familiar with
- The injection site area isn't required to be cleansed, but if is the case, is needed to let dry completely prior the injection
- Take a firm grip of the muscle and insert the needle in 60-to-90-degree angle
- Aspirating isn't required
- Slowly administer the vaccine
- Remove the needle and press the injection site with a clean pad for couple of seconds





Ending the Visit



Counselling adults: active listening



Actions to be done AFTER the vaccination:

- ✓ Use silence and time to explore their experience
- ✓ Smile and affirm with nods of the head
- ✓ Not be intimidating by eye contact
- ✓ Be aware of non-verbal messages
- ✓ Identify predominant themes
- ✓ Clarify the message and time a response so that it reflects understanding of the received message

Clarifying the message

= empathic response =

1 + 2 + 3

1 - I understand that your experience is been like _____ (the expression used by the person)

2- because you _____ (the person unique experience)

3- is it? Give adequate time to explore again if it's necessary

❖ Smile and give time



Ending the Visit



- Encourage any other questions/doubts/worries
- Provide accurate, accessible additional information to avoid misinformation
- Comfort and encourage the positive aspects of the experience
- Ask for waiting 20-30' next to the health centre to see any side effect
- Schedule future visit or future contact for additional strategies

✓ Improve communication strategies to include all people



REFERENCES



Butcher, H.K., Bulechek, G.M., Dochterman, J.M. and Wagner, C.M. (2018). Nursing Interventions Classification (NIC). 7thed. Mosby Elsevier.

Fadda, M., Depping, M. K., Schulz, P.J. (2015). Addressing issues of vaccination literacy and psychological empowerment in the measles-mumps-rubella (MMR) vaccination decision-making: a qualitative study. BMC Public Health 15 (836): 7– 8.

Greenberg, J., Dube, E., Driedger, M. (2017). Vaccine Hesitancy: In search of the risk communication comfort zone. PLoS Currents. 3 (9): 6–7.

National voices (2014). Person centred care 2020: Calls and contributions from health and social care charities. Retrieved from: <https://www.fundacionpilares.org/modeloyambiente/materiales-utiles/publicacion/person-centred-care-2020-calls-and-contributions-from-health-and-social-care-charities-2014/>

Norwegian Government Security and Service Organization Ministry of Health and Care Services Public (2015) Dementia plan 2020. Andvord Grafisk.
www.publikasjoner.dep.no

World Health Organization (WHO) (2020). Immunization Agenda 2030: A Global Strategy to Leave No One Behind. Draft Four - 2 April 2020

WHO. (2017) “Vaccination and trust. How concerns arise and the role of communication in mitigating crises”. Retrieved from: http://www.euro.who.int/__data/assets/pdf_file/0004/329647/Vaccines-and-trust.PDF

<https://counsellingtutor.com/basic-counselling-skills/> Accessed on 2.11.2020

<https://perspectivesoftroy.com/adult-counseling/> Accessed on 2.11.2020

<https://www.skillsyouneed.com/ips/active-listening.html> Accessed on 2.11.2020





EDUVAC 2021. This work by [EDUVAC](#) is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](#).

