

PrOTCT Framework for the COVID-19 vaccine discussion



What do you think of the new vaccine(s)? Do you think I should get it? Is it safe?

When patients ask these questions, it may be tempting to dive into answering. This framework will help approach these conversations thoughtfully to achieve a positive, effective interaction that builds trust while sharing important information.

<p>P: Presume they will get the vaccine with positive statements</p>	<p><i>Talking tip:</i> <i>I will get/have already gotten the COVID vaccine and I am happy to help you get it too, so you can protect yourself and your loved ones.¹</i></p>
<p>O: Offer to share your knowledge about the facts and your experience with having had the vaccine</p>	<p><i>Talking tip:</i> <i>I have been thinking a lot about this vaccine for my patients and educating myself on the science around it. Can I share some of what I know with you?²</i></p> <p>Provider resources:</p> <ul style="list-style-type: none"> • Pfizer-BioNTech COVID-19 vaccine: What you should know (Health Canada, December 11, 2020) • Addressing patient questions about vaccines (CEP, Dec 2020)
<p>T: Tailor the recommendation to their specific health concerns</p>	<p><i>Talking tip:</i> <i>Here is why you are the right person to get this vaccine: [example: you have high blood pressure and diabetes but have a high quality of life. Because of your conditions, you are at high risk of being hospitalised with COVID, so we need to maintain the quality of life you have right now.]^{3,4}</i></p> <p>Provider resources:</p> <ul style="list-style-type: none"> • Recommendations on the use of COVID-19 vaccine(s) (NACI, Dec 12, 2020)
<p>C: Address specific concerns (should not be the bulk of the conversation)</p>	<p><i>Talking tip:</i> <i>Are there any particular concerns about this vaccine you want me to address?²</i></p> <p>Provider resources:</p> <ul style="list-style-type: none"> • Addressing patient questions about vaccines (CEP, Dec 2020)
<p>T: Talk through a specific plan for where and when to get the vaccine</p>	<p><i>Talking tip:</i> <i>You can do the following to get the vaccine...²</i></p> <ul style="list-style-type: none"> • <i>Provide appointment time</i> • <i>Provide patient vaccine information sheet</i> • <i>Provide schedule (2 doses)</i> <p>Provider resources:</p> <ul style="list-style-type: none"> • COVID-19 vaccines (CEP, Dec 2020)

References

1. Opel et al. Impact of Childhood Vaccine Discussion Format Over Time on Immunization Status. *Acad Pediatr.* 2018;18(4):430-436. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5936647/>
2. Shen, S. and Dubey, V. Addressing vaccine hesitancy: Clinical guidance for primary care physicians working with parents. *Can Fam Physician.* 2019 Mar; 65(3): 175-181. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6515949/>
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4. Kennedy et al. Development of vaccine risk communication messages using risk comparisons and mathematical modeling. *J Health Commun 2008;13(December (8)):793-807.* <http://www.ncbi.nlm.nih.gov/pubmed/19051114>

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