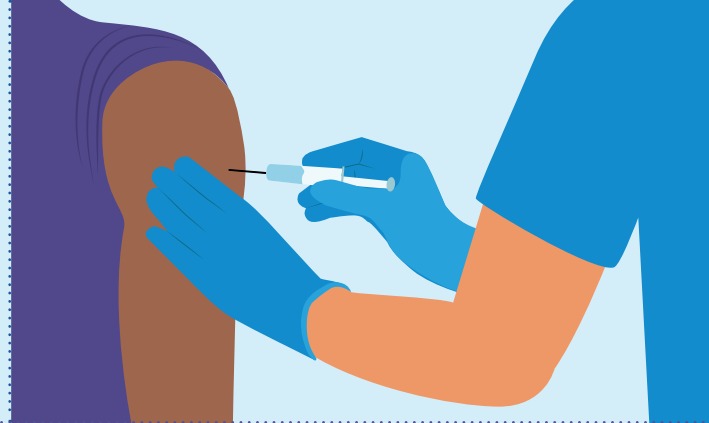


# Preventing RSV:

Providing **OLDER PATIENTS**  
With the Information They Need



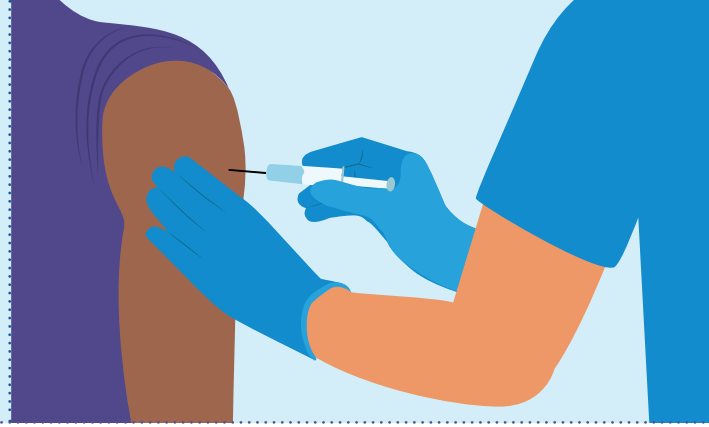
## What You Say and How You Say It Can Make a Difference!

What to say...

OK—but could be better...	BETTER
Consequences of not vaccinating (e.g., possibility of severe illness)	Benefits of vaccinating (e.g., more time with friends and family)
Getting vaccinated is the right thing to do	Getting the vaccine will keep you safe
Predictability/certainty	Maintaining normalcy
Your community	Your family
Scientists/health experts	Medical experts
Discover/create/invent	Research
Drug companies	Medical researchers
Inability to travel easily and safely	Damage from lockdowns
The dollars spent, number of participants	Transparent, rigorous process
Security	Safety
Drug companies	Pharmaceutical companies
Historic	Advanced/groundbreaking
Injection/inoculation	Vaccination
The world's leading experts	America's leading experts
Misled/confused about the vaccine	Skeptical/concerned about the vaccine

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## What You Say and How You Say It Can Make a Difference!

How to say it...

Tailor your  
message—  
perceptions  
of vaccines  
vary

Respect concerns or  
skepticism—  
avoid judgment

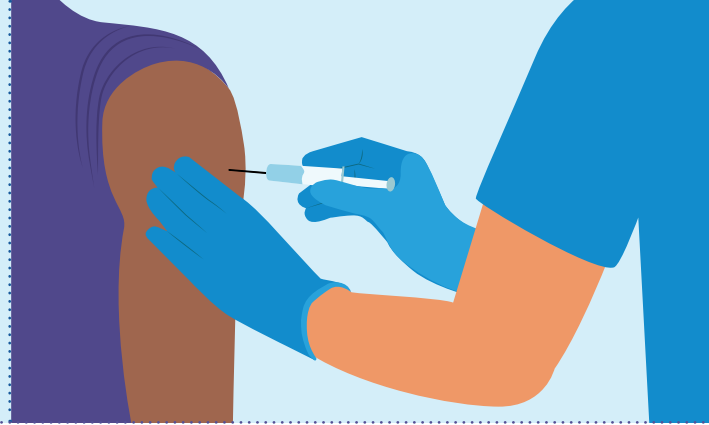
Recognize the rigor—  
every study, every phase,  
and every trial was  
reviewed by the FDA and  
a safety board

Explain the benefits of  
getting a vaccine, not just  
the consequences of not  
getting one

Focus on the people behind the  
vaccine rather than the process  
(e.g., scientists—not science)

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## What You Say and How You Say It Can Make a Difference!

Another way to say it...

1

**S**eek your patient's participation

2

**H**elp your patient explore and compare treatment options

3

**A**ssess your patient's values and preferences

4

**R**each a decision with your patient

5

**E**valuate your patient's decision



### Patients May Need Help Finding the RSV Vaccine

- **Where to find vaccines:** <https://www.cdc.gov/vaccines/adults/find-vaccines.html>



### Patients May Need Help Paying for the RSV Vaccine

- **How to pay for vaccines:** <https://www.cdc.gov/vaccines/adults/pay-for-vaccines.html>
- **Vaccinate your family:** <https://vaccinateyourfamily.org/paying-for-vax/>