

ALL-HANDS ON DECK

The simple act of taking the vaccine protects our family, friends and community.

Get Your Vaccine Today!



UNDERSTANDING YOUR LOVED ONES

The foundation of getting the conversation going is understanding why your loved one has chosen to delay the vaccination process and how they process information.

There are two types of people **Half-hearted Decision Makers** & **Passionate Decision Makers**.

Where do your **loved ones** fall?



HALF-HEARTED DECISION MAKERS

- Feel impartial or neutral
- Not bothered about vaccination status
- They don't follow the news

How to talk to them

- Don't try convincing them in one go
- Be positive & upbeat
- Offer short & sweet points
- Ask them to do it to protect the ones they love



PASSIONATE DECISION MAKERS

- Passionate & Defensive
- Vaccination status is an identity point
- Follows & shares new

How to talk to them

- Be assuring and ready to listen
- Ask open-ended questions
- Get permission to share info
- Research together
- Be there when they need you