

## A guide to approaching Vaccine Hesitancy in the aged care community

Vaccination is strongly encouraged to reduce the impact of preventable illnesses on the community, especially in aged care homes.

**Early infection prevention and control measures are critical in minimising impact and spread of these illnesses and can save lives.**

### Flu vaccine dose recommendations

- Annual vaccination is the most effective way to reduce the impact of influenza.
- One flu vaccine per year is routinely recommended for most people.

### COVID-19

- COVID-19 vaccination remains the most effective protection against severe illness, hospitalisation and death from COVID-19. Vaccination requirements may vary, but all COVID vaccinations are free.

**You can be given the flu vaccine and other routine vaccines, including the COVID-19 vaccine, on the same day.**

### What is Vaccine Hesitancy?

Vaccine Hesitancy is a delay in acceptance, or refusal of vaccines despite the availability of vaccine services and supporting evidence. The term covers: refusal, delay in administration and acceptance with remaining uncertainty.

**The issue is complex and context specific, varying across time, place and vaccines. It is influenced by factors such as misinformation, complacency, convenience and confidence.**

### Addressing Vaccine Hesitancy in the Aged Care community

- Effective communication is key to dispelling fears, addressing concerns and promoting acceptance of vaccination.
- Broad vaccine information campaigns can influence vaccine attitudes in the community, but tailored communication is often required to reach high-risk or vulnerable populations.
- Vaccine communication should be evidence-based, context-specific and culturally appropriate, tailored accordingly.
- By engaging with specific groups based on their concerns, discussions can be focused and are more likely to be productive and less confrontational. Try to use a non-judgemental approach. Be empathetic and acknowledge uncertainty (where it exists) to build trust.

**To access great resources you can use to have an informed discussion, scan the 'Test your knowledge' QR code.**

Test your  
knowledge!



It's good to  
be healthy.