

CASE RECOMMENDATIONS

After review of the case presentation and discussion of this patient's case among the ECHO Community of Practice, the following suggestions have been made:

1. This is a great opportunity to use motivational interviewing. Validate her concerns and normalize her feelings that a lot of people have concerns about vaccines. Ask her about her concerns and use that as an opportunity to continue education. If you can find out what is valuable to her (her health, her family, maintaining independence, etc.), that can be used as a motivating factor as well.
 - a. Here is an ECHO session recording on motivational interviewing:
<https://www.youtube.com/watch?v=QSbgoXnCJMs&feature=youtu.be>.
2. Ask the patient what signs and symptoms she was experiencing that she thought were caused by the flu vaccine. Some patients may have a misperception of what the flu is, so listening to their concerns and experiences first can lead to a conversation on education about the flu.
 - a. Providing some examples of correlation versus causation could resonate with the patient. For example, ice cream consumption increases during the summer, and so does drowning. However, increased ice cream consumption did not cause the increase in drowning.
3. Some people may not want to get the flu vaccine this year because they are traveling less, interacting with fewer people, etc. If the patient feels this way, a conversation could be had about how if they get sick, it will still affect their life in not being able to do things in their daily life that they usually do. Remind people that the severity of the influenza season is unpredictable every year. But the best way to prevent influenza for yourself and others is to get vaccinated. In addition, we are seeing continued outbreaks of SARS-CoV-2 so that is a good indicator that influenza viruses may also be spread from person to person since many are not wearing masks or practicing social distancing.
4. Fear tactics should generally be avoided as they often lead to defensiveness and avoidance behaviors. Instead, try to create an opportunity for education. Listen to patient concerns, validate their feelings and request permission to provide additional information. Help identify patient values and highlight any inconsistencies between their values and their behavior (e.g. desire for better health but avoidance of vaccines).
5. Although Dr. Bridges provided the ECHO community with many facts about the risks of influenza and benefits of vaccine, for most patients, statistics are not very compelling. Patients are more motivated to know why the vaccine is recommended specifically for them and their situation.

Consider presenting patient cases at a future ECHO session.

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