The **A·S·K** Approach helps to bring attitude, skill and knowledge together as one in the pursuit of communication excellence.

### A: Acknowledge your client’s concerns
1. Acknowledge
2. Clarify to understand your client’s needs

### S: Steer your conversation
1. Refute the myth(s)
2. Continue your conversation
   - Note: This is the point where you skillfully close your conversation if client is a conscientious objector

### K: Knowledge – know the facts well!
1. Provide further knowledge, tailored to your client’s needs
2. To close, reinforce discussion with a benefit statement
3. Provide further reading materials
4. Provide your recommendation

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**QUICK REFERENCE**
The A-S-K Approach Quick Reference

**A**cknowledge your client’s concerns

Acknowledge and clarify to understand client’s concerns

• “I hear what you’re saying, that’s a common question I get from clients. Tell me more about what you’ve heard.”

**S**teer your conversation

Refute the myth(s) and continue your conversation

• “Actually, that’s a common myth. Unfortunately, the internet can have inaccurate information depending on where you look.”

**K**nowledge – know the facts well!

Provide further knowledge tailored to your client’s needs

(see Immunization Communication Tool)

• Nurse ↔ client knowledge transfer
  (give-listen-clarify as needed)

To close, reinforce discussion with a benefit statement and ask if client would like more information

• “Vaccination is the best way to protect your child from serious diseases. Have I answered all your questions? Would you like a list of good immunization websites to read more?”

Provide your recommendation and book an immunization appointment or ask what they plan to do

• “Is your child’s next immunization appointment booked? Let’s book it now.”