

QUICK REFERENCE



The A-S-K Approach for effective immunization communication

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

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

The A-S-K Approach Quick Reference

A

Acknowledge 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

Steer 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

Knowledge – 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."