midwest veterinary supply

Pet Owner
Vaccine Hesitancy Communication Tool

» Understanding Pet Owner Vaccine Hesitancy

Common Concerns	Common Pet Owner Reasoning
Safety	Side effects, allergic reactions, ingredients, previous reactions
Necessity	Indoor lifestyle, healthy pet, "too many vaccines," natural immunity
Cost & Convenience	Price, number of appointments, time, transportation
Information & Beliefs	Social media, misinformation, conflicting recommendations
Trust & Experience	Previous veterinary experiences, distrust of industry, fear of overmedicalization

» Strategies for Effective Vaccine Communication



1 Ask Why

- "Is your main concern the possibility of side effects, the cost, or whether your pet really needs the vaccines?"
- "Have you heard or read something about vaccines that made you uncomfortable?"
- "What would you like to know before you feel comfortable making a decision?"

2 Listen without judging

- "I understand why you would want to be cautious about what we give your pet."
- "I'm glad you brought that up so we can talk about it."
- "You know your pet better than anyone, so I want to understand what you've noticed."

3 Explain the risks and benefits

- "Vaccines aren't completely risk-free, but serious reactions are uncommon. The reason we recommend them is that the diseases they protect against can be much more serious."
- "Most vaccine reactions are mild and temporary, but I also want you to know what warning signs would mean you should contact us."
- "The goal of vaccination is to reduce your pet's risk of developing a potentially serious or life-threatening disease."

4 Personalize the recommendation

- "Because your dog goes to daycare, there is more opportunity for exposure to certain infections."
- "Even though your cat stays indoors, there are still some diseases they can potentially be exposed to, so let's look at which vaccines are appropriate for their lifestyle."
- "We don't recommend every vaccine on the same schedule for every pet. We base the recommendation on age, lifestyle, exposure risk, and health history."

5 Address cost concerns

- "I understand that veterinary costs can add up. Let's talk about which vaccines are most important for your pet."
- "Let's prioritize your pet's preventive care based on their individual risk and your budget."

6 Correct misinformation respectfully

- "I've heard that concern from other pet owners as well. Let me explain what the veterinary evidence currently shows."
- "There is a lot of information about vaccines online, and not all of it comes from reliable sources. I'd be happy to help you evaluate what you've found."

7 Make vaccination convenient

- "We can combine your pet's vaccines with their regular wellness examination, so you don't have to make another trip."
- "We can discuss the vaccination schedule that makes the most sense for your pet and your schedule."

8 Build trust through transparency

- "I want you to know what we're recommending, why we're recommending it, and what potential side effects to watch for. I'll explain each vaccine before we give it so you can ask questions."
- "If your pet has had a reaction to a vaccine in the past, let's talk about exactly what happened and consider that when making today's recommendations."

9 If the pet owner still declines the recommendation

- "I understand that you're not comfortable vaccinating today. Let's talk about what precautions you can take to reduce your pet's exposure to disease."
- "If you change your mind or want to talk about vaccines again, we're happy to have that conversation."



Key Themes

