





## THE HEAR TECHNIQUE

Developed by the [Center for Excellence in Primary Care](#), the HEAR Technique is a tool to help vaccine outreach workers respectfully engage with individuals who are expressing skepticism or strong emotions.

STEP	DEFINITION	EXAMPLES
 <b>HEAR</b>	<p>Ask <b>open-ended questions</b> to invite the person to share their thoughts and feelings.</p> <p>Listen carefully and <b>reflect back</b> the content or feeling of what they share.</p>	<p>“Could you tell me more about your concerns?”</p> <p>“When you hear the word safety, could you tell me more about what that means to you?”</p>
 <b>EXPRESS GRATITUDE</b>	<p>Thank the person for sharing their thoughts or concerns. When someone shares their concerns or their skepticism with us, we should consider it a gift.</p>	<p>“Thank you for sharing your concerns with me.”</p> <p>“That’s a great question. You’ve been thinking carefully about this.”</p>
 <b>ASK ABOUT PROS &amp; CONS</b>	<p>Ask about the person’s pros and cons for getting the vaccine (most people have something on both side of the balance scale, even if they only express the cons!). Begin with the cons.</p>	<p>“What concerns you about getting the vaccine?”</p> <p>“What are the good things about getting the vaccine?”</p>
 <b>RESPOND</b>	<p>Summarize what you’ve heard. Ask if it is okay to share key information or discuss next steps.</p>	<p>“Let me see if I’m hearing this correctly...”</p> <p>“Would it help to talk about next steps about...?”</p>