

Conversational Tactics Follow-up (MVI Boot Camp Resource Notes)

Winning with Family

Don't give into disparaging names... DON'T USE THEM

Get "anti-vax" out of your vocabulary. If THEY use it, correct them:

"I don't identify as anti-vax. I'm a scared parent, studying the science. You get that, right?"

Find a high point or success in the conversation. BREAK STATE and end on that. SMILE!

Offer to talk again about it. Be thankful and even say it:

"Man, I'm glad we started talking about this, aren't you?!"

DO NOT HAMMER WITH FACTS AND DIAGRAMS

Overloading family will NOT work. You may be able to do this at a later conversation.

Ask a LOT OF QUESTIONS to really understand their points

You WILL learn a ton of entry points to pivot from and even lower THEIR anxiety

"Slippery Slope" arguments can work a bit with family

If not directly arguing vaccine science, then talk about recent happenings in NY and elsewhere regarding measles. Watch and avoid words like "hype", "Lies", and other emotion-evoking words.

WE HAVE REAL-WORLD, RECENT EXAMPLES OF GOVERNMENT OVERREACH AND OVER-REACTION.

Find anything you can both agree on and pivot off of that, even if it takes away from the goal of the conversation for a while.

Finding and using common ground will de-escalate any conversation

Winning within a doctor's office or health facility

Pay attention to posture and position

Don't allow the Doc to always have the upper/higher position.

BUILD RAPPORT, AND KEEP WORKING IT

Don't take threats from the doctor, but get very clear statements of ramifications of asking some questions.

Ask to delay ANY decision until you are comfortable "either way". Get time between you and the possibly coercive conversation!

Being able to leave without vaccination is a WIN!

If being coerced into signing a form, ***TRY to slow the conversation down*** and ask a TON of questions. Admit that you may not understand all of it and you want time to "look it over" before you do anything. **"Can I take this home with us to sign?"**

Don't be afraid to sing your own accolades. If you have a higher education, mention it. USE IT. Explain yourself.

Try to use an inordinate amount of time. "Standard of Care" and time allotted to the patient may work in your favor. The doctor may be willing to drop the topic if you are taking too much time, or even defer to the nurse.

Working an Event or Crowd

Listen and OBSERVE groups.

Look for the dominant person in each "huddle".

Find ANYONE you may know in one of those huddles - go there

Listen to the topics and conversations

Find a REASONABLE entry point

Don't JUMP INTO A VIPER PIT!

Have business cards or information on-hand. Be ready to give it out.

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Winning / Surviving Online

Set boundaries with yourself - Listen to your bonus material

Pay attention to anyone tagging others to come into the fight.

Use their tactics... silence them / block them / report them

