



Boost Oregon's mission is to empower individuals, families, and communities to make informed, science-based vaccine decisions.

Boost Oregon's focus is on teaching collaborative communication skills to guide behavior and foster confident decisions regarding immunization. Our approach is modeled on the use of Motivational Interviewing (MI) - an evidence-based approach strategy that guides behavior change instead of relying solely on attempting to persuade and convince.



NAVIGATING VACCINE CONVERSATIONS: THE MOTIVATIONAL INTERVIEWING APPROACH

A comprehensive workshop designed to equip healthcare providers with essential skills for effective vaccine discussions. This program offers an in-depth introduction to the principles of Motivational Interviewing (MI), focusing on its application to conversations about vaccines.

Participants will engage in interactive activities and real-world scenarios that illustrate the core concepts of MI, emphasizing collaboration and empathy. They will learn to skillfully use questions and reflective listening to encourage meaningful dialogue with patients.

Additionally, the workshop covers approaches for providing information and advice that align with MI principles, ensuring that interactions are supportive and patient-centered.

6-Hours Session

\$3600: Community Based Organizations

\$6000: Providers



BUILDING VACCINE CONFIDENCE IN THE CLINIC (PHYSICIAN-LED)

This workshop is designed for healthcare providers, focusing on creating a therapeutic space for clinic visits and building rapport through vaccine conversations.

Led by a practicing pediatrician, this program emphasizes the use of the core concepts of motivational interviewing (MI) to collaborate and connect with patients and families.

Participants will learn about strategies to guide and inform, benefiting from the physician trainer's practical insights and strategies for addressing common barriers to vaccination. By participating in this workshop, healthcare providers will enhance their knowledge of how to engage patients regarding vaccine hesitancy, ultimately leading to improved vaccination rates and better public health outcomes.

1-Hour Session

\$700: Community Based Organizations

\$900: Providers



VACCINE CONVERSATIONS: NAVIGATING CONCERNS TOGETHER

This program acknowledges that many professionals in the field may have their own concerns about vaccines and often lack a safe space to discuss these issues. Unlike traditional training programs that focus solely on communication skills with the assumption that providers are fully on board with vaccines, this workshop addresses the hesitancy experienced by some healthcare and social service providers.

Participants will be able to submit questions anonymously and receive non-judgemental, evidence-based answers to their concerns. By overcoming their personal hesitations, participants will have an increased motivation to discuss vaccines with their patients and clients. When healthcare professionals express confidence in vaccines, they foster trust within the community, leading to higher vaccination rates and improved public health outcomes.

1-Hour Session

\$700: Community Based Organizations

\$900: Providers

Our pricing is inclusive with a sliding scale to ensure accessibility for all.

Empowering Conversations for HEALTHY COMMUNITIES



More information hello@boostoregon.org



More Resources boostoregon.org



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THE ECONOMICS OF FEAR: FINANCIAL MOTIVES BEHIND VACCINE DISINFORMATION CAMPAIGNS

This interactive webinar on digital media literacy empowers participants to critically evaluate vaccine-related information online and identify anti-vaccine disinformation.

1-Hour Session

Free: General Public

\$300 In-Person or \$150 Virtual: Community Based Organizations & Providers

Participants will explore tactics used to spread misinformation and disinformation, including emotional manipulation, pseudoscientific claims, and rhetorical tricks. They will also learn about algorithms and financial incentives that drive its dissemination.

Through interactive activities and case studies, attendees will practice distinguishing credible sources from unreliable ones and will be equipped with practical strategies to navigate the digital landscape more confidently.



HEALTHY BEGINNINGS VACCINE CONVERSATIONS

Introducing the Healthy Beginnings Vaccine Conversations program, in which vaccine counselors engage with new parents to discuss vaccines using a motivational interviewing approach. This innovative program replicates the groundbreaking research of Arnaud Gagneur, which demonstrated statistically significant improvements in vaccine uptake among children whose parents engaged with a vaccine counselor compared to those who did not.

Custom Session

Free: General Public

Within 1-2 days after childbirth, trained "vaccine counselors" visit parents at the birth center or hospital in person or virtually. During a focused 20-minute motivational interviewing session, these counselors engage parents in supportive discussions about vaccines. This personal interaction helps demystify vaccination and builds trust and confidence in the vaccination process.



CAMPUS PEER SUPPORT AND ADVOCATES

The program focuses on training healthcare providers and campus organizations in motivational interviewing techniques to effectively address vaccine hesitancy and promote science-based vaccination decisions among students.

1-Hour Session

Free: Student Led Organizations

\$300: Community Based Organizations &

\$900: Providers

College is often the first step toward making independent health choices, and for many, it's a crucial time to get up to date on essential immunizations. By equipping these key stakeholders with the skills to engage students in meaningful conversations, we support individual health and strengthen the well-being of the campus community.

This initiative fosters a culture of informed health decisions, ensuring a safer environment for everyone and empowering students to take charge of their health.

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