



"Unsolicited advice is the junk mail of life". To avoid your medical advice being treated like "spam," this module focuses on the **Ask-Offer-Ask** framework, ensuring information is shared as a respectful dialogue rather than a one-sided lecture.

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### 1. The Ask-Offer-Ask Framework

This approach "sandwiches" factual information between connected conversation and exploration.

- **ASK (Explore & Get Permission):** Before giving advice, explore what the patient already knows or believes about the topic. Then, explicitly ask for **permission** to share your perspective.
  - **OFFER (Brief & Neutral Facts):** Provide information **briefly** (2-3 sentences) using non-judgmental, **neutral** language.
  - **ASK (Check-in):** Check back in to see how the patient received the information and what they think about it.
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### 2. Permission-Asking Phrases

Using these variations honors **patient autonomy** and reduces defensiveness by "knocking on the door" of the conversation.

1. "Would it be okay if we talk about vaccines today?"
  2. "Could I ask what you're thinking about [topic]?"
  3. "Mind if we discuss those concerns?"
  4. "Would it be okay if I shared what the research actually shows about that?"
  5. "Can I tell you what I know about where that claim came from?"
  6. "May I offer a different perspective on this?"
  7. "Could I share some information about this that might be useful?"
  8. "Would it be okay if I shared about an experience I've heard other families have had?"
  9. "May I share something with you?"
  10. "Would it be okay if I shared a really short video that explains this?"
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### 3. Keeping It Brief

The "**Righting Reflex**" often leads providers to give long, overwhelming lectures with charts and graphs, which causes patients to shut down.

- **The Rule:** Keep your information share to a **maximum of 2-3 sentences**.
  - **MI-Consistent Example:** "The idea that vaccines cause autism came from a fraudulent paper about 12 children. Studies of over a million children since then have found no link between vaccines and autism".
  - **What NOT to do:** Launch into a 10-minute explanation of biological mechanisms or present data as a weapon to prove the patient wrong.
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### 4. Neutral Language

The **manner** in which you share information determines how it is received. Use a **neutral tone** rather than a targeted one.

- **Good (Neutral):** "Many people wonder about...", "The research shows...", "Studies have found...", "Something I've heard is helpful..."
  - **Bad (Targeted/Accusatory):** "You need to understand...", "You are wrong because...", "Don't you realize...", "You should really reconsider..."
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### 5. Complete Example: Spacing Out Vaccines

This walk-through demonstrates Step 3 of the framework in action.

- **ASK (Permission):** "Would it be okay if I shared about an experience I've heard several other families have had with spacing out vaccinations?"
  - **OFFER (Brief/Neutral):** "I've heard from families that spacing out vaccines resulted in their children becoming increasingly anxious with each visit because there were so many. Several decided to follow the standard schedule for later children and appreciated being done so much sooner".
  - **ASK (Check-in):** "What do you make of that? This is, of course entirely your decision, and I respect that".
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## Study Guide

### Module 7: Offering Information Effectively



#### 6. Practice Scenarios: Misinformation

For each scenario, draft a reflective response, then an Ask-Offer-Ask sequence.

##### Scenario A: Tracking Devices

- *Patient:* "I read online that this vaccine has tracking devices in it".
- *Reflect:* "You're concerned about what might be in the vaccine".
- *Ask Permission:*

##### Scenario B: Natural Immunity

- *Patient:* "Everyone in my church says natural immunity is better".
- *Reflect:* "Your faith community's opinion really matters to you".
- *Ask Permission:*

##### Scenario C: Historical Mistrust

- *Patient:* "The government has lied to communities like mine before. Why should I trust this?"
- *Reflect:* "Given what's happened in the past, you're wondering if you can trust what you're being told now".
- *Ask Permission:*

##### Scenario D: Conflicting Information

- *Patient:* "I don't even know what to believe anymore. Everyone says something different".
- *Reflect:* "You're feeling overwhelmed by all the conflicting information out there".
- *Ask Permission:*