

# Are your clients hesitant to follow your recommended vaccine schedule?

Find out why and what you can do to improve adherence to your recommendations.

22%

U.S. American dog owners **think vaccines are ineffective.**

U.S. American dog owners **think vaccines are unnecessary.**

30%

U.S. American dog owners **consider vaccines unsafe.**

37%

53%

U.S. American dog owners are **skeptical about vaccine safety, efficacy and necessity.**

## In their perception, pet owners:

- ✗ **MINIMIZE** the risk of vaccine-preventable illnesses.
- ✗ **MAXIMIZE** the risk of vaccine-related injury.
- ✗ **FOCUS** on the risk in front of them today (the vaccine), rather than the risks of the future (infectious disease).
- ✗ **TRUST THEIR GUT** more than technical information.
- ✗ **FOLLOW THE HERD.**

## To help pet owners OVERCOME vaccine hesitancy:

- ✓ **LISTEN** to clients' vaccine fears to provide **SUPPORT** and **PARTNERSHIP**.
- ✓ **ACKNOWLEDGE** their intelligence and commitment to their pets.
- ✓ **VISUALIZE** the impact of vaccine-preventable illness – speak to their **GUT**.
- ✓ **SHOWCASE** the right herd.



Learn more about overcoming vaccine hesitancy:  
Read the accompanying article on our Veterinary Resource Library

[vet.aspcapetinsurance.com/digital-library](https://vet.aspcapetinsurance.com/digital-library)

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Motta, M., Motta, G., & Stecula, D. (2023). Sick as a dog? The prevalence, politicization, and health policy consequences of canine vaccine hesitancy (CVH). Vaccine. <https://doi.org/10.31235/osf.io/qmbkv>

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