

COMMITMENT TO COMFORT

Use Positive Language

Use simple and positive language to ease pain and distress before, during and after immunization.

You can use this as a guide (for yourself) and for those who you are supporting.

Always

- Offer words of encouragement and a calm and confident presence
- Focus on what they can do to make their immunization experience more comfortable (see Distraction Techniques)
- Support healthy and realistic discussion on the immunization experience, and focus on what helpful strategies can be used

Avoid

- Pain descriptors (e.g. *pinch, sting*)
- Saying “*It will be over soon*” or “*It will be OK*”
- If you have a needle fear, avoid discussing this in front of the child or person you are supporting

Re-frame Memories

After a healthcare procedure or immunization, it is always important to re-frame memories. This leads to a more positive and confident experience the next time.

- Focus on what went well – highlight 1-2 things that were positive during the experience
- Correct any exaggerated memories about the experience to be more realistic and redirect to what went well.
- Always say “did a great job” and/or that “they were brave!”