Simple, positive language can help when children are immunized

Our Commitment to Comfort tips can help children avoid and ease pain and anxiety. Examples of what you can say are in orange.

**Before & during immunization**
- If a child seems afraid of needles, you can say:
  You seem nervous, a lot of kids feel that way, and we can do this together
- Offer hope and comfort strategies. You can say:
  We’ll do some deep breathing together to help you feel safe and comfortable
- Talk about what’s worked well in the past and build on it
- Invite the child to do something to distract themselves:
  Let’s play your favorite game on the iPad
- Focus on what is going well and the strategy they are using:
  You are doing a great job of keeping your arm still and your body calm

**After immunization**
- Praise the child for what they did well:
  You did a great job distracting yourself and relaxing your arm
- Highlight what worked:
  It seems like deep breathing really helped you today
- If the child is having trouble remembering what went well, remind them:
  Actually, you relaxed very well with the breathing. You were so brave

**Before, during and after immunization**
- Avoid dismissing the child’s fears or anxiety by saying “you’re okay” or “your fears can’t be that bad.” Instead say:
  If you are feeling nervous, take some slow, deep breaths and see how it makes you feel so much calmer
- Avoid predicting the child’s feeling or pain by saying “It’s just a little pinch, pain or hurt.” Instead say:
  I don’t know how it will feel for you, but when you use deep breaths and other things we talked about, it may not bother you as much
- Avoid apologizing; it can imply harm by saying “I’m sorry.” Instead say:
  You did a really great job. You are brave