

PERSUASION ELEMENTS

These time honored **rhetorical tools can be integrated into any persuasion conversation**. Your goal is to persuade, not win a debate. You don't have to correct every mistaken idea. The elements are synergistic. The more you can use effectively in a patient conversation, the better.

Generally speaking... **Beliefs trumps science, are stronger than proof, won't be changed by evidence and are often shared by the patient's group.**

Cognitive Ease

Make it easy to agree

Anyone who is in a relaxed, comfortable state, and is not confronted with a difficult choice, is more likely to agree.

Natural Assumption

Approach HPV as the default option

Many people will simply respond to a clear, confident recommendation.

Example: *"Sarah is due for 3 shots today: HPV, Meningitis and Tdap."*

What NOT to do: *"Had you thought about giving the HPV shot?"*

Identity Strategy

Appeal to the parent's (and your) identity as someone who wants to keep the child safe and healthy

Find agreement/common goals as much as possible. Equate the "safe and healthy" identity with protecting from HPV.

**Remember, if you attack beliefs, you attack the parent's identity and their group identity.*

Example: *"What we both want is _____"*

Advantageous Terms

Words matter! Use word choice to frame the discussion

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Example: *"Safety," "Healthy," "Protected," or "Proactive."*