

How to Talk to Parents ABOUT RSV IMMUNIZATION

Respiratory syncytial virus is one of the leading causes of hospitalization among U.S. infants. Prevention options, including a vaccine for pregnant women and monoclonal antibodies for infants, can reduce the risk of severe RSV infection and hospitalization.

For many parents, making medical decisions, like choosing whether to vaccinate their infant, may feel overwhelming. As parents' most trusted source of health information, health care providers play an essential role in providing accurate, evidence-based information and helping parents understand the importance and safety of RSV immunization.



BE OPEN

Confidently recommend the RSV immunization to parents. If faced with hesitancy, acknowledge that making any health decision can be overwhelming, and encourage parents to share their concerns or questions.



LISTEN TO CONCERNS OR QUESTIONS

Parents ask questions because they care about their child's health. Actively listening to concerns or questions without judgement can establish a trusted partnership with parents.



RESPOND CLEARLY

Provide clear and fact-based answers to parents. Avoid dramatic or fear-based language while remaining transparent about the risks associated with RSV infection. Clearly explain the benefits of immunization, potential side effects and the evidence supporting vaccine safety and efficacy.



CONTINUE THE CONVERSATION

Address any follow-up questions or concerns. If parents refuse immunization, inform them about the clinical presentations of RSV and what to do if they suspect their child contracts it. Continue the conversation during the next visit.

"RSV immunization is the most effective way to protect your child and has been shown to be 80% effective at preventing hospitalization."¹



Clear communication with parents about RSV prevention options is part of a trusted clinician-parent relationship and can support parents in making informed decisions about their child's health.

1. <https://www.medscape.com/viewarticle/real-world-data-nirsevimab-maternal-rsv-vaccine-show-2025a1000v29>