

# MODULE 2

# PERSUASION SKILLS

This module aims to build and strengthen participants' persuasion capacity through the set of skills: Listening - Observing - Feedback. The content is designed to emphasize that effective communication is not a one-way process and that practising empathy in communication is the key to building trust.

## SOFT-SKILL FOCUS

- Presenting Persuasively
- Listen – Observe – Response.
- Create and deliver motivational messages.

## TECHNICAL KNOWLEDGE FOCUS

- Basic understanding about immunization
- Basic understanding about how vaccines work

## MODULE STRUCTURE

This module has the total time length of 120 minutes with the structure as below:

<b>Step 1</b>	ACTIVITY 1: <i>Warm-up and Learn about the Immune System</i>	20 minutes
<b>Step 2</b>	ACTIVITY 2: <i>Creating a communication message</i>	30 minutes
	- <i>Tea break</i> -	
<b>Step 3</b>	ACTIVITY 3: <i>Role-Play delivery of a communication message</i>	40 minutes
	ACTIVITY 4: <i>Reflection and Discussion.</i>	20 minutes
<b>Step 4</b>	Review and closing	10 minutes

### Note for facilitators:

This module uses the form of "self-reflection" and role-playing as the main tools for participants to analyse their own experiences, then to develop their own lessons with a communication procedure that applies to their collaborators' tasks.

**Materials**

- Flipbook/poster about immune system
- Markers/ Pens
- A0 papers
- A5 papers
- Tape
- Table 5.1 template
- Table 5.2 template
- Table 6 template

**STEP 1: Warm-up and Learn about Immune System**

This step includes 1 activity – Total time length: 20 mins

**After this step, participants will:**

- Feel relaxed and open up.
- Share understanding about human immune system.

Facilitators can use games, fun activities or informal group discussion to learn and discuss the human immunity system. This part plays an important part in setting a motivated and energizing learning atmosphere for the whole session.

**ACTIVITY 1: Transfer the news**

Time length: 20 minutes

**How to play**

- All participants form a single line.
- Facilitators give a written message secretly to the first person in the line.
- That person then needs to pass on this message/news by whispering it to the next person, who in turn whispers the message to the next person. This continues until the last person in the line.
- The last person then will write the final message on the board or say it out loud to the whole group. “How correctly was the message passed along the line?”

Facilitators can organize the game in 2 or more teams. The winner is the team which has passed the message correctly and the quickest.

**Suggestions of game messages:**

1. Everyone has a different immune system.	5. The body forms immunity when it is attacked by an infection.
2. Babies are born with immune systems that can fight most germs.	6. Vaccines helps your immune system recognize and learn to fight serious diseases.
3. There are some deadly diseases that the innate immunity system can't handle.	7. Once infected, the immune system can memorize the effective way to fight against the disease.
4. The infection-causing agent can mutate to a new, stronger strain.	8. If infection reoccurs, the immunological memories help combat the infections.

## STEP 1: Warm-up and Learn about Immune System

This step includes 1 activity – Total time length: 20 mins

### ACTIVITY 1: Transfer the news (cont.)

Time length: 20 minutes

In follow up to the warm-up game, the facilitator asks participants what they know about the human immune system. Some suggestions to prompt discussion include:

- *What information is new to you?*
- *What do you want to know more about the immune system?*
- *Which information did you already know? Which sources do you use to find out more information?*

Some suggestions of official resources to learn more about immunization and vaccines:

The EPI training materials about infectious disease and vaccines;

- The Ministry of Health website;
- The Centre for Disease Control website;
- The Vietnam News Agency;
- *Other local focal points in health programs.*
- *Other?*

*Do you have any creative ideas for ways to learn about immunization?*



## STEP 2: Creating a communication message about vaccination

This step include 01 activity – total time length: 30 mins

After this step, participants can:

- Practice creating persuasive communication messages about vaccination.
- Be familiar with the 5W technique to create persuasive and motivational messages.


### ACTIVITY 2: Creating a communication message

Time length: 30 mins

The facilitator will introduce the technique ‘5W’ (What - Who- When- Where- Why) to identify the key content of a communication message.

Then, the participants will practice in groups to create a message with the goal to: **“Encourage your target group to get the vaccine”**.

All groups must finish this task before moving on with the next activities.



### Table 5.1: THE 5W TECHNIQUE

<p>Keep the message on-point.</p>	<div style="text-align: right; background-color: #F0F0F0; padding: 2px 5px; font-weight: bold; font-size: 0.9em;">WHAT...</div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Is the objective of this message?</li> <li><input type="checkbox"/> Topic do you want to communicate about?</li> <li><input type="checkbox"/> Are key contents of the message?</li> </ul>
<p>Understand your target audiences and tailor the message accordingly.</p>	<div style="text-align: right; background-color: #F0F0F0; padding: 2px 5px; font-weight: bold; font-size: 0.9em;">WHO ...</div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Is the target group?</li> <li><input type="checkbox"/> Are your supporter?</li> </ul>
<p>Adjust the message according to the specific occasion, location, scenario</p>	<div style="text-align: right; background-color: #F0F0F0; padding: 2px 5px; font-weight: bold; font-size: 0.9em;">WHERE...</div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Is the location</li> <li><input type="checkbox"/> Can you get resources for information?</li> </ul>
<p>Keep track of the length of time and other external factors.</p>	<div style="text-align: right; background-color: #F0F0F0; padding: 2px 5px; font-weight: bold; font-size: 0.9em;">WHEN...</div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Is the date and time of delivering message?</li> <li><input type="checkbox"/> How much time do I have to deliver the message?</li> </ul>
<p>Create a touching and motivating message with an even balance proportion of information and encouragement.</p>	<div style="text-align: right; background-color: #F0F0F0; padding: 2px 5px; font-weight: bold; font-size: 0.9em;">WHY ...</div> <p>Should I get vaccinated</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> (scientific information)?</li> <li><input type="checkbox"/> (personal motivation)?</li> </ul>

## STEP 3: Delivering a communication message for vaccination

This step include 02 activities – total time length: 60 mins

### After this step, participants can:

- Practice the delivery of a communication message.
- Have a set of suggestions [DOs and DON'Ts] when delivering a message, especially in listening, observation and response.

Role-playing is helpful to explore solutions for some typical case contexts. We can position ourselves in a number of roles/perspectives in one scenario and view the issues from different angles, and "rewind" and review a moment as much as we want. Thus, we can analyse the situation deeply and figure out our lessons holistically as a group.

In this step, participants will continue to role-play and then follow up with a time of reflection and discussion to share lessons learned in the process of delivering a communication message to the community members.

### ACTIVITY 3: Role-Play

Time length: 40 mins

Task for each group: **“Convince the community member(s) to agree to vaccinate on schedule.”**

#### How to Role-play:

- Facilitator asks for volunteers from amongst the participants to play the role of community members. Roles are then assigned with details for each.
- Each group then presents their communication message to their assigned community member for 3 minutes. Follow up the role play with 5 minutes for questions/answers and time to further convince the community member to join the vaccination day.
- During the conversation, the community member can freely express their answer: YES/NO.
- The conversation ends when the time is up or whenever the group acquires a YES response from the community member.
- Facilitator can freeze the scene at any time to give clues or ask for support from the audience. They can give their suggestions verbally or join the roleplay and act the suggestion themselves.

#### Suggestion for Community members role:

- A farmer with low literacy.
- A housewife who rarely leaves her neighbourhood and has no personal transportation.
- Other?.....

#### Clue to presenting:

- Individual or team presentation?
- Make eye contact, not only reading from a piece of paper.
- Use props and visual materials?

#### Tip:

- Receiving a NO for an answer is not failing, but is an opportunity to learn and explore other approaches.
- In developing persuasive arguments, consider gender and cultural issues, the local context and any power dynamics present.

### STEP 3: Delivering a communication message (cont.)

This step include 02 activities – total time length: 60 mins

#### ACTIVITY 4: Reflection and Discussion.

Time length: 20 mins

Facilitators ask questions to initiate reflection and discussion among participants. The discussion will focus on useful tips they can utilise to be more persuasive. These could be new approaches they have never tried previously, they could be approaches they have been using for a while, and which they could strengthen through the activity.

#### Some suggested questions to explore with participants:

- *How does it feel to try to persuade other people? How do you maintain an appropriate manner in this context?*
- *Think about the similarities and differences between acting this role play and doing this in reality in your role as health collaborator, what elements can you apply to your work?*
- *When the community member said “No” or showed disagreement, what signals did they give out? (physical responses, eye contact, facial expressions...) Please elaborate and try to find the reasons why they disagreed. How should we respond to these signals?*
- *When they said “Yes” or showed agreement, what signals did they give out? Please elaborate and try to find the reasons why they agreed. How should we respond to these signals?*
- *What other lessons have you learnt from practicing this role play?*

The facilitators and participants can put the results of the discussion into a list of DOs – DON'Ts of delivering a communication message to the community. For example:

 Table 6: “DO and DON’T” when delivering a communication message



#### DON'T

- Be judgmental to the questions asked
- Only read from prepared notes.
- Make up your own information.
- Use tactics to scare people.



#### DO

- Be open to answering questions.
- Point to the source of information.
- Pay attention to signals.
- Be expressive and respectful.
- Be clear, consistent and relevant.
- Be empathetic.

## STEP 4: Review and Closing

Time length: 10 mins

### Review activity: *The reflective journal*

Facilitators and participants spend 5 minutes filling in the review section in their reflective journal individually.

### Closing activity: *A promise to myself*

Each participant will take a piece of paper, preferable A5 size and some markers to write down one sentence on the sheet. Participants will have 5 minutes to think and write a note for themselves, starting with:

**“To practice my persuasion skills, I will....”**

After three minutes, they will return to the group and stand in a circle. Each one will read out their note to the group loud. Once everyone has finished reading their promises, and to conclude the session, the facilitator will ask all participants to show their encouragement towards their peers by patting their peers on the back while saying: “We believe you can do it”.

This activity will encourage the participants to review the suggestions for better communication that they have developed throughout the training and pick the most practical and valuable tips to apply for their work.

### Outcome checklist:

- Basic understanding about the human immune system.
- The 5W technique to create persuasive and motivational messages.
- A set of suggestions [DOs and DON'Ts] when delivering a message, including listening, observation and response.