

**DEBATE**

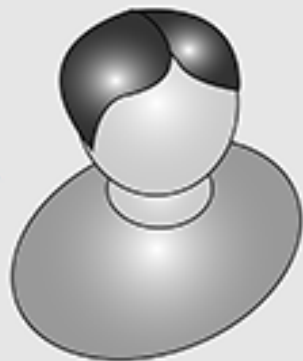
VS

**DIALOGUE**

**Viewpoint:**

- I tell you how things are
- I want you to listen
- I am right and you are wrong
- I will stand firm on my belief

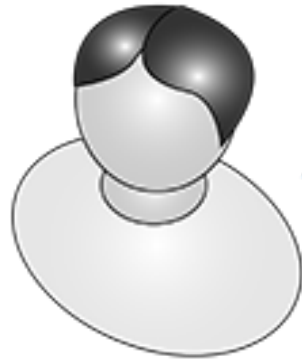
I am correct



**Viewpoint:**

- I consider your responses
- I can be reasonable
- I am learning new things
- I am open to correct my understanding

I am willing to listen

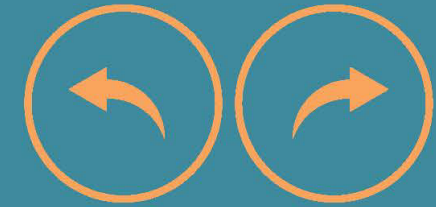




## Dialogue



## Discussion



## Debate

In dialogue, we try to...

Find common ground

Look for shared meaning

Identify and examine areas of difference

Listen to understand and find meaning

Cultivate an open-minded attitude

Suspend what we believe

Share feelings and experiences and validate those of others

Build relationships

In discussion, we try to...

Present ideas or opinions

Seek answers and solutions

Acknowledge areas of difference

Listen to hear other perspectives

Hold an accepting attitude

Share what we believe

Avoid feelings

Maintain relationships

In debate, we try to...

Succeed or win

Affirm our own point of view

Focus on difference in order to gain advantage

Look for flaws in others' arguments

Keep a closed-minded attitude

Invest in what we believe

Deny others' feelings and personal experiences

Disregard relationships

EMBRACE	REPLACE	REASON
Vaccines protect us	Vaccines prevent disease	<i>Doesn't pull people into the frame of disease</i>
Vaccines keep us healthy	Vaccines prevent disease	<i>Doesn't pull people into the frame of disease</i>
Protected by the vaccine	Vaccinated	<i>Lead with the frame of protection, not vaccination</i>
Vaccines will help us see family and share our lives again.	Vaccines will stop us from dying from deadly diseases like COVID-19	<i>Doesn't pull people into the frame of disease or death</i>
I can't wait until we can meet again and hug.	You need to get vaccinated for the good of your community. It's all of our responsibility.	<i>Tell people about the great results they'll have as a result of vaccination, don't focus on responsibility. People are fatigued, they need hope.</i>
The vaccine means we can eradicate COVID-19 for good, just like we've done with big pandemics and epidemics before.	Polio, Measles, Rubella - these diseases were horrific, killing and severely disabling thousands of people. That's why we all must take the vaccine.	<i>Focuses on the frame of eradication, not disease.</i>
It's going to be great when the vaccine has protected everyone, young and old - so that grandparents and grandchildren can embrace again.	We need to vaccinate the vulnerable and socially isolated to prevent severe disease and death.	<i>Talking about intergenerational connection, rather than focusing on the vulnerable makes the idea of collective vaccination more appealing.</i>
The vaccine has been safely tested and protects us, keeps us healthy and protects against COVID-19.	There will be side effects, but it's worth it to beat COVID-19.	<i>Focus on what the vaccine brings i.e. health and protection not the side effects.</i>

## EMBRACE

I know several people who got the vaccine and are so happy they're protected now.

There are corporations deliberately spreading lies about vaccines so they can make money from advertising, it's easy to get sucked in. They're trying to manipulate us.

We all need to be careful about what we believe on social media. At the end of the day, there are big corporations who benefit from us being afraid. It's very easy to get sucked in.

## REPLACE

You don't want to get this virus, it's a terrible disease.

You're foolish for believing Anti-Vaxx conspiracy theories. The facts don't lie, vaccines are safe.

You need to be more careful about what you engage with online. You should have some common sense.

## REASON

*Focus on what the vaccine brings i.e. health and protection not disease/ill health.*

*Gives people a path out of believing misinformation that doesn't humiliate them.*

*Doesn't blame the individual, but rather places the focus on the anti-vaxx influencers and the corporations responsible for allowing misinformation to spread.*