

C.A.S.E. Method- Strategies and Tips for Community Health Workers

This resource was designed by the National Center for Farmworker Health (NCFH) to accompany the educational video "Building Confidence in the COVID-19 Vaccine: Using the C.A.S.E. Method" for Community Health Workers and Outreach Workers. You will further learn what the C.A.S.E. method is, when it should be used, and a list of strategies and tips to apply this method effectively.

What is the C.A.S.E. Method?

The C.A.S.E. method is used to guide a conversation and address concerns about a specific topic, such as the COVID-19 vaccine, in a compassionate and scientific way, helping the Community Health Worker and/or Outreach Worker maintain a professional and respectful tone when providing information to people.

The C.A.S.E. acronym means:

- Corroborate
- About Me
- Science
- Explain



How is Each Phase Used?

Corroborate:	Means acknowledging the person's concern and expressing understanding of where their doubts or worries come from, and validating they are not alone in feeling this way.	Example	Concern caused by misinformation <i>"I was worried like you at first, but don't believe that everything you see on social media is true."</i>
About me:	Refers to explaining how you, as a Community Health Worker or Outreach Worker, have learned about the topic so that you can help other people understand it.	Example	COVID-19 vaccine safety <i>"Before getting vaccinated, I read about the entire safety process needed for COVID-19 vaccines to become available in the U.S."</i>
Science:	Means using science to transfer information in a simple way based on proven scientific data.	Example	Reliable information exchange <i>"Vaccines are still being tested in many people and continue to be studied to ensure they remain safe. It is already known that the benefits outweigh the risks."</i>
Explain:	Refers to explaining the evidence-based recommendation and encouraging the person to make a decision based on reliable data and not on feelings such as fear or worry of being judged.	Example	Motivation to take action on your health <i>"Now that you know how COVID-19 vaccines were developed and their benefits, I encourage you to make your decision based on scientific facts."</i>

When Should It Be Used?

When you have one-on-one conversations with people who:



You have created a relationship with and trust you.



You know are undecided about some issue, such as getting the COVID-19 vaccine.



Believe some erroneous or unproven information.

C.A.S.E. Method- Strategies and Tips for Community Health Workers (cont.)

Tips and Strategies for Addressing Concerns About Getting the COVID-19 Vaccine

1

There are many ways to address the topic of COVID-19 vaccines. All people are different and the message must be tailored to each of them and their concerns.

2

You can have a single detailed conversation or several short conversations to address all concerns about the vaccine.

3

Pay attention to the reasons and concerns why people do not want to receive the vaccine so that you can effectively address them.

4

Inform people that your job as a Community Health Worker or Outreach Worker is to provide them with reliable, evidence-based information to help them make the best decision for their well-being and that of their families.

Precautions When Implementing the C.A.S.E. Method

It is important to be mindful of the messaging you share about the COVID-19 vaccine, and be careful not to offer information or recommendations that may affect people's health or well-being. Some precautions are:



Do not force people to get vaccinated if they do not want to.



Do not react defensively if people have a different point of view.



Do not presume to know the personal motivations or reasons why people do not want to get vaccinated.



Do not give information based on non-scientific data.

This tool, along with the video, will help you educate people in a responsible and presumption-free way about the safety of COVID-19 vaccines. Use each phase of the C.A.S.E. method to conduct the conversation and clarify any doubts or concerns.

Help people make the best decision for themselves and their families!