

Community Conversations: The COVID-19 Vaccine Ambassadors Program

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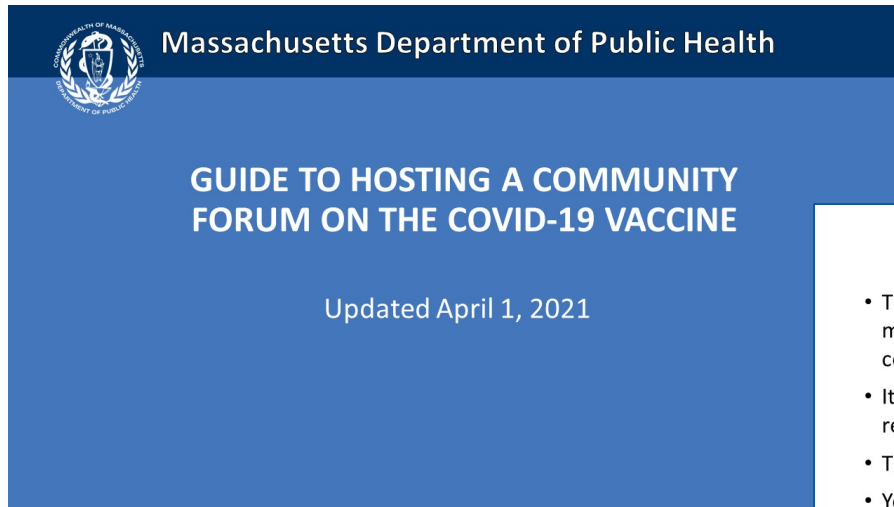
MA Department of Public Health, Office of Health Equity

The Problem

- Vaccine misinformation
- Mistrust of public health, government, and medical community
- Frustration about the process
- Few direct lines of communication between DPH and members of the public
- People who *do* have contact with the public do not feel confident answering questions

The Approach

- Community forum guide: for those who like to DIY



Instructions for using this guide

- This guide is designed for providers, community groups, and others to host local meetings or forums about the COVID-19 vaccine, with the goal of increasing vaccine confidence.
- It includes information from the Massachusetts Department of Public Health (DPH) in response to commonly asked questions and encourages discussion and feedback.
- There are additional talking points in the notes section of each slide.
- You may use some or all of this content based on your community's interests and needs.
 - Additional information to inform your forum can be found at <https://www.mass.gov/covid-19-vaccine-in-massachusetts>
- The guide will be updated based on new information about the COVID-19 vaccine and feedback from its users.
- **Please remove this slide from the deck before your forum.**

The Approach

- Community forum guide: for those who like to DIY
- Vaccine Ambassadors: for those who want more hands-on support

The Approach

- Vaccine Ambassadors
 - DPH staff who can speak, answer questions, or be present at community-led events
 - Wide range of backgrounds: many bureaus/offices, geographical ties, races/ethnicities, languages spoken, other community affiliations

FACEBOOK LIVE ► Grupo Mulher Brasileira

Vacina:
Tire suas dúvidas com o Departamento de Saúde Pública de Massachusetts

Terça-feira, 2 de março
20h30 Boston | 22h30 Brasília

Rebekah Thomas
Diretora de Prevenção e Controle de Lesões do DPH-MA e Embaixadora de Vacina para a Comunidade Brasileira



Logos: Women's Center for Prevention and Control of Injuries, CCB Conselho de Cidadãos de Boston, NEW ENGLAND COMMUNITY CENTER

CPR Center for Public Representation

COVID-19 VACCINES & THE DISABILITY COMMUNITY

GET ANSWERS TO YOUR QUESTIONS ABOUT THE VACCINE. HEAR FROM PANELISTS INCLUDING:


Dr. Regina La Rocque
Infectious disease specialist and associate professor of medicine, Harvard Medical School

Nassira Niocola
Vaccine Ambassador and Health and Disability Program Coordinator at the Department of Public Health

March 9th, 2021
6:00 PM to 7:30 PM

Register at <https://bit.ly/3dZc42h>

Have questions or need accommodations?
Contact Alex Schwartz at aschwartz@cpr-ma.org (617) 285-1897



The Approach

- Ambassadors:
 - help provide clear, accurate and consistent information about the vaccine
 - build trust and confidence
 - dispel misinformation
 - encourage uptake
 - share information back with DPH (e.g. common questions, concerns) to can inform vaccine communications efforts

The Results (so far)

- ~50 completed community forums
- Approximately 3,000 people reached
- Audiences include:
 - Massachusetts Association of Community Development Corporations
 - MA State Association of the Deaf
 - Center to Support Immigrant Organizing
 - Unitarian Universalist Urban Ministry
 - Brazilian Women's Group
 - Native American Lifelines
 - Hadley and Westfield Councils on Aging
 - Connecticut River Valley Health Program
 - Multiple municipal health departments and school boards

How to Request an Ambassador

- Fill out our form at: <https://www.mass.gov/forms/request-a-dph-vaccine-ambassador>
- Give as much detail as you know about your requirements, e.g.:
 - Date, if already scheduled
 - Format (panel, solo presentation, answering Q&A after someone else's presentation...)
 - Audience (relevant demographics that may help with ambassador assignment)
- More notice is better, but we'll try and work with whatever you've got!

Resources

- [Guide to hosting a community forum](#)
- [Vaccine ambassador program](#)
- [Vaccine FAQ](#)