

COVID-19 VACCINE

COMMUNITY EDUCATION & ACTIVATION TOOLKIT



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INTRODUCTION



Thank you for your interest in The Center for Closing the Health Gap's We Must Save Us COVID-19 Community Education & Activation Toolkit. This toolkit is a collection of adaptable resources for community organizations to use to provide education through community engagement. It provides your front-line staff with the information required to enable them to develop your local campaign more efficiently.

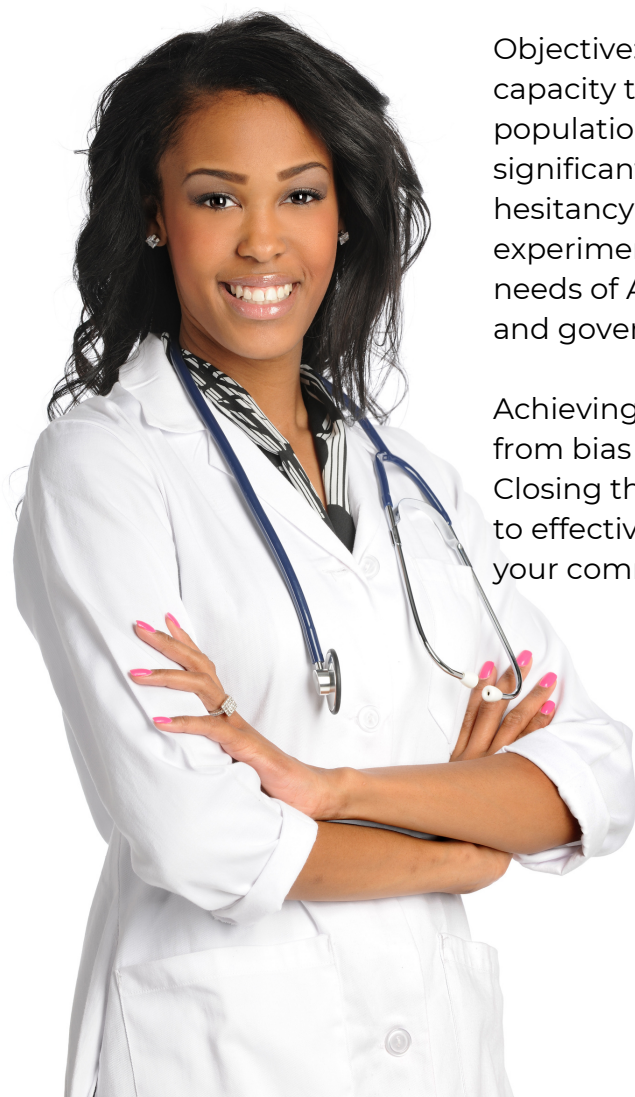
Objective: Increase awareness, build knowledge, and expand capacity to mitigate the impact of COVID-19 of marginalized populations in your community. African Americans are significantly less likely to get the COVID-19 vaccine. Vaccine hesitancy is rooted in years of racial discrimination, experimentation without consent and ignoring the specific needs of African Americans that led to mistrust in healthcare and government systems.

Achieving "justice according to natural law or right; freedom from bias and favoritism; fairness" is the goal. The Center for Closing the Health Gap proposes the following vetted toolkit to effectively and efficiently reach Black and Brown people in your community.



The big goal for us is to mitigate the risk of COVID-19, which is disproportionately affecting Black and Brown people.

Renee Mahaffey Harris,
EXECUTIVE DIRECTOR OF THE CENTER
FOR CLOSING THE HEALTH GAP



COVID VACCINE TRAIN THE TRAINER OVERVIEW



COVID VACCINE COMMUNITY INFORMATION OVERVIEW

Program Objective: Your organization will host Train the Trainer Community Education Trainings to share the curriculum with community leaders with a goal to train them to become Health Ambassadors who will help increase knowledge & awareness of COVID vaccine and increase uptake of COVID vaccine in their communities.

This tool kit provides you resources to help you implement the COVID Vaccine Train the Trainer education in your community.

Outline of Steps

- Approaching Panel members / trainers to teach the curriculum
- Enrolling Community Partners/ Health Ambassadors
- Approaching Panel members / trainers to teach the curriculum
- Deciding date and time for the Train the Trainer Educational session
- Promoting the session
- Evaluating the impact of Train the Trainer Educational session.

ENROLL COMMUNITY PARTNERS & AMBASSADORS

COMMUNITY PARTNERS are essential to the success of your COVID-19 mitigation campaign. Enroll relevant community organizations and networks to help promote your efforts. Be strategic with who is best to promote specific elements of the campaign. Consider local chapters of National organizations, local health organizations, local affinity organizations, educational institutions, etc. Also include community leaders, pastors, school principals, center directors, small business owners, etc.

CAMPAIGN AMBASSADORS

Community ambassadors are also core to the success of your campaign.

AMBASSADOR REQUEST EXAMPLE

As a valued friend of The Health Gap, we wanted you to know about our partnership with Hamilton County ensuring everyone in Hamilton County is informed about COVID-19 vaccination safety. Your help is needed spreading the word to Black and Brown people in Hamilton County that their voices matter.

Here's how we'd like you to participate:

HOST VIRTUAL VIEWING OF COVID-19 Community Education Forums

Host virtual viewings of the (previously recorded) COVID-19 Community Forum with experts.

Hosting responsibilities include:

1. Urge participants to complete the 5-minute survey prior to viewing forum (below)
2. Host virtual viewings via Facebook Live with 50+ Black and/or Brown residents, age 18+
 - Your viewings should be hosted within 7 days after the forum a link to the video will be available the Monday after recording.
 - Invite me to your event
 - Total required viewers = 50 (across one or more viewings)
3. Report the number of participants and questions to me the day of your hosting. I will then send back responses to the questions for you to send to participants.

Please confirm your willingness to help with this work as soon as possible.



COMMUNITY INFORMATION SESSIONS

PANEL MEMBER RECOMMENDATIONS

Speaker	Responsibility
Host	Importance of hosting event like this; broad overview of the research conducted to date.
Medical Doctor who treats COVID-19 Patients	What they are seeing in the field; COVID-19 symptoms and treatment; patients that have seen who had reactions to vaccine. Important to explain medically and plainly/conversationally.
COVID-19 Vaccine Medical Doctor	Vaccine types and development path; trial data and representation; who vaccine is like similar/different from known vaccines; efficacy; safety; what are the side effects; rates of side effects; what you can expect after taking vaccine. Refer to Q&A
Community Advocate	Personal perspective about the virus and vaccine; acknowledgement to why people are hesitant.
Health Department Representative	Status of pandemic in community, state. Cases, hospitalizations, deaths; demographic lens (race, age).
Doctor of color, medical member of local association	Why Black & Brown doctors trust the vaccine; who should and who should not get the vaccine.
Local /State Government Representative	Actions the local/state body to address this is pandemic and vaccine information.
Trusted/Prominent Black Local Organization	Community response; perspective.

COVID-19 VACCINE COMMUNITY INFORMATION SESSION CURRICULUM

The COVID-19 Vaccine Train the Trainer Curriculum NAACP includes panel discussions to present the curriculum outlined to community leaders – Pastors, school principals, small business owners, recreation center directors and other influential members in the community with a goal to then train these community leaders to become Ambassadors who will help increase the knowledge and awareness of COVID-19 vaccine and increase vaccine uptake within their community.

Pre/ Post Test Evaluation

Pre/ Post Test Evaluation – COVID Vaccine Train the Trainer

Date: _____

1. On a scale with 5 being Strongly Agree & 1 being Strongly Disagree, please rate today's session.

	Strongly Disagree	1	2	3	4	5	Strongly Agree
• The information was presented in a way that I can understand.		1	2	3	4	5	
• I have knowledge on COVID vaccine safety and efficacy		1	2	3	4	5	
• I understand how to register people for vaccination		1	2	3	4	5	
• I have resources to share the information I learned with my community		1	2	3	4	5	
• The amount of information covered today was just enough for the topic.		1	2	3	4	5	

2. How likely are you to recommend this program to a friend?

Very likely Somewhat likely Neutral Not very likely Not at all likely

3. . If you answered Not Very Likely or Not At All Likely please explain why.

4. Do you feel that the program was a good use of your time?

Strongly agree Agree Neutral Disagree Strongly disagree

5. . If you answered Disagree or Strongly Disagree please explain why.

6. Please share what you liked most about this course

7. Please share any other comments you have that would help us *strengthen or improve* this course.

Topics / Curriculum to be covered

Responsibility

- | | |
|--|---|
| • Overview on COVID | About COVID-19 |
| • Signs & Symptoms | • https://www.cdc.gov/coronavirus/2019-ncov/cdcresponse/about-COVID-19.html |
| • Precautions/ COVID Safety | • https://coronavirus.ohio.gov/wps/portal/gov/covid-19/health-equity |
| • Statistics on cases in the community | |

COVID-19 VACCINE CURRICULUM

Topics / Curriculum to be covered

Responsibility

- Vaccine Development
- Trial Data
- Vaccine Safety Efficacy Q& A
- Emergency Use Authorization
- Common Side Effects
- Tracking and monitoring side effects

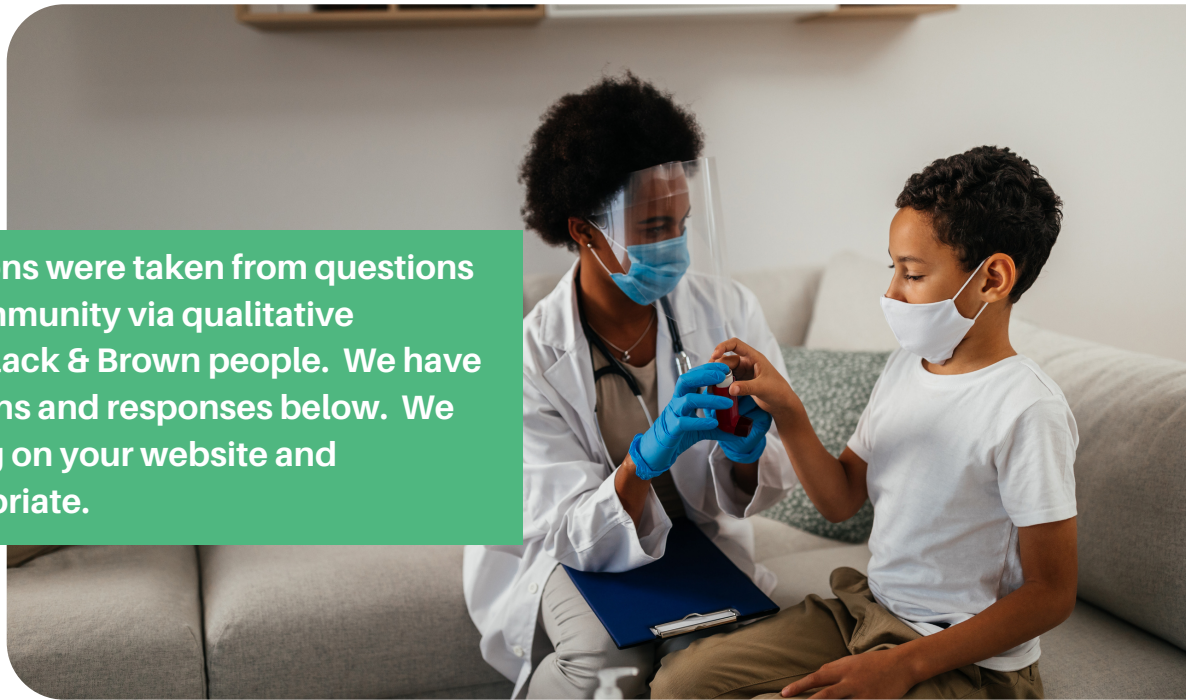
- Research Based Q& A – Health Gap
- COVID Q & A
<https://covid19communityresources.com/covid-19-vaccine-questions-and-answers/>
- Vaccine Development
<https://www.fda.gov/vaccines-blood-biologics/development-approval-process-cber/vaccine-development-101>
- Emergency Use Authorization Fact Sheet
<https://www.fda.gov/vaccines-blood-biologics/vaccines/emergency-use-authorization-vaccines-explained>
- Moderna Fact Sheet & FAQ
<https://www.fda.gov/media/144638/download>
- Pfizer Fact Sheet & FAQ
<https://www.fda.gov/media/144414/download>
- Johnson & Johnson FAQ
<https://www.fda.gov/media/146305/download>
- V-safe After Vaccination Health Checker
<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/vsafe.html>

- Vaccination Plan
- How to get Registered
- Testing sites/vaccination sites

- Vaccine Roll Out plan Phase 1C
<https://coronavirus.ohio.gov/static/vaccine/phase-1c-fact-sheet.pdf>
- Vaccine Roll Out Phase 2
<https://coronavirus.ohio.gov/static/vaccine/phase-2-fact-sheet.pdf>

RESEARCH-BASED QUESTIONS & ANSWERS

The following questions were taken from questions generate that the community via qualitative research among 79 Black & Brown people. We have compiled the questions and responses below. We recommend featuring on your website and referencing as appropriate.



HOW IS IT POSSIBLE TO DEVELOP A SAFE VACCINE IN LESS THAN A YEAR?

Most vaccines use weakened or inactivated versions or components of the disease-causing pathogen to stimulate the body's immune response to create antibodies. However, mRNA vaccines take advantage of the process that cells use to make proteins that trigger an immune response and build immunity to the virus that causes COVID-19. In other words, the vaccine is not harmful because since it sends the body a message to make only a part of the “spike protein” that is unique to SARS-CoV-2 the person vaccinated is not harmed, the cell's nucleus is untouched, and their DNA is unmodified.

This fast-track was possible because the mRNA knowledge previously used for outbreaks of SARS (2002) And MERS (2012), which are 80 percent identical to the SARS and SARS-CoV-2, the virus that causes COVID-19, according to the NIH.

[Learn more about the COVID-19 vaccines from the CDC.](#)

COVID-19 VACCINE Q&A



ARE BLACK MEDICAL PROFESSIONALS IN SUPPORT OF THE VACCINE?

The Black Coalition Against COVID-19 and other D.C. based groups created a COVID-19 Prevention Network to recruit people for vaccine trials that would ultimately ensure blacks are equitably considered in the vaccine process.

Additionally, prominent doctors, leaders of both non-profit organizations have written a love letter to the African American community in response to COVID-19. The coalition of 100 Black Men of America is currently working with NIH advocating the importance for black folks to take the vaccines as they become available. [Letter from Black doctors in support of COVID-19 vaccine.](#) [Black Doctor's Love Letter to America](#)

WHAT PERCENT OF PEOPLE EXPERIENCE SIDE EFFECTS FROM THE COVID-19 VACCINE?

Most common side effects of the vaccines?

In the arm where you got the shot: Pain (83.1%), Swelling (6.3%), Redness (5.9%)

Throughout the rest of your body: Chills, Tiredness, Headache

- Most of these side effects are mild; less than 15% experience moderate side effects; and 3% – 4% of these side effects were severe.
- In clinical trials, reactogenicity symptoms (side effects that happen within 7 days of getting vaccinated) were common but were mostly mild to moderate.
- Most side effects were mild to moderate. However, a small number of people had severe side effects—defined as side effects affecting a person's ability to do daily activities.



HOW DIVERSE ARE PARTICIPANTS IN COVID-19 VACCINE TRIALS?

Pfizer-BioNTech and Moderna have reported the racial/ethnic composition of the participants in the late-stage clinical trials for their COVID-19 vaccines. Pfizer-BioNTech and Moderna provided demographic data for participants in their late-stage clinical trials, including racial/ethnic composition, as part of their emergency use authorization (EUAs) applications to the FDA. These data show, that, overall, people of color are underrepresented in these trials relative to their share of the total U.S. population (Table 1), with the largest disparity among the Black population.

While the trials have not included the overrepresentation of people of color that some had suggested, as noted above, these trials have achieved greater diversity than many previous trials for other drugs. In both COVID-19 trials, the demographics of the placebo and vaccine groups are similar, as are the characteristics between all participants and the safety populations (the group of individuals receiving the vaccine and followed for safety). In addition, similar vaccine efficacy results were observed across racial and ethnic groups in both the Pfizer and Moderna trials.

Table 1: Race/Ethnicity of Participants in Pfizer-BioNTech and Moderna COVID-19 Vaccine Clinical Trials			
	Total US Population Age 16+	Pfizer-BioNTech*	Moderna
Total	258 million	40,277	27,817
Race			
White	73.6%	81.9%	79.4%
Black	12.3%	9.8%	9.7%
Asian	5.9%	4.4%	4.7%
American Indian/Alaska Native	0.8%	0.6%	0.8%
Native Hawaiian or Other Pacific Islander	0.2%	0.2%	0.2%
Ethnicity			
Hispanic	17.6%	26.2%	20.0%
Non-Hispanic	82.4%	73.2%	79.1%

NOTES: *Pfizer-BioNTech data are for all participants globally; of which 76.7% are in the United States. Pfizer results provided for Phase 2/3 trial, Moderna results for Phase 3 trial. The Pfizer trial included those ages 16 and older. The Moderna trial included those ages 18 and older.

SOURCES: Racial/ethnic distribution of total population age 16 or older based on KFF analysis of 2019 American Community Survey data; FDA, [Briefing Document: Pfizer-BioNTech COVID-19 Vaccine](#), December 10, 2020; FDA, [Briefing Document: Moderna COVID-19 Vaccine](#), December 17, 2020
<https://www.kff.org/racial-equity-and-health-policy/issue-brief/racial-diversity-within-covid-19-vaccine-clinical-trials-key-questions-and-answers/>

COVID-19 VACCINE Q&A

WHAT ARE IMPLICATIONS OF DIVERSITY IN COVID-19 VACCINE TRIALS FOR VACCINATION EFFORTS?

These data show that although people of color are underrepresented in the clinical trials for the two initial COVID-19 vaccines compared to their share of the population, the trials include people from diverse racial/ethnic backgrounds and are more diverse than some trials have historically been.

The findings showing that vaccine safety and efficacy were similar for people of color and White participants could help increase confidence in willingness to get the vaccine, particularly among Black adults who are more likely than White adults to point to concerns about safety and side effects as major reasons for why they probably or definitely would not get the vaccine. As such, information on the diversity of participants in the clinical trials and the trials' findings on safety and efficacy for people of color could be an important component of outreach and education campaigns and vaccination efforts that could help prevent disparities in vaccination.

DOES ONE VACCINE WORK BETTER THAN ANOTHER?

Currently, the FDA has approved two vaccines for COVID-19 with two others expected by the end of January 2021. Both attack the virus using mRNA technology and both require two doses.

Early FDA studies suggest that the Moderna vaccine has a 94.1% efficacy rate preventing COVID-19 illness 14 days after the second dose, and 86% effective in people 65 and older. Pfizer showed a 95% efficacy preventing symptomatic COVID-19 infection, starting 7 days after the second administered dose with equally protective rates across age, racial and ethnic groups. The interval between Moderna doses is 28 days: and 21 days for Pfizer. Moderna's must be shipped at -4 Fahrenheit while Pfizer's requires special ultracold freezers necessary to ship and store at -94 Fahrenheit.

The reason for the difference between the two vaccine's storing temperatures is the lipids or fats, use to surround the mRNA therefore Moderna's vaccines may be more stable because less refrigeration is required

COVID-19 VACCINE Q&A

SHOULD I GET THE COVID-19 VACCINE EVEN IF I'VE ALREADY HAD COVID-19?

Getting COVID-19 might offer some natural protection or immunity from reinfection with the virus that causes COVID-19. But it's not clear how long this protection lasts. Because reinfection is possible and COVID-19 can cause severe medical complications, it's recommended that people who have already had COVID-19 get a COVID-19 vaccine. If you've had COVID-19, wait until 90 days after your diagnosis to get a COVID-19 vaccine.

CAN I STOP TAKING SAFETY PRECAUTIONS AFTER GETTING A COVID-19 VACCINE?

Experts want to learn more about the protection that a COVID-19 vaccine provides and how long immunity lasts before changing safety recommendations. Factors such as how many people get vaccinated and how the virus is spreading in communities will also affect these recommendations.

In the meantime, the Centers for Disease Control and Prevention recommends following these precautions for avoiding infection with the COVID-19 virus:



COVID-19 VACCINE Q&A

WHAT PERCENTAGE OF PEOPLE GET SEVERE DISEASE AND LONG-TERM COMPLICATIONS FROM COVID-19?

- Most people with COVID-19 experience mild symptoms or moderate illness. Approximately 10-15% of cases progress to severe disease, and about 5% become critically ill.
- Typically people recover from COVID-19 after 2 to 6 weeks. (See figure below) For some people, some symptoms may linger or recur for weeks or months following initial recovery. This can also happen in people with mild disease. People are not infectious to others during this time.
- Some patients develop medical complications that may have lasting health effects.

<https://www.cdc.gov/vaccines/covid-19/info-by-product/pfizer/reactogenicity.html>

IS THERE ANYONE WHO SHOULD NOT GET A COVID-19 VACCINE?

Yes, the COVID-19 vaccines are not recommended in a few cases.

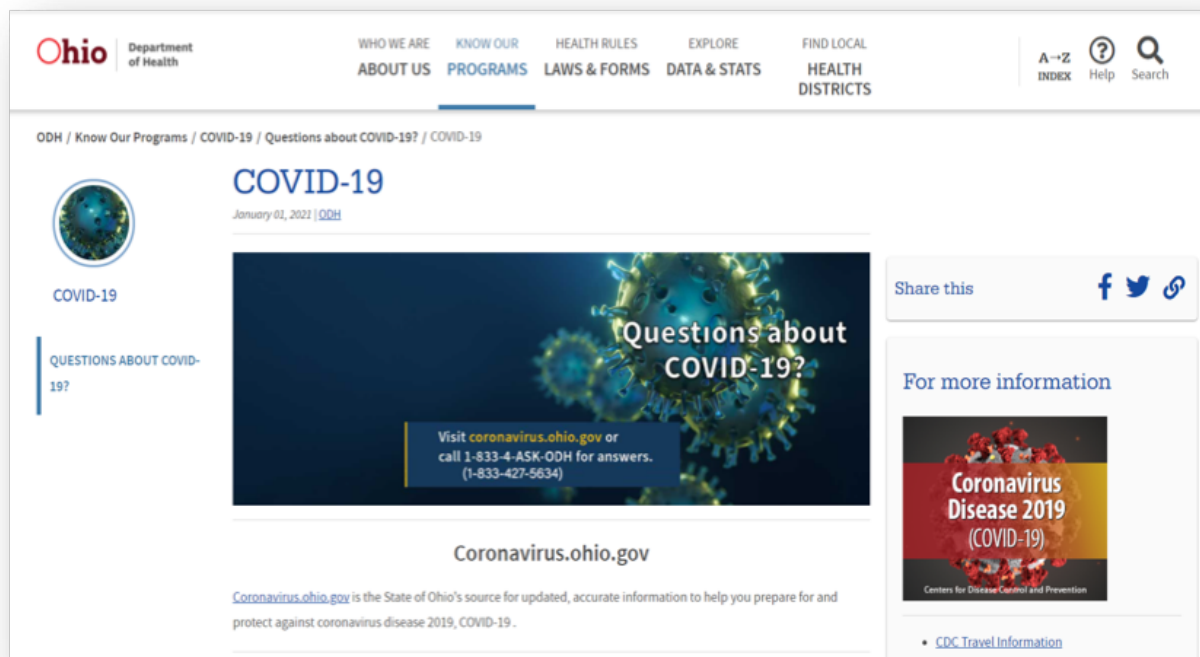
- People with severe vaccine allergies: People who have a known history of a severe allergic reaction to any component of the Pfizer-BioNTech or Moderna vaccines or anyone who had a severe allergic reaction to the first dose of the COVID-19 vaccine should NOT get the vaccine, according to the FDA.
- People who received a flu shot or another immunization in the previous 14 days: The CDC recommends at least a two-week window between getting a COVID-19 vaccine and any other vaccine, including a flu shot.
- People allergic to PEG or polysorbate: Polysorbate is not an ingredient in either mRNA COVID-19 vaccine but is closely related to PEG, which is in the vaccines. People who are allergic to PEG or polysorbate should not get an mRNA COVID-19 vaccine.
- People who have an active case of COVID-19 or are under quarantine: If you're currently infected with the coronavirus, wait until you've recovered and meet the CDC's criteria for when you can stop isolating at home. If you've been exposed to COVID-19 and are under quarantine, wait until your quarantine period has ended to avoid potentially exposing others

<https://coronavirus.ohio.gov/static/vaccine/covid-19-vaccine-safety.pdf>

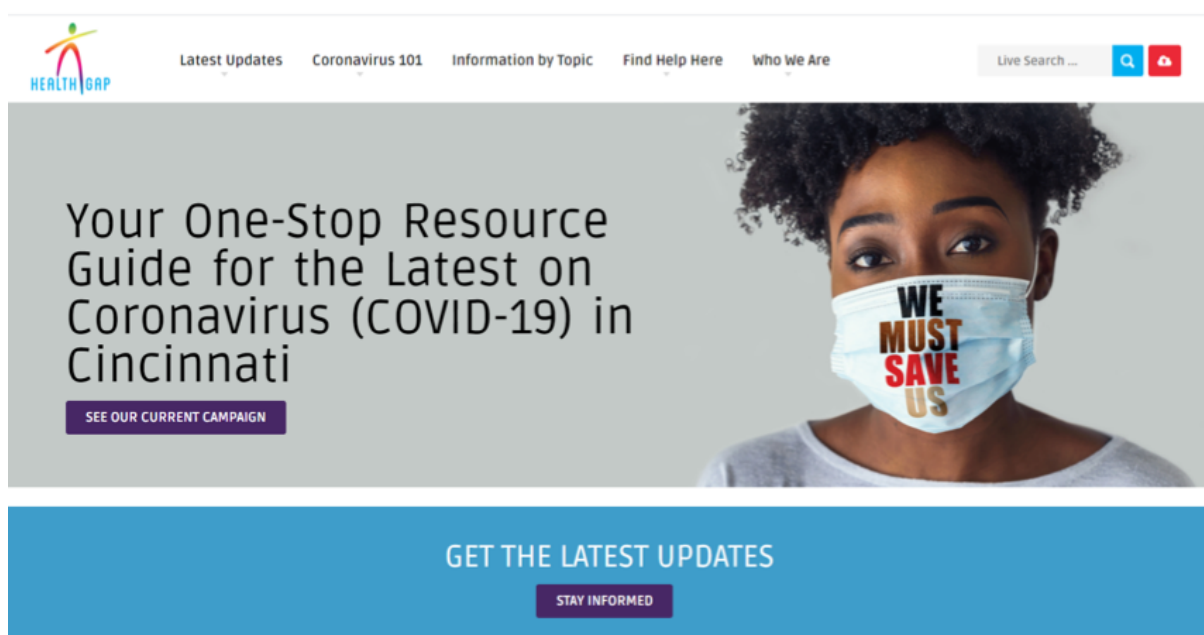
WEBSITE GUIDELINES

It is important that the community has websites that include local resources and information to register for events, see recordings of past events, access to the latest news and statistics and other information like Frequently Asked Questions about the COVID-19 vaccine. This website (or designated section of an existing website with a direct URL) will be featured on all promotional and educational materials. To encourage engagement, include the ability for people to submit questions and have answered within 24 hours.

<https://odh.ohio.gov>



<https://covid19communityresources.com>



COMMUNITY INFORMATION SESSIONS & GUIDELINES

The Community Information Sessions are forum for community members to hear from local and regional experts and community leaders about the COVID-19 updates and the vaccines.

Hold Virtual Information Sessions (at least two) on the status, risk factors of the virus, and the COVID-19 vaccine efficacy, safety, side effects.

Record and post each session on the COVID-19 site for subsequent views. Collaborators will include Black and Hispanic medical organizations and associations partnerships

Start sessions with validation – note research that has been conducted and news articles that make it clear that Black and Brown populations have legitimate reasons to be hesitant.

Here are links to previously recorded sessions for your reference.

- COVID-19 Vaccine — Where Are We?: youtu.be/1oeoZ54lkWo
- A Country in Crisis — Race in America & the Vaccine: youtu.be/KhgeyFX9SqA
- COVID-19 Vaccine: How Do I Get It?: youtu.be/ILKkYPe84GU
- COVID-19 Vaccine: Should You Take It?: youtu.be/Kq3VC_Brbs8

LOGISTICS

- Duration: One hour
- Saturday mid-afternoon works well.
- Allow three weeks for promotion.
- Accept participant questions through chat function for host to read and pose panel member to answer.

EXAMPLE PROMOTION

HEALTH GAP

COVID19 Vaccine - Should you take it?

SATURDAY, DECEMBER 19, 2020 4-5 PM

Robert Frenck, MD
Director, Gamble Center for Clinical Research, Infectious Disease
Specialist Professor, Division of Infectious Diseases Cincinnati Children's Hospital

Monica Mitchell, PhD
Senior Director, Community Relations
Professor, Division of Behavioral Medicine and Clinical Psychology Co-Director, Community Engagement Core, Center for Clinical and Translational Science and Training

James Powell, MD
Co-Founder, Chief Medical Officer at KnowRx, Principal Investigator, National Medical Associations Project IMPACT and Cincinnati Medical Association

Hamilton County Commissioners have designated CARES Act funding for this event.

Cincinnati City Council Member
Jan Michele Lemon Kearney & Tropikana
MODERATORS

COVID19 Virtual Town Hall For The Black Community #24


To join by computer or phone go to covid19communityresources.com/town-hall

LIVE
@CloseHealthGap

VIRTUAL SUPPORT GROUPS

The Center for Closing the Health Gap conducted Virtual Support Groups to help manage the increased stress and anxiety due to the pandemic, coping with loss of family/ loved one, caregiver fatigue, the racially tenuous environment of the country and managing chronic diseases. These groups should be free to participants. A pre and post- test was administered to assess their mental & emotional wellbeing, perceived stress and COVID related anxiety was significantly improved, specifically the impact of:

- Mental & Emotional Wellbeing
- Racial & Political on Mental & Emotional Wellbeing
- Sadness Experienced
- Loneliness Experienced
- Physical Signs of Stressed Experienced
- Self Care Practiced
- Knowledge of Self Care Methods
- Awareness of Healthy Coping Skills



Working Through COVID Related Stress & Anxiety African American Community Support Groups
Aged 18 to 65+
Strategies for Real Life

If you have been impacted by the Covid-19 pandemic we want to help. Join us for a Virtual Community Support Group.

6 sessions over 3 weeks:
Non Judgmental, Inclusive, Safe, Relaxed/Casual and Professionally led by The Health Gap

Support Groups will be held the starting week November 30th until December 22nd.

To see the schedule & sign up please visit:
caasupport.eventbrite.com

Hamilton County Commissioners have designated CARES Act funding for this program.

www.ClosingtheHealthGap.org

Example Promotion

Full Curriculum Available

Conduct 6-Session Community Support Groups across the community to help manage the increase stress and anxiety due to the pandemic (wearing, masks/social distancing, isolation, fear of the illness), coping with loss of family/loved one, caregiver fatigue, the racially tenuous environment of the country and managing chronic diseases.

- Recruit credentialed mental health professional who has experience leading support groups. Provide each mental health professional with their own hosting link.
- Groups can be target to specific groups.
- Conduct pre- and post- survey to ascertain effectiveness (provided within this kit).





TRACKING

Project Monitor & Tracking

Set the evaluation criteria to measure and track project participation and results to ensure objectives are met. Share results key stakeholders and the community. Be sure to track:

- Participation (live and post viewings)
- Promotions and Response
- Website Traffic/ Analytics
- Organizations and Reach

CUSTOMIZABLE MEDIA COLLATERAL:

THE MUST SAVE US TOOLKIT INCLUDES CUSTOMIZABLE COLLATERAL TO ADAPT AS NEEDED INCLUDING:

- Broadcast Advertising: Local Network Television & Cable Station Package (include Black and Brown targeted Stations)
- Broadcast Advertising: Local Radio (Black and Brown targeted Stations)
- Print & Digital Advertising: Local Newspapers and Targeted Municipal, Village and Township Community Publications (print ads and digital banner ads on outlet websites/social channels)
- Social Media: Organic Content and Paid Ads on your and partner organizations channels (Facebook, Instagram, Twitter)



MANAGING THE PROCESS

01. Assessment the Landscape

- Understand current COVID-19 testing, diagnoses, hospitalizations and mortality rates in your area.
- Determine if there has been research conducted in your area on the COVID-19 vaccination interest. If there has not been any or the research more than two months old, it is recommended to conduct a 5-minute quantitative pre test (via a free platform like SurveyMonkey) to assess the community's willingness to take the COVID-19 vaccine to use as a benchmark. This is important so that you can track progress (using the same survey) overtime.
- Pre- and Post- surveys are included in this kit. *It is recommended to conduct the first post survey two to three weeks after the last Town Hall event.*

02. Identify and enroll organizations, trusted individuals, government officials and key influencers in your area to commit to the effort.

03. Designate the website that will house the campaign programming events and information needed for individuals and families in the community to make an informed decision about the COVID-19 vaccine.

04. Determine if a Spanish-speaking site is necessary for your community. Develop translated material with appropriate visuals. Consider other needed collateral.



Develop & Prepare

- 01.** Enlist trusted government officials and recognizable community influencers to provide a video urging people to participate in the information sessions.
- 02.** If Applicable, develop campaign and media plan with costs, confirm dates and times.
- 03.** Develop a timeline with reporting milestones.
- 04.** Recruit Virtual Town Hall panelist
- 05.** Recruit ambassadors to host Town Hall viewing (live during the scheduled event or a recording via a platform like Facebook).
- 06.** Update The Heath Gap/Hamilton commercial and promotional collateral with local sponsors insignia and logos. See collateral developed by The Health Gap. (The Heath Gap team can customize these materials to feature local sponsors' logos for a at cost fee.)
- 07.** Set up a simple tracking tool to track all the moving parts of your campaign.

Advertise, Promote & Community Engagement

- 01.** Provide sample email instructions, social media posts to organizations and key individuals.
- 02.** Post sessions on website to insure people have the opportunity to view. Advertise link to view past videos through organizations.





Execute & Monitor

- 01.** For every engagement – capture email addresses and other information to connect with the community. Most people need at least three impressions to take action.
- 02.** Host events. Record and repost events.
- 03.** Instruct community partners and key influencers to track event attendance, social media and email engagement and impressions.
- 04.** Get feedback whenever possible to be agile and course correct quickly.

Follow up

- 01.** Acknowledge those organizations and participants who make your campaign a success.
 - Obtain engagement and impressions of social media and email. For reporting, it is recommended to report the resource advertising.
- 02.** Follow up with event participants to determine if additional information is required to help them to make their decision to take the vaccine, via email/social media.
- 03.** Conduct the post survey two to three weeks after the last information sessions event.
- 04.** Analyze results and report your findings with key stakeholders (including The Health Gap).

COVID-19 COMMUNITY EDUCATION & ACTIVATION TOOLKIT



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<https://odh.ohio.gov/wps/portal/gov/odh/home>