

# COVID-19 Vaccine Ambassador Public Health Campaign



PRC AT UMASS CHAN MEDICAL SCHOOL



## OVERVIEW

The COVID-19 Vaccine Ambassador Public Health Campaign was created to promote and increase the uptake of the COVID-19 vaccines among youth and families in Worcester, Massachusetts. As the Latinx, African American, and African communities experienced the greatest burden of COVID-19 and had the lowest vaccination rates, the campaign featured trusted messengers from these communities.

## KEY PARTNERS

The campaign involved a partnership among the City of Worcester's Office of Health and Human Services, the Worcester Division of Public Health Vaccine Equity Initiative, and the Prevention Research Center at UMass Chan Medical School. Several youth-serving agencies and local community coalitions also collaborated with the campaign.

## CAMPAIGN

The campaign included posters, fliers, billboards, bus signs, social media posts, videos and radio announcements in English and Spanish, featuring ambassador vaccine stories with clinic information.



Access the toolkit and other resources!



## A 7-STEP APPROACH

This model features trusted messengers sharing personal vaccine stories to promote COVID-19 vaccination. We developed a toolkit describing a 7-step approach to collaboratively design and implement an evidence-based vaccine ambassador campaign with local partners. The toolkit provides guides for developing, implementing, and evaluating a public health ambassador campaign, describes the objectives of each step, and highlights key activities that can be performed to accomplish each step.



## RESULTS

42

agencies participated



28 million+

impressions from social media, billboards, bus signs, radio announcements, videos, local TV, and print news



411

posters requested by community agencies

2,282

flyers requested by community agencies

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