

COVID-19 Vaccine Family Ambassador Model



PRC AT UMASS CHAN MEDICAL SCHOOL



OVERVIEW

The COVID-19 Vaccine Family Ambassador Model was created to promote and increase the uptake of COVID-19 vaccines among youth and families in three neighborhoods of Greater Worcester. The Worcester Office of Health and Human Services requested assistance in developing a replicable model to reach residents who were not being reached by other methods. The model featured an evidence-based training for family ambassadors on how to effectively communicate with their neighbors, and a structure for reaching these neighbors and documenting the conversations.

KEY PARTNERS

The partners were the Worcester Office of Health and Human Services, You, Inc. (an affiliate of the Seven Hills Foundations), the Greater Worcester Community Foundation, and the Prevention Research Center at UMass Chan Medical School.

THE FAMILY AMBASSADOR APPROACH

- ✓ **CONTACT** 10 neighbors who are parents that have not vaccinated their children against COVID-19.
- ✓ **ASK** if they would be willing to talk about the vaccine.
- ✓ **ADVISE** them to get the COVID-19 vaccine and share personal motivations for being vaccinated.
- ✓ **ASSESS** their thoughts about the COVID-19 vaccines to engage them in conversations about the vaccine.
- ✓ **ASSIST** them by answering questions or concerns about the COVID-19 vaccine and sharing vaccine fact sheets. Inform the parent that the vaccine is free, no appointment is needed, and that medical professionals will be present. If they are willing to get vaccinated, help them make a vaccination plan to go to a vaccination clinic.



16 parents

were recruited to be vaccine ambassadors, completed the training, and contacted neighbors



RESULTS

213 neighbors

were contacted



68% made a vaccination plan