



# Guide for running a community vaccination event

## Why host a vaccination event?

1. Make it easier for your community to get the COVID vaccine
2. Help those who are unsure to get the vaccine so we can return to “normal”

## If you have interest in hosting an event, here’s how to get started:

### Step 1: Determine how many community members want the vaccine

- Ask if people want the vaccine & if they would come to your event

### Step 2: Connect with a vaccine provider or Local Health Department (LHD)

- Don't know how to reach them? Complete [this form](#) and we'll introduce you to one (Website: <https://www.surveymonkey.com/r/37S6ZTR>)

### Step 3: Work with the LHD or provider to plan the event

- Decide on where your event will be. Some ideas include schools, places of worship, places where community members run errands, or public spaces/parks
- Decide on the date and time and what type(s) of vaccine you want
- Discuss what your vaccine partner will do and if you might need volunteers – *remember, you are the expert in knowing what your community will need!*

### Step 4: Recruit help

- Get volunteers to spread the word about the event
- Get volunteers to help at the event

### Step 5: Spread the word

- Let your community know about the event. Some ideas include placing flyers at popular locations, posting on social media, emails, newsletters, print, radio, word of mouth, etc.
- Talk with those unsure about getting the vaccine and answer their questions
- Get volunteers and partners to send a reminder 1-2 days before the event

### Step 6: Day of the event

- Help your vaccine partner provider to set up the event site
- Organize volunteers helping at the event
- Remind community members that they can come and get vaccinated that day

### Step 7: After the event

- Have volunteers help clean up the event site
- Send any needed information, including about second doses (if Pfizer or Moderna)

## Additional resources



[COVID-19 resources](#), in English & Spanish

(Website: <https://www.coronavirus.kdheks.gov/DocumentCenter/View/1908/COVID-Information-for-Community-Partners>)



***Want more details?***

**Next are guides for:**

- **Steps to plan and run the event (Steps 1-7)**
- **Questions to discuss with a vaccine provider or Local Health Department (LHD) (Steps 2-3)**
- **Volunteer jobs you can have at your event (Step 4)**
- **Spreading the word (Step 5)**
- **Sample flyers to use to spread the word (Step 5)**
- **Suggestions to increase demand to attend your event**



# Detailed checklist for planning & running the event

## Before the event:

<b>Step</b>	<b>Notes</b>	<b>Done?</b>
Secure a vaccine partner provider or LHD		
Confirm location, date, & time for event		
Determine resources needed for event (including furniture & personal protective equipment)		
Recruit volunteers as needed		
Tell volunteers what job they will be doing		
Spread the word for the upcoming event		

## During the event:

<b>Step</b>	<b>Notes</b>	<b>Done?</b>
Have volunteers help to set up the event (including furniture, signs, etc.)		
Organize all volunteers and make sure they know what to do		
Ensure everyone has personal protective equipment & is maintaining correct distance		
Have volunteers spread the word for the day's event		
Support volunteers (e.g., break from job, food, drink)		

## After the event:

<b>Step</b>	<b>Notes</b>	<b>Done?</b>
Have volunteers help to clean up the event		
Share information about second dose as needed		
<u>Optional</u> : share information on other health-related topics		

## Questions to discuss with a vaccine provider or Local Health Department (LHD)

*Space is provided under each question to take notes*

- **Share what you learned** on how many community members want the vaccine
- What **space** is needed for the vaccination event? (e.g., size, different areas, bathrooms, rain plan)
- What are the **best dates and times** for your event that work for the community and vaccine partner?
  - *Reminder: a second dose is required for Pfizer (3 weeks) and Moderna (4 weeks) after the first dose*
- **Which vaccine(s)** (Pfizer, Moderna, Johnson & Johnson) does the community want?
  - Can your vaccine partner offer this?
- What **is needed** for the event (e.g., chairs, tables, space for patients to lie down)?
  - Who will provide each?
- What **staff** will the vaccine partner bring? (e.g., vaccinators)
- What **volunteers** should the community group have? (e.g., translators, greeters, patient assistants)

- What **personal protective equipment (PPE)** is required for volunteers? Who will provide it?
- How can everyone work together to **spread the word** to as many people as possible?



# Volunteer jobs you can have at your event

Check with your vaccine partner to see volunteers could be helpful. Below are suggestions:

## Before the event:

- Event leader** (*this is probably you!*)
  - Work with vaccine partner and volunteers to plan the event
- Volunteer leader**
  - Ask community members to help spread the word & support at the event
- Spreading the word**
  - Ask community members to spread the word about the event
- Social Media Team**
  - Post flyers to social media to further spread the word about the event

## During the event:

- Event leader** (*still probably you!*)
  - Work alongside the vaccine partner to run the event
- Site set up/take down helpers**
  - Help set up and clean up the event
- Patient helpers**
  - Help patients move through vaccine process (e.g., shot, observation)
- Greeters**
  - Welcome patients and help them get to check in
- Translators** (as needed)
  - Help to translate for non-English speakers
- Vaccine helpers**
  - Stay in the vaccine area to help clean and keep patients moving
- Observation helper**
  - Watch patients after-vaccination for ~15 minutes; clean chairs & area
- Security** (*Optional*)
  - Make sure site stays calm and orderly
- Floater** (*Optional*)
  - Help any of the above jobs as needed



# Spreading the word

## Recommended steps to spread the word:

1

**Create materials** to spread the word, which can include:

- Flyers
- Posts for social media
- Emails

[Use our templates](#)

Make sure flyers include **the location, date, time**, and vaccine type

2

**Get volunteers**, especially community leaders, to help spread the word about the event

Start spreading the word **at least 2 weeks before** the event

3

**Spread the word in as many ways as you can:**

- Pass out flyers
- Text
- Use social media
- Send newsletters & emails
- Use the radio
- Share in local newspapers
- Use faith & community group email lists
- Use school newsletters and email lists

4

On the day of the event, have as many people as you can help to **spread the word** about the event

Have any extra volunteers **walk around the area** to spread the word about the event

If some members of your community are **uncertain about getting the vaccine**, here are some tips to help change their mind:

- **Remember people listen differently** – community members and leaders are often most trusted
- **Be kind to yourself** – changing someone's mind isn't easy
- **Take your time** – changing someone's mind can take many conversations
- **Listen & understand questions** – hear their concerns rather than just sharing your opinion
- **Be kind**– think about their feelings and concerns, asking if they have “questions” or “concerns” (try not to say they are “hesitant” or “resistant”)
- **Ask before you share your opinion** – this will make sure they are willing to listen to you

***Your goal is to have people decide that the vaccine is the right choice for them***

# Community COVID-19 Vaccination Event



First

**Sample flyer**

[CLICK HERE TO DOWNLOAD THESE FLYERS](#)

VA : **Johnson & Johnson**

WH : **& time**

LOCA : **Address of clinic**

NOTES : **“No appointment needed”, “Spanish translators available”, “for second doses, bring your vaccination card”**

*In partnership with*

Logo

Logo

**Name of provider or Local Health Department**

# Community COVID-19 Vaccination Event



First COVID-19

**Sample flyer**

[CLICK HERE TO DOWNLOAD THESE FLYERS](#)

**VACCINATION PROVIDER** : Johnson & Johnson

**WHEN** : Date & time

**LOCATION** : Address of clinic

**NOTES** : “No appointment needed”, “Spanish translators available”, “for second doses, bring your vaccination card”

*In partnership with*

Name of provider or Local

# Community COVID-19



# Community COVID-19 Vaccination Event

## FIRST-or-SECOND-DOSE

**VACCINE:** Moderna, Pfizer, or Johnson & Johnson

**WHEN:** Date | Start time – End time

**LOCATION:** Name of clinic

Address of Clinic

**Sample flyer**

[CLICK HERE TO DOWNLOAD THESE FLYERS](#)

“Bring your vaccination card”

LOGO

LOGO

In partnership with Name of provide or Local  
Health Department





## Increase demand to attend

### Suggestions for what may attract more people to your event:



#### **Include food**

Everyone loves food! Ask local restaurants to provide in-kind food donations at your event or consider allowing food trucks to attend the event and sell food.



#### **Play games**

Building fun games into your event will allow attendees to interact and keep them busy during longer wait times.



#### **Offer “freebies” and incentives**

Most people love gifts, especially free trinkets! Give guests something to remember the event by and keep them talking about the event, even once they leave



#### **Include music**

Whether queuing up a playlist and connecting a Bluetooth speaker to someone’s phone, or finding a volunteer DJ, including music in your event will create an engaging and calming atmosphere.



#### **Choose location wisely**

Select a location with natural foot traffic to pique the interest of locals and entice them to join the event. Also, if you plan your event near other community events, you can probably pique the interest of their attendees as well.