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For questions contact KDHE’s Equity Community Liaison & Coordinator – Courtney Hayden (Courtney.Hayden@ks.gov)
1. Overview of how to run a community vaccination event

Why host a vaccination event?
1. Protect your community by making it easier to get the COVID-19 vaccine
2. Help those who are unvaccinated and unsure get the COVID-19 vaccine

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

Step 1: Understand initial event logistics
- Preliminary: ask if people want the vaccine; determine an approximate event attendance number
- Preliminary: decide on where your event will be. Some ideas include schools, places of worship, places where community members run errands, or public spaces/parks
- Preliminary: decide on the date and time
- Preliminary: decide what types of vaccine you want and need, e.g. given age

Step 2: Make initial connection with KDHE’s Equity Community Liaison & Coordinator
- Email KDHE’s Equity Community Liaison & Coordinator – Courtney Hayden (Courtney.Hayden@ks.gov) – to begin the planning process

Step 3: Continue working on event logistics
- Fill out intake form once logistics are known, even if preliminary
- Work with KDHE’s Equity Community Liaison & Coordinator, Courtney Hayden, to get connected to a vaccine provider / local health department (LHD)
- Determine resources needed for event (e.g. furniture, personal protective equipment (PPE))
- Discuss what your vaccine partner will do and if you might need volunteers and/or PPE

Step 4: Recruit help
- Get volunteers to spread the word about the event
- Determine volunteers needed at event and get volunteers to help at the event
- Establish method of communication for important updates (e.g. group chat or email thread)

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, podcasts, radio, phone banking, word of mouth, or door-to-door outreach, 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
- Optional: if you’d like to spread the word through door-to-door outreach, see sections 7-9 for additional details

Step 6: Day of the event
- Help your vaccine partner provider set up the event site
- Organize volunteers helping at the event, ensuring everyone has PPE
- Remind community members that they can come and get vaccinated that day
- Optional: survey attendees (e.g. ideas to improve future events, etc.)

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)
2. Summary of detailed guides

Want more details? Next are guides for:

- Volunteer jobs you can have at your event (Step 4)
- Spreading the word (Step 5) – sample flyers in Appendix
- Spreading the word through door-to-door outreach (Step 5)
- Suggestions to increase demand to attend your event (Step 5)
- Accessibility considerations for your event (Step 6)
3. Volunteer jobs you can have at your event

Check with your vaccine partner to see if 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
- **Spreading the word**
  - Ask community members to spread the word by mouth, social media, etc.

During the event:
Note: these are suggested roles and not all required
- **Event leader** *(still probably you!)*
  - Work alongside the vaccine partner to run the event
- **Volunteer leader**
  - Help assign volunteers to various roles
- **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 at least ~15 minutes; clean chairs & area
- **Surveyors**
  - Survey attendees about what brought them to the event and ideas to improve future events
- **Security** *(Optional)*
  - Make sure site stays calm and orderly
- **Floater** *(Optional)*
  - Help any of the above jobs as needed
4. 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 or request flyers (by 6/30/22) – see appendix for more details

   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:**
   - Via flyers
   - Text and phone banking
   - On social media
   - Via newsletters & emails
   - On the radio/podcasts
   - In local newspapers
   - Using faith & community group email lists
   - Having reminders sent through your city’s emergency alert system
   - Run door-to-door campaign to spread information around community – see door-to-door outreach section for more details

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, as applicable or safe, 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

**Your goal is to have people decide that the vaccine is the right choice for them**
5. Increase demand to attend

Suggestions for what may attract more people to your event:

- **Engage community partners**
  
  Partnering with other trusted leaders and organizations in your community allows you to leverage their networks and outreach to promote your event and encourage attendance.

- **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.

- **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.

- **Include music**
  
  Whether queueing 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.

- **Play games**
  
  Building fun games into your event will allow attendees to interact and keep them busy during longer wait times.
6. Accessibility considerations

Overview
People with disabilities who will need to be accommodated will have mobility impairments, learning impairments, intellectual and developmental disabilities, visual impairments, hearing impairments, and food and chemical sensitivities.

Mobility impairments
Accessibility for people with mobility impairments includes several things. There should be:

- Accessible parking with an access aisle leading to a curb ramp or directly to the sidewalk without a step
- Accessible route from the parking to the accessible entrance of the building with no steps and only a slight incline (less than 1 inch of rise for every 12 inches of length)
- Doorway to the building should be at least 32 inches wide with no step higher than ¼ inch unless there is a small incline to get over a step that is no higher than ½ inch
- Route one takes to get to the event place inside the building should be at least 32 inches wide and clearly marked
- Doorways to the event room and rest rooms should be at least 32 inches wide
- Restrooms have several requirements; help with this can be found at a center for independent living (Google “center for independent living near me”) or at your Americans with Disabilities Act (ADA) Project (800) 949-4232
- Route with curb ramps, pedestrian cross walks, and bus stops connected to sidewalks for people who take public transportation

Your event location can almost be guaranteed to be accessible if you use a building that houses government services or is used by the public and is funded with government money. Examples: public libraries, workforce centers, Area Agencies on Aging, and Centers for Independent Living.

Intellectual/developmental disabilities, learning disabilities
Anything written should be in plain language so people with intellectual or developmental disabilities, learning disabilities, and those who do not have much education can understand what your event is about. A few tips:

- Use words that make it easier for the public to read and understand
- Plainlanguage.gov is a great resource for learning about plain language
Deafness, hearing impairments, blindness, visual impairments

Blindness, visual impairments

*Braille*

Only about one percent of people who are blind read Braille because they have been blind since birth and went to a school for the blind. Given the small number, you probably won’t have to provide it, but you should be prepared in case someone makes that request. Getting help:

- Most centers for independent living can translate written materials into Braille
- Google “center for independent living near me” and ask if they transcribe print into Braille

*Large print*

Those who have visual impairments or are blind later in life have not learned Braille. They generally prefer large print and electronic information that can be used in a computer or device that will read for them. Considerations:

- Handout should be in large print, at least 16-point font
- Handouts should also be on flash drives to make it easy to provide immediately

Deafness, hearing impairments

*American Sign Language (ASL)*

Only a small number of people who are deaf use ASL because they were born deaf and they went to a school for the deaf or had parents who taught them sign language. ASL is not English, so an interpreter is necessary. Getting help:

- Call the Kansas Commission for the Deaf and Hard of Hearing at (785) 268-8034 to find an interpreter
- Ask what language is needed when someone requests an interpreter because not all deaf people use ASL

*Captioning*

People who became hard of hearing or deaf later in life, generally do not learn sign language and prefer captioning. Where possible, include captions, someone speaking any words on the screen, and audio description (time permitting). Getting help:

- Captioning can be found by doing an internet search for captioning near me
- A transcriptionist will bring a computer and projector. You may need to provide a screen unless your event room has one

Food and chemical sensitivity

If you are providing food, you should state that on your advertisements and flyers and say that those with food sensitivity need to notify you so you can provide an alternative. Encourage attendees not to wear fragrance.
7. Door-to-door: overview

What does ‘door-to-door’ mean?
It’s a way to connect with community members and spread information – in this case, about a community vaccination event. Sometimes all that is needed is a one-on-one conversation with someone from your community to convince you to do something.

About a week before a vaccination event, volunteers will go door-to-door to let community members know about the upcoming event that will happen in their neighborhood. This can also be a time to discuss any concerns the neighbor has or answer any questions they may have. We recommend reviewing the CDC’s guidance as well as FAQs on KDHE’s website to prepare for discussions.

What additional steps should I take to promote my vaccination event via door-to-door outreach?
Follow all steps previously discussed, with a few additions:

- Recruit “door knockers”. Their role will be to knock door-to-door to spread the word about the event to community members, answering questions and addressing concerns (health-related questions should be answered by a healthcare professional)
- Follow the door-to-door checklist (page 11)
- Share the door-to-door script & resources with door knockers ahead of the outreach day (pages 12-14)
8. Door-to-door: detailed checklist for planning & running

### Before the event:

<table>
<thead>
<tr>
<th>Step</th>
<th>Notes</th>
<th>Done?</th>
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<tbody>
<tr>
<td>Map out neighborhoods where volunteers will be knocking on doors</td>
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<tr>
<td>Set dates &amp; times for door-to-door campaign</td>
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<tr>
<td>Recruit volunteer door knockers</td>
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<td>Establish method of communication for important updates (e.g. group chat or email thread)</td>
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<td>Confirm healthcare professional for door-to-door team</td>
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<td>Adjust door knocker script as needed</td>
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<tr>
<td>Create and print materials for door knocking (e.g., flyers, FAQs, scripts for volunteers, etc.)</td>
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<tr>
<td>Share vaccination event logistics with volunteers, asking to spread the word about the event</td>
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### During the event:

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<th>Step</th>
<th>Notes</th>
<th>Done?</th>
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<tr>
<td>Set up central station where volunteers can come to ask questions if needed or take a break</td>
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<td>Hold training session for volunteers (e.g. review script, FAQs, answer questions, practice)</td>
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<td>Give volunteers printed flyers, pens, clipboard, &amp; script (if available)</td>
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<tr>
<td>Assign volunteers to specific neighborhoods/areas</td>
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<td>Ensure everyone has mask &amp; is social distancing</td>
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<td>Check in with volunteers on any issues</td>
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<td>Support volunteers as needed (e.g., break from job, food, drink)</td>
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<tr>
<td>Track issues raised at visits (e.g. what questions or concerns did community members have)</td>
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<tr>
<td>Have volunteers survey attendees about what brought them to the event and ideas to improve future events</td>
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### After the event:

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<thead>
<tr>
<th>Step</th>
<th>Notes</th>
<th>Done?</th>
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<tbody>
<tr>
<td>Gather tracking sheets &amp; inform vaccine partner of estimated number of people coming</td>
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<tr>
<td>Arrange home visits as needed</td>
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</table>
9. Door-to-door: volunteer resources

Door-to-door script

Hello

How are you today? My name is [NAME] and I’m a volunteer with [ORG NAME].

Members of our community are helping bringing COVID vaccines straight to our community.

Can I ask, have you been vaccinated?

- **If yes:** that’s great! Thank you for your time. Help us out by encouraging others to get vaccinated at our event [NEXT WEEK] on [DATE] from [TIME to TIME] around the corner at [LOCATION].
- **If no:** thank you for letting me know. We are hosting a vaccination event [NEXT WEEK] on [DATE] from [TIME to TIME] around the corner at [LOCATION]. We will have [type of vaccine]. We’d love to see you there. Can we count you in?
  - **If yes:** that’s great! Thank you for your time. Be sure to tell others to come as well!
    - Note if you have a flyer: here’s a flyer with additional details about the event
  - **If no:** we are happy to answer any questions you have about the event or the vaccine. Do you have any questions or concerns about getting the COVID vaccine that I can help answer?
    - **If mentions concerns:** thank you for sharing that with me. Allow healthcare professional to answer all relevant questions/concerns. Refer to [CDC and KDHE FAQs](#) for additional potential answers. If you feel comfortable, make it personal and share how the vaccine has allowed you to get back to normal
    - **If doesn’t mention concerns:** I appreciate your time. Have a great rest of your day!
  - **If yes, but they can’t physically come to the event:** would you be interested in having someone come to give you the vaccine at your home?
    - **If yes:** that’s great! We just need some information to schedule the visit. Please let us know your [name, address, and what dates and times work best for you]
  - **If no:** I appreciate your time. Have a great rest of your day!

**Note:** If the resident is unvaccinated and cannot be convinced to attend the event, it’s OK. Many people are uncertain about the vaccine and everyone will come to their own decision at their own time.
Sample text messages to send ahead of event (in English & Spanish):

**Initial text to support vaccine scheduling**
- Hello, I hope you are well. Have you or your family gotten your COVID-19 vaccine yet? If not, we have an upcoming vaccination event in our neighborhood. Would you like to come?
- Hola, espero que estés bien. ¿Usted o su familia han recibido su vacuna COVID-19? ¿Si no la has recibido, tenemos un evento de vacunas en nuestro vecindario. ¿Le gustaría venir?

**Follow up text to those who did not respond**
- I haven’t heard back from you. Do you have concerns about getting the COVID-19 vaccine? Can I answer any questions you may have?
- No has respondido. ¿Tienes algunas preocupaciones de recibir la vacuna de COVID 19?

**Practical tips for having impactful discussions:**
- **Personalize:** Share your experience! Maybe receiving the booster prevented you from being infected with Covid-19 despite an exposure or, it allowed you to put on a mask and feel confident about engaging in community events. However the vaccine has helped you “keep on keeping on” share it
- **Flexibility:** remember, you know your community best. Use the messages and words that you know will resonate with those in your community
- **Consistency:** use consistent messaging from the script about the event and vaccines
- **Body language:** after you knock, take a few steps back to give the resident comfort with opening the door. As you speak, smile and nod. Even though you’ll have a mask on, friendly eye contact can make a difference
- **Culture:** your community is diverse! If you’re aware of different cultural practices/language needs of families you are engaging, consider seeking information on how to best engage them respectfully
- **Tracker:** make a note of what happened during the visit - Were they already vaccinated? Did they have questions/concerns? See sample tracking worksheet
- **Safety:** wear your mask to give people comfort with opening the door
- **Empathy & listening:** acknowledge and validate their feelings and concerns. Hear them out, understanding they may have different lived and learned knowledge of Covid-19 vaccines. Take a deep breath, validate their feelings rather than telling them they’re wrong and remember – you’re doing good work
- **Preparation:** review the FAQs to make sure you can answer questions residents have
Frequently Asked Questions (FAQs)

We recommend reviewing the [CDC’s guidance](https://www.cdc.gov) as well as FAQs on [KDHE’s website](https://www.kdhe.gov) before engaging with the community to ensure you are prepared for discussions.

**Additional community resource**

[COVID-19 resources](https://www.kdhe.gov) for community partners

Sample tracking worksheet

<table>
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<tr>
<th>Address</th>
<th>Did they open the door?</th>
<th>Were they vaccinated?</th>
<th>What were their main questions / concerns?</th>
<th>Are they coming to the event?</th>
<th>Home visit?</th>
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Appendix
Sample flyers

Option 1: update already made flyers

- Click [here](#) to download templates

Option 2: request flyers

- Fill in request form [here](#) by 6/30/22
- Turnaround time is 2 weeks for digital and 3-4 weeks for print materials
- Request limits are 3 layouts/formats per request

Additional information

[Click here to access flyer request website](#)