



Community vaccination event with door-to-door outreach

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.

If you are able, you can even consider bringing vaccines and vaccinators to people's homes as part of the event.

Why host a vaccination event?

1. Make it easier for your community to get vaccinated
2. Help convince those who are uncertain to get the vaccine so we can return to "normal"

Who can host a vaccination event?

Any community organization that is excited about bringing vaccines to their community!

Additional resources



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

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



Guide for running a community vaccination event with door-to-door outreach

Here's how to get started:

Step 1: Contact a local provider or Local Health Department (LHD) in your county

- 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 2: Work with the LHD or provider to plan the event

- Decide on your event location, both the neighborhood and where you can set up a central vaccination site. Some ideas include schools, places of worship, places where community members run errands, or public spaces/parks
- Decide on event date/time, number of expected people, and preferred type of vaccine
- Discuss what your partner provider or LHD will do and what you will need volunteers for – *remember, you are the expert in knowing what your community will need!*

Step 3: Recruit help

- Recruit volunteers to help at the event
- Recruit volunteers to knock on doors to let the community know about the event

Step 4: Spread the word

- Let your community know about the upcoming vaccination event. Some ideas include placing flyers at popular locations, posting on social media (e.g. Facebook), emails, newsletters, newspapers, radio, word of mouth, etc.
- Get volunteers and partners to send a reminder 1-2 days before the vaccination event

Step 5: Door-to-door outreach

- Train volunteers on having conversations with community members (see sample script included)
- Provide volunteers with flyers and/or FAQs to pass out around the neighborhood
- Coordinate volunteers to knock on different doors & share information about the event

Step 6: Day of the vaccination event

- Support your partner provider or LHD in setting up the event site
- Coordinate all volunteers in supporting the vaccination event
- Remind community members that they can come and get vaccinated that day
- Send volunteers to walk around the area and spread the word about the event

Step 7: After the event

- Have volunteers help clean up the event site
- Send follow up as necessary, including about second doses (if Pfizer or Moderna)



Want more details?

Next are detailed guides for:

- **Detailed checklist for planning and running the vaccination event (Steps 1-7)**
- **Questions to discuss when planning your event with a provider or Local Health Department (LHD) (Steps 1-2)**
- **Volunteer roles you can have at your event (Step 3)**
- **Spreading the word (Step 4)**
- **Detailed checklist for planning and running door-to-door outreach (Step 5)**
- **Volunteer resources for navigating door-to-door (Step 5)**
- **Sample flyers to use to spread the word (Step 5)**



Detailed checklist for planning & running the vaccination event

Before the event:

Step	Notes	Done?
Secure a partner provider or LHD		
Confirm neighborhood, site, 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		
Run door-to-door campaign (see checklist included)		
Spread the word for the upcoming event		

During the event:

Step	Notes	Done?
Have volunteers help to set up the event site (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 as needed (e.g., break from job, food, drink)		

After the event:

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



Questions to discuss when planning your event with a provider or Local Health Department (LHD)

Space is provided under each question to take notes

- What is the **desired method of vaccination** that the provider/LHD can support? There are three types:
 - Vaccines are given only **in people's homes**
 - Vaccines are given at a **central site**
 - Vaccines are given **both** in people's homes and at a central site
- What **space** is needed for the vaccination event? (e.g., size, different areas, restrooms, rain plan)
- What are the **best dates and times** for a vaccination event that work for both the community and provider or LHD?
 - *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) should be used?
 - Can the provider or LHD provide this?
- What **resources** are needed for the event (e.g., chairs, tables, space for patients to lie down)?
 - Who will provide each resource?
- What **staff** will the provider or LHD provide? Will any of their staff participate in the door-to-door campaign? (e.g., vaccinators)

- What **volunteers** should the community group provide? (e.g., translators, greeters, patient assistants)
- What **personal protective equipment (PPE)** is required for staff and volunteers? Who will provide it?
- How can the community organization and provider or LHD work together to **spread the word** to as many people as possible?



Volunteer jobs you can have at your event

Check with your partner provider or LHD to see if they recommend having volunteers to help at the vaccination event. Below are some common volunteer jobs.

Before the event:

- Head coordinator** (*this is probably you!*)
 - Work with provider/LHD and volunteers to oversee planning of the event
- Volunteer organizer**
 - Coordinate volunteers by assigning roles and training them as needed
- Well-connected community members**
 - Spread the word about the vaccination event in as many ways as they can
- Door knockers**
 - Knock door-to-door to spread the word about the event to community members, answering questions and addressing concerns
- Social Media Team**
 - Post flyers to social media to further spread the word about the event

During the event:

- Head coordinator** (*still probably you!*)
 - Work alongside the provider/LHD to oversee the event
- Site set up/take down helpers**
 - Help the provider or LHD to set up and clean up the event
- Patient helpers**
 - Help patients move through vaccination process (e.g., shot, observation)
- On-site greeters**
 - Welcome patients and direct them to check-in
- Translators** (as needed)
 - Help to translate for non-English speaking patients
- Vaccine assistants**
 - Stay in the vaccination area to help clean and keep patients moving
- Observation assistant**
 - Watch patients after-vaccination for ~15 minutes; clean chairs & area
- Security** (*Optional*)
 - Ensure site remains calm and orderly
- Floater** (*Optional*)
 - Remain ready to support 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:

- Printed flyers
- Posts for social media
- Email drafts

[Use our templates](#)

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

2

Recruit volunteers, especially community leaders, to help spread the word using your materials

Aim to begin spreading the word **at least 2 weeks before** the event

3

Spread the word:

- Via flyers
- Text
- On social media
- Via newsletters & emails
- On the radio
- In local newspapers
- Using faith & community group email lists
- Using school newsletter/email lists

Run door-to-door campaign to spread information around community

4

On the day of the event, ask volunteers and those getting vaccinated to **spread the word** about the event to as many people as they can

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 trust different messengers** – community members and leaders are often the most trusted
- **Be kind to yourself** – know that changing someone's mind isn't easy
- **Take your time** – changing someone's mind might take multiple conversations and time
- **Actively listen & acknowledge questions** – hear their concerns rather than just sharing your opinion
- **Be kind during the discussion** – recognize their feelings and concerns, asking if they have “questions” or “concerns” instead of saying 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 vaccination is the right choice for them



Detailed checklist for planning & running door-to-door outreach (1 week prior to vaccination event)

Before the event:

Step	Notes	Done?
Map out neighborhoods where volunteers will be knocking on doors		
Set dates & times for door-to-door campaign		
Recruit volunteer door knockers		
Adjust door knocker script as needed		
Create and print materials for door knocking (e.g., flyers, FAQs, scripts for volunteers, etc.)		
Share vaccination event logistics with volunteers, asking to spread the word about the event		

During the event:

Step	Notes	Done?
Set up central station where volunteers can come to ask questions if needed or take a break		
Hold training session for volunteers (e.g. review script, FAQs, answer questions, practice)		
Give volunteers printed flyers, pens, clipboard, & script (if available)		
Assign volunteers to specific neighborhoods/areas		
Ensure everyone has mask & is social distancing		
Check in with volunteers on any issues		
Support volunteers as needed (e.g., break from job, food, drink)		
Track issues raised at visits (e.g. what questions or concerns did community members have)		

After the event:

Step	Notes	Done?
Gather tracking sheets & inform LHD of estimated number of people coming		
Arrange home visits as needed		



Volunteer resources for navigating door-to-door

Door-to-door script

Hello

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

Are you ready to get back to your normal, pre-COVID life? Well, members of our community are bringing COVID vaccines straight to our community to help us return to life as usual.

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. Refer to [FAQs](#) for 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 aren't able to 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: tell them a story about how getting vaccinated has allowed you to get back to normal life or talk to them about your community
- Flexibility: remember, you know your community best. Use the messages and words that you know will resonate with those in the community.
- Consistency: use consistent messaging from the script about the event and vaccines
- Body language: after you knock, take a few steps backs 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
- Tracker: make a note of what happened during the visit - What was the address? Did they open the door? 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 their concerns rather than telling them what to think or that they are wrong.
- Preparation: review the FAQs to make sure you can answer questions residents have

To prepare for your discussion, these are the top reasons many Kansans are uncertain about getting the COVID Vaccine:

Refer to [FAQs](#) for suggested ways to respond to these concerns

1. There is not enough evidence that it prevents COVID-19
2. Approvals and clinical trials were too fast
3. Short and long-term side effects from the vaccine
4. Not enough time since people started taking the vaccine
5. They are not afraid of getting COVID-19

Frequently Asked Questions (FAQs) – CDC guidance

We recommend reviewing the below from the [CDC's guidance](#) as well as FAQs on [KDHE's website](#) before engaging with the community to ensure you are prepared for any discussion

Are vaccines safe & effective?

COVID-19 vaccines are **safe and effective**. COVID-19 vaccines were evaluated in tens of thousands of diverse participants in clinical trials. The vaccines met the Food and Drug Administration's (FDA) rigorous scientific standards for safety, effectiveness, and manufacturing quality needed to support emergency use authorization (EUA).

Tens of millions of people in the United States have received COVID-19 vaccines, since they were authorized for emergency use by FDA. These vaccines have undergone and will continue to undergo the most intensive safety monitoring in U.S. history. This monitoring includes using both established and new safety monitoring systems to make sure that COVID-19 vaccines are safe.

All COVID-19 vaccines currently available in the United States are effective at preventing COVID-19 as seen in clinical trial settings. A single dose of Pfizer or Moderna COVID-19 vaccines are **82% effective** against symptomatic COVID-19 and 2 doses are **94% effective**. Johnson & Johnson / Janssen vaccine was **66.3% effective** in clinical trials.
([source](#), [source](#))

What are the vaccines available?

Currently, three vaccines are authorized and recommended in the US to prevent COVID-19:

- Pfizer – 2 doses (3 weeks apart), for people 12 years and older
- Moderna – 2 doses (4 weeks apart), for people 18 years and older
- Johnson & Johnson (J&J) – 1 dose

([source](#))

Is the J&J/Janssen vaccine safe & effective?

The J&J/Janssen COVID-19 vaccine's known and potential benefits outweigh its known and potential risks.

Reports of adverse events following the use of J&J/Janssen vaccine suggest an increased risk of a rare adverse event called TTS (thrombosis with thrombocytopenia syndrome). Nearly all reports of this serious condition, which involves blood clots with low platelets, have been in adult women younger than 50 years old.

([source](#))

What are the side effects?

You may have side effects after vaccination. These are normal and should go away in a few days. They include:

- swelling, redness, and pain at injection site
- fever
- headache
- tiredness
- muscle pain
- chills
- nausea

([source](#))

How long does the immunity/protection process take?

It typically takes two weeks after vaccination for the body to build protection (immunity) against the virus that causes COVID-19. You are not fully vaccinated until 2 weeks after the 2nd dose of a two-dose vaccine or two weeks after a one-dose vaccine.

([source](#))

How long does immunity/protection last?

We don't know how long protection lasts for those who are vaccinated. What we do know is that COVID-19 has caused very serious illness and death for a lot of people. If you get COVID-19, you also risk giving it to loved ones who may get very sick. Getting a COVID-19 vaccine is a safer choice. Experts are working to learn more about both natural immunity and vaccine-induced immunity.

([source](#))

If I've already had COVID-19 and recovered, do I still need a vaccine?

Yes, you should be vaccinated regardless of whether you already had COVID-19. Experts do not yet know how long you are protected from getting sick again after recovering from COVID-19. Even if you have already recovered from COVID-19, it is possible, although rare, that you could be infected with the virus that causes COVID-19 again.

([source](#))

What can happen if I get COVID-19?

Some people who are infected won't have symptoms, which is why everyone should take precautions. Anyone can have severe illness from COVID, especially older adults and people of any age with underlying conditions. Unfortunately, there have been ~600K deaths in the US from COVID. ([source](#), [source](#))

Community COVID-19 Vaccination Event



First

Sample flyer

[CLICK HERE TO DOWNLOAD THESE FLYERS](#)

VA

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

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](#)

“...ed”,
“...ors available”

“... second doses, bring your vaccination card”

LOGO

LOGO



In partnership with Name of provider or Local Health Department

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 provider or
Local Health Department

