Community Ambassador Tips & Challenges in our Vaccination Rollout Campaign

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Make Everyone an Ambassador

- Apply allyship and branching out strategies
- Identify allies
  - Those who are already vaccinated
  - Those who are getting vaccinated
- Make connections
  - At vaccination clinic
  - During outreach (Door to door, or In-Person)
Be Kind to Yourself

- Be Kind to
  - Yourself
  - Each other
- Be supportive to your fellow ambassadors
- Don’t take it personally
Be Genuine, Creative and the Information Resource

• Show people you care
• Use your creative talent to engage people
• Collect and be familiar with resources
• Long term strategy - rather than a one-off deal, importance of trust building
Be Empathetic

- Confidentiality (Keep things confidential at all cost, even if you are attacked)
Be an Advocate for Favorable Policy
• Potential Barriers
  • language accessibility (what do you do about it?)