

# Outreach and Engagement Resources for COVID-19 & Influenza Vaccine Programs



The following resources provide information on effective strategies for conducting outreach and community engagement, including among older adults and individuals with disabilities, and planning or hosting COVID-19 or influenza vaccination clinics.

## Outreach and Community Engagement Strategies

1. The Administration for Community Living's (ACLs) [Strategies for Helping Older Adults and People with Disabilities Access COVID-19 Vaccines](#). This document offers examples and promising practices for states, municipalities, community-based partners, and anyone else working to ensure that older adults and people with disabilities can get vaccinated for COVID-19. Information on how to effectively target outreach strategies to older adults and people with disabilities, including how to ensure information provided to the public is accessible and culturally competent is featured.
2. ACL's [Vaccination Resources](#) provides information about COVID-19 vaccinations and includes links to partner organization's resources, including plan language material.
3. ACL's [Vaccination and booster resources for our networks](#) provides information on ways the aging and disability networks connect people to vaccine boosters, including promising models, case studies, and resources.
4. ACL Technical Assistance Community [COVID-19 and Vaccine Access](#) provides resources specifically related to COVID-19 and vaccine access, including information on accessibility of vaccination sites, building vaccine confidence, and reaching underserved populations. The site also features promising practices on infrastructure (e.g., Medicaid claiming and staff training), integration of health and social care( e.g., care transitions, telehealth, and hospitals readmissions reduction/payment models), and programs and services (e.g., assistive technology, caregiver supports, and streamlined access).
5. HHS's [We Can Do This](#) COVID-19 Public Education Campaign is a national initiative to increase public confidence in and uptake of COVID-19 vaccines and educate the public about the availability of COVID treatments while reinforcing basic prevention measures. Outreach tools and sharable resources are featured, including a 'toolkit' with links to posters, flyers, and information sharable through direct mailings, newsletters, emails and social media accounts.
6. AIM (Association of Immunization Managers) [Vaccine Confidence Toolkit](#) includes links to information for its members, including a "[Lessons from The Field: Promoting Vaccine Confidence](#)"; a guide that includes information on key lessons learned from select immunization programs and stakeholders that have substantial experience addressing vaccine hesitancy and

vaccine confidence in their communities. The Toolkit also includes media materials, recorded webinars

7. Association of State and Territorial Health Officials (ASTHO) [Using Data and Effective Messaging to Support Strong Vaccine Policy](#) (Heather Tomlinson, July 6, 2023) discusses strategies—utilizing public opinion data, evidence-based policies, and adequately equipping trusted messengers with effective messaging—state health agencies can use to maintain and promote strong vaccine policy.
8. [Vaccine Messaging Guide](#) (December 2020), developed by the Yale Institute of Global Health and the UNICEF Demand for Immunization team, provides recommendations for developing effective vaccine messaging.
9. [Plain Language for Public Health](#), developed by the Public Health Communications Collaborative, provides best practices and tools to prepare, develop, review, and test plain language communications.
10. [12 COVID-19 Vaccination Strategies for Your Community](#). This COVID-19 Vaccination Field Guide, developed by the Centers for Disease Control and Prevention (CDC), presents 12 COVID-19 vaccination strategies adapted from evidence-based practices implemented nationwide to help increase vaccine confidence and uptake.
  - a. This site also includes a link to [Addendum: Rural Considerations for Vaccine Confidence and Uptake Strategies](#). The addendum includes rural considerations and examples for the 12 strategies based on successes in the field and input from health departments and rural health organizations. Both guides were published in 2021.
11. CDC’s [How to Conduct a Rapid Community Assessment](#) (RCA) describes how to quickly collect community insights about a public health issue, such as COVID-19 or the flu, to assist with program design. “Rapid Community Assessment Guides” are available in English and Spanish. Addendums address considerations for conducting RCAs in tribal communities, migrant and seasonal farmworker communities, and refugee, immigrant and migrant communities.
12. CDC’s [Guidance for Vaccinating Older Adults and People with Disabilities at Vaccination Sites](#) includes tips and information on planning vaccination outreach, planning and scheduling appointments, giving vaccines, and planning for after vaccination.
13. CDC’s Agency for Toxic Substances and Disease Registry (ATSDR) [CDC/ATSDR Social Vulnerability Index](#) is a tool that uses U.S. Census data to determine the social vulnerability of every census tract. ATSDR’s Geospatial Research, Analysis & Services Program (GRASP) maintains the CDC/ATSDR SVI to help public health officials and local planners better prepare for and respond to emergency events like hurricanes, disease outbreaks, or exposure to

dangerous chemicals. The CDC/ATSDR SVI uses 16 U.S. census variables to help local officials identify communities that may need support before, during, or after disasters.

14. CDC's [Strategies for Reaching People with Limited Access to COVID-19 Vaccines](#) includes practices such as scheduling appointments, arranging transportation, and reaching people who are homebound for in-home vaccination.
15. CDC's [Partnering for Vaccine Equity \(P4VE\)](#). In 2020, CDC launched the P4VE program to increase equity in adult immunization. The program provided funding to national, state, local, and community-level partners, who prioritized equity in vaccination access and uptake for those groups that experience disparities in immunization – with a particular focus on racial and ethnic communities.
  - a. [Partnering for Vaccine Equity: Equity in Adult Vaccination](#)
  - b. [Partnering for Vaccine Equity: A Year Later](#).
  - c. [Partnering for Vaccine Equity Resource Hub](#) provides hundreds of free educational materials to support vaccination in your community.
16. CDC's [Building Back Better: Toward a disability-inclusive, accessible, and sustainable post COVID-19 world](#) provides disability and COVID-19 resources, including toolkits, COVID-19 materials for people with intellectual and developmental disabilities and care providers, and strategies for reaching people with limited access to COVID-19 vaccines.
17. The [Autism Society](#), through its Vaccine Education Initiative (VEI), developed vaccine information and resources to assist the Autism community with information for health care professionals, parents, and caregivers. Their website includes a [Guide to Accessible Vaccine Clinics](#) which features information on planning a vaccine clinic, [COVID-19 Vaccine Messaging Tips](#), and [What to Expect with Your Flu Shot](#). Accessible vaccine kits are available through the Autism Society.
18. CDC's [COVID-19 Resources for People with Intellectual and Developmental Disabilities and Their Care Providers](#) includes information on COVID-19 presented in easy to read pages; social stories, interactive activities, and videos; and, resources specific to parents and children.
19. KFF's [How are States Addressing Racial Equity in COVID-19 Vaccine Efforts?](#) provides information on how states addressed equity through outreach and communication efforts, vaccine allocation and distribution strategies, and data collection and reporting.
20. ASTHO [Building Community Action Teams: A Framework for Improving Influenza Immunization Uptake](#) provides a framework to assist health agencies in the development and utilization of community action teams to strengthen community partnerships to improve

influenza immunization uptake. While this document focuses on influenza, the framework can be adapted for a multitude of public health topics.

21. ASTHO's [Vaccine Equity: Combating COVID-19 Misinformation](#) features representatives from Culture ONE World and CMRignite as they highlight best practices for identifying and correcting misinformation and discuss ways to assist groups most at risk of being exposed and influenced by misinformation.
22. Annals of Internal Medicine's [Addressing Viral Medical Rumors and False or Misleading Information](#) (July 18, 2023) describes lessons learned from a national COVID-19 disinformation campaign and recommendations to address and respond to harmful medical information.
23. ASTHO's Public Health Review podcast [Bridging the Gap: Ensuring Vaccine Equity for Native Communities](#) features three public health experts share how they prioritized vaccine equity for American Indian and Alaskan Native communities on the local, state, and national levels during the pandemic.
24. The Centers for Medicare & Medicaid Services' (CMS) [Increasing Flu Shot Outreach & Uptake](#) provides information for health care providers, partners, and states.
25. National Governors Association's [COVID-19 Vaccine Initiatives](#) lists state COVID-19 vaccine incentives developed to increase vaccination rates.
26. National Academy for State Health Policy (NASHP) and Duke-Margolis Center for Health Policy, "[Strategies to Increase COVID-19 Vaccination Rates in Medicaid Enrollees: Considerations for State Leaders](#)" (December 2021) describes the importance of coordination and communication with health care providers, Medicaid managed care organizations (MCOs)/LTSS plans, and community organizations serving low-income populations. The article describes how state Medicaid programs can incentivize MCOs to award funding to providers who are increasing vaccination rates among members, including waiving contract language to allow plans to invest additional funding in vaccination outreach efforts.
27. Erin Campbell and Mary Beth Dyer, Bailit Health, State Health & Value Strategies "[Strategies for Working with Managed Care Organizations to Increase COVID-19 Vaccination Rates](#)" (September 15, 2021) describes ways state Medicaid agencies and contracted MCOs can increase vaccination rates.

## Planning or Hosting a Vaccination Clinic

28. CDC’s [Guidance for Planning Vaccination Clinics Held at Satellite, Temporary, or Off-Site Locations](#). The purpose of this guidance is to assist with jurisdictional planning and implementation of satellite, temporary, or off-site vaccination clinics by public and private vaccination organizations. The guidance focuses on clinical considerations for planning a vaccination clinic, including vaccine storage, handling, administration, and documentation.
29. [Resources for Hosting a Vaccination Clinic](#). In an effort to standardize the process of holding clinics in non-traditional settings, the National Adult and Influenza Immunization Summit developed tools your organization can use when organizing satellite, temporary, or off-site vaccination clinics. Includes a best practice checklist to help clinic coordinators/supervisors overseeing vaccination clinics held at satellite, temporary, or off-site locations follow CDC guidelines and best practices for vaccine shipment, transport, storage, handling, preparation, administration, and documentation.
30. “Community-based organization perspectives on participating in state-wide community canvassing program aimed to reduce COVID-19 vaccine disparities in California”, [BMC Public Health](#) (July 14, 2023), describes a qualitative evaluation study of California’s Get Out the Vaccine or GOTVax program aimed to reduce structural barriers to COVID-19 vaccination in high-risk communities with low vaccination rates. GOTVax consisted of a community-academic-government partnership with 34 local trusted community-based organizations to conduct COVID-19 vaccine outreach, education, and vaccine registration. The article describes themes to successful program participation of communities and barriers.
31. The [Mobile Health Map](#) is a nationwide network of mobile clinics that measure, maximize, and communicate how mobile clinics improve health, save money, and advance equity. Mobile healthcare providers can sign up for the Mobile Health Map to increase their visibility and evaluate their impact, and individuals can search for a mobile clinic throughout the U.S. The mobile clinics may offer various types of care and services, such as behavioral health, dental, primary care, and preventive care including flu vaccines. Approximately 1,200 mobile clinics are part of the Mobile Health Map. According to the [Mobile Clinic Impact Tracker](#) over 11,000 emergency department visits were averted and 3,677 life years saved (as of July 2023).
32. Vote & Vax:
  - a. Robert Wood Johnson Foundation’s [Vote & Vax Setting Up a Successful Clinic in Your Community](#) (Fall 2016). “Vote & Vax” was a national project of the Robert Wood Johnson Foundation in collaboration with SPARC (Sickness Prevention Achieved through Regional Collaboration). The guide is directed to mass immunizers (e.g., pharmacists, public health departments, visiting nurses’ associations, immunization

coalitions, and others), focusing on the distinctive opportunities and challenges that are part of developing and operating a flu shot clinic at or near a polling place. Includes a step-by-step guide to launching a “Vote & Vax” initiative and lessons learned.

- b. ["Polling Places, Pharmacies, and Public Health: Vote & Vax 2012"](#), National Adult and Influenza Immunization Summit, May 2015, PowerPoint presentation on Vote & Vax initiative.