

Administration for Community Living: 5 Steps to Proactive Vaccine Outreach

1. **Identify your low access areas.** The *HHS We Can Do This* [website](#) has vaccine hesitancy maps with county-level vaccination hesitancy estimates by county, plus additional facts to help you understand your outreach areas. You can access county level detail on social vulnerability index (SVI) and vaccine coverage through the [Centers for Disease Control and Prevention's COVID data tracker](#). Another resource is the [Assistant Secretary for Planning and Evaluation's \(ASPE\) interactive map for the unvaccinated, but willing population](#). This map allows you to locate at the county level where there still may be people willing to receive the vaccine to help with targeting.

2. **Obtain lists of people to contact.** Once you know the areas to target specifically, the challenge is finding a list of your target population in that area to contact. Consider working with partners who can help provide contacts. Some suggestions include home delivered meals recipients, Medicaid beneficiaries, voter registration lists, referrals from community-based organizations, health plans, hospitals, primary care doctors and faith-based organizations. Be sure to check out our new resource on [expanding outreach and engagement through healthcare collaboration](#). developed by Tim McNeill and his team at Freedmen's Health

3. **Find outreach personnel.** Train existing staff, hire contractors, or use volunteers. Talk to community partners about the best strategy to use for the particular community you are targeting. Decide how you will contact these individuals. For example, door knocking ([DC](#)) and in home vaccinations ([OH playbook](#)). You could also join one of the HHS [Made To Save Campaign](#) phone banking events to learn how to do effective telephone outreach.

4. ***Train outreach personnel.*** Train your vaccine outreach workers in the most effective methods to have vaccine confidence discussions. Again, the HHS [We Can Do This](#) and [Made to Save](#) websites offer great resources as well as the [AD Council](#). You can find sample call scripts and discussion prompts. There is also information on outreach to various cultural and ethnic groups.

5. ***Celebrate successes by tracking results.*** Finally, celebrate by tracking results. ACL will begin bi-monthly data collection in July of 2021. These data will be used to demonstrate the impact of this historic partnership with CDC. The following information will be collected from states:

- Vaccine outreach activities
- Increasing vaccine confidence
- Reaching underserved populations
- Public and individual outreach and awareness
- Vaccine registration, transportation, and other support for vaccine distribution
- Number of people reached and demographic characteristics
- Tracking of spending
- Barriers
- Proactive outreach strategies/success stories