

**\*\*This issue is a “how-to” for promoting a vaccine clinic\*\***

July 29, 2021

Dear Colleagues:

To help spur larger turnouts for your clinics, including mobile ‘pop-up’ clinics, see our tips below. Find all you need in our **Trust the Facts kit** – posters, print ads, bodega signs, door hangers, social media graphics and more, in multiple languages here: <https://www.mass.gov/doc/creative-materials-toolkit-trust-the-facts-get-the-vax/download>.

We hope you find these tips and suggestions helpful. Please share with your local partners!

***Ideas to promote your vaccination clinic or event:***

* Post a message to your social media (download graphics at the link above) and ask all partners to do the same. Sample:

Hello, New Bedford! COVID-19 vaccination is coming to you! Our mobile clinic will be at the Ryder Street Parking Lot July 30-31 from 10am to 2pm. It’s easy, free, and no appointment, ID, or insurance is needed. More info/full schedule here: URL



* Send out the same message above in a mass email to community members and listservs
* Put up posters in heavily trafficked areas. (You can use [generic Trust the Facts Get the Vax flyers](https://www.mass.gov/doc/creative-materials-toolkit-trust-the-facts-get-the-vax/download) like the one below and add your logo)
* Place inserts in bulletins, local newspapers, newsletters
* Conduct interviews with local media outlets to get out the word
* If funding is available:
  + consider paid PSAs on social media
  + Print and mail or hand-deliver postcards, flyers, or letters with clinic-specific information

***Partners to help spread news and information:***

* Elected officials with large networks who have ways to share information
* Trusted community members/leaders e.g., pastors, rabbis, community health center staff, local food bank or social service agency leaders.
* Members of your organization connecting with their personal networks
* Vaccinated community members helping to reach others
* Local newspaper, radio, and cable television outlets
* Neighborhood groups, e.g., Next Door
* Local chambers of commerce or school groups
* Community- and faith-based organizations (with at least one week’s notice)
* Local businesses, e.g., nail salons, barber shops, grocery stores, and local nonprofits

***Additional outreach ideas***

* Offer vaccination information at community events (partner with health care providers or DPH Vaccine Ambassadors).
* Provide vaccine encouragements at community centers/events; places of worship; retail centers; restaurants; and other places people gather.
* Partner with community organizations to staff phone banks and canvass neighborhoods.
* Partner with popular restaurants, eateries, or bars to offer incentives to get vaccinated.
* Adapt [key CDC messages](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/keythingstoknow.html) to the language, tone, and format that will resonate with your organization.
* Employers: print copies of [CDC posters](https://www.cdc.gov/coronavirus/2019-ncov/communication/print-resources.html?Sort=Date%3A%3Adesc&Search=poster&Topics=Vaccines) or [Massachusetts posters](https://www.mass.gov/info-details/stop-covid-19-vaccine-education-and-outreach-materials) and use them as handouts or post them in highly visible places in your offices, buildings, and other employee locations.
* Order COVID-19 vaccine [posters](https://massclearinghouse.ehs.state.ma.us/category/COVID19.html) and [stickers](https://massclearinghouse.ehs.state.ma.us/PROG-BID/COVIDVax.html) from the MA Health Promotion Clearinghouse.

*Thank you for all you are doing to promote vaccine safety and confidence!*