

# Hosting a Mobile Vaccination Clinic Toolkit

Updated: September 2024



## Introduction:

The Massachusetts Department of Public Health (DPH), in partnership with schools, community and faith-based organizations, and local boards of health, is offering on-site vaccination clinics for COVID-19 and influenza. Mobile clinics make vaccination convenient for large groups and hard-to-reach individuals.

Vaccination for COVID-19 and influenza is safe and effective. Getting vaccinated can lower the risk of getting and spreading these viruses and can help prevent serious illness and death. These vaccines are an important tool in keeping the population healthy and therefore keeping business, schools, and community and faith-based organizations safe.

Evidence shows that vaccine access, paired with intentional outreach, engagement, and resources, aids in building vaccine confidence and uptake. With that, hosts should leverage the trusted relationships of community members and leaders. This toolkit aims to provide guidance in a number of these areas.

Contact [dphmobilevaxclinic@jsi.com](mailto:dphmobilevaxclinic@jsi.com) with any questions.

## How to Host a Clinic:

### Logistics:

- **Submit a request form.** If you are not already working with a vaccine provider and would like to host a COVID-19/influenza vaccination clinic, submit a [DPH Mobile Vaccination Clinic Request Form](#). A response to your request may take 5-10 business days. If you wish to check on the status of your request, you may contact [dphmobilevaxclinic@jsi.com](mailto:dphmobilevaxclinic@jsi.com).
- **Select an appropriate space and prepare the site.** Not all sites are suitable for a clinic. For example, indoor spaces are preferred in the winter, and generally overall.
  - **Locale:** Is the clinic location easily accessible to those you hope to vaccinate?
  - **Resources:** Will power, Wi-Fi, bathrooms, chairs, tables, and volunteers be available? Are translation services needed?
  - **Waiting/Recovery Area:** Consider the space where folks will wait before their shot and sit for 15 minutes after their shot during observation.
- **Distribute Consent Forms:** Distribute and post multilingual flyers [and parent/guardian consent forms to all minors](#). Plan to receive the consent forms ahead of time and allow families to be present at the clinic, as appropriate.

*If you expect children and families at your clinic:*

### Child/Family Friendly Clinic Practices:

- Take a whole family approach: vaccinate all comers (parents/caregivers, grandparents, older siblings, etc.)
- Consider holding clinics in the evening and/or weekends, outside of traditional school and work hours
- Ensure language translation support/capacity
- Encourage families to also get their flu vaccines to “check it off the list.” [CDC has confirmed](#) that getting the flu and COVID vaccines at the same time is safe and that everyone (aged 6 months and up) should be vaccinated for flu before November to protect against becoming severely ill.

- Provide sensory/disability support for children and families
- Ensure the presence of a trusted voice to answer family/caregiver questions at the clinic
- Organize vaccine town halls for parents of school-age children to get questions answered
- Engage trusted community members to share messaging and/or participate at the town hall (*i.e.*, community leader, faith leader, school coach, etc.)
- Provide activities and games to occupy children during waiting and observation periods (*e.g.*, balloon animals, movies, arts and crafts, comfort kits)
- Provide snacks
- Provide Buzzys (injection pain reduction devices)

#### Promote the vaccination clinic:

**Spreading the word about your vaccination clinic and getting people to come are integral parts of hosting the clinic.** Including masks and test kit distribution in your messaging and/or incorporating them in your clinics can build trust.

Consider making a community event out of the clinic or hosting the clinic at a community event, such as a homecoming weekend or block party.

The below steps are recommended to help spread the word.

#### *Step 1: Finalize Plans*

Make the plans final. For example, know: the date, time, and location; that all walk-ups are welcome; and which vaccines are offered. If your clinic is going to have appointments, ask your vendor for a “sign up link.” This link can be distributed to people in advance so they can go online and schedule appointments.

#### *Step 2: Advertise the clinic*

Getting the word out about the clinic is an important piece of a successful clinic. A host can work with partners (see “Partners,” below) to reach all community members. It may take different ways and different partners to reach everyone.

Create a clinic-specific flyer to spread the news.

#### Ways to publicize your clinic:

- Mass email to community members and listservs
- Social media campaign:
  - Partner with key influencers on a coordinated social media effort.
  - Paid social media.
- Mail (postcards, flyers, letters) with clinic-specific information
- Phone calls and/or text messages to community members (ex. From mayor’s office)
- Posters placed around the community
- Inserts in bulletins, local newspapers, newsletters
- Interviews with local media

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

- Trusted community members/leaders (*i.e.*, libraries, YMCAs, faith-based organizations)
- Local boards of health and councils on aging
- Members of your organization connecting with their personal networks
- Vaccinated community members helping to reach others
- Elected officials with large networks who have ways to share information

- Newspaper, radio, and television organizations
- Neighborhood groups
- Local chambers of commerce or school groups
- Local businesses, nonprofits, and faith communities

#### *Additional outreach ideas*

- Offer vaccination information at community events (partner with health care providers or other trusted community voices).
- 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 eateries to offer incentives to get vaccinated.
- Adapt [key messages](#) to the language, tone, and format that will resonate with your organization.
- Print copies of [CDC posters](#) or [download Massachusetts flyers](#) and use them as handouts or post them in highly visible places in your offices, buildings, and other employee locations.

#### *Step 3: During the Clinic*

- Distribute some type of small incentive, whether via gift cards, free items, or even [stickers](#).
- Invite the local media to the clinic to do a story; have photo release forms on hand so you can get permission to use photos of people visiting the clinic.
- Post about the clinic on social media.
- Consider a quick exit survey to find out how people heard about your clinic and why they came; this will help you plan and publicize your next clinic.
- Continue to have canvassers canvass the local area letting people know about the clinic.

#### **Helpful Resources:**

[Benefits of COVID-19 Vaccination \(CDC\)](#)

[Myths & Facts About COVID-19 Vaccines \(CDC\)](#)

[COVID-19 vaccine information \(Mass. DPH\)](#)

Resources regarding children:

[COVID-19 Vaccination for Children](#)

[Children & Youth with Special Health Needs and the COVID-19 Vaccine \(Mass. DPH\)](#)

[Make Shots Less Stressful for Your Child \(CDC\)](#)

[We Can Do This Back to School Toolkit \(Vaccination In School Communities\) \(US HHS\)](#): Resources to help increase confidence, answer questions, and outline school guidance.