

# VACCINE AMBASSADOR PROGRAM



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VACCINE AMBASSADORS	INCREASE VACCINATION IN SPECIFIC COMMUNITIES	ENGAGE COMMUNITIES IN CARE	OUTREACH INFORM VACCINATE
<p>Vaccine Ambassadors include:</p> <ul style="list-style-type: none"> <li> Peers</li> <li> Community Health Workers</li> <li> Nurses</li> <li> Certified Recovery Specialists</li> <li> Other caring health workers</li> </ul>	<p>Vaccine Ambassadors help increase vaccinations among:</p> <ul style="list-style-type: none"> <li> Populations Experiencing Homelessness (PEH)</li> <li> Populations Engaged in Sex Work (PESW)</li> <li> Populations with Substance Use Disorders (PWSUD)</li> </ul>	<p>Vaccine Ambassadors work with community partners to:</p> <ul style="list-style-type: none"> <li> Help people at-risk learn more about vaccines</li> <li> Increase vaccine confidence to decrease risk for severe illness and hospitalization</li> <li> Connect people to other social services and care</li> </ul>	<p>Vaccine Ambassadors meet people where they are to:</p> <ul style="list-style-type: none"> <li> Drive conversations around hesitancy and build trust in vaccines</li> <li> Collect data using an app developed with a human-centered design approach</li> </ul>

## CDC VACCINE AMBASSADOR PROGRAM 2021-2022

**Ambassadors**

**meet people where they are**

- home visits
- on the street
- mobile units
- in-clinic
- pop-up sites
- in recovery centers

**partner with**

- fire stations
- shelters
- food banks
- treatment centers
- and more

**share ideas in peer learning opportunities**

**facilitate connections to other services**

**reduce vaccine hesitancy**

**15**  
health centers

**32**  
ambassadors  
and counting!

nearly  
**35k**  
touches

provided  
**30k+**  
COVID-19 Vaccines

**Vaccine Ambassador programs address vaccine hesitancy and increase vaccination rates among those at risk for severe illness.**

**Want to start a Vaccine Ambassador program at your Health Center?**  
To learn more scan the QR code or visit <https://bit.ly/vaccineambassador>