



# NHCHC COVID-19 VACCINE AMBASSADORS

## “outreach, outreach, outreach, inform, vaccinate”

### Informing PEH, PWSUD, and PWESW on COVID-19 to reduce vaccine hesitancy with Vaccine Ambassadors

- Centers for Disease Control (CDC)
- National Association of Community Health Centers (NACHC)
- National Health Care for the Homeless Council (NHCHC)
- FIFTEEN Community Organizations

### VAP Community Partnerships

- Prevention departments
- Homeless drop-in centers
- Shelters
- Domestic violence shelters
- Racial and ethnic minority shelters
- Drug and alcohol treatment facilities
- Homeless camps
- Food pantries

*“Every day the world is opening up despite the numbers going up. However, I will not give up trying to educate the public.”*  
 – Vaccine Ambassador

### COVID-19 Vaccine Ambassador Project

**The Strategy**

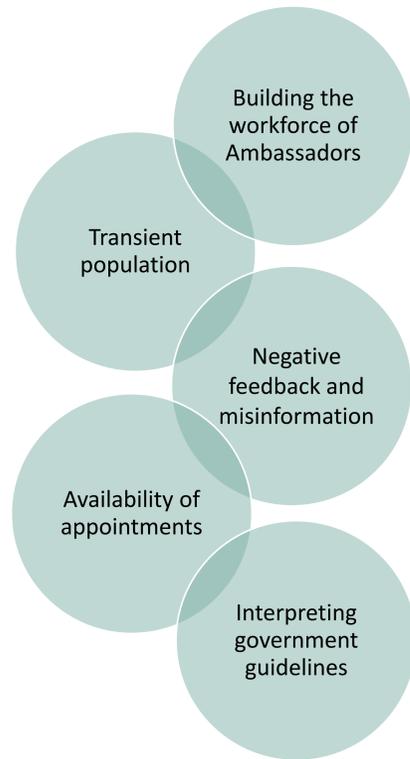
With funding from the CDC, and partnering with NACHC, NHCHC distributed 15 grants totaling over \$2 million to reduce COVID vaccine hesitancy

To improve COVID-19 vaccines for marginalized populations with vaccine ambassadors

**The Goal**

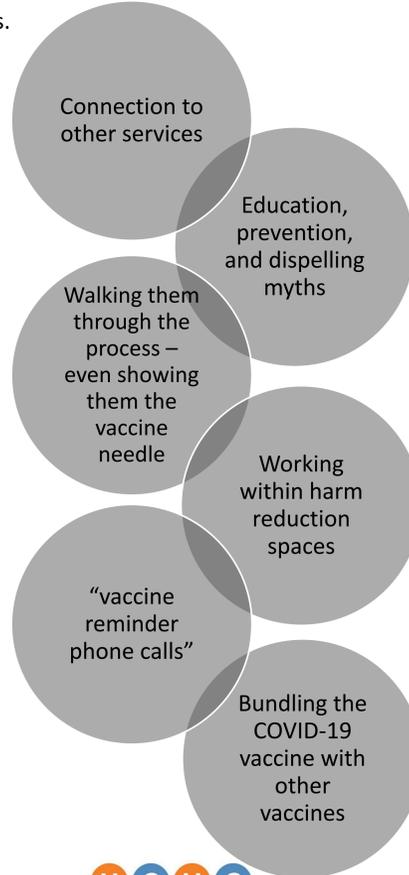
To reduce COVID-19 vaccine hesitancy among three marginalized populations including, people experiencing homelessness, people with substance use disorders, and/or people who engage in sex work.

### CHALLENGES



Those vaccinated are less likely to be hospitalized – freeing up hospital beds for others – reducing the extreme COVID intake at hospital and those vaccinated are less likely to die from COVID-19.<sup>1</sup> With this work comes both great challenges and successes.

### SUCCESSES



*Turning challenges into successes*



Christopher Mack, Vaccine Ambassador of JWCH



Felix Martinez & colleague, Vaccine Ambassador of Greater Lawrence FHC



Vaccine Ambassador hard at work



Outreach team from CrescentCare

**Hire & train Vaccine Ambassadors**

COVID-19 vaccine ambassadors are peers, community health workers or stakeholders in the municipalities with a common lived experience of the target population.

**Outreach to target populations**

We really do our best to meet those experiencing homelessness, those with substance use disorder, and those who engage in sex work where they are at – whether it’s a waiting room, an encampment or an emergency room.

**Vaccinate our target population**

Vaccinations can happen anywhere by ambassadors, nurses, and clinical staff. They can take place on the street, at their house, in the clinic, pop up sites, parking lots, and medical mobile units.

### Contributors listed in alphabetical order

- Affinia Healthcare, Saint Louis, MO
- Alameda County Health Care for the Homeless, Oakland, CA
- Camillus Health Concern, Inc. (CHC), Miami, FL
- Colorado Coalition for the Homeless, Denver, CO
- Columbus Neighborhood Health Center, dba PrimaryOne Health (P1H), Columbus, OH
- CrescentCare, New Orleans, LA
- Greater Lawrence Family Health Center, Lawrence, MA
- JWCH Institute Inc, Los Angeles, CA
- LifeSpring, Inc., Jeffersonville, IN
- OPTIMUS Health Care, Bridgeport, CT
- Pinellas County Board of County Commissioners Clearwater, FL
- Public Health Management Corporation, Philadelphia, PA
- Union Community Health Center, Inc., Bronx, NY
- The Wright Center for Community Health (TWCC), Scranton, PA
- Yakima Neighborhood Health Services, Yakima, WA

**Reference:** <sup>1</sup>The U.S. COVID-19 Vaccination Program at One Year: How Many Deaths and Hospitalizations Were Averted? (2021, December 14). <https://doi.org/10.26099/3542-5n54>