This Vaccine Ambassador Project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling $4,500,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

**VACCINE AMBASSADOR PROGRAM**

### Vaccine Ambassadors

- Peers
- Community Health Workers
- Nurses
- Certified Recovery Specialists
- Other caring health workers

### Increase Vaccination in Specific Communities

- Populations Experiencing Homelessness (PEH)
- Populations Engaged in Sex Work (PESW)
- Populations with Substance Use Disorders (PWSUD)

### Engage Communities in Care

- Help people at-risk learn more about vaccines
- Increase vaccine confidence to decrease risk for severe illness and hospitalization
- Connect people to other social services and care

### Outreach Inform Vaccinate

- Drive conversations around hesitancy and build trust in vaccines
- Collect data using an app developed with a human-centered design approach

### Success

- 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