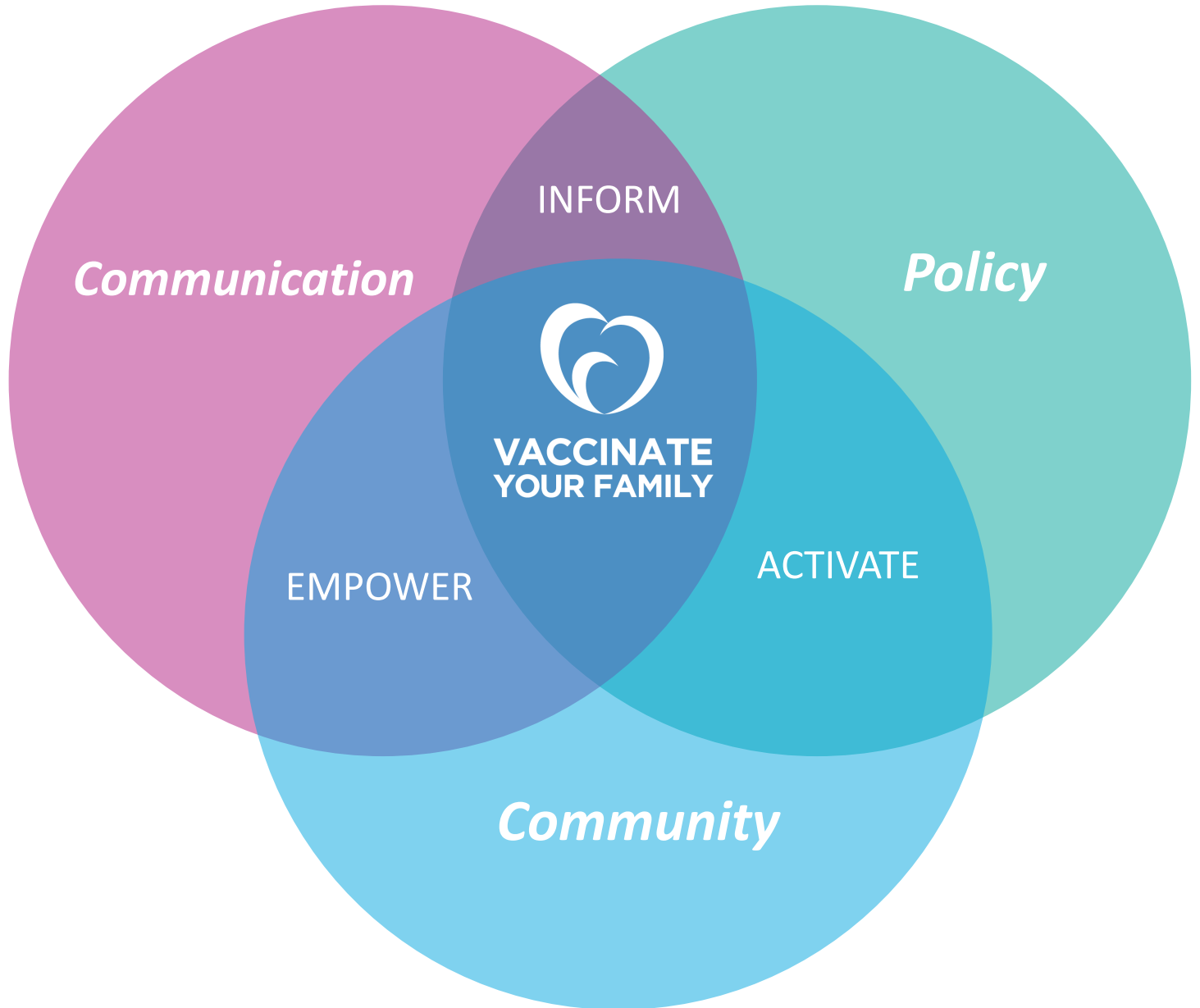




Empowering Vaccine Advocates at the Community Level

*Grisel Cisneros, Education Coordinator
Serese Marotta, Advocacy & Education Director*

Vaccinate Your Family is at the Center of the Vaccine Ecosystem



VYF's Community Programs



Vaccine Community Navigator Training

The Vaccination Community Navigator Program is a comprehensive, [continuing education curriculum](#) for Promotores/Community Health Workers, designed to build their capacity (measured through increased knowledge and reported confidence) to engage their communities in vaccine conversations and navigate people of all ages to vaccination services.

Learn more about the training, monthly community of practice meetings, and the online community [here](#).



SQUAD™
SQuaring Up Against Disease

Vaccinate Your Family's SQUAD™

Vaccinate Your Family's SQUAD™ is composed of advocates Squaring Up Against Disease. SQUAD™ members are passionate about protecting families against vaccine-preventable diseases because many of them have been personally impacted through loss or survivorship. Our advocacy program provides a scalable and sustainable platform for advocates who want to get involved in supporting vaccines and science. As part of this program, SQUAD™ members are trained, mobilized, and empowered to share their stories, educate their peers, and help reignite a culture of immunization at national, regional, and local levels.

Learn more about our SQUAD™ program [here](#) and read our members' personal stories [here](#).





Vaccination Community Navigator (VCN) Program



The role of P/CHWs

Who are promotores/community health workers and what is their role within the healthcare ecosystem?

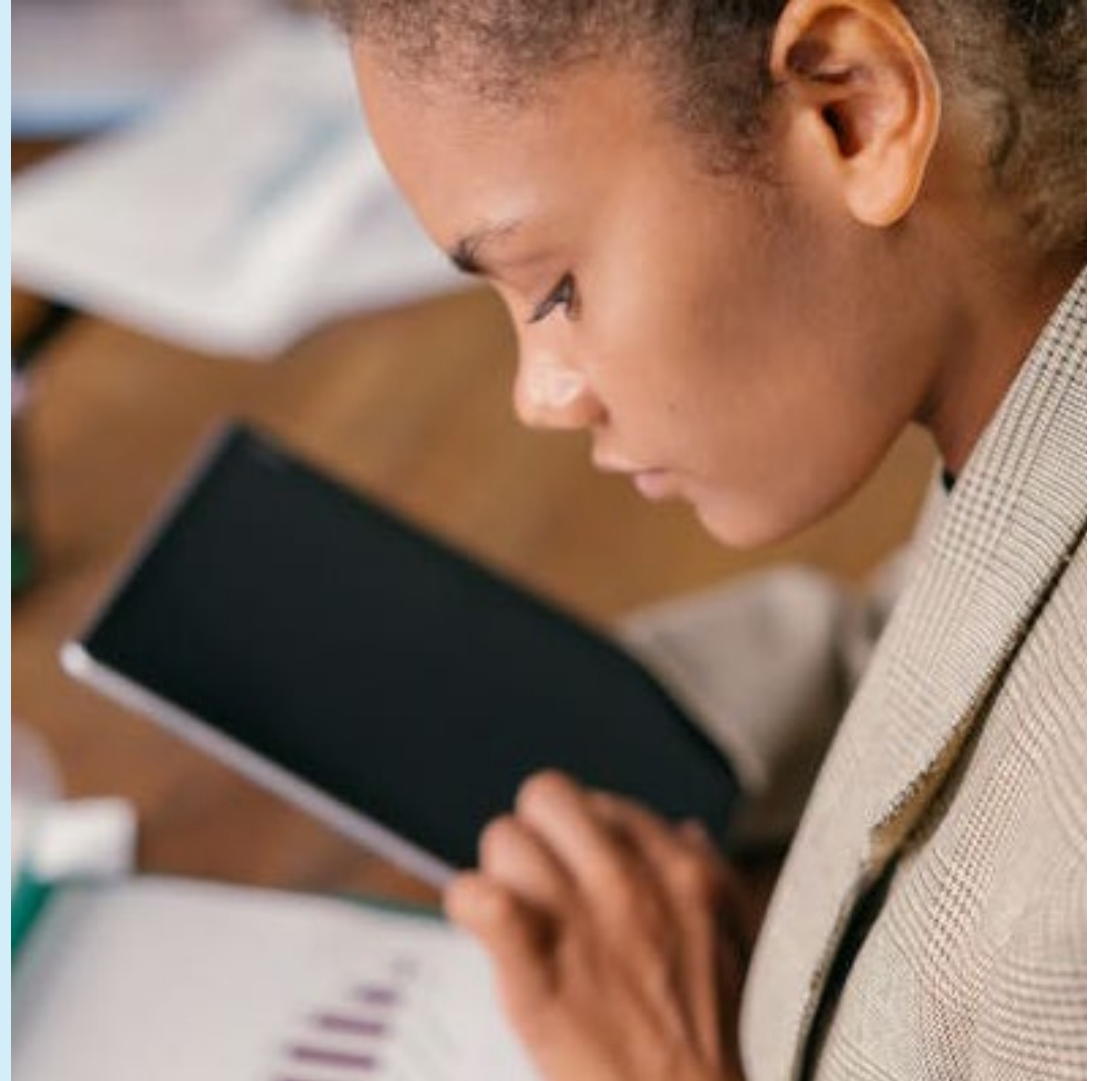
According to the CDC, a Community Health Worker is defined as a frontline public health worker who is a trusted member or has a particularly good understanding of the community served.

Similarly, according to the American Public Health Association, a Community Health Worker is defined as a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served.

VCN Background

First of its kind!

- A comprehensive training program for Community Health Workers (CHWs)/ *Promotores de Salud* who want to build their communities' confidence in, and access to, vaccines.
- Piloted with 200+ Promotores & Community Health Workers and Instructors in Texas in March – April 2022
- Launched nationally February 2023



1) Online Courses



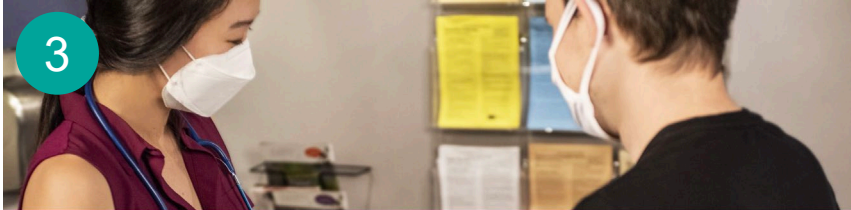
1

The Past, Present, and Future of Vaccination



2

The Nuts and Bolts of Vaccines



3

How to Debunk Misinformation and Bolster Vaccine Confidence



4

Addressing Social Determinants of Health & Barriers to Vaccination

Four self-guided, free online courses (in English and Spanish!)

Available to Community Health Workers (CHWs), CHW Instructors, and all those interested in increasing their knowledge and confidence to speak about vaccines.

Register at:
vaccinate.thinkific.com

2) Online Community

Free, online space for Community Health Workers (CHWs) and anyone looking to network.

An opportunity to ask questions about vaccines and vaccine-preventable diseases, share resources, and be notified about additional events and training.

This community is available in both English and Spanish.

Connect at: tinyurl.com/vcn-community



3) Virtual Community of Practice Meetings

Live Virtual Quarterly Meetings in 2024

Join fellow CHWs and Vaccinate Your Family (VYF) staff to discuss important topics.

An opportunity for CHWs to share information, ask questions, and connect over resources and best practices.

Meetings held in English, with live interpretation for Spanish-speakers.

To register, visit: <https://tinyurl.com/VCN2024>



4) In-Person Facilitation

Bring the VCN modules to your community!

Technical support for CHW sites interested in offering the VCN curriculum in-person.

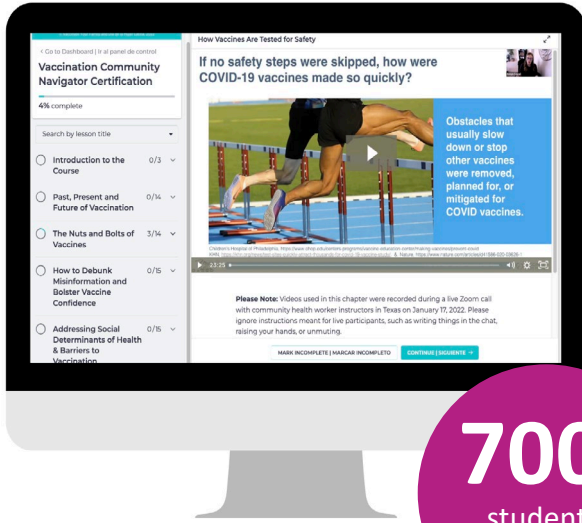
An opportunity for CHWs to follow the VCN curriculum in a classroom setting.

Available in English and Spanish.

For more information, visit: tinyurl.com/vcn-community



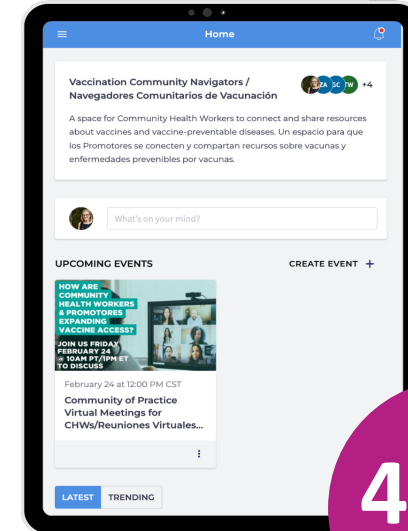
VCN Program: Results*



(1) Vaccination Community Navigator (VCN) Training courses for Promotores and Community Health Workers (P/CHWs).



(2) Live Virtual Meetings for P/CHWs interested in connecting and learning more about vaccine-related issues.



(3) The VCN Online Community is a space where P/CHWs can share resources, ask questions, and connect about vaccine-related issues.

VCN Testimonials

“The training gave [me] more insight into how I can play a more effective role as community health worker. Education is important but not enough to encourage people to get vaccinated. Listening is a great communication tool that allows for greater understanding and access to people reluctant to get vaccinated.”

— Community Health Worker, South Houston

“I learned how misinformation is affecting communities, much more than I thought.”

— Community Health Worker, Dallas

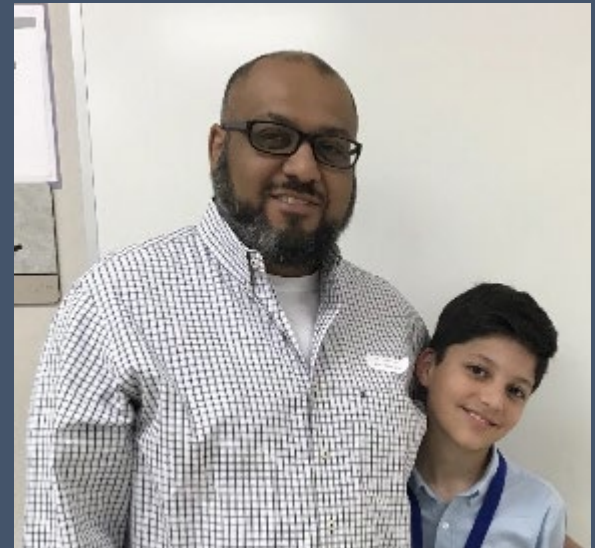
VCN – Next Steps

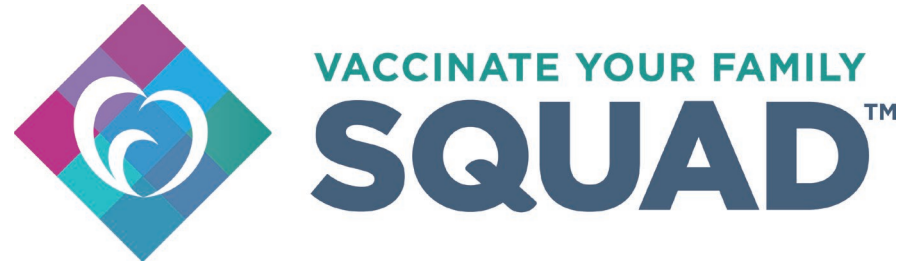
- **Continued promotion** of VCN modules for new enrollments
- **Updating of VCN modules** to remain current
- Continued **management of online community**
- Ongoing **quarterly Community of Practice Meetings**
- Continued **data collection** for program validation and quality improvement
- **Partnering with community-based organizations** nationwide to expand the reach of the VCN
- Additional cohorts of **in-person facilitation**



VACCINATE YOUR FAMILY
SQUAD™

Connecting Storytelling + Science





***SQuaring Up Against Disease:** A program for people who want to get involved in supporting vaccines & science*



How do we activate SQUAD™ members?

- ACIP/VRBPAC public comments
- Patient stories, testimonials, videos
- Speaking engagements
- Op-Eds
- Satellite media tours
- Radio and TV public service announcements
- Storytelling as part of communication campaigns
- Congressional testimony, hearings, briefings
- Legislator/policymaker outreach
- Conference attendance
- Community events, e.g., clinics, health fairs, peer-to-peer education
- Vaccination Collaborative
- Workgroups, partner activations, communities of practice

SQUAD™ Testimonial



"When I decided to speak out about my story and the importance of vaccination, I had no idea how to start. Connecting to Vaccinate Your Family provided me with the tools to reach a broader audience and helped to get me in front of the right people. Having their team as a resource and partner has been invaluable."

- Maria Young, COVID survivor

Visit our library of personal stories at
[Vaccinateyourfamily.org/stories](https://vaccinateyourfamily.org/stories)

Thank You!

Contact:

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Serese@vaccinateyourfamily.org



Website: [Vaccinateyourfamily.org](https://vaccinateyourfamily.org)

Facebook: Vaccinate Your Family

X/Twitter: @Vaxyourfam

Instagram: Vaccinate Your Family

YouTube: Vaccinate Your Family

LinkedIn: Vaccinate Your Family