

HOST A VIRTUAL COVID-19 VACCINE EDUCATION EVENT FOR YOUR CHURCH

One great way you can help people in your community is to host a Virtual Vaccine-19 Education event. This is an opportunity to empower parishioners and community members to get the facts about the COVID-19 vaccines. These virtual conversations will empower people with the information they need to make a more informed decision for themselves and their families. And ultimately, let us return to in-person worship services and activities. Getting the facts will help all of us live our best and healthiest life.

It's also important to reinforce that while vaccines are an incredibly important tool to fight the pandemic, everyone should continue additional precautions like **wearing a mask, social distancing and washing hands frequently.**

HERE ARE 10 STEPS FOR PLANNING A VIRTUAL COVID-19 VACCINE EDUCATION EVENT:

1. CONFIRM A DATE AND TIME.

Evenings are best to accommodate work schedules as well as Saturday mornings.

2. IDENTIFY A VIRTUAL PLATFORM.

Use the platform that is most familiar and comfortable for your church. Zoom, Google Hangouts, Microsoft Teams and WebEx all provide easy-to-use ways for people to connect. If you need help navigating these virtual platforms, ask a tech-savvy congregant to help!

3. IDENTIFY THE EVENT NAME, OBJECTIVES, AND AGENDA.

See a sample agenda at the end of this document and modify it to fit your congregation's interests or questions. You may also want to informally poll a few congregants to get a sense of the questions they'd like to discuss. It may also be helpful for your primary speaker/presenter to develop a short

presentation that highlights key information and take-away points. This will help ensure the conversation stays on track before you open the floor for questions and provide useful information for your attendees to reference after the event.

4. CONFIRM GUEST SPEAKERS.

In general, try to identify local health care professionals as your speakers. Research shows that **medical experts, personal doctors and other health care providers** are generally the most trusted sources of information for COVID-19 vaccination information and advice.

Specifically, speakers should be a doctor, nurse, pharmacist, or healthcare worker who has the qualifications to responsibly contribute to the conversation. For speakers, tap your networks--reach out to health experts in your congregation or contact a community-based organization in your area who can speak factually about COVID-19 vaccines. For example, contact your local NAACP chapter, nonprofit health organizations, local colleges (who may have an academic or professor) or your [local medical society](#).

5. DEVELOP REGISTRATION PROCESS AND PROMOTIONAL MATERIALS.

Keep in mind that people have busy schedules so make sure you spend at least 2–3 weeks promoting your event and collecting registrations. Be sure to maximize your email and text lists, social media platforms and word of mouth. You may even consider incentives (i.e. special drawing with health prizes or gift cards) for those who register early or who recruit the most people to register. Make your promotional materials as customized and engaging as possible so people understand they're designed with them in mind.

6. HOST A PRE-EVENT RUN THROUGH/PRACTICE SESSION

For this meeting, you should use the virtual platform that you'll be using for your actual event to ensure you work through all technical matters. This pre-event session will give you an opportunity to convene all program speakers to ensure everyone understands their roles and is on the same page about the event. It can also be an opportunity to review frequently asked questions (see our Faith Community toolkit [FAQ document](#) under **Important Resources**) to help map out the event conversation and presentations. Be sure to go over technical requirements such as sound, lighting, and presentation needs. This ensures your event is high quality and minimizes distractions for your attendees.

7. ENSURE YOU DEVELOP A PLAN TO KEEP THE EVENT ENGAGING AND INTERACTIVE.

Plan for a lively and interactive conversation and leave plenty of time for participants to ask questions.

- **Be sure not to talk over people's heads.** Keep it energetic, factual and relevant to

their most pressing questions. Information needs to be clear, honest and presented in simple terms.

- **Lead with empathy** and respect people's concerns and acknowledge that it's okay to have questions.
- Don't forget that **facts about safety are important, and should be delivered by medical experts.** Have your speakers explain why vaccines are safe, despite the fast timeline of development.

Consider playing some of the Ad Council and Values Partnership's faith leader videos, which you can find [here](#) and [here](#). These videos feature Black and Hispanic faith leaders from across the country speaking about the importance of learning more about COVID-19 vaccines. (The Hispanic Faith Leader video is available in both English and Spanish.) This [video](#) also speaks to the need for people to seek information so we can all get back to some of the things we miss the most, like in-person church gatherings.

8. PROVIDE KEY TAKE-AWAYS AND ADDITIONAL RESOURCES.

Facilitate a wonderful conversation and conclude with practical information your community can use to answer additional questions or get more information. You can direct them to the Ad Council's website [GetVaccineAnswers.org](#) or [DeTiDepende.org](#). You can also find downloadable resources at the Ad Council's Faith Community Toolkit [here](#) (under **Important Resources**).

9. HAVE A PLAN FOR FOLLOWING UP WITH EVENT ATTENDEES.

Be sure to ask attendees to complete a post-event survey to help evaluate the success of the event and provide insights on additional questions they may still have. It's always important to learn what worked well and

where you have opportunities for continued conversation.

Within 48 hours of your event, email a short survey to your attendees to assess what worked well and identify future topics and lingering questions they may have in order to assess continued opportunities for conversation. Online survey tools like [Google Forms](#), [Survey Monkey](#) and [Survey Planet](#) are great to consider—they are easy to use and offer free options. Here are some sample questions to include in your survey:

- Overall, how helpful would you rate the event? (Scale: “Not at all helpful,” “A little helpful,” “Somewhat helpful,” to “Very helpful”)
- How likely would you be to recommend an event like this to your friends and family? (use a 10-point scale rating)
- What did you like the most about the event?
- What did you like the least about the event?
- How would you rate each of the speakers?
- How organized was the event? (Scale: “Not at all organized,” “A little organized,” “Somewhat organized,” to “Very organized”)
- Was the length of the event – just right, too long, or too short?
- How would you rate the registration process?
- Are there additional questions you have or information you would like to know about the COVID-19 vaccines?
- Would you like to attend additional virtual events like this (on COVID-19 education) in the future?

- Would you like to help educate our community and volunteer to do additional outreach on COVID-19 vaccines? (If “yes”, ask for contact information)
- Always end with leaving space for them to make any “Additional Comments”

10. SHARE PHOTOS AND STORIES.

Share your photos and event details on your social media platforms (Facebook, Instagram, Twitter, LinkedIn), if you have them. Also, ask your congregants to post on their personal Facebook or Instagram accounts. Remember, **word of mouth** from those whom people trust, including those within one’s close personal network, is a powerful form of “social proof” (i.e. “if my family, friends and neighbors and others I admire intend to get vaccinated, I am more likely, too”). Finally, we would love to hear how your events go! Please send results from your events and photos to healthyandwhole@valuespartnerships.com and we’ll feature some on our Faith Community Toolkit!

COVID-19 VACCINE VIRTUAL EDUCATION EVENT: SAMPLE AGENDA

1. OPENING PRAYER

Identify a member of your faith community to open in prayer.

2. PURPOSE OF THE EVENT

The host should state the purpose of the event: to provide a forum to share information about the COVID-19 vaccines, ask and answer questions, and give people useful information so they can make an informed decision about getting vaccinated.

3. PLAY OUR FAITH LEADER VIDEO(S)

Consider playing some of the Ad Council and Values Partnership's **faith leader video(s)** which you can find [here](#) and [here](#). These videos feature Black and Hispanic faith leaders from across the country speaking about the importance of learning more about COVID-19 vaccines. (The Hispanic Faith Leader video is available in both English and Spanish.) This PSA [video](#) ("Worship") also speaks to the need for people to seek information so we can all get back to some of the things we miss the most, like in-person church gatherings.

4. GUEST SPEAKER(S) PRESENTS

Introduce your guest speaker(s) and ask them to share their expertise on the COVID-19 vaccines and touch on the most commonly asked questions.

5. Q&A WITH GUEST SPEAKER

Facilitate a Q&A session with your guest speaker(s). Use the FAQ document in our [Faith Community Toolkit](#) (under **Important Resources**) and read through some of the Q&A's and discuss them. Also, open up the meeting and ask attendees to ask additional questions in real time.

6. NEXT STEPS AND CLOSING PRAYER

Conclude by providing information on where participants can get additional information and how to access the vaccines in your community (as available) and close in prayer.

Also, be sure to remind people to check out [GetVaccineAnswers.org](#).