



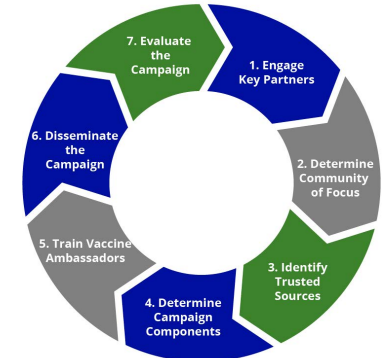
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### Overview

Despite the availability of COVID-19 vaccines for youth since 2021, uptake remains low, particularly among Latinx and African American youth. Addressing vaccine hesitancy remains critical to prevent unnecessary morbidity and mortality from COVID-19 infection.

Seven-step model for creating a public health ambassador campaign



Poster from the Youth Vaccine Ambassador Campaign



### Researchers wanted to know

- Can youth serve as public health vaccine ambassadors?
- What is the experience of youth serving as vaccine ambassadors?
- How can community organizations support the public health vaccine ambassador approach?

### Study

We used a 7-step approach to develop, implement, and evaluate a youth-led ambassador campaign to promote COVID-19 vaccine uptake in communities experiencing COVID-19 vaccine rate disparities in Worcester, MA. The 7-steps included: (1) engaging with key partners; (2) determining a community of focus; (3) identifying trusted sources; (4) determining campaign components; (5) training the vaccine ambassadors; (6) disseminating the campaign; and (7) evaluating the campaign. We trained nine youth as vaccine ambassadors. Ambassadors were guided through self-reflection activities of motivations for COVID-19 vaccination. The resulting personal narratives became the campaign messaging.

### Bottom Line

This 7-step model uses personal narratives as the key communication strategy. This model can guide public health campaigns to be grounded in local context and community engagement to best address emergent public health issues beyond COVID-19 vaccination.

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#### Source

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### Spotlight on Results

#### Lessons Learned:

1. Youth trained on communicating personal narratives can successfully serve as vaccine ambassadors.
2. Youth reported that it was a positive experience to serve as vaccine ambassadors.
3. Collaborations with community organizations greatly aided the recruitment of ambassadors and broadened the reach of public health materials.

### Call for Action

Training youth as ambassadors to develop and share personal vaccination motivations is a feasible messaging approach. These public health campaigns hold promise for promoting COVID-19 vaccination.