

Kaiser Permanente COVID-19 Vaccine Education & Outreach Initiative

Phase 1: Build capacity through trainings and education with trusted community partners and ambassadors

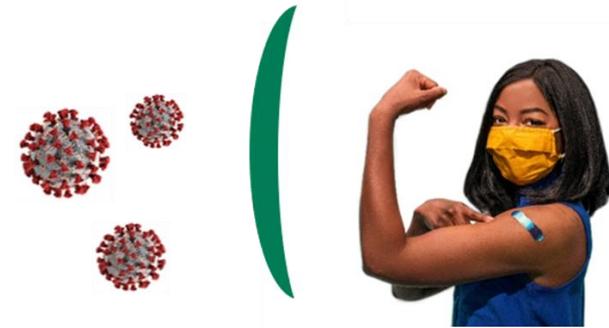
- 6 hours of training conducted by Kaiser Permanente physicians .
- Targeting barbershops, salons, schools, faith-based organizations, and social support partners in Prince George's County, Montgomery County and Baltimore City

Phase 2: Launch broad scale messaging and education campaign through targeted outreach

- Outfit community partners with cobranded vaccine education materials and collateral to encourage vaccination
- Community Health Education & Outreach Advocates canvas and recruit

Phase 3: Assist community residents with accessing vaccines in existing sites

- Assist in identifying a location in proximity
- Assist residents in making a vaccine plan
- Answer general questions that build vaccine confidence



Become a Vaccine Education Champion

- Complete 6 hours of training
- Receive your certificate
- Receive materials to help you build vaccine confidence in others

Training Topics

- COVID 19 Infection & Facts
- COVID Vaccine Safety
- COVID Vaccine Confidence
- Health Advocacy & Navigation

Confirmed Prince George's County Network Participants

- 65 community schools
- 15 barbershops/salons
- 1 Community Based organization in Greater Riverdale

