

STRATEGIES IN VACCINE EQUITY: ENGAGING AFRICAN YOUTH

Leveraging Peer to Peer Engagement to Drive out Vaccine Fears and
Misinformation in the African Community.

AFRICAN YOUTH ADVOCATE

JOHN AMAGLO.



About Us



- ❖ An organization focused on helping to bridge the equity gap for young Africans and their families.
- ❖ Target population is mainly young Africans.
- ❖ Programs tailored to help the youth improve on making good choices in society.
- ❖ Mentorship on career path.

Mission /Vision



- ❖ Our mission is to empower and inspire lifelong learning, knowledge advancement and prepare the African youth in making informed choices.
- ❖ Our vision is to build one of the world's leading resources for aiding and empowering young people of African descent.

Services



- ❖ Health Education and Health Supplies to Under-served Communities.
- ❖ Hygiene Product for Girls.
- ❖ Youth Career Coaching.
- ❖ Financial Aid.
- ❖ Books and Learning Centers.
- ❖ Providing food and essential products for underprivileged Youth and displaced families.

COVID-19 Onset



❖ Misinformation/conspiracies coming out in African communities:

- ❖ WhatsApp Group Chats.
- ❖ Facebook.
- ❖ Religious Groups.

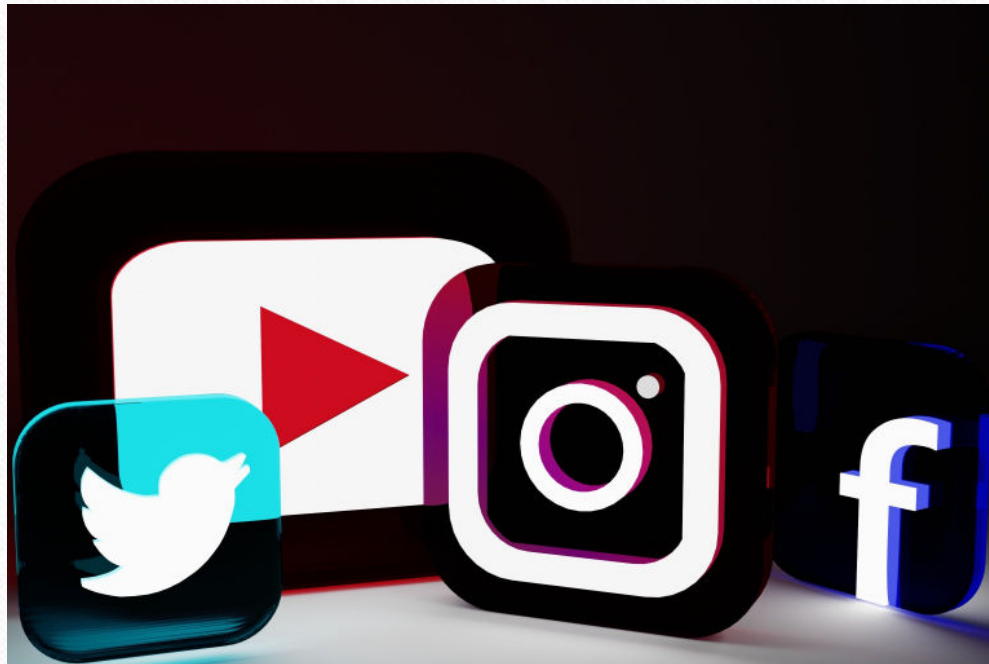
COVID-19 Outreach



❖ Online.

❖ In Person.

COVID-19 Online Outreach



- ❖ Online conferences for Ghanaian, Togolese and Liberian youth.
- ❖ Multimedia campaigns for social media distribution.
 - ❖ 2D Animation
 - ❖ Fliers
 - ❖ Blog posts
 - ❖ Video Testimonials from youth ambassadors
 - ❖ WhatsApp, Instagram, Twitter, Facebook, LinkedIn and website.

Youth Ambassador Testimonials Videos



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[Link To Videos](#)

Youth Ambassadors



- ❖ Trained to find and share the right info.
- ❖ Youth to youth engagement very effective.
- ❖ Help plan activities.

COVID-19 In Person Outreach



- ❖ Peer to peer education through youth ambassadors.
- ❖ Community youth engagement through outdoor events.
- ❖ Ethnic group educational conferences.
- ❖ Engaging youth through religious leaders.
- ❖ Ethnic gatherings – Ghana Council Community Funeral

Outdoor Soccer Game/Covid Education



- ❖ First outdoor outreach.
- ❖ Outdoor soccer at Lowry Park.
- ❖ Turn out was about 100+ young Africans.
- ❖ Q&A session about COVID-19 and COVID vaccines.

COVID-19 Clinics



- ❖ 3 Clinics so far.
- ❖ Over 550 Vaccines administered.
- ❖ One clinic in Central Aurora – Bicentennial Park
- ❖ Two clinics in Green Valley Ranch.

COVID-19 Clinics – cont.



Organizing COVID-19 Clinics



- ❖ Collaborations very helpful.
- ❖ Spreading the word about Vaccine Clinic:
 - ❖ Social media advertising.
 - ❖ Fliers at vantage points in the community
 - ❖ Libraries, Schools, Local Restaurants, Churches.
 - ❖ Word of mouth.

Challenges



- ❖ Volunteer scheduling conflicts.
- ❖ Hostility.
- ❖ Funding.
- ❖ Communication challenges.

Lessons Learned



- ❖ Communication is key.
- ❖ Partnership with other Organizations.
- ❖ Importance of vaccinators to look like community served.
- ❖ Incentives made a load of difference.
- ❖ Need to listen to community members and help answer their questions.

Future Campaigns



- ❖ TikTok educational Videos.

- ❖ The new wave in social media for young people.

- ❖ More educational sessions.

- ❖ In Person.
 - ❖ Online.

- ❖ Future COVID-19 Clinics for Peds

- ❖ At Children's playgrounds

Questions



John Amaglo

johnamaglo@africanyouthadvocate.org

720-226-3226

www.AfricanYouthAdvocate.org

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