

# VISTA Assignment Description (VAD)

Title: AmeriCorps VISTA Immunization Outreach and Education Coordinator
Sponsoring Organization: Immunize Colorado Project Name: Immunize Colorado Project Number: 20VSWCO001 Project Period: Dates TBD
Site Name: <b>Garfield County Public Health</b>
Focus Area(s) Primary: Healthy Futures Secondary:
<b>VISTA Assignment Objectives and Member Activities</b>
Goal of the Overall VISTA Project: The Immunization Outreach and Education Coordinator VISTA member will build the capacity of their host site by developing and implementing local activities which promote education and access to vaccinations and primary care services. VISTA efforts will move people out of poverty by creating more touch points with the healthcare system, improving a community's access to primary and preventative care visits. As a result of the VISTA member's service, 500 individuals will be served through immunization outreach and/or education events, 25 volunteers will be recruited to implement the events and six organizations will receive capacity building services to improve and/or expand their programming, services, and communications.
<b>Objective of the Assignment:</b> Develop an immunization coalition that brings together stakeholders from different sectors to promote vaccination and improve vaccination rates.  <b>Member Activity (Dates TBA):</b> Conduct a needs assessment to identify potential coalition members and their roles in promoting vaccination. Develop a plan for outreach and recruitment of coalition members, including a communication strategy and a timeline for engagement.  <b>Member Activity (Dates TBA):</b> Assist in facilitating the meetings of the coalition, including developing agendas, preparing meeting materials, and managing logistics. Build relationships with coalition members and facilitate collaboration among stakeholders to promote vaccination and improve vaccination rates.  <b>Member Activity (Dates TBA):</b> Develop and implement a strategic plan for the coalition, including setting goals, objectives, and action steps. Evaluate the effectiveness of the coalition using metrics such as - and not limited to - vaccination rates, stakeholder engagement, and coalition sustainability.

**Objective of the Assignment:** Develop multimedia displays for vaccinations that effectively communicate information about the importance of vaccinations, types of vaccines available, and recommended vaccination schedules for different age groups.

**Member Activity (Dates TBA):** Conduct a needs assessment to identify the target audience, information needs, and preferred format for the multimedia displays. Develop a plan for creating the displays, including a timeline, budget, and resource allocation if needed.

**Member Activity (Dates TBA):** Assist in designing the multimedia displays using clear language and graphics, and ensuring cultural appropriateness and sensitivity to diverse communities. Incorporate interactive features, such as quizzes and games, to engage the audience and enhance learning.

**Member Activity (Dates TBA):** Pilot test the multimedia displays in different settings, such as clinics, schools, and public health fairs. Evaluate the effectiveness of the displays using feedback from the audience and data on vaccine uptake rates. Revise and improve the displays as needed to ensure they are achieving their intended goals.

**Objective of the Assignment:** Reduce disparities among different communities of Garfield County related to COVID-19 and routine vaccine promotion, distribution, engagement and administration.

**Member Activity (Dates TBA):** Promote health literacy and language access for all to benefit in order to ensure diversity and fairness in accessibility.

**Member Activity (Dates TBA):** Identify accessible and welcoming community locations in the community to conduct outreach. Engage with community-based partners that have experience and a trusted presence within all priority communities.

**Member Activity (Dates TBA):** Develop a multi-sectoral response to address pre-existing health disparities.