

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 TBA

Site Name: **365 Health**

Focus Area(s)
Primary: Healthy Futures
Secondary:

VISTA Assignment Objectives and Member Activities

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.

Objective of the Assignment: Increase vaccine awareness and knowledge among the target audience.

Member Activity 1 (Dates TBA): Conduct a needs assessment to determine the knowledge gaps and misconceptions about vaccines among the target audience.

Member Activity 2 (Dates TBA): Develop a messaging strategy that addresses the identified knowledge gaps and misconceptions.

Member Activity 3 (Dates TBA): Create engaging and informative social media content, such as graphics, videos, and blog posts, that aligns with the messaging strategy.

Objective of the Assignment: Encourage individuals to get vaccinated.

Member Activity 1 (Dates TBA): Determine the most effective social media platforms to reach the target audience.

Member Activity 2 (Dates TBA): Develop a content distribution plan that includes paid and organic promotion of content across social media channels.

Member Activity 3 (Dates TBA): Monitor social media sentiment around vaccines to identify emerging trends and adapt the messaging and content as needed.

Objective of the Assignment: Collaborate with vaccine education stakeholders and partners to amplify messaging and coordinate efforts.

Member Activity 1 (Dates TBA): Collaborate with local health authorities and medical professionals to ensure accurate vaccine information is communicated.

Member Activity 2 (Dates TBA): Work with community organizations and influencers to amplify messaging and reach the target audience.

Member Activity 3 (Dates TBA): Develop partnerships with other vaccine education stakeholders and coordinate efforts to avoid overlap or duplication of messaging.