



Vaccine Engagement Checklist

If you are planning a local vaccination campaign, use this list to help ensure community engagement. This list was developed by ADPH London with Local Authority public health teams as part of a 'Sector Led Improvement' project to collect 'lessons learnt' from the Covid-19 vaccine programmes.

Plan your local campaign

- Map your key stakeholders - Who needs to be involved? What are your shared aims? How can you coordinate activities?
- Set up a steering group to oversee the campaign and ensure community engagement is a standing item on the agenda - How can you combine resources and strengths?
- Prioritise long-term strategy over short-term reactive action - Can engagement be built into a long-term strategy rather than a one-off campaign? What other hooks and levers can be used?
- Plan how your engagement strategy as one-off activity will not be enough - What programme of activities can you design to effectively engage the community?

Understand needs of the community

- Identify the target audience for your campaign - What does the data tell you about the needs of the population and who should you target?
- Talk to your local communities to understand their concerns/barriers to vaccination and build on what you already know about this community - Will universal messages be appropriate for your population? Are they culturally competent and do they reflect your communities?
- Identify communities you will need to spend more time and resource engaging, such as [inclusion-health groups](#) who may have poorer access to healthcare and wider public services.
- Build on existing relationships and work through community leaders (if appropriate), community centres or online groups - Can you create bespoke messaging and engagement activities?
- Reach out to other areas with similar population groups. Learn from their experiences - What worked or didn't work. Are there opportunities for collaboration and sharing of experiences?

Involve the community

- Put communities at the centre of your campaign, find out what's important to them and build this into your intervention - How can you co-produce your campaign with the community?
- Some groups are visible and organised e.g., in community centers or online, but others are not - How can you ensure additional time and resource is spent exploring ways to engage less visible groups?
- Be prepared to hand over power to the community - What funding and resources are available to support the community to design the campaign?
- When there's no pre-established foundations for engagement, sometimes word of mouth and patience is the only option
- Encourage the community to share their opinions openly. How can you structure your activities and surveys to enable a conversation rather than yes/no questions?
- Look for useful insight from within your own organisation – Which staff are part of the local community?

Overcoming distrust and hesitancy

- Campaign messages should be shared by trusted and credible people/organisations. When choosing an appropriate ambassador, be culturally sensitive. Not all communities value input from celebrities and may prefer people living within their communities with culturally respectable jobs - Who do your communities trust?
- Never dismiss the views of the community, including on disinformation and 'fake news' - How can real concerns be addressed compassionately?
- Experts can help provide assurance and answer technical questions. However, you should also create opportunities for communities to air concerns in a safe space with 'non-experts'. How can you use Community Champions?
- Avoid 'Jab in arms' approach and adopt a holistic approach to health and wellbeing - What other initiatives can be linked to the campaign?
- More hesitant communities may require specialist support to guarantee participation in vaccination programmes- How can you build this into your campaign?
- You can't change the views of everyone; some views you may never change. How can you focus on those are willing to engage and who have an influential role in the community?
- Once trust is established, expect discussions to move beyond vaccines to wider wellbeing and welfare issues which are important to the community, otherwise trust and engagement will deteriorate. How can you prepare staff to signpost to further support?

Accessibility

- Make your interventions Convenient, Accessible, Timely and Socially acceptable - How can you get the basics right? For example, free parking, visibility, proximity to public transport, accessibility.
- Make it clear that the vaccines are FREE!
- Some communities will need special arrangements to guarantee uptake - How are you ensuring that additional time and resources are available?

- Go where people are, at times convenient to them. Not everyone can attend vaccination clinics during normal working hours - How can you ensure it is simple and easy for people to access vaccinations? For example, pop up provision in shopping centres or at school gates.
- Consider accessible vaccination events which enable whole families and different age groups to be vaccinated together- What opportunities are there for multi-generational vaccinations or health initiatives?
- Higher risk people will expect direct communication from GPs, and failure to do so will reduce their trust in the system and increase their anxiety- How can you work with GPs to target your campaign at higher risk individuals?

Staff training and skills

- Direct engagement can be challenging, and sensitivity and compassion are key - What training is available to staff to improve their engagement and coproduction skills?
- Retain the experience gained through vaccination engagement campaigns so that you have the knowledge and skills when needed again – Does anyone have ‘community engagement / coproduction’ in their job description?
- Maintain relationships developed with the community, and do not just wait for the next vaccine campaign - What engagement activities can be planned to strengthen and build on relationships with the community? How can you work with staff who already have relationships with the community?
- Capture learning from each event or campaign - How are you reflecting on what worked and what didn't?

Communicating your campaign

- A planned and coordinated communications and engagement strategy is essential - How is it coordinated with regional or national messaging? Do you have shared ownership with stakeholders?
- Tailor regional communications to individual community needs - How can you find out from the target community the best way/channels to share messages with them?
- Use simple, plain language which is culturally competent and reflects the diversity of the wider community. Package your message within the context of cultural views of health and wellbeing which are important to the community - How can messages be tailored to hyper-local needs? Do they need to be translated?
- Build in the provision for follow up questions and information - Where can people go to find out more/have their concerns addressed?
- Keep messages simple with clear guidance, avoiding technical, mandatory language and anything which may cause stigma or induce fear. Have you sense-checked the messages with the community?
- Social media, including targeted digital campaigns, can be an effective means for raising awareness and combating disinformation - How can you leverage support from those with large social media followings? Or use endorsements and promotions?
- Innovative ideas will often attract greater interest - Can you use small incentives, such as shopping vouchers, to increase participation?
- Data stamping communications gives people confidence that the information is current and accurate- How regularly will you review the campaign to ensure information is correct?
- Monitor the impact of the campaign - Is it working? What is the feedback from the community? Do you need to pause or stop messaging to avoid over-saturation and to keep the community engaged?

Useful Resources

[Vaccine Engagement Case Studies. ADPHL July, 2022](#)

[Health and wellbeing: a guide to community-centred approaches - GOV.UK \(www.gov.uk\)](#)

[Guidance: Community-centred public health: taking a whole system approach](#)

[Community champions programme: guidance and resources - GOV.UK \(www.gov.uk\)](#)

[Community champion approaches: rapid scoping review of evidence - GOV.UK \(www.gov.uk\)](#)

[Community-centred practice: applying All Our Health - GOV.UK \(www.gov.uk\)](#)

[Sustaining and strengthening community resilience throughout the COVID-19 pandemic and beyond](#)

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