



The City of  
**WORCESTER**  
*Public Health*



## *BEST PRACTICES* REACH COVID-19/FLU PROGRAM 2021-2022

When recognizing the reasons for REACH and the local gaps in racial health equity, the Worcester Division of Public Health has been pragmatic and intentional when completing the planning stages and implementation stages, as well as, using various means for feedback to ensure the purpose of REACH is achieved. Below is an outline of some of the best practices that were employed to ensure vaccine information and vaccination equity, and resources highlighting examples of successful campaigns efforts for the city of Worcester, Massachusetts.

The general audience were people of Hispanic/Latino, Black and other minority races. However, some of our campaigns were directed at a specific audience.

#	Category	Description of Best Practice	Target Audience	Resources
1	Strategic Communication	<ul style="list-style-type: none"> <li>● Amplifying the Voices of Trusted Messengers: Trusted individuals recognized within specific communities. We partnered with these individuals to provide accurate vaccine information and promote vaccination.</li> <li>● Radio Segment (8 weeks) hosted the head of HHS to discuss COVID-19 vaccine and answer questions from residents. This was to provide knowledge and address misinformations</li> <li>● Public Service Announcement (PSAs) of short videos on COVID-19 and flu vaccines to promote the importance of vaccination and practicing of others' infection prevention methods.</li> </ul>	<ul style="list-style-type: none"> <li>● Hispanic/Latino, Spanish-speaking audience</li> <li>● Movie Theater: children &amp; young adults in and around Worcester</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">City of Worcester Flu Season - Get Vaccinated!</a> (PSA video)</li> <li>2. <a href="#">Why I Got the COVID-19 Vaccine: Oscar [Esp/Eng]</a> (Video)</li> <li>3. <a href="#">Radio Outreach</a> (Flyer)</li> </ol>
2	Mobile Vaccination	<ul style="list-style-type: none"> <li>● Mobile vaccine clinic sent to different areas of the city to increase access to vaccines. Targeted locations included homes, busy streets with people who work difficult hours, business organizations, churches, food pantries, etc. Vaccinations continued at some successful mobile sites to provide consistency.</li> </ul>	<ul style="list-style-type: none"> <li>● People from Hispanic/Latino and Black communities with access issues such as unhoused individuals, people who work unique hours, or who don't have access to reliable transportation.</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">English and Spanish monthly schedule for vaccine clinics</a> (Flyer)</li> <li>2. <a href="#">Schedule for Clinic featuring Trusted Messenger</a> (Flyer)</li> </ol>

3	The Church Initiative	<ul style="list-style-type: none"> <li>• Partnering with local churches who have vaccine hesitant congregations. This was for vaccine education, addressing misinformation and building capacity congregants to encourage families and friends. The ultimate goal was to increase trust in public health system and reduce vaccine hesitancy</li> </ul>	<ul style="list-style-type: none"> <li>• Individuals who have faith-based hesitancies and those who can be reached at their church</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">Church Initiative documentary</a> (video)</li> <li>2. <a href="#">Radio Outreach</a> (Flyer)</li> </ol>
4	Trusted Messenger Expansion	<ul style="list-style-type: none"> <li>• Working with recognized individuals in the different Worcester communities to spread public health messaging as a trusted source</li> </ul>	<ul style="list-style-type: none"> <li>• People from communities of Hispanic/Latino, Blacks, other minority groups facing health disparities. Identified populations with distrust in government and public health initiatives</li> </ul>	<ol style="list-style-type: none"> <li>1. Card- <a href="#">Invitation to the Trusted Messengers celebration to thank communities for their contributions during the pandemic</a></li> <li>2. Event Report- <a href="#">Trusted Messenger Event Report 2023</a></li> <li>3. <a href="#">Worcester Trusted Messenger Testimonials</a></li> </ol>
5	Data collection	<ul style="list-style-type: none"> <li>• Utilized surveys at vaccine clinics and used community events as outreach opportunities to gauge the attitudes within the community towards vaccination.</li> <li>• Also use partner organizations to gather qualitative data to increase perspectives on the vaccine and vaccination services.</li> </ul>	<ul style="list-style-type: none"> <li>• People from communities of Hispanic/Latino, Blacks, other minority groups facing health disparities. Those who utilize the mobile vaccine clinic services</li> </ul>	<ol style="list-style-type: none"> <li>1. Slide Presentation- <a href="#">Vaccine Information Rapid Assessment Report</a></li> <li>2. Slide Presentation <a href="#">A Community Approach to Increasing Covid-19 Vaccination Rates in Communities of Color in Worcester, MA</a></li> </ol>