

How to Host a Vaccination Clinic

as a Community-Based Organization



STEP 1



Determine your goal, target audience, and demographic.

Create a plan and decide if you want to hold a clinic for adults, children, underserved populations, etc. Also, determine the type of clinic you want to host and which vaccines you will need.

Types of clinics you could host:

- Back-to-school vaccine clinic
- A flu shot clinic
- A COVID clinic
- An HPV shot clinic
- An immigration clinic

STEP 2



Identify and select a vaccination provider.

Vaccination providers handle all aspects of vaccine administration, from on-site set-up, clinical staffing, and other significant logistics, such as purchasing and administering vaccines, to the registration and documentation of vaccinations.

Vaccination providers in your area include:

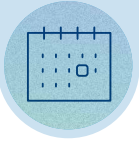
- Local, county, or state health departments
- Pharmacies
- Community Health Centers
- Federally Qualified Health Centers (FQHC)
- Schools
- Doctors, Nurse Practitioners, Physician Assistants, hospitals, etc.
- Vaccines For Children (VFC) Providers

Contact the City Manager during the early stages of your planning process to determine if you need any permits before hosting your vaccination clinic.

Partner organizations to consider for collaboration:

- Food Banks (Participants could pick up food and receive vaccinations.)
- Fire Department
- Police Department
- Other public organizations

STEP
3



Pick a date and a location for your vaccination clinic.

Work with the vaccination provider you selected to choose a date, time, and location for your vaccination clinic. The vaccination provider or administrator you partner with will identify and assign the clinical roles and responsibilities. You can determine who among your organization will oversee the registration process for participants attending the clinic.

OTHER IMPORTANT CONSIDERATIONS:

Transportation

- Public transportation for participants attending the clinic

Logistics and facilities management:

- Building and bathroom access
- Physical space requirements
- Accommodations for those with disabilities
- Technology requirements

Community engagement and outreach:

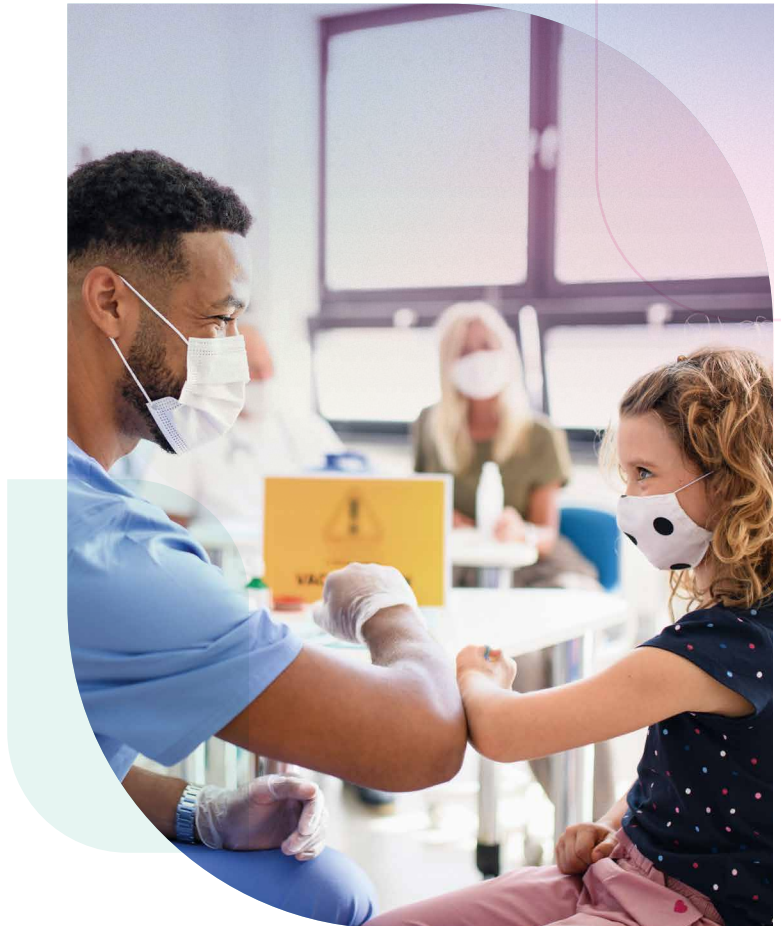
- A designated area or person to address questions participants may have about other vaccines (HPV, meningitis, flu, etc.)
- Other community activities taken into consideration when scheduling

Operational efficiency:

- Extended hours for organization staff
- Clinic timing (e.g. weekend clinics for participants who cannot make it throughout the workweek)
- Security and participant navigation and management

You may choose to host your vaccination clinic at a community location where people can safely and efficiently gather like:

- Community recreation centers (YMCA, Boys & Girls Club, etc.)
- Community health centers or gyms
- Schools
- Houses of worship
- **NOTE:** Research before you reach out to a faith-based organization and get involved in helping with the clinic.
- Manufactured housing parks
- Minor or professional league sports events (Baseball, Football, etc.)
- Consider holding a mobile, a drive-through, or a drive-up clinic



STEP
4



Promote your vaccination clinics and invite community members to get vaccinated.

Team up with the selected vaccination provider to create outreach materials for your community that describe the vaccination clinic.

1 Reach out to [Voices for Vaccines](#) and [Families Fighting Flu](#) when promoting your clinic, for help with PR, marketing, and exposure

2 Include information in your outreach materials such as:

- Which vaccine(s) will be offered, and why they are highly recommended
- Where and when the vaccine will be offered
 - Be flexible by offering walk-in or walk-up clinics
- If insurance is needed, which kind of insurance covers the vaccinations
- Whom they can contact if they have questions or concerns

Also, engage, inform, and encourage community members about the importance of vaccination across the lifespan through your organization's typical communication channels, such as social media, email, text, or phone calls.

3 Focus on community engagement and collaboration:

- **Include community leaders**, town managers, the mayor, school and faith leaders, and other important representatives in promoting and supporting the clinic to encourage as many people as possible to attend.
- **Partner with health systems, other community-based organizations, and faith-based organizations ahead of time to help get the word out**
- **Work alongside members of the community** to create materials and spread the word.
- **Tailor materials toward your target audience** (adults, kids, underserved populations, etc.) by collaborating with trusted messengers in the community you are serving.
 - Use pictures that are real-life instead of cartoons to provide an accurate representation of the diverse communities you intend to serve.
 - If you use a PSA or another form of promotion on social media or TV, use members of the communities you want to serve within these materials.
 - Have these trusted messengers present to support participants by walking them through the vaccination process and making sure they get information about the vaccines in a way that fits their culture and language.
- Have communications translated and available in relevant languages.

4 Use outreach and promotion strategies:

- Use **YOUR** voice as a leader in your community.
- Make sure you, the organization(s) you are partnering with, and other community-based organizations **post about the clinic across social media platforms to have a greater reach.**
- Ask your partner(s) to **write articles or letters about the vaccination clinic** in their newsletters or local newspapers.
- **Highlight local personal stories** that will emphasize the importance of vaccination and speak to a person's emotions.

STEP 5



Elements to consider when hosting your vaccination clinic

Check with your vaccine administrator that you have all of the forms needed such as:

- Registration forms
- Vaccine Information Statements
- Informed consent forms
- Vaccine administration documentation forms
- Medical history forms
- Evaluation forms (for participants to provide feedback about their experience)

Ways to make the environment engaging, comfortable, and welcoming:

- **Consider the diverse needs of people**, including those with disabilities, minors, and the elderly.
- Think about creative **ways to keep kids engaged**, such as having a character or mascot present, handing out fidget spinners, and including other fun gadgets.
- **Use incentives** like bracelets, culturally specific goody bags, and gift cards.
- **Incorporate cultural music or food** into the event to create a festive atmosphere that promotes inclusivity and unity.
- **Use decorations representing various populations.**
 - These decorations could include flags, artwork, or traditional decorations from different ethnic backgrounds.
- **Organize cultural celebrations or festivals in conjunction with the vaccination clinic.**
 - You can include performances, workshops, or other activities that celebrate the unique backgrounds of community members.
- **Seek the help of an intermediary who can speak with participants** to determine any cultural and social norms that may contribute to their vaccination choices.
 - For instance, the varicella vaccine is not promoted similarly in some countries as it is in the U.S., and an intermediary can help change someone's perspective or mindset about vaccines they may not have considered getting in the past.

Health education resources

- **Give participants postcards or informational pamphlets** about the importance of vaccinations for respiratory illnesses such as flu, COVID, and RSV, or other vaccine-preventable diseases such as HPV and meningitis to keep the conversation going.
 - <https://www.voicesforvaccines.org/fact-sheets/>
 - <https://www.familiesfightingflu.org/flu-educational-materials/>
- **NOTE:** It is also helpful to share a flyer, document, or other resource that lists nearby federally qualified health centers, pharmacies, clinics, or other places where participants can receive these other vaccines.
- **Hand out vaccine schedules for children, adolescents, and adults** to participants to use and share with others to stay current on vaccines they need.

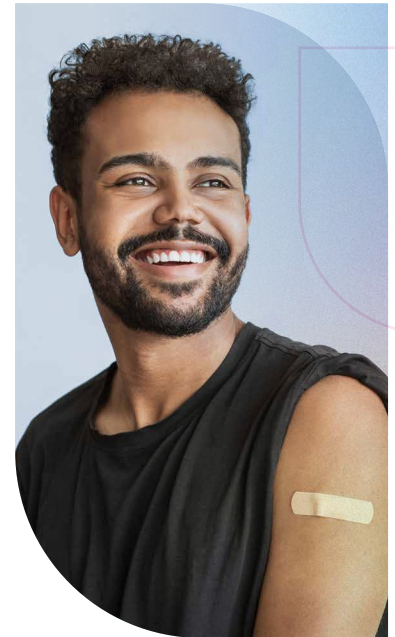
STEP 6



Share your progress

Share your progress with other organizations and inspire them to replicate your successes in their communities.

- Post photos on social media.
NOTE: Ensure to have a photo release consent form printed out and onsite for both kids and adults present before posting any photos online.
- Email Voices for Vaccines at info@voicesforvaccines.org and Families Fighting Flu at contact@familiesfightingflu.org with an update for us to share with our partners.
- Ask your partners to write articles or letters in their newsletters or local newspapers.
- Promote your successes to reporters and across social media.
- Consider creating a trackable social media hashtag for your clinic like #VaxClinic.



www.familiesfightingflu.org



www.voicesforvaccines.org



Best Practices for Vaccination Clinics Held at Various Locations:

1. <https://www.izsubmitpartners.org/naiis-workgroups/influenza-workgroup/off-site-clinic-resources/>
2. <https://www.izsubmitpartners.org/content/uploads/2019/02/off-site-vaccination-clinic-checklist.pdf>
3. <https://www.immunize.org/wp-content/uploads/catg.d/p3046.pdf>
4. <https://www.cdc.gov/vaccines/programs/iis/index.html>

Additional Information:

<https://doh.wa.gov/sites/default/files/2024-02/348-1021-PopUpVaccinationClinicGuide.pdf>

Additional Information and Resources for Clinic Types and Staff Needed:

1. <https://www.cdc.gov/vaccines/covid-19/reporting/vams/professional/clinic-types.html>
2. <https://www.cvs.com/immunizations/flu/clinics>

Resources for Logistics of the Storage of Vaccines:

1. <https://www.cdc.gov/vaccines/hcp/admin/storage/toolkit/storage-handling-toolkit.pdf>
2. <https://www.immunize.org/clinical/topic/storage-handling/>
3. <https://www.izsubmitpartners.org/content/uploads/2017/04/Ten-principles-for-safe-vac-clinics-1-pg-sum.pdf>

How to Promote a Flu Shot Clinic:

<https://www.aap.org/en/patient-care/influenza/how-to-set-up-a-flu-clinic/>

Promoting a Covid Vaccination (Especially if Partnering with a Health Department):

https://archive.cdc.gov/www_cdc.gov/vaccines/covid-19/health-departments/generate-vaccinations.html

Promoting HPV Vaccination:

<https://www.cancer.org/content/dam/cancer-org/online-documents/en/pdf/flyers/steps-for-increasing-hpv-vaccination-in-practice.pdf>