



COVID19 VACCINE OUTREACH PROJECT

"Beloved, [we] pray that all may go well with you
and that you may be in good health." —3 John 1:2

The Wisconsin Council of Churches (WCC) has entered into partnership with the State of Wisconsin to address barriers to COVID19 vaccination through a community outreach program focused on all people who interact directly or indirectly with a church or faith-based nonprofit in our network, with particular attention given to marginalized and rural communities.

Information Barriers

Information about COVID-19 spread, risks, vaccine availability and safety is often difficult to find and access, frustrating both for those seeking vaccinations and those trying to help them.

- WCC will condense and distribute reliable information, allowing communities to receive appropriate information and make more informed decisions about vaccination.
- WCC will provide system navigation and build a network of culturally-competent helpers to assist those with internet barriers.

Cost Barriers

To address transportation and time barriers, local volunteers will provide personalized transportation and appointment assistance, reducing wait times and friction in the process of seeking vaccination.

Vaccine Hesitancy

Another approach is needed for those who are unready or hesitant to be vaccinated.

- Project staff and key allies will receive training in empathetic listening and motivational interviewing to help conversation partners gain understanding and trust, and remain open to future possibilities.
- Informational forums and print and digital materials will provide facts to counter misinformation, aiming to shift patterns of vaccine hesitancy.

What Can We Do?

It will be a true community effort to make sure vaccines are distributed widely and fairly.

- **Maintain COVID-19 safe practices in your faith community.** Even as vaccines roll out, it is critically important to follow best practices to limit new cases.
- **Pass on the information.** The biggest barrier at this point is misinformation and lack of knowledge. We'll provide you with timely, reliable and up-to-date information in usable formats. We'll ask you to distribute it in the channels your community uses.
- **Give us feedback.** We want to adapt our strategies as needed, and help the State of WI do the same. We will have a process for you to pass along what's working in your area and what isn't.
- **Volunteer.** We will need navigators to steer people through registration and vaccination, to transport them or in some cases set up and staff a clinic. We'll also need vaccine champions in congregations to build confidence in vaccination and communicate its importance.
- **Listen.** Some community members will express fear, anxiety, or frustration about the vaccination process. Some may even express misplaced anger. Be open to their concerns and help them process their feelings while encouraging them to get their shots.

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