



WISCONSIN COUNCIL  
OF CHURCHES  
COMMUNITY HEALTH PROGRAM  
FOR THE HEALING OF THE NATIONS

# HOSTING A VACCINE CLINIC: TEN THINGS TO THINK ABOUT

## 1. BUILD SUPPORT:

Lay members and clergy are trusted messengers who can share information and influence the community. Consider holding a Question and Answer session about COVID and vaccinations, sharing information from the WCC Community Health Program on church social media, and speaking in favor of vaccination inside and outside your faith community. We can help with messaging and answering specific questions.

## 2. GET CONNECTED:

You may have been asked by the WCC Community Health Program to host a clinic in partnership with a vaccine provider. You can also [sign up to be matched](#) with vaccinators looking for sites in your area. Many organizations offering vaccines are particularly interested in reaching communities with low vaccination rates, or underserved or marginalized populations.

## 3. GET ON THE SCHEDULE:

Most likely, you will want to set up two dates 3-4 weeks apart for first and second shots. Think about holding the clinic at times that will be most accessible for people who work, have family responsibilities or other barriers. Some faith communities schedule around worship. Others host on Saturday mornings, or late at night.

## 4. MAKE IT A PARTY

Capital "E" events work. Hire a band or a DJ, or have family-friendly activities with childcare for adults who can't take time off to get vaccinated.

Congregations have coordinated their clinics with cookouts, festivals, picnics, meals and feeding ministries, pet blessings, Trunk and Treat, even the county fair! Anything that draws people in is a potential winning combination. Also consider offering small incentives (\$25 or less), such as small promotional items, or gas or bus vouchers. See "Get Reimbursed" below for rules about incentives.

Some clinics are offered in coordination with other service ministries, such as distribution day at food pantries, or giveaways of school supplies or winter coats for children. The more the clinic can be a celebration, and particularly the more people feel seen and important as individuals, the more likely they'll be drawn in.

## 5. ADVERTISE:

Make sure to get your clinic listed on the [211 Wisconsin website](#) with a location, date and time. This allows health providers and vaccine hunters to make referrals to your clinic.

Think about how can you encourage word of mouth (the best form of communication). Who are trusted leaders in your community that can share information? Have your congregation let their family and friends know you're hosting, and speak directly to your community using newsletters, signs, social media and community outreach such as mailers, phone calls, or old-fashioned door knocking. Some communities have distributed flyers or pamphlets in bags at the local food pantry or grocery store. Others have put up posters in their neighborhood, issued press releases, or gone on local radio or television to talk about their clinic. We can help with templates for printed materials, social media posts, even television commercials. As with making it a party, the more a clinic feels like a community event, the more attractive it will be.

## 6. THINK ABOUT THE BUILDING:

- What part of your building or facility will hold the clinic?
- Is this space accessible for people with limited mobility? Will it allow for social distancing?
- Is air flow adequate—can windows, etc. be opened?
- Traffic patterns: can people enter in one door and exit out of another to ensure one-way flow of people?
- Is there a large space where people can sit spaced out 15 minutes after their vaccination?

## 7. REGISTRATION:

Most vaccine providers will do walk-in clinics with no pre-registration required, but some do ask for an RSVP ahead of time, especially if they require a minimum number of vaccinations to put on a clinic. Some providers ask for very low numbers—5 or 10—while others want to see 25 at each clinic. It's important to have a realistic idea of how many people your event can attract so providers can bring an appropriate number of doses. If you are doing appointments, make sure to have a variety of ways to sign up (web, phone, in person) to increase accessibility, and have a plan for walk-in registration.

A phone call or email reminder about the clinic date and time is helpful for people who have preregistered. Some registration systems can send reminders automatically. Mequon UMC sends a reminder three days in advance, but you may find another schedule works better for you. It can also be helpful to ask people who register to make a plan for clinic day, identifying what time they will come to the clinic and how they will get there.

If your provider requires a minimum number of vaccinations, it's a good idea to establish a due date before the clinic to avoid a sudden cancellation. We recommend 72 hours. It's also a good idea to have a backup plan in case of late arrivals or walk-ins, or if the provider does need to cancel, or they are unable to be present the entire time the clinic is open. Some providers will follow up with vaccinees to provide alternative care or make referrals if they are unable to give shots at the scheduled time. Make sure to ask your provider what their policy is ahead of time, and consider having information about nearby clinics just in case.

Although some providers are required ask for insurance information for reimbursement, remember that vaccines are always free, and no one can be required to show identification or proof of insurance in order to receive a vaccine. Some people, particularly undocumented workers, may be concerned about what name to provide when registering. The State does not share vaccine registration information with immigration or law enforcement authorities, and suggests that people use the same name they've used for other vaccinations.

## 8. SET UP:

You will need at a minimum three areas for a clinic: a space to welcome and check in attendees, a vaccination room with some privacy, and a post-vaccination waiting room. For a longer clinic, you may also want to have a separate space where providers can take a break or eat lunch.

Our friends at Mequon UMC, who have hosted several clinics, usually work with a core team of 7-8 members:

- Set up team: take 15-20 minutes to put up signs, tape floor with arrows, tables for stations, chairs.
- Reception: 1 person meeting people at door to take temperatures and remind attendees to practice social distancing.
- Check in: 1 person to list people arriving and check list, for nurse
- Paperwork: 2-3 people with paperwork attached to clipboards with pens. A Third person helps if necessary and checked paperwork and directs people where to sit.
- Vaccination space: 1 person helps pharmacist assistant fill out vaccination cards.

- Nurse: 1 person to regulate flow of people to vaccination room, into waiting space after shots, and exit. At first appointment, gives a copy of consent form and a reminder to bring back vaccination form, ID and insurance card (if they have them) for second clinic. A small printer or copier at the table is helpful.
- For Pfizer or Moderna: 1 person to set up next appointment.
- Floater to cover when people need a break, call no shows, help with mobility/accessibility needs, or otherwise fill in gaps.

## 9. OTHER CONSIDERATIONS:

- Make sure the person answering your church phone and those helping you advertise are equipped with information about vaccines to respond to questions that may be asked once the clinics are announced.
- Provide name tags for volunteers so that they may be easily identified by community members.
- Consider the communications needs of your community. Some people may not read very well, or may not speak English as their first language. Talk to your WCC Community Health Program representative or your vaccine provider if you think you will need help with translation.

## 10. GET REIMBURSED:

Congregations are eligible for payments of \$250 to cover expenses from hosting vaccine clinics. Simply fill out and submit our reimbursement form. (Please note that food is not an allowable expense, and incentives must be less than \$25 and not convertible to cash.)

.....

## FOR MORE INFORMATION:

- On-site Vaccination Clinic Toolkit from the We Can Do This project, available in English and Spanish
- Wisconsin DHS Planning a COVID-19 Vaccination Clinic Checklist (warning: very extensive)
- WCC Community Health Program weekly e-newsletter, with information, talking points, infographics and more.