



Weekend of Action Phone Bank Training

Welcome & Intros

Put into the chat:

- Name
- Pronouns
- Where you're joining from
- Why you're excited to be here!

Housekeeping Norms

- **Use the chat to ask questions or share with the group**
- **Keep yourself on mute if you're not speaking**
- **Share your name and pronouns when you speak**
- **Use "I" statements and be respectful**

Agenda

Welcome and Introductions

About the Month Of Action

Why have vaccine conversations?

What we're saying: Our phone bank script

How to make calls virtually

Getting Started!



DESERT HEALTHCARE
DISTRICT & FOUNDATION
dhcd.org

We're partnering with Made To Save, a national public education and grassroots mobilization effort to build trust in the COVID-19 vaccines and increase access for communities of color whose health inequities have been exacerbated by the pandemic.



In the month leading up to July 4th, the Made to Save coalition in partnership with the We Can Do This campaign from the Department of Health and Human Services (HHS) is mobilizing a **Month of Action** leading up to President Biden's **goal of having 70% of Americans vaccinated** and increasing vaccine equity.

This **month-long vaccination campaign** is kicking off with a **Weekend of Action on Saturday and Sunday, June 5-6th** to mobilize thousands of national and community based partners, private sector, and volunteers across the country to work in their communities on **vaccine outreach, access, and equity**.

Why Have Vaccine Conversations?

Why have vaccine conversations?

The goal of these conversations is to:

- 1) Have more people choose to get vaccinated**
- 2) Help people get to their nearest vaccine site**

Vaccines were made to save lives and the moments we miss most

Why have vaccine conversations?

You don't have to be a medical expert to make an impact.

**Effective conversations about the vaccine are rooted in
active listening and empathy.**

**Active listening helps you connect over shared values and
guide the person to make their own decision.**

Why have vaccine conversations?

People may have heard some misinformation, may have a lack of information, or may be experiencing barriers that make it difficult to access the vaccine.

You can share your own vaccination journey of why you decided to get vaccinated and any questions or doubts you may have had.

Share in the chat

Have you had any conversations with friends and family about the vaccine so far? How did they go?

What We're Saying: Our Phone Bank Script

Our Phone Bank Script

INTRO: Hi, my name is [NAME] and I'm a volunteer from [THE DESERT HEALTHCARE DISTRICT or MADE TO SAVE].

I'm reaching out today to see if you've gotten a chance to get a COVID-19 vaccine yet?

YES, I HAVE

**NO, NOT YET
(BUT I WANT TO)**

**NO, I DON'T
WANT TO**

Our Phone Bank Script

IF YES: Tripling ask, volunteer ask

- That's great to hear! Now that you're vaccinated, the most important thing you can do to help end this pandemic is talk to your friends and family about getting vaccinated, too. **Can I count on you to text three people you know today to see if they've gotten their vaccine yet?**
 - Great, thank you for reaching out to help more people get vaccinated!
 - You can find other upcoming virtual events or events near you at mobilize.us/madetosave.

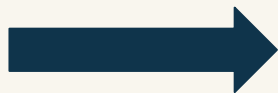
IF NO, NOT YET: Share information, make a plan, address barriers

- Okay, I understand. The vaccines are completely free and available to anyone 12 and up. **Would you like me to give you some information to help you find the closest vaccination site in your area?**
 - You can go online to vaccines.gov/search and put in your zip code
 - Or text your zip code to 438-829 (or 822-862 for Spanish speakers)
 - Or call the National COVID-19 Vaccination Assistance Hotline at 1-800-232-0233.
- **When would work best in your schedule this week to go get vaccinated?**
 - Do you need a ride? If you're an Uber or Lyft user, both are offering free rides to and from vaccine sites until July 4th through their apps.
 - Do you have any friends or family you can bring with you?
- Reminder: The vaccines are completely free and available regardless of health insurance or immigration status.

Common barriers to vaccine access

Consider access issues like the following in your phone conversations:

Lack of internet access
or fluency



May have a harder time booking an appointment, knowing where they can access a vaccine, or knowing when they are eligible

Lack of transportation



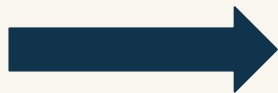
May need a ride or help booking the most accessible vaccination spot

Undocumented or
uninsured



May not know that they can get the vaccine and at no cost

Working extensive hours



May need help finding a vaccine site with extended hours

IF NO, DON'T WANT TO (OR UNSURE):

Use the TEO Method:

T - Build Trust

E - Express Empathy

O - Help Them Find Their Own Reason

Tactics

Build Trust

Express Empathy

Help Them Find Their Own Reason

- **Listen to understand, not to respond.** Don't form your reply before the person is done speaking.
- **Repeat back or state a summary.** *"Thank you for sharing that with me. What I am hearing you say is [INSERT SUMMARY STATEMENT]..."*
- **Pair shared values with key facts.** *"I also really care about not taking chances with my personal health. I know it seems like the vaccines came out all of the sudden. Health experts have been working on the technology for these kinds of vaccines for years, and there was a massive effort and a lot of money put into developing them. I know so many people who have gotten the vaccine and are fine, and now millions of people are getting vaccinated every day. And, multiple groups are monitoring safety in the millions of people who have gotten the vaccine."*
- **Share your vaccine story.** Share if you had any hesitations or questions about the vaccine, and share why you ultimately decided to get vaccinated.

Tactics

Build Trust

Express Empathy

Help Them Find Their
Own Reason

- **Express empathy and connect on values.** Acknowledge and relate to what the person is sharing. Validating concerns, expressing empathy, and demonstrating that you understand will help make the person feel more comfortable. *“That must be frustrating and scary to worry about missing a day of work and making rent.”*
- **Ask questions to get to the root of the concern.** *“What is it about doctors that makes you nervous? When you say you are worried about the safety of the vaccines, what do you mean?”* or *“So you’re nervous about side effects? [Pause to listen and prompt the person if needed:] Tell me more.”*
- **Respond without judgement and avoid making assumptions.** *“I see where you’re coming from. It can be hard to know what information on social media is real when there is so much misinformation and clickbait. Have you checked out the CDC website for information?”*

Tactics

Build Trust

Express Empathy

Help Them Find Their
Own Reason

- **Listen for: what, if anything is holding them back?** If they just need help with access, offer to help! Give them information, help them find an appointment or a ride – whatever you can do to help! If they have concerns about the vaccine itself, respond authentically about your reasons for choosing to get vaccinated.
- **Help people find their own reason to get vaccinated:** Everyone who chooses to get vaccinated does it for a reason—to protect their family, to protect their children, to be less anxious, to visit their parents, or to get back to activities like seeing friends, resuming work, or returning to school. The reasons that someone may choose to get vaccinated will always be those that are most compelling to them personally. *“I am getting vaccinated so that I can visit my grandparents again, why is getting vaccinated important to you?”*
- **Don’t tell them what to do or think.** It is important to guide a person to make their own decision rather than the lecture or dictate what someone should do or think.

IF NO, DON'T WANT TO/UNSURE: Active listening, share your story, info sharing

- Okay, I understand. **Would you mind sharing what's holding you back?**
 - *Listen to their concerns, then consider sharing relevant info from your own personal experience about why you decided to get the vaccine!*
 - *Example: Thank you for sharing. I know it's a big decision to make. I decided to get the vaccine because it allowed me to safely spend time with my family again.*
 - *Remember: We want to build trust, express empathy, and help them find their own reason to get vaccinated.*

IF NO, DON'T WANT TO/UNSURE: Active listening, share your story, info sharing

- **Do you have any questions about the vaccines I can help answer?**
 - Use Made To Save's FAQ or info at madetosave.org/learn to answer!
- *You can also use any of the language below if it's useful to the conversation:*
 - It's very reasonable to have questions and want more information before you make your choice.
 - Getting vaccinated is the best way to defeat this virus and get back to the things we miss the most—safely gathering with family and friends, indoor dining, weddings, concerts, sporting events, and travel.
 - The vaccines are extremely effective! They prevent nearly 100% of hospitalizations and deaths due to COVID-19.
 - If you'd like to learn more about how the vaccines were made and what makes them so safe and effective, you can go to madetosave.org/learn

SAMPLE VOICEMAIL SCRIPT:

Hi, this message is for [NAME]. My name is [NAME] and I'm a volunteer with [THE DESERT HEALTHCARE DISTRICT or MADE TO SAVE]. I'm calling to let you know that the COVID-19 vaccines are free and available to everyone 12 and up, and that you can find a vaccine appointment near you by going to [vaccines.gov](https://www.vaccines.gov), or by texting your zip code to 438-829. The vaccines are safe and effective, and getting vaccinated is the best way to defeat this virus and get back to the moments we miss the most. Thank you and have a great day!

Best Practices

DO:	DON'T:
<p>DO: Share information and provide positive encouragement and empathy</p>	<p>DON'T: Shame or judge people for having not gotten the vaccine yet!</p>
<p>DO: Smile while you dial! Keep your conversations friendly at all times, and politely end the call if someone becomes angry or agitated.</p>	<p>DON'T: Get into an argument about the merits of the vaccine. If the person is very resistant to getting the vaccine, thank them for their time and move on.</p>

Best Practices

DO:

DO: Share answers from the **Made to Save FAQs** or from the CDC or local health department website.

DO: Go the extra mile to help people make a plan to get vaccinated if they ask for your help. We may be the only resource that has reached them!

DON'T:

DON'T: Answer a question about the vaccine if you aren't sure about the answer. It's better to say "I'm a volunteer and don't have an answer to that question" than to pass along information that may not be correct.

DON'T: Get discouraged if you're not reaching a lot of people. The next call you make could reach someone who needs to hear from us!

Have Realistic Expectations

- **Your conversations may lead to a range in outcomes.** Have realistic expectations for yourself, and don't get discouraged if the person you're speaking with on the phone does not quickly decide to get vaccinated.
- **Sometimes the conversation may escalate** and become unproductive. It's ok to respectfully wrap up, and you can offer to talk more another time.
- **We are meeting people where they're at**, so be aware that not everyone will shift from uncertainty to ready to get a vaccine in a single sitting. It may take several conversations over the course of weeks.

Let's Recap Our Approach

- We are **NOT telling people what to do** or what they should think
- We ARE **listening** to people and **responding authentically** to their concerns
- **You do NOT need to be a healthcare expert** to have good conversations and answer basic questions about the vaccines
- To wrap up, help the person **make a plan** to get vaccinated, or **direct them towards resources** to find a vaccine site near them or to learn more about the vaccines.

**Let's see an
example**

Your Turn

In breakout rooms, take turns practicing using the script to have a vaccine outreach conversation.

We'll see you in 10 minutes!

Debrief

How was your practice round?

What did your partner do really well?

How did you practice active listening and empathy in your conversation?

How to Make Calls Virtually

Let's Get Started!



Phonebank Tally Sheet

Thank you so much for phonebanking to get those in your community vaccinated! These conversations are so important to ensure that everyone has the information they need about the COVID-19 vaccines. Tell us how phonebanking went!

Name:

Date:

Phone Number:

Calls Made / People talked to			Total
Already Vaccinated	Not Vaccinated	Unknown	Total
Any stories or experiences you want to share?			