



Vaccine Ambassador Training Companion Workbook

This workbook is a companion to the [Vaccine Ambassador Webinar](#) on the HUD Exchange. The workbook should be used alongside the webinar or [slides](#). It provides space for participants to record their answers to the “Pause and Reflect” questions.

The aim of this training is to:

- Provide Vaccine Ambassadors with foundational knowledge that fosters an understanding of common terms related to COVID-19 and the homelessness response system.
- Provide pointers and practice for Vaccine Ambassadors to access up-to-date information about the COVID-19 vaccine, local opportunities to access the vaccine, and other information that can help people experiencing homelessness better understand the vaccine.
- Provide prompts to help Vaccine Ambassadors plan for and practice sharing their experience as well as motivational interviewing techniques to promote active listening and conversations that can inspire vaccine confidence.

Completing both the webinar and the workbook will allow agencies, Vaccine Ambassador teams, and others involved in the Vaccine Ambassador program to build relationships and practice information-sharing and skill-building.

IMPORTANT TERMS (SLIDES 4–6)

Personal Protective Equipment (PPE)

What are some different types of PPE? _____

Is your community still requiring or encouraging the use of PPE?

- Yes No Need to Find Out

Non-Congregate Shelter (NCS)

What is a non-congregate shelter (NCS)? _____

Does your community have non-congregate shelters still in place?

- Yes No Need to Find Out

Qualitative Data

Qualitative Data is data that describes qualities or characteristics (stories). How could/does qualitative data help you in your work as a Vaccine Ambassador?

Quantitative Data

Quantitative Data is data that relates to numbers and amounts. How could/does quantitative data help you in your work as a Vaccine Ambassador?

PAUSE AND REFLECT (SLIDE 7)

What terms were familiar to you? Did the definition you already knew match those shared in this training?

Are there other terms you have heard used that are unfamiliar to you?

Do you feel confident sharing these definitions and cited sources as part of your work as a Vaccine Ambassador?

VACCINE AMBASSADORS: AN INTRODUCTION (SLIDES 8–13)

Which of your experiences and/or characteristics can you share as a Vaccine Ambassador?

The National Institutes of Health defines cultural humility as “a lifelong process of self-reflection and self-critique whereby the individual not only learns about another’s culture but starts with an examination of her/his own beliefs and cultural identities.” This can help practitioners recognize the value in all cultures. How does your project promote cultural humility? Are you reaching people equitably in your community? Please write down your thoughts.

Are there populations or subpopulations in your community that are not showing up at vaccine events or are more likely to decline a vaccine? If so, which populations are these? What needs to change to better support this population in deciding to be vaccinated?

Who is available in your community to effectively encourage vaccines among people experiencing homelessness? These could be trusted medical professionals, outreach workers, program staff, faith leaders, etc.

As a Vaccine Ambassador, you will probably hear what people are thinking about vaccines. What is one way for you to share information you know or will learn as a Vaccine Ambassador with public health and homeless sector partners in your community?

Current COVID-19 vaccines are delivered in multiple shots: two shots for the initial vaccine followed by booster(s) to keep up immunity. What is your program doing to help people experiencing homelessness keep up with getting additional shots as needed?

Vaccine events can be an important part of a community's vaccine strategy. They might include publicizing an event, managing lines, checking previous records for vaccines, providing and managing incentives, handing out educational materials, etc. What role will you as a Vaccine Ambassador play in the plan?

If you are unsure about any of these questions, who in your organization can you speak to?

PAUSE AND REFLECT (SLIDE 14)

Building trust, educating, advocating, and supporting; which of these comes most naturally to you?

Which might you need to improve? Have you practiced sharing your vaccine story?

Did anything you heard resonate with your own experiences?

STATE OF COVID-19 (SLIDES 17–21)

New COVID-19 variants, approaches to mitigation, and local actions change as we learn more about the disease. The following questions will help you consider how to stay up to date on information.

What resources exist in your community to educate people about vaccines?

What resources can help you stay up to date on COVID-19 information?

How will you get current information about what people experiencing homelessness in your community are thinking about the vaccine?

PAUSE AND REFLECT (SLIDE 22)

Where do you get up-to-date information about COVID-19?

You are not expected to be a medical expert as a Vaccine Ambassador; what language can you use to tell people about the vaccine without trying to be an expert?

LISTENING AND STORYTELLING—PAUSE AND PRACTICE (SLIDES 24–29)

Think about your own COVID-19 vaccine experience. Take a few moments to tell your story out loud. How do you feel about sharing your story?

Are there aspects of your experience you think would be helpful to share with a person considering vaccination?

MOTIVATIONAL INTERVIEWING (slides 30–44)

Can you think of a situation where motivational interviewing might support a conversation you have had or will have with a client? As a reminder, below are basic aspects of motivational interviewing:

- Bring every conversation back to the value of the vaccine.
- Focus on a person’s own arguments for change.
- Emphasize a person’s choice and empowerment.
- Be the “helper” and not the “fixer.”
- Be an ally to the person with whom you are working.
- Support the person’s right to choose their own path.
- Roll with resistance!

Using motivational interviewing in a conversation means:

- Using open-ended questions.
- Affirming what the person is saying.
- Using reflective listening.
- Summarizing what you are hearing.
- Being empathetic.
- Using partnering language.

How would you use motivational interviewing while talking to someone about putting on clean socks?

PROJECT MANAGEMENT/TEAM DEVELOPMENT AND SUPPORT (slides 45–50)

Who is on your Vaccine Ambassador team?

Are there other people or positions you think would be helpful to add to your Vaccine Ambassador team? If so, who/what are they?

What is the onboarding process at your agency or in your program? (This can include training, team building, and introductions to community agencies.)

What support can you provide to your own team?

What do you need in order to optimize success for your vaccine ambassador team?

FOR MORE INFORMATION

For additional resources and updates to Vaccine Ambassador information, please visit the [HUD Exchange COVID-19 Homeless System Response](#) page.