

HOW TO:

HOST A COMMUNITY EVENT

Hosting an event is a great way to engage with your community. Interacting with the public in informal settings is essential to breaking down barriers around vaccine hesitancy. The seeds you plant during your event could be what motivates someone to get vaccinated. Follow our tips to help grow your influence.



LOCATION

Start by selecting the right location. Whether it's a church, local library, or park, each location can help you reach a different population.



COMMUNITY

Community partnerships are vital to hosting a successful event. These partnerships can inform event planning and outreach. Ultimately, partnering with a group or organization in the community will ensure you can sustain relationships long term.



EDUCATION

Schedule time for a speaker to share their personal vaccine story, hand out materials, and sign people up for appointments on the spot.



ENTERTAINMENT

While education is the most important element of your event, the entertainment you choose is what will draw people in. Provide live music or plan a fun game to get people engaged.



FOOD

The food you choose for your event is essential for setting it apart. Consider hiring a food truck or unique vendor, choose a fun theme, or select cultural cuisine that appeals to the population you're hoping to attract.