



Ambassador Program

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What is the Ambassador Program?

The Ambassador Program equips trusted messengers with tools and messages needed to champion the Vaccinate ALL 58 Campaign by:

- ✓ Supporting existing community programs
- ✓ Educating trusted messengers to serve as “ambassadors” by activating friends, family members, and neighbors to get vaccinated.
- ✓ Empowering community members to become active ambassadors in the COVID-19 vaccination campaign.
- ✓ Multiplying “pláticas” or one on one conversations to share accurate information.



Tailored for Trusted Messengers

People, organizations, and institutions with a high level of trust among local communities.

Reflect the language and culture of the community.

Nurture a culture of trust, engagement, buy-in and civic participation.

Are sought after for information and resources.

Reduce risk of fear of vaccines.



What can you do?

As an ambassador, you can inform your family, friends, and others why COVID-19 vaccines are the best protection against COVID-19.



What makes you a good Ambassador?

You have the patience to listen to people's concerns, the empathy to meet people where they are, and the art of conversation to help communicate information.

Poll 1



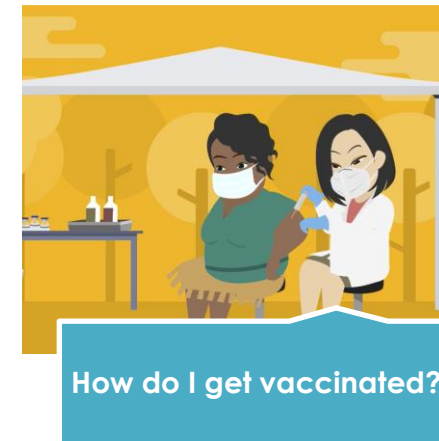
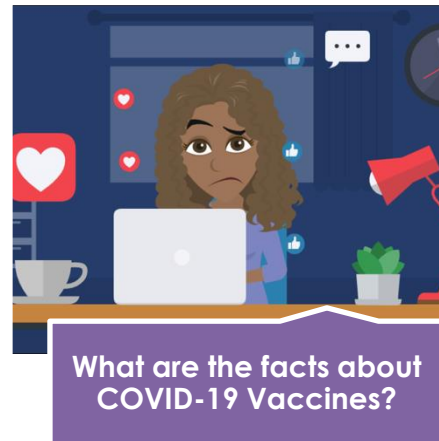
What makes you a good Ambassador?

- ❑ I regularly speak with my community members
- ❑ I am familiar with my community
- ❑ I have the patience and empathy to meet people where they are
- ❑ I am excited to have conversations about why vaccines are the best defense against getting COVID

5 Short Videos

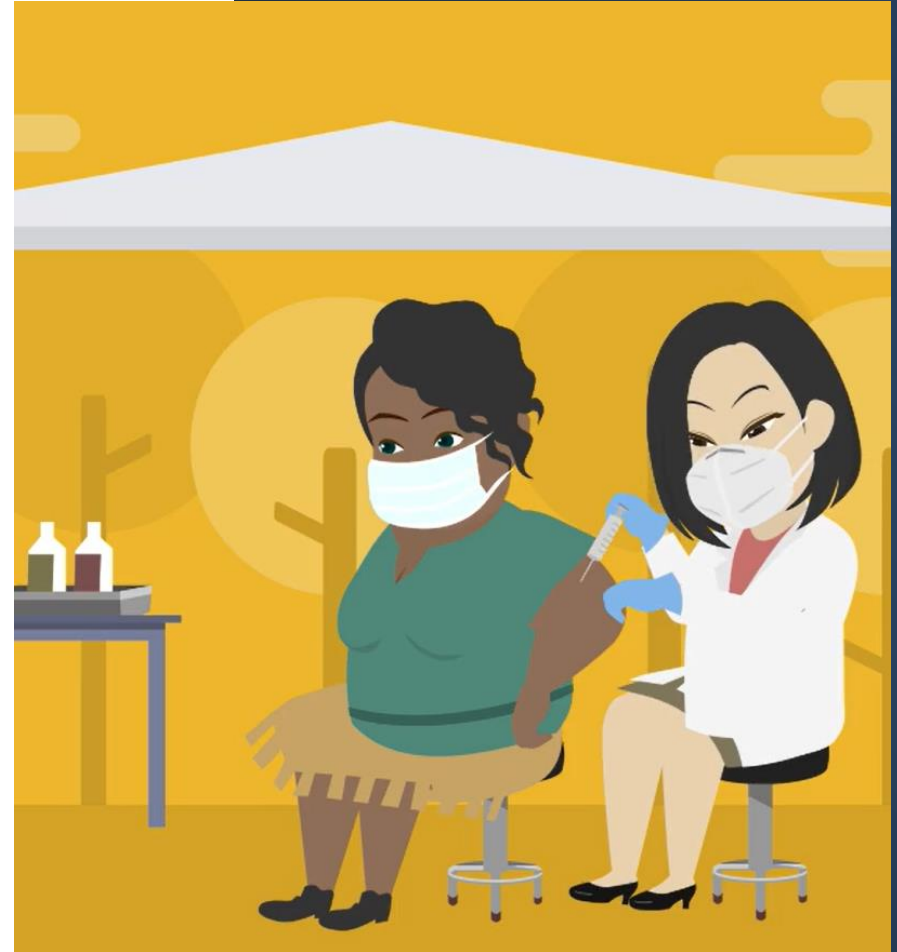
You can use five (5) animated videos in ten languages addressing frequently asked questions about vaccines.

The videos will be available in English, Spanish, and other languages.



Key Messages

- Vaccines are your best defense against getting and spreading COVID-19.
- They can protect us from getting seriously ill from COVID-19 and its known variants.
- Young people aged 12 and older are now eligible to receive the Pfizer COVID-19 vaccine.
- Vaccines have been rigorously tested.
- COVID vaccines are free of charge to ALL people, regardless of health insurance and immigration status.



Poll 2



As an Ambassador, what would you do as your first step?

- ❑ Need to learn the basic facts
- ❑ Make a list of people I want to reach
- ❑ Identify places I can speak at
- ❑ Practice my conversation
- ❑ Share videos on my social media

What You Can Do

Learn

Learn the basics of COVID-19 so you can talk to friends and family members to navigate their vaccination process.

Share

Share videos on social media.

Use

Use videos to train others or recruit new leaders and volunteers.

How to start your conversation



Digital Socials: Host a social with members of your community.



Friends & Family: Start the conversations where you already talk to them.



Membership Associations and School Clubs: Use networks in your own community starting with the clubs you belong to.



Community Groups: Talk to your friends at your place of worship, at school, or sports team.

Call to
Action

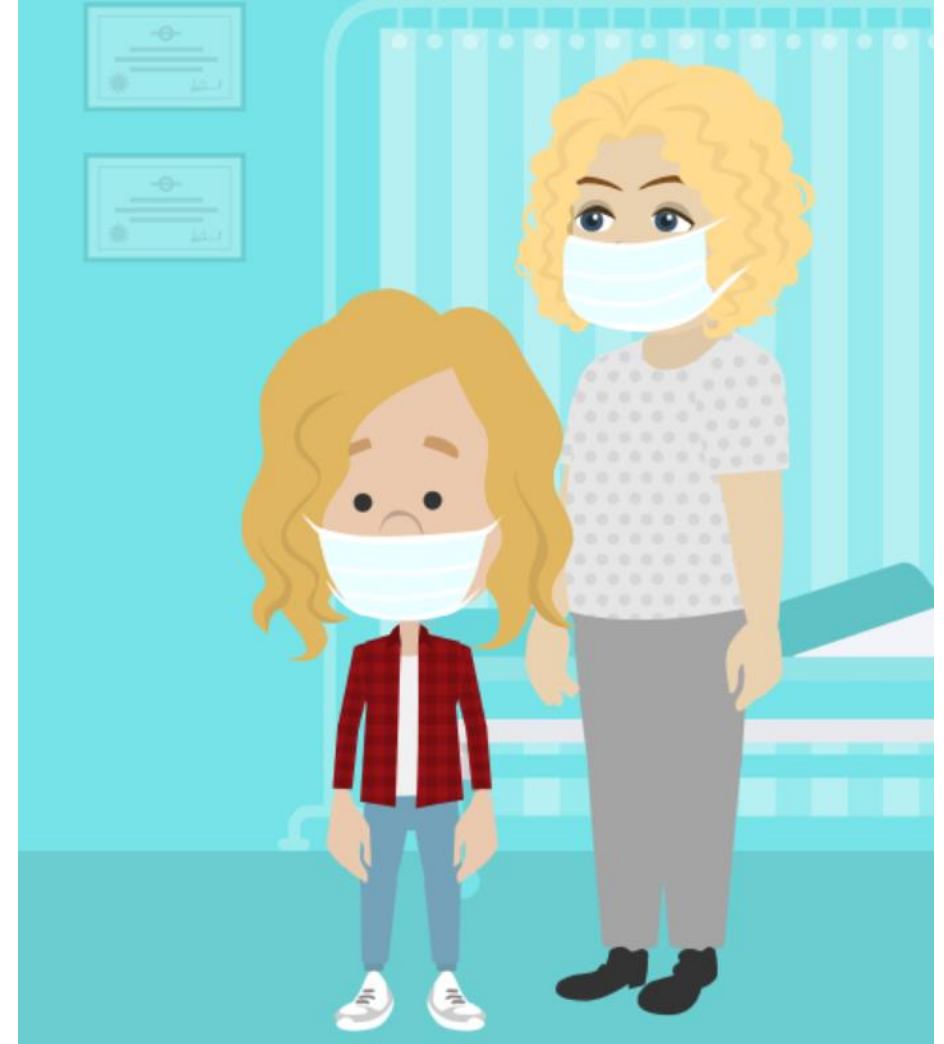
CALL
833-422-4255

VISIT
[MyTurn.ca.gov](https://www.myturn.ca.gov)

Comments and Questions?

How do you hope to use the videos?

Please post your comments and questions in the chat or raise your hand.



Contact Us

Become an Ambassador!

Complete the Interest Form

<https://forms.office.com/r/mS5kT4rCSD>

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Together we can end the pandemic and get back to doing the things we love.

