COVID-19 Vaccination:
Engage to Empower Template

Barrier identified	Co-develop solutions	Implementation strategy	Monitoring delivery	Evaluation strategy
Example: Belief that the vaccine contains animal products.	Focus group held with 8 members of the group to develop clear communications that clarify that there are no animal products in the vaccine.	The digital leaflet will be circulated on Facebook, Twitter, and Instagram and will be posted by XX and XX, who are trusted and respected figures within the community. The leaflet will go live on March 26th.	Weekly project team meetings with relevant stakeholders to monitor progress and ensure interventions are being delivered as planned.	Evaluate people's attitudes/beliefs to see whether your campaign has been successful in addressing this barrier. Evaluation measures could include: • Surveys and/or interviews with target group; • Analysis of online posts analytics; • Measuring vaccine uptake.

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