

2021

COVID-19
VACCINE
EDUCATION
OUTREACH

PRESENTED BY:
Community Outreach Group, LLC

KNOCKDOORS.ORG
WASHINGTON, DC

THE COMPANY

Community Outreach Group, LLC (COG) is a Planned Parenthood Action Fund subsidiary, who, through the principles and practices of community organizing, scales and grows partner organizations to achieve their goals by organizing with, hiring from and building for the communities they serve. COG has experience with ACA enrollment outreach and Zika vaccine outreach.

PROJECT BACKGROUND

COG is offering a vaccine education outreach program to local communities to mitigate health disparities among high-risk populations and underserved communities. Our program pre-calls a seed list to increase contact rates at the door. [More information on the program can be found here.](#)

The cost per door attempt is \$8/door.
The cost per phone attempt is \$1.50/call.

Currently, federal funding is available for these programs:
<http://bit.ly/covid19govgrants>

GOALS & OBJECTIVES

01

Answer FAQs about COVID-19 vaccine availability + safety to strengthen vaccine confidence.

02

Ensure our communities have the information they need to pre-register or register for an appointment.

03

Collect COVID-19 personal stories to show the impact of your programmatic outreach.

TIMEFRAME

- Week 1: ID and map the highest-priority census tracts to determine target counties
- Week 2-5: Hire from within target counties
- Week 5+: Conduct pre-calls where possible and door to door canvassing outreach
- Week 5+: Generate data-driven quantitative and qualitative reports

