



Faith in the Vaccine Ambassadors Carolinas

Building a Campus-Community Network to Help End the Pandemic

Current Opportunity

We have many miles to go before we win the race against the coronavirus. In the Carolinas, less than half the population is fully vaccinated, and communities of color are disproportionately represented among the unvaccinated. On the horizon, we face the challenges of vaccinating children and providing booster shots to high-priority groups, both of which are ever more pressing as the likelihood of future variants looms on the horizon. With a proven model and trusted regional partners, IFYC has committed to expanding and extending our vaccine outreach in the Carolinas, providing education and access for the communities that need it most.

Program Overview

Since the vaccine roll out, IFYC has engaged more than 100 campuses and almost 2000 students nationwide in its Faith in the Vaccine Ambassadors (FIVA) program. Now, we are poised to carry forward high-impact practices throughout North and South Carolina, deepening campus-community ties as we raise vaccination rates and lay groundwork for future efforts at the intersection of faith and health.

This next phase of FIVA Carolinas will extend through August 2022 and will engage up to twenty campus teams to work alongside faith communities and nonprofit organizations trusted among groups where vaccine uptake lags. The program features the following key roles:

- **Campus Educators** from up to twenty campuses will recruit and mentor cohorts of Student Ambassadors. Ideal educators will have existing or potential ties to health-related campus units. They will provide individual and group-based support for student efforts, track student stories of impact, and report program outcomes. As part of the regional network of educators, they will help incorporate best practices in their students' outreach activities. **Educators will receive a \$5,000 stipend for their time and efforts over the course of the program.**
- Up to eight **Student Ambassadors** per campus will participate in a training session that equips them with the latest information and strategies to promote vaccine outreach. They will then collaborate with community partners—with supervision from their campus educator—to create outreach activities that strengthen understanding, build trust, and deliver shots in arms. Ideal student Ambassadors will have either personal ties to at-risk communities or deep interest in the interface between faith and health. **Student Ambassadors will receive a \$1500 stipend for their time and efforts over the course of the program.**
- Each campus team will engage up to four **Community Partners** (faith communities or trusted non-profit organizations) that are trusted among at-risk communities and are committed to vaccine outreach. Typically, these organizations will also have existing ties to the campus community or to its FIVA team members. **Community Partner organizations will receive \$4000 to defray costs associated with participating in the FIVA program.**



Program Timeline

The ambitious timeline for the overall program matches the urgency of this issue:

- **Phase One: Ambassador and Community Partner Recruitment (November – December 2021)** – Educators will work to identify up to eight students within their campus communities committed to the Faith in the Vaccine Ambassador Program. They will also engage community partners in the project.
- **Phase Two: Program Kickoff (January 2022)** – IFYC will facilitate a series of kickoff training sessions to jumpstart the Ambassadors in their on-the-ground efforts. Separate training will be offered to leaders in faith communities and nonprofit organizations.
- **Phase Three: Ongoing Training, Mobilization, and Support (January – August 2022)** – IFYC will continue to roll out training program elements and will support larger storytelling and impact-tracking efforts, lifting up stories of success on IFYC's platforms and in the media as well as evaluating overall program impact.

FIVA Carolinas FAQs

Which students are eligible to apply?

- Full time, part time, graduate students, and recent graduates
- Students from neighboring campuses
- International students
- All students must complete a W-9

How many hours a week are students required to work?

- We do not have a strict hourly requirement for students or educators, though most campuses have targeted between 100 and 150 hours total for a \$1500 stipend.
- Campus educators will work with students to plan the project(s) and oversee the process of determining how to accomplish the established goals, including how many hours are spent on it and by whom.

What all does the role of the educator entail?

- Educators are responsible for recruiting a cohort of students and ensuring that they are both able and committed to the project. These should be students that the educator knows or have been referred to them.
- Educators are responsible for connecting students with appropriate faith communities and trusted nonprofits.
- Educators are expected to meet at least monthly with peers from the FIVA Carolinas network and attend other national networking events, as appropriate. These gatherings are designed to provide updated information about best practices, high impact strategies, and other information related to the vaccine and Covid-19.
- Educators are required to collect agreements from community partners that state they are willing to work with and/or host students to do vaccine related work. IFYC will supply the required form.
- Educators are expected to check in with community partners at least bi-weekly throughout the project to support Student Ambassadors.



- Educators are required to meet with the Student Ambassadors immediately following the IFYC led training to establish concrete project plans. They are also expected to meet at least bi-weekly with the students throughout the granting period (either as a group or with individual students) to offer guidance on project design and to ensure effective storytelling about the campus cohort's efforts.
- Educators will be asked to submit a short mid-grant report in May and a final report in September including the following items:
 - Description of the project(s)
 - Stories of impact and success
 - Significant learnings
 - Number of people engaged (both students and community members)
 - Any plans for ongoing work with the student cohort and/or the community partners

Can a campus have two educator leads?

- Yes, a campus can have multiple educators leads. Stipends can be split among them.

What kind of projects will the Student Ambassadors take on?

- Each campus's project(s) should depend on what the community(ties) need and ask for. This means the first step of any project is to listen deeply to the community partner.
- Examples of what campuses are planning to do include the following: information sessions (virtual or in person); strategic one-on-one conversations; social media campaigns; access-related initiatives (transportation, childcare, etc.); vaccine clinics; other forms of partnership with local leaders to promote vaccine awareness and overcome obstacles to access.

What kinds of community partnerships are most effective in vaccine outreach?

Research shows that several factors, ideally working in combination, increase faith in the vaccine:

- Reliable information from within the community (or a trusted source)
- Vaccine availability at existing events hosted by trusted community organizations (e.g., back-to-school celebrations, faith community gatherings)
- One-on-one conversations that begin by listening to community members' reasons for hesitancy
- Incentives and rewards

For any additional questions, please email Suzanne Watts Henderson at suzanne@ifyc.org
Learn more about IFYC's efforts to work with religiously diverse communities in vaccination [here](#).