



Tips for hosting a successful vaccine forum

How to effectively reach people with vaccine concerns

1

Come ready to listen.

Collect anonymous questions prior to the event.

Listen closely to questions and concerns.

Leave assumptions at the door.

Don't persuade; only provide information.

2

Be intentional about your speakers.

Include speakers who reflect the audience.

Consider participants' race, age, profession, and gender.

3

Keep the conversation going.

Share additional resources after the event.

Consider making it a series with multiple sessions.

Reach out to unvaccinated people in person or through text or email.

Maintain regular communication to address questions and concerns as they arise.

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