

# Strategies to Drive My Turn Clinic Traffic

1. Mobile Clinics	2. Increased Communications	3. Repurpose Existing Resources	4. Incentives	5. Initiatives to Coordinate With
<ul style="list-style-type: none"> <li>On-site clinics at community cultural centers, churches, farmers' markets, summer camps, fairs/carnivals, sports events</li> <li>Standard schedules for when clinics will be at community centers</li> <li>Trained field health educators present at events</li> <li>On-site after-school clinics to target 12-15 age range when approved</li> </ul>	<ul style="list-style-type: none"> <li>Reach out to local businesses to ask if their employees have been vaccinated</li> <li>Communications using email, Facebook, local newspaper, radio, SMS, community outreach groups, flyers, signs, billboards, buses, shelters, and local TV</li> <li>Personal testimonies of why trusted/influential community members/groups people got the vaccine</li> <li>SMS standby functionality</li> </ul>	<ul style="list-style-type: none"> <li>Contact Tracing staff to reschedule no-shows and people who signed up for vaccination updates through Qualtrics survey used before onboarding to My Turn</li> <li>"Walk-Ins Welcome" and "Bring a Friend" messages in clinic description/title and comms</li> <li>Overbook appointments</li> <li>Master code functionality</li> <li>Send leftover vaccine alerts through emergency management system</li> </ul>	<ul style="list-style-type: none"> <li>Meal vouchers for a food vendor for people vaccinated at a community clinic</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">"Let's Get to ImmUnity" campaign</a></li> <li>"Get Out the Vaccine" canvassing initiative</li> </ul>