



# Town Hall Technical Assistant Workshop: Door-to- Door Campaign

Arkansas Community Engagement Alliance Against COVID-19  
Disparities

8/10/21

# Goals for Today

- COVID-19 moments.
- Describe the Door-to-Door campaign.



- Our **VISION** is to create a COVID-19 free state, where no one is left behind to suffer from the devastating effects of this infectious disease and its unintended consequences.

# Updates on Cases

## COVID-19 Update August 9, 2021



### CASES

	Total	Change from yesterday
<b>TOTAL CASES:</b>	<b>405,272</b>	<b>+995</b>
<b>TOTAL ACTIVE CASES:</b>	<b>22,815</b>	<b>-1,106</b>
<b>TOTAL DEATHS:</b>	<b>6,322</b>	<b>+21</b>

### TESTING

	Total this month	Results yesterday
<b>PCR:</b>	<b>70,393</b>	<b>4,273</b>
<b>ANTIGEN:</b>	<b>30,952</b>	<b>393</b>

### VACCINATIONS

	Total	Change from yesterday
<b>DOSES RECEIVED:</b>	<b>3,035,260</b>	<b>+0</b>
<b>DOSES GIVEN:</b>	<b>2,446,573</b>	<b>+5,115</b>
<b>PERCENT DOSES GIVEN:</b>	<b>80.60%</b>	
<b>INDIVIDUALS PARTIALLY IMMUNIZED:</b>	<b>338,728</b>	<b>+1,581</b>
<b>INDIVIDUALS FULLY IMMUNIZED:</b>	<b>1,096,947</b>	<b>+1,781</b>

### TODAY'S NEW CASES

#### Counties with most new cases added today:

Pulaski	163
Craighead	83
Sebastian	62

#### Active Cases by Type:

Correctional: 52  
Community: 22,763

### HOSPITAL DATA

		Change from yesterday		
<b>CURRENTLY HOSPITALIZED:</b>	<b>1,376</b>	<b>+103</b>	<b>EVER HOSPITALIZED:</b>	<b>19,326</b>
<b>CURRENTLY ON VENTILATORS:</b>	<b>286</b>	<b>+25</b>	<b>EVER ON VENTILATORS:</b>	<b>1,954</b>

*\*All data are provisional and subject to change. Testing data reflects result date. Case data includes confirmed and probable cases and deaths. Cases and deaths may decrease if they are reclassified. The net change is shown. Vaccination numbers include the state and federal program. As more Arkansans are fully immunized, the number of partially immunized may decline from day to day.*

# Brief Update on COVID-19 variants

- Some variations allow the virus to spread more easily or make it **resistant to treatments or vaccines**.
- **B.1.1.7 (Alpha)**: This variant was first detected in the United States in December 2020. It was initially detected in the United Kingdom.
- **B.1.351 (Beta)**: This variant was first detected in the United States at the end of January 2021. It was initially detected in South Africa in December 2020.
- **P.1 (Gamma)**: This variant was first detected in the United States in January 2021. P.1 was initially identified in travelers from Brazil, who were tested during routine screening at an airport in Japan, in early January.
- **B.1.617.2 (Delta)**: This variant was first detected in the United States in March 2021. It was initially identified in India in December 2020.
- These variants seem to spread more easily and quickly than other variants, which may lead to more cases of COVID-19. An increase in the number of cases will put more strain on healthcare resources, lead to more hospitalizations, and potentially more deaths.

# Brief Update on COVID-19 variants

Variants are common. Eta, Iota, Kappa, and Lambda are of interest as well.

Viruses want to live too.

WHO says that the lambda has been identified in 29 countries, including the United States, United Kingdom, Canada, Brazil, Colombia, Ecuador, France, Spain, Chile and Argentina.

The outlet reported the lambda variant has come to represent about 90% of covid cases in Peru. It was first identified in December 2020.

# Brief Updates: Pregnancy and Vaccines

- If you are pregnant, you can receive a COVID-19 vaccine.
- Have a conversation with your healthcare provider to help you decide whether to get vaccinated.
- Pregnant and recently pregnant people are at an increased risk for severe illness from COVID-19 —including illness that requires hospitalization, intensive care, or a ventilator or special equipment to breathe, or illness that results in death compared with non-pregnant people.
- Pregnant people with COVID-19 are at increased risk of preterm birth and might be at increased risk for other adverse outcomes.

# Brief Updates: Fertility and Vaccines

No known effects on fertility in males or females.





Door-to-Door Campaign: The COVID-19 Community Corps

# Door-to-Door Campaign

- Door-to-door campaigns are direct marketing strategies that have been used for many years by political parties to identify supporters, persuade the undecided, and increase voters.
- Campaigners who work on the teams of politicians have knocked on doors to make personal contact with people or left materials at the door related to a candidate or topic of political interest.
- It is time-consuming, but is also cost-efficient, and has worked effectively to get people to vote.

# Goals of the Door-to-Door Campaign

The **two goals** of the door-to-door campaign are to:

- 1) spread accurate and trustworthy information about the importance of comprehensive COVID-19 prevention and protection and
- 2) reach community members with a personal message.

# Purposes of the Door-to- Door Campaign

Build trust

Reduce misinformation

Increase protective behaviors

(e.g. masks, social distancing, handwashing, screening/testing, isolation, vaccination)

# Door-to-Door Campaign

People will remember you or the message you left more so than what they saw on the local news or in the newspaper. For the COVID-19 Prevention and Protection campaign, there are three main strategies to choose from:

- 1) knock on doors and provide people with a personal in-person message,
- 2) leave the door hangers and or other messages at the door or in driveway in a plastic bag, similar to how newspapers are left,  
AND/OR
- 3) go to businesses and leave helpful information at businesses in your community.

# Door-to-Door Campaign: Your Strategy

- Partner with other organizations to launch your campaign.
- Hold a planning meeting to develop your strategy.
- Make sure key partners are aware of what your campaign. This may include the local radio station, the newspaper, businesses, churches, television stations, and others who can help get the word out.
- Select a good time to increase salience of the message.
- Make sure that you have all the resources you need to conduct your campaign.

# Door-to-Door Campaign: Your Strategy

- The communities in which the campaign will be conducted will vary.
- Some areas will be very dense and others sparse. For example, it is best to start in more dense areas (e.g. apartment complexes, close housing) where your target population lives.
- In rural areas, where some housing may be quite distant from others, it is best to “drive and drop”.
- That is, you may leave the messages in plastic bag, similar to how newspapers are left in the driveway near the mailbox, but not in or on the mailbox.

# Door-to-Door Campaign: Organize Your Team

- Convene a winning team who you know is committed to the ideals of the campaign and is willing to work and not cut corners. Anyone can do it and they do not need experience.
- It is helpful to have at least 5 people who can canvass each day of your campaign. To assure the safety of teams, teams should travel in pairs at all times. At least one person should keep track of where everyone is and can travel with one of the teams .
- Please review safety tips with your team, have a small pep rally before going out, and keep track of everyone via cell phone.



# Door-to-Door Campaign: Organize Your Team

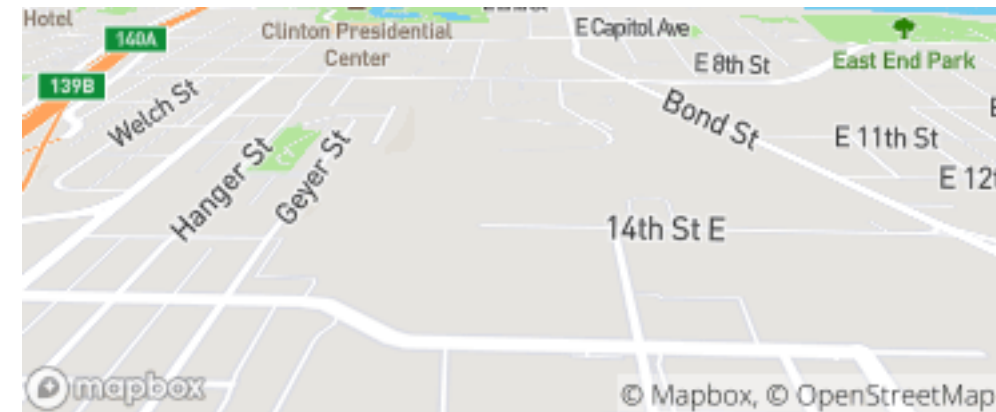
- Make sure each team member has a name tag that identifies who he/she is.
- In addition, it is recommended that each team member wears a t-shirt, a vest, button, hat, or item that helps to identify that they are with a group. Wearing an identifiable item increases trust and credibility as many can be distrustful of people coming near or on their property.
- All team members should wear a face shield or mask or both when approaching someone's premises.

# Door-to-Door Campaign: Checklist

<b>Materials/Items</b>	<b>Notes</b>
<b>Name tags and other items that help form an identity and credibility (t-shirt, hat, vest)</b>	
<b>Door hangers</b>	
<b>Flyers</b>	
<b>Free items (e.g., hand sanitizer, mask)</b>	
<b>Map of campaign area and copies</b>	
<b>Pens, highlighters, clipboards</b>	
<b>List of volunteers</b>	
<b>Maps and routes to be covered</b>	
<b>Bag to carry supplies</b>	
<b>Water</b>	
<b>Copies of script</b>	

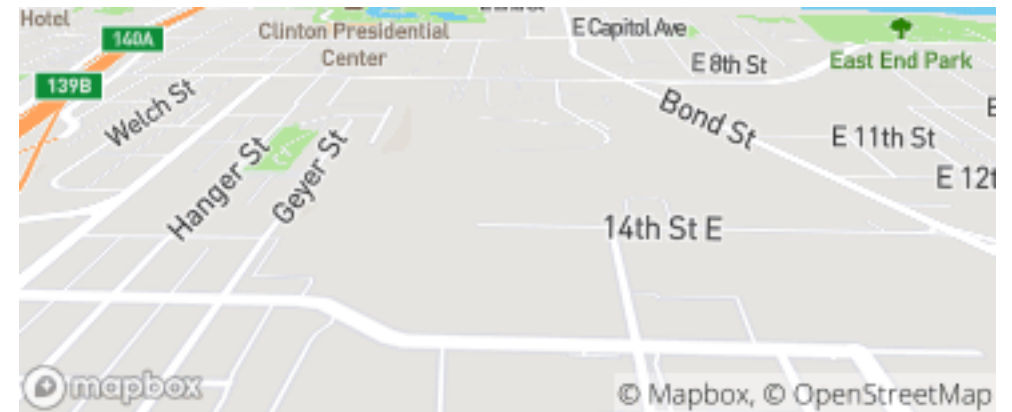
# Door-to-Door Campaign: Map Route

- Print a map of the neighborhood in your community where your constituents live.
- Google maps is easy to use if you like using technology. Just type in the city, look for the area that you seek to penetrate. Increase or decrease the map size with the plus and minus sign to hone in on the areas you seek to reach.
- You may also purchase a street map for your city/county location.



# Door-to-Door Campaign: Map Route

- Highlight the communities that your campaign aims to reach.
- Print out a copy of the street areas that you seek to cover. Then, work with your team to schedule dates and time to cover the areas where your community lives.
- Give your team members of copy of the area that will be covered on that particular campaign day.



# Door-to-Door Campaign: Schedule Dates

- Use a calendar to schedule dates and times when your team will rally to leave flyers, door-hangers, other materials at the doors , or in the driveway.
- Make sure that your team knows at least one week ahead of time the dates for the campaign and where you will meet.
- Remind everyone that they **CANNOT** leave anything in the mailboxes. This is against the law.
- Schedule 2-3 hour blocks for campaigning each day. Anything longer may be too exhausting.

# Door-to-Door Campaign: Record Progress

- It is important to record the areas in which you have covered so that we know collectively when communities we have penetrated.
- We encourage you to take part in sending that information to us so that we can report on the areas in which this campaign reached and h
- For, example if your organization has conducted a door-to-door campaign between 12<sup>th</sup> and 14<sup>th</sup> street and residents we identify that these areas have improved, then that is good news! We may also find that despite our efforts, some residents and communities may need more attention.
- You can use apps or record areas covered on paper. There are several free or paid apps out there that may be useful if you are a technology person.

# Door-to-Door Campaign: Record Progress

When you have completed your campaign, please send the areas in which you have covered to Elizabeth Taylor.

Elizabeth Taylor  
[cealuams@uams.edu](mailto:cealuams@uams.edu)  
501-526-6689

# Door-to-Door Campaign: Implement Your Campaign

- Now that you have planned everything out, without overplanning, you are ready to start your campaign. You may choose to actually knock on doors or leave the information via a door hanger or in a plastic bag. It is always best to reach each community member personally, but it is still effective to “walk and drop” or “drive and drop”.
- Leaving information at the door or in the driveway. Your team can work quickly and effectively using this method and cover a lot of communities within a shorter period of time.



# Door-to-Door Campaign: Your Pitch

- Hi. My name is \_\_\_\_\_ and I work with [insert organization name]. As you may know, because so many people are getting sick and dying from COVID-19, we are committed to working hard to reduce COVID-19 in across the state in our community. I just wanted thirty seconds of your time to stop by, and let you know that there are a few things that we would like for you to consider:
- 
- We are encouraging everyone, vaccinated or unvaccinated to please continue to wear a mask in public places and inside.
  - It is also ok to double mask as well, it will not cause harm to you.
- We are encouraging everyone to wash hands often with soap and water. It will reduce the spread of the coronavirus, flu, common colds, and many other germs.
- We are encouraging everyone to continue to disinfect surfaces and keep all areas clean to reduce the spread of viruses.
- If you have any symptoms, please call your doctor or health department so that you can be screened for COVID-19 and tested.
- If you have symptoms and are not sure if you have COVID-19, it is best to isolate yourself immediately because the new COVID-19, what they call the Delta variant, is highly contagious. It is more contagious than the previous COVID-19 virus and making people more sick.
- If you have not received a vaccine, please consider it. What a vaccine can do for you is:
  - Reduce your chances of getting COVID-19
  - Keep you from getting really sick if you should get COVID-19
  - Keep you out of the hospital if you should get COVID-19 because there is no room in the hospital.
  - Protect your children and older people in the home.
  - Help our entire community stay safe.
  - You can call this number [1-800-985-6030 ]for assistance finding a vaccine in your area or to sign up for an ADH clinic.

# Door-to-Door Campaign: Your Pitch

What if the person at the door is busy or irritated?

It is important to acknowledge what the person is feeling and leave the information with the person.

Don't take their feelings personal. However, you also do not have to subject yourself to ANY abuse. Just move on.

# Door-to-Door Campaign: Your Pitch

## How to handle long conversations and questions that are beyond your knowledge

Your door-to-door campaign should not take more than 3 minutes per door/person.

Gauge your time and use polite method to tell the person that he/she can call the local health unit to get more information.

You can always provide a phone number like the number to the Arkansas Department of Health local health unit if someone has a question that you cannot answer.  
(<https://www.healthy.arkansas.gov/local-health-units>)

If you have something to leave, like a mask or bottle of hand sanitizer, please do so at the end of your discussion.

# Door-to-Door Campaign: Safety Tips

- If you perceive that a situation may be unsafe, then do not put your team at risk.
- If there are animals like dogs, that seem unfriendly, it is best to not approach the yard.
- If there are signs that say, “private property” or “no trespassing”, do not enter.
- If the community is gated, please do not enter.
- You can always travel with a walking stick, which may ward off stray dogs.
- If someone is aggressive, just move on. It is not worth arguing or getting into unhealthy debates. Preserve your energy and move to the next home.
- All team members should wear a mask, especially when approaching someone’s premises.

# What are the Next Steps?



Printing hangers for distributions



Posting talking points on the website for door-to-door campaign



Completing the Coalition Survey



Completing paperwork to get CEALFunds done.



We will have another technical workshop to guide you through the paperwork that has to be completed in our next coalition meeting.



Let us know what your concerns are.