

Phone Tree – Script Template

Goal: Share accurate and timely COVID-19 information in a particular refugee, immigrant, or migrant community.

How: Make calls to community members. Ideally, the person making the initial call is considered a leader within the community, speaks the preferred language and shares the culture of the individuals they are assigned to call.

What: Ask community leaders to call as many community members as they can, with a request that each community member call 3-5 of their contacts to pass along key messages. Community members should select close contacts with whom they feel comfortable speaking about this topic.

Script template for community leaders making the initial call

Below is a script example. Your organization will want to make adaptations depending on the issue you are addressing (i.e., delta variant, mask mandate, pediatric vaccinations, etc.), your local context, and your phone tree's structure.

- Hello [THEIR NAME], this is [YOUR NAME]
- How are you?
 - *Tip: Take a few minutes to make a personal connection.*
- I wanted to ask, have you heard the latest news about [COVID-19, vaccines, and the Delta variant]?
- I am working with health experts to make sure everyone has trusted and up-to-date information on COVID-19. We want everyone to have good information so that they can make decisions that best protect themselves and their families.
- I know many people have questions about the COVID-19 vaccines, and that some may be nervous about getting it. What questions do you have about the COVID-19 vaccines that I could help answer?
 - *Tip: if the person says they have no questions, ask if you can share the newest updates and main questions you've been hearing from within the community, along with the answers to those questions.*
- If you're willing, we could really use your help in calling 3-5 people you are comfortable talking with about COVID-19 to make sure they know the latest info

on COVID-19 vaccines. You might consider calling friends or family members who you know haven't been vaccinated yet or who have said they have questions. We have talking points that you could use to make it as easy as possible for you and you would just be offering to share fact sheets and other resources with the people you call. Ideally you would then call me back to let me know how those conversations went. Would you be interested?

- *Tip: Only request that the person call their contacts if they seemed, from the conversation, to have a good understanding on the most up to date information about COVID-19 and the vaccines. If they overall seemed hesitant, had extensive questions that they did not feel were completely answered, or expressed being against or uncertain about the vaccine, they should not be asked to call more of their contacts.*
- *Tip: Have the talking points translated into key languages to make it linguistically accessible for those you are asking to call more people. Ask the person what their preferred method is for receiving the talking points. You might consider offering gift cards to those who make the calls, if funding is available.*
- *Tip: If the person is not comfortable calling and speaking with other people, ask if they would be willing to send text messages, bring flyers to a community gathering/event, or to post on social media instead. This may be more within their comfort while also getting the word out.*
- *If they say yes to calling more people and/or sharing information: Thank you so much! I really appreciate it! I can review the talking points with you now and then send them to you.*
 - *Tip: if the person has time, have them practice with you some of the key talking points.*
- *If no: I understand and really appreciate your time and consideration. I'm here if you think of any more questions or concerns or want to talk more about the vaccine. Are there any final questions I can help answer? Are there any concerns that come to mind?*
- *Thanks again for your time, have a great day and stay safe!*

Tip: instead of asking community members to make calls, some organizations have opted to have more of a phone bank, with a group of a select number of community members who have been trained to respond to COVID-19 vaccine questions. Other organizations ask untrained community members to make calls, but instead of having them answer questions they may not be equipped to



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The National Resource Center for Refugees, Immigrants, and Migrants (NRC- RIM) is funded by the U.S. Centers for Disease Control and Prevention to support state and local health departments working with RIM communities. Learn more at nrcrim.umn.edu. Last update: 09/15/2021.

answer, have them pass along translated information and provide contact information for a COVID-19 focal point the person can contact for more detailed questions.

Script For Community Contacts Making the Calls

- Hello [THEIR NAME], this is [YOUR NAME]
- How are you?
 - *Note: Take a few minutes to make a personal connection.*
- I wanted to ask, have you heard the latest news about [COVID-19, vaccines, and the Delta variant]?
- I was asked by [NAME] to help make calls around our community to share up-to-date information on COVID-19. We want everyone to have good information so that they can make decisions that best protect themselves and their families.
- I myself had questions about the COVID-19 vaccines which [NAME] was able to help answer. I thought of you because [REASON – e.g., remember you talking about your questions] and wanted to call you.
- We know there's lots of info out there and want people to have most up-to-date trusted information. Is it okay if I send you information from trusted resources in your language? We have some in video, some written. I can send it via email or text. What would be your preference?
- If you have more questions that the resources don't answer, you can reach out to [name of community leader, organization COVID-19 contact or advise them to contact their own healthcare provider].
 - *Tip: If your organization has a COVID-19 focal point who can answer more in-depth questions, provide their information to the person. If you do not have a person they can contact, recommend that the person call their healthcare provider.*
- *For the end of conversation:* Thank you for taking the time to speak with me, have a nice day, and stay safe!

Resources to Share



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Tip: update this section depending on the COVID-19 vaccine context, what questions your organization is hearing most from community members, and depending on the language of the community you are trying to reach.

- Centers for Disease Control and Prevention: <https://www.cdc.gov/coronavirus/2019-ncov/your-health/about-covid-19.html>
- National Resource Center for Refugees, Immigrants, and Migrants Vaccine Resources: <https://nrcrim.org/>
 - [Vaccine Central](#)
 - [Get the Facts Campaign](#)
 - [Get Vaccinated Campaign](#)
 - [Vaccination Is Campaign](#)
- *Insert your own links to local sources*



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