

# COFAR Ambassadors Program

Build advocacy skills, learn how to campaign, drive social change!

Check  
out the  
dates at  
the link  
below!

## THE PROGRAM

Students will train with communications and social influence professionals from Philly, and learn from medical professionals. Each will earn \$50 for attending two short webinars. Students will then be coached to apply their advocacy toolkit to create a campaign to creatively address vaccine hesitancy.

## THE STRATEGY

Students will collaborate with peers and trauma-informed COFAR coaches to craft their message, identify a target audience and strategize innovative outreach tactics.

## THE OUTCOME

Ambassadors will gain valuable skills to address social issues and communicate messages effectively in the digital media age. They will implement their plan to engage community members and empower them to make an informed choice about vaccination.

Sign up at <https://cofar-ambassador.eventbrite.com>

Women's Campaign International in  
partnership with Temple University

