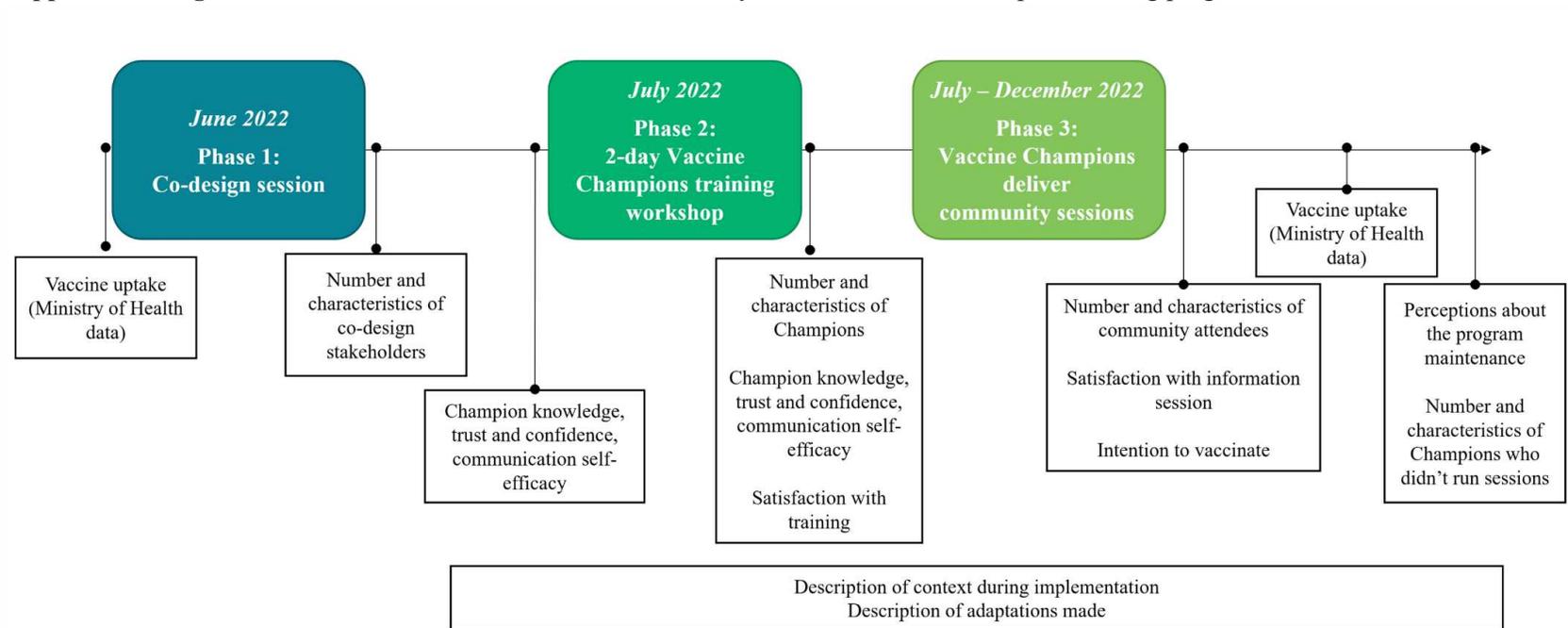


Supplemental material

Supplemental Figure 1. Data collection timeline. Collection of key RE-AIM indicator data plotted along program timeline.



Supplemental Table 1. Vaccine Champions Survey

#	Question	Response options	Question source and scoring	Timing and analysis
	Knowledge			
1	What are the common side effects associated with COVID-19 vaccines Pfizer or Moderna? Tick all that apply	<ul style="list-style-type: none"> • Sore arm (x) • Headache (x) • Sore throat • Rash • Mild fever (x) • Persistent cough • Fatigue (x) • Diarrhea • Body aches (x) • Ear aches 	<p>Developed by researchers</p> <p>Summary: scored as correct (all 5 correct responses identified) v. incorrect (more, different or fewer than 5 correct responses identified)</p> <p>Individual: correct identification of each of the 5 side effects</p>	Pre / post: percentage of participants answering correctly
2	What are the recommended strategies you can use when talking about COVID-19 vaccines with people who aren't sure about the vaccine? Tick all that apply	<ul style="list-style-type: none"> • Talk about relevant statistics • Focus on vaccine side effects • Talk about the risks of COVID-19 disease (x) • Address every concern • Continue the conversation • Use persuasive communication techniques • Share your experiences (x) • Ask what concerns the person has (x) • Recommend vaccination (x) 	<p>Developed by researchers</p> <p>Summary: scored as correct (all 4 correct responses identified) v. incorrect (more, different or fewer than 4 correct responses identified)</p> <p>Individual: correct identification of each of the 4 strategies</p>	Pre / post: percentage of participants answering correctly
	Which of these are NOT diseases we vaccinate kids for? Tick all that apply	<ul style="list-style-type: none"> • Measles • Malaria (X) • Rotavirus • Human papilloma virus (HPV) • Dengue (X) 	<p>Developed by researchers</p> <p>Summary: scored as correct (all 2 correct responses identified) v. incorrect (more, different or fewer</p>	Pre / post: percentage of participants answering correctly

#	Question	Response options	Question source and scoring	Timing and analysis
			than 2 correct responses identified) Individual: correct identification of each of the 2 diseases	
	<i>Communication self-efficacy</i>			
3	How often do you currently talk to people about vaccination?	Never Rarely Sometimes Often	Developed by researchers Detail to be explored further in interviews	Pre: establish baseline
4	Have you ever received training to communicate about health issues?	Yes No	Developed by researchers Detail to be explored further in interviews	Pre: establish baseline
5	Rate how confident you are that you can do each of the following activities as of now . Right now, how confident are you in your ability to...	0 (Cannot do at all) – 1 – 2 – 3 – 4 – 5 (Moderately certain I can do) – 6 – 7 – 8 – 9 - 10 (Highly certain I can do)	Questions adapted from Henrickson 2012, scale applied from Bandura 2006 Analysed as continuous variable; mean across all 6 items = self-efficacy score	Pre / post: change in self-efficacy
6	Talk about the side effects of vaccines	0 – 10		
7	Talk about the benefits of vaccines	0 – 10		
8	Help someone find information about vaccines	0 – 10		
9	Answer difficult questions about vaccines	0 - 10		

#	Question	Response options	Question source and scoring	Timing and analysis
10	Start a conversation about vaccines with a hesitant person	0 - 10		
11	Address misinformation about vaccines	0 - 10		
	<i>Trust in medical system</i>			
12	How much do you trust the medical system that provides vaccines?	Not at all A little Moderately Very much	Question adapted from WHO BeSD	Pre/post: change in trust
	<i>Confidence</i>			
13	How much do you trust COVID-19 vaccines?	Not at all A little Moderately Very much	WHO BeSD COVID-19 survey item (trust)	Pre/post change
14	How important do you think getting a COVID-19 vaccine is for your health?	Not at all important A little important Moderately important Very important	WHO BeSD COVID-19 survey item (confidence in benefits/necessity)	Pre/post change
15	How much do you think getting a COVID-19 vaccine for yourself will protect other people in your community from COVID-19?	Not at all A little Moderately Very much	WHO BeSD COVID-19 survey item (confidence in protecting others/ transmission reduction)	Pre/post change
16	How safe do you think a COVID-19 vaccine is for you?	Not at all safe A little safe Moderately safe Very safe	WHO BeSD COVID-19 survey item (confidence in safety)	Pre/post change
17	How well do you think COVID-19 vaccines work to prevent COVID-19 disease?	Not at all A little Moderately well	Question from Gilkey Vaccine Confidence Scale, response options from WHO BeSD	Pre/post change

#	Question	Response options	Question source and scoring	Timing and analysis
		Very well	(confidence in effectiveness)	
	<i>Perceived public support for vaccination</i>			
18	Do you think most adults you know will get a COVID-19 vaccine booster?	<ul style="list-style-type: none"> - No - Yes 	WHO BeSD (social norms)	Pre/post, percentage agreeing
	<i>Intervention satisfaction</i>			
	Please rate how satisfied you were with the following:	1: Very satisfied 2: Satisfied 3: Neutral 4: Not very satisfied 5: Not satisfied at all	Developed by research team	Post measure only
19	The Vaccine Champions training session	1 (very satisfied) to 5 (not satisfied at all) If 3-5, what do you think could be improved? _____		
20	The materials provided to you for running your own information sessions	1 (very satisfied) to 5 (not satisfied at all) If 3-5, what do you think could be improved? _____		
21	The support sessions you had with the study team	1 (very satisfied) to 5 (not satisfied at all) If 3-5, what do you think could be improved? _____		
22	The financial compensation you received for participating in the study	1 (very satisfied) to 5 (not satisfied at all) If 3-5, what do you think could be improved? _____		
	<i>Perceived sustainability</i>			

#	Question	Response options	Question source and scoring	Timing and analysis
	How easy do you think it will be to sustain the following intervention activities?	1: very easy 2: easy 3: challenging 4: very challenging to sustain	Perialathan 2021 Dichotomised as perceived easy v. perceived challenging	Post measure only
23	Holding formal community information sessions	1 (very easy) to 4 (very challenging)		
24	Providing information COVID-19 vaccine recommendations	1 (very easy) to 4 (very challenging)		
25	Talking to friends and family about vaccines	1 (very easy) to 4 (very challenging)		
26	Communicating regularly with MoH representatives about vaccine issues	1 (very easy) to 4 (very challenging)		
Demographics				
27	How many doses of COVID-19 vaccine have you had?	0 1 2 3 More than 3	Research team developed	Pre/post
27b	[If Q27 = 0 or 1]: Do you want to get a COVID-19 vaccine?	No Yes Not sure	WHO BeSD (intention to get vaccinated)	Pre/post
28	What is your highest level of education?	- Primary school - Secondary school - Certificate - University - Post-graduate	(Appropriate response options to be determined following consultation with local stakeholders)	Pre

#	Question	Response options	Question source and scoring	Timing and analysis
29	What is your professional role?	<ul style="list-style-type: none"> - Media - Doctor - Nurse - Community health worker - Business person - Teacher - Tradesperson - NGO worker - Volunteer - Sports - Faith - Other 	(Appropriate response options to be determined following consultation with local stakeholders)	Pre
29b	[If Q29 = doctor or nurse or community health worker]: How many years have you worked in health?	—	Numerical response	Pre
30	What is your gender?	<ul style="list-style-type: none"> - Male - Female - Other or prefer not to say 		Pre
31	What language do you speak at home?	—	(Appropriate response options to be determined following consultation with local stakeholders)	Pre