

day in the life of a

COMMUNITY AMBASSADOR



Name:

Nita Goswami

Community:

Settlement
Assistance and
Family Support
Services (SAFSS)

Tell us about yourself

I work mostly with south east Asian communities who struggle with the language barriers. Whenever we have a clinic, some people do not know how to answer the screening questions or they need someone to come along with them, who can speak or translate for them. So I started volunteering for the vaccine engagement team to help people access the services they need.

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What are you fulfilling in your community?

I answer peoples questions and listen to them. For example, during vaccine clinics I would help seniors who could not line up and I would help with translation.

How do you serve your community?

We have to be very creative. We did raffles and lucky draws and people won iPads. We gave out Airtags and other giveaways. We did story time on our experiences with COVID. We are always looking for creative ways to engage people.

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What skills are essential to the role?

First, passion. Second, language. The important thing is that you care and you listen to them so that they can connect with you.

How do you see the impact of your work?

when I joined, I saw that sometimes we only had five or six people vaccinated. So we evolved and we tried new tactics and then eventually we saw clinics where we had 80-90 people vaccinated and it was huge.