



Vaccine Equity Bright Spot Briefing: Increasing Access and Readiness in Latinx Communities

Tuesday, May 18, 2021 | 10-11 AM PT/1-2 PM ET

The Vaccine Equity Cooperative

A collaboration to build vaccine confidence and support the rebuilding of community trust to address long-term health inequities and prepare for future crises.

- **Democratizing information, research and data:** Interactive vaccine info hub for community-based workforces/caregivers launching early May
- **Convening, collaborating and improvement:** Convene key national and local players; co-launching a Philanthropic Action Network with the Rockefeller Foundation
- **Advocating and capacity building locally:** Enable better uptake and building foundation for future crises.



Vaccine equity info hub
launching early June

Learn more and join us:
<https://healthleadsusa.org/equitable-vaccine-distribution-project/>

Panelists:



Liz Hamel

Vice President and Director,
Public Opinion and Survey Research,
Kaiser Family Foundation



Maria Lemus

Executive Director,
Vision y Compromiso



Jacquelyn S. Dalton, MPH

Director of Community Engagement,
Health Leads (Moderator)

KFF COVID-19 Vaccine Monitor: Trends and Opportunities for Outreach to Hispanic Adults

Liz Hamel

Vice President and Director, Public Opinion and Survey Research

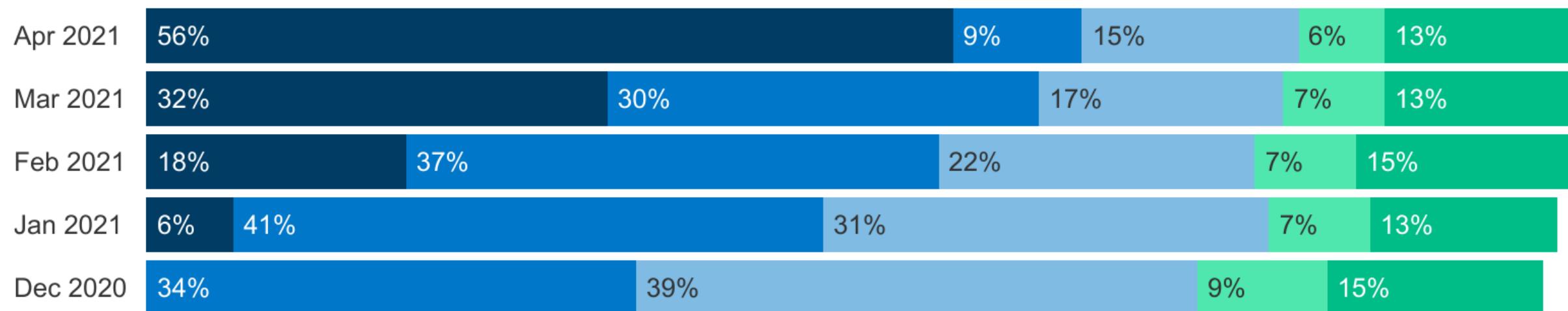


Filling the need for trusted information on national health issues.

The Big Picture of Trends in COVID-19 Vaccination Intentions, or “Zero to Sixty in 4 Months”

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?

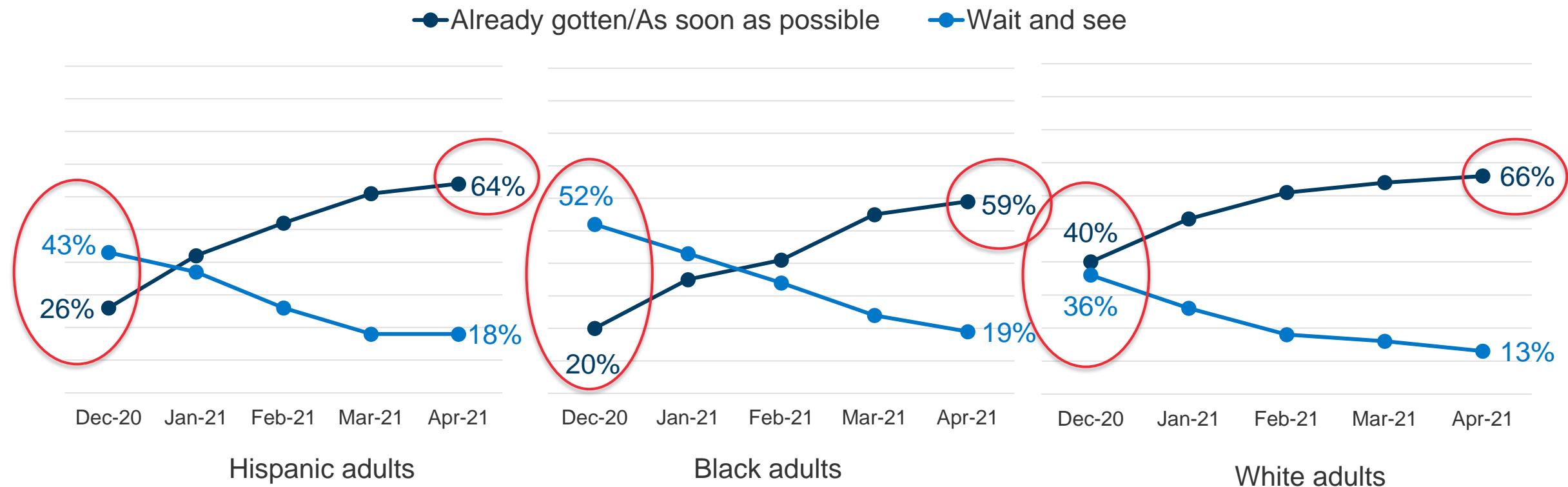
■ Already gotten ■ As soon as possible ■ Wait and see ■ Only if required ■ Definitely not



NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. See topline for full question wording.

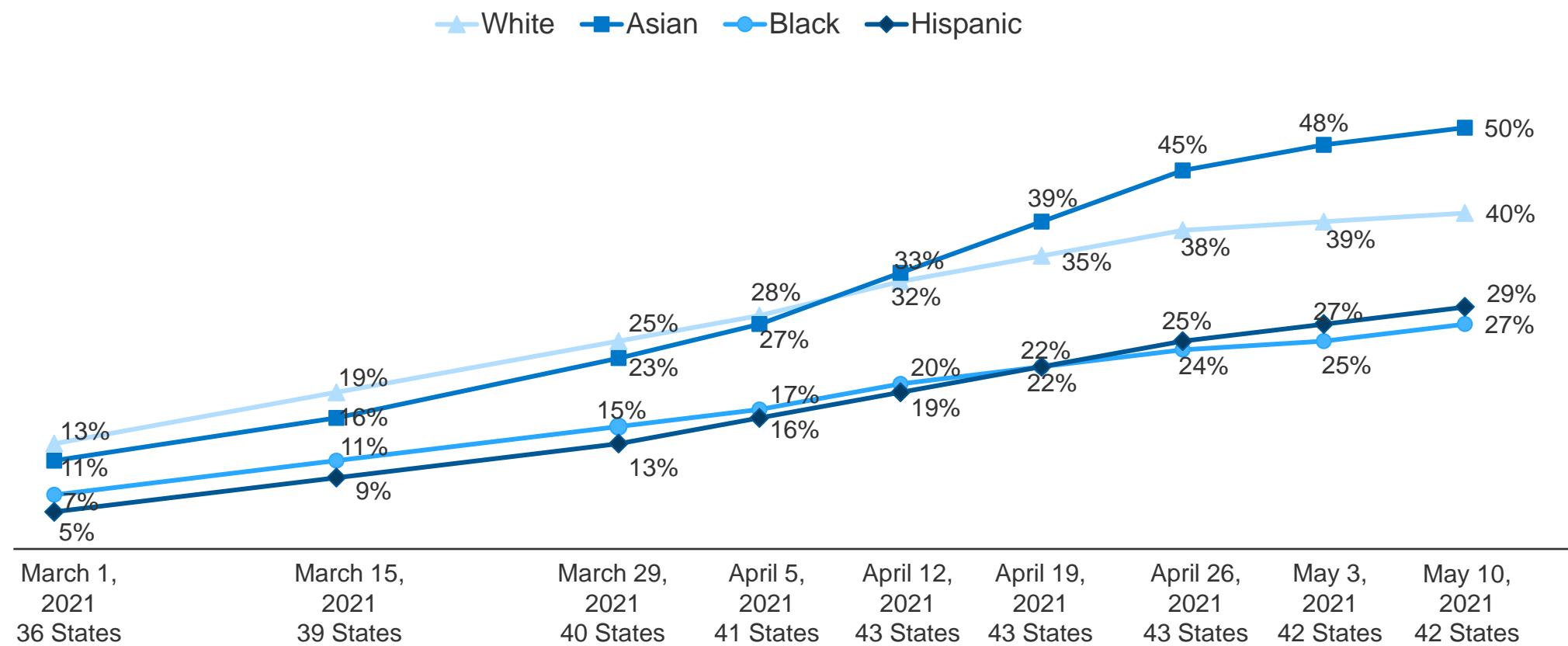
SOURCE: KFF COVID-19 Vaccine Monitor. See topline for full question wording.

Enthusiasm Has Increased Over Time Across Racial/Ethnic Groups



SOURCE: KFF COVID-19 Vaccine Monitor. See topline for full question wording.

Percent of Total Population That Has Received a COVID-19 Vaccine by Race/Ethnicity, March 1 – May 10, 2021

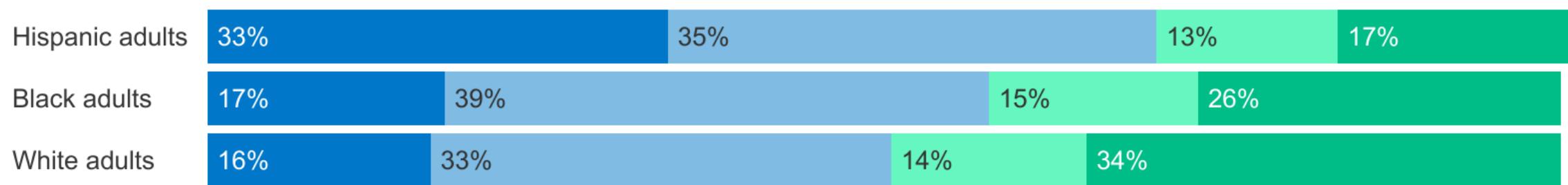


SOURCE: Vaccination data based on KFF analysis of publicly available data on state websites; total population data used to calculate rates based on KFF analysis of 2019 American Community Survey data.

Opportunity: One-Third of Unvaccinated Hispanic Adults Say They Want a COVID-19 Vaccine “As Soon As Possible”

When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?

■ As soon as possible ■ Wait and see ■ Only if required ■ Definitely not

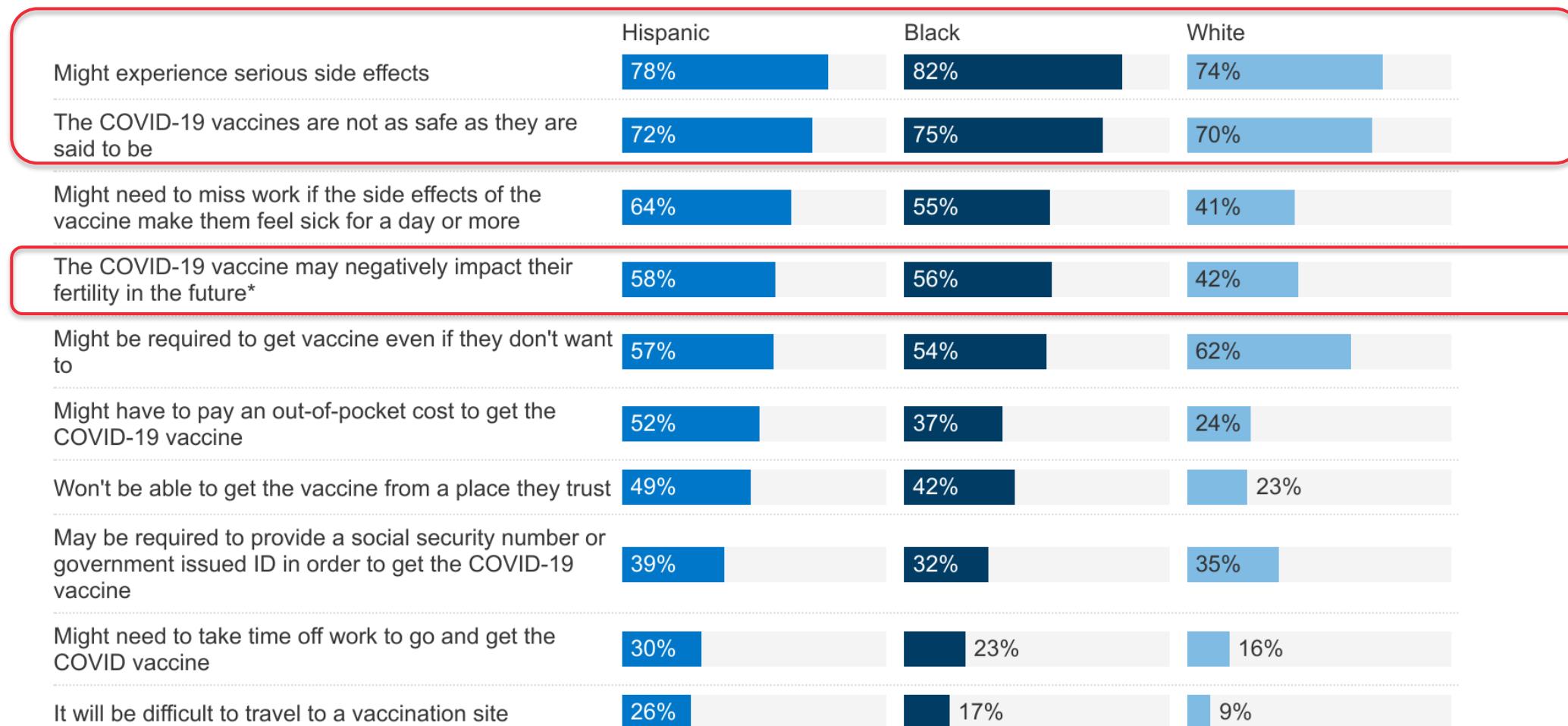


NOTE: Among those who have not gotten the COVID-19 vaccine. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

Barriers to Overcome: Concerns About Side Effects and Safety

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:

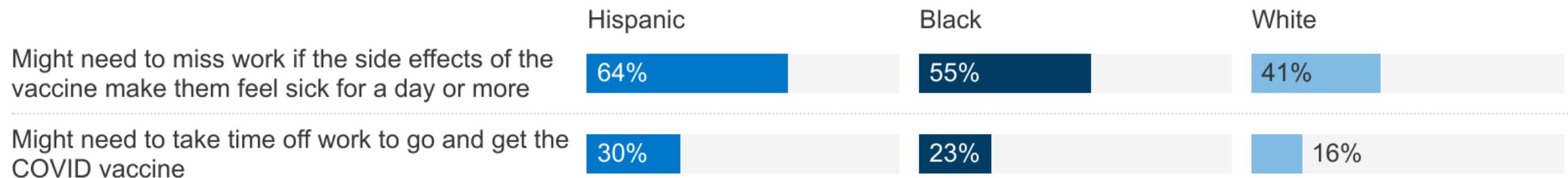


NOTE: Among those who have not been vaccinated for COVID-19. *Item only asked of those ages 18-49. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

Barriers to Overcome: Concerns About Missed Work

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:

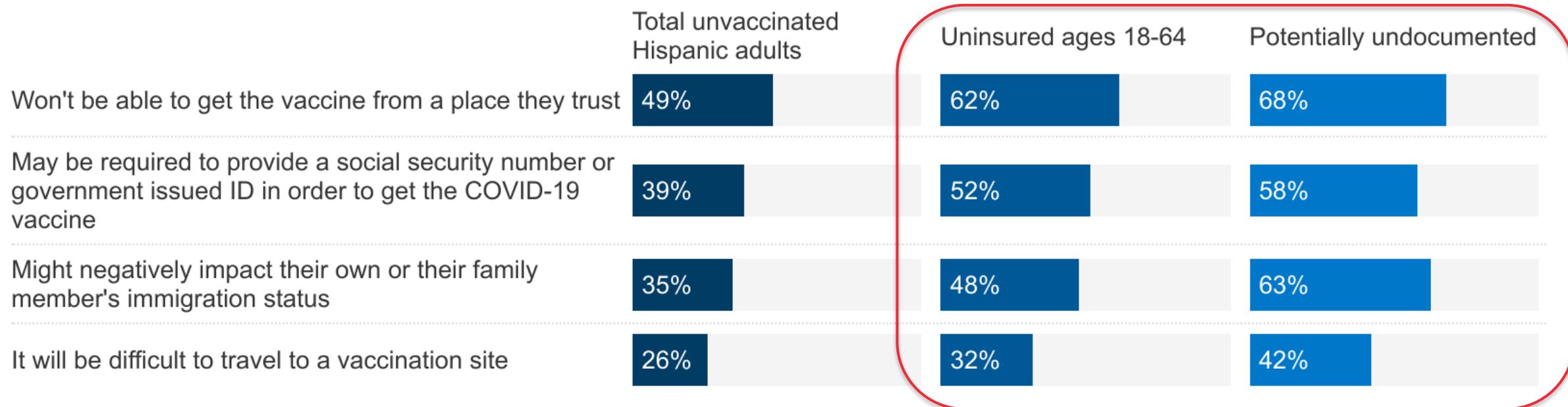


NOTE: Among those who have not been vaccinated for COVID-19. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

Barriers to Overcome: Concerns Related to Immigration Status, Documentation, Trusted Locations

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:

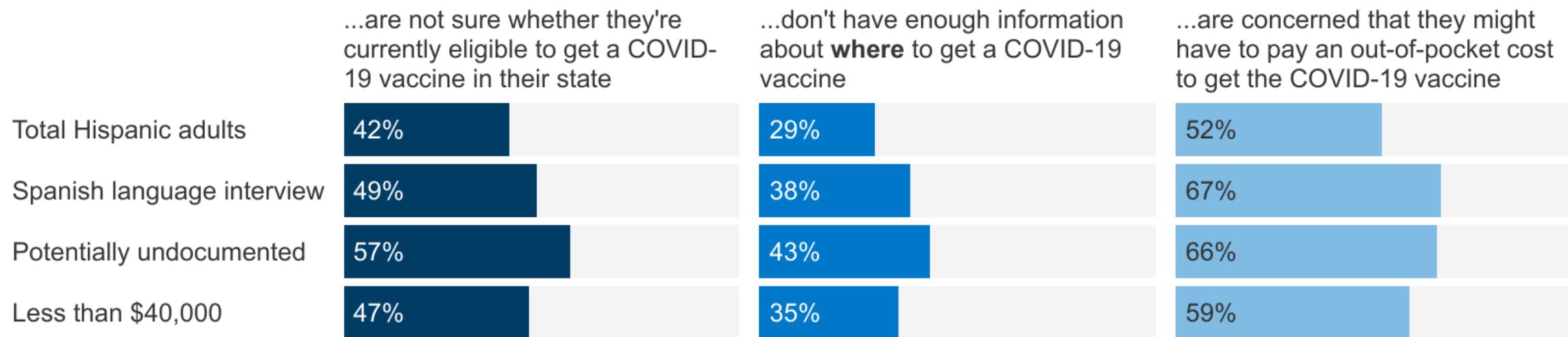


NOTE: Among Hispanic adults who have not been vaccinated for COVID-19. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021).

Barriers to Overcome: Information Needs

Percent of unvaccinated adults who...

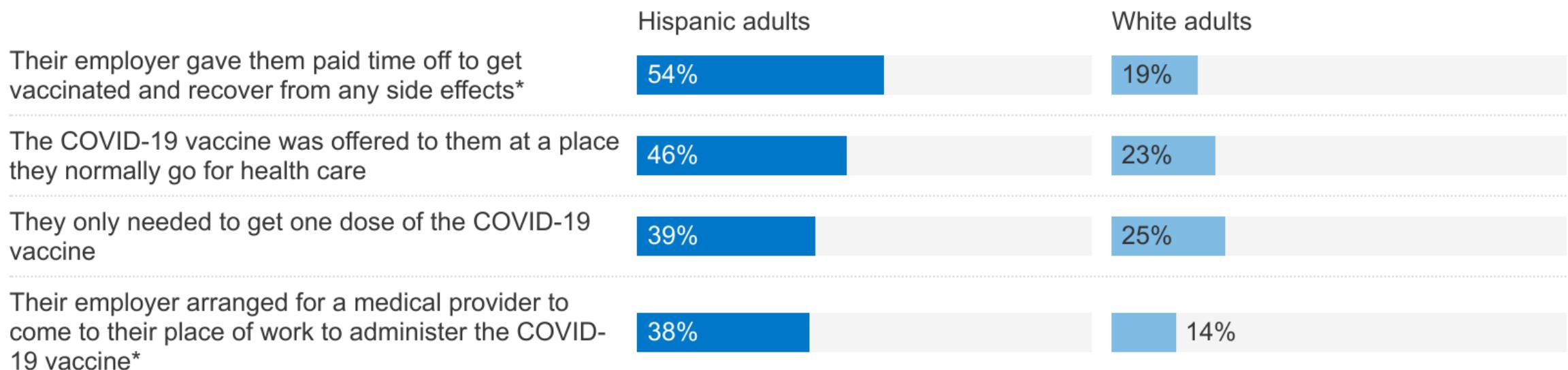


NOTE: Among Hispanic adults who have not been vaccinated for COVID-19. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021).

Opportunity: Strategies to Address Access Barriers May Increase Vaccine Uptake Among Hispanic Adults

Percent who say they would be more likely to get the COVID-19 vaccine if:



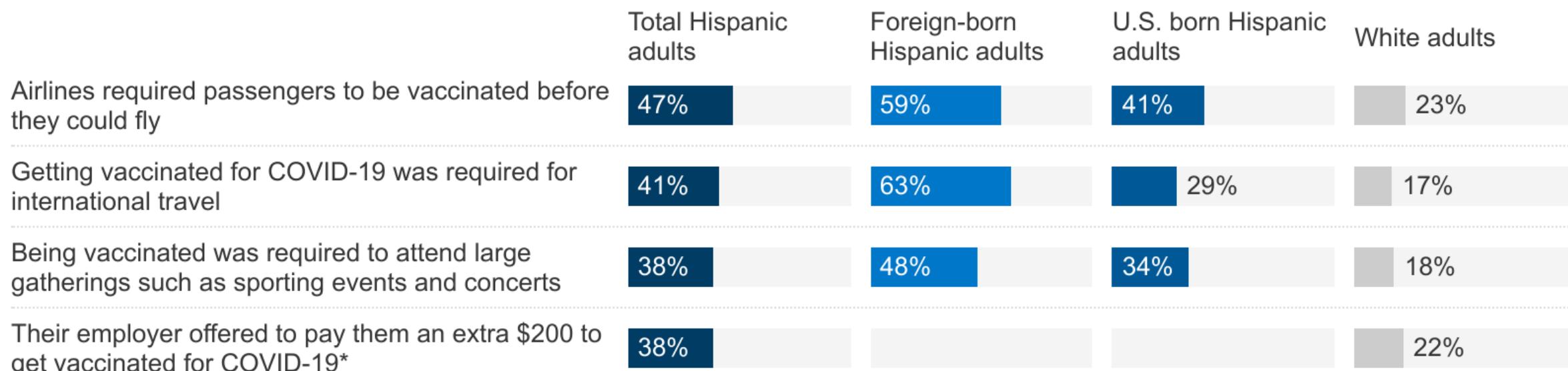
NOTE: Among those who have not been vaccinated for COVID-19 and do not want to get the vaccine as soon as possible.

*Items asked among those who are employed and are not self-employed. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

Opportunity: Certain Incentives and Requirements May Increase Vaccine Uptake Among Hispanic Adults

Percent who say they would be more likely to get the COVID-19 vaccine if:



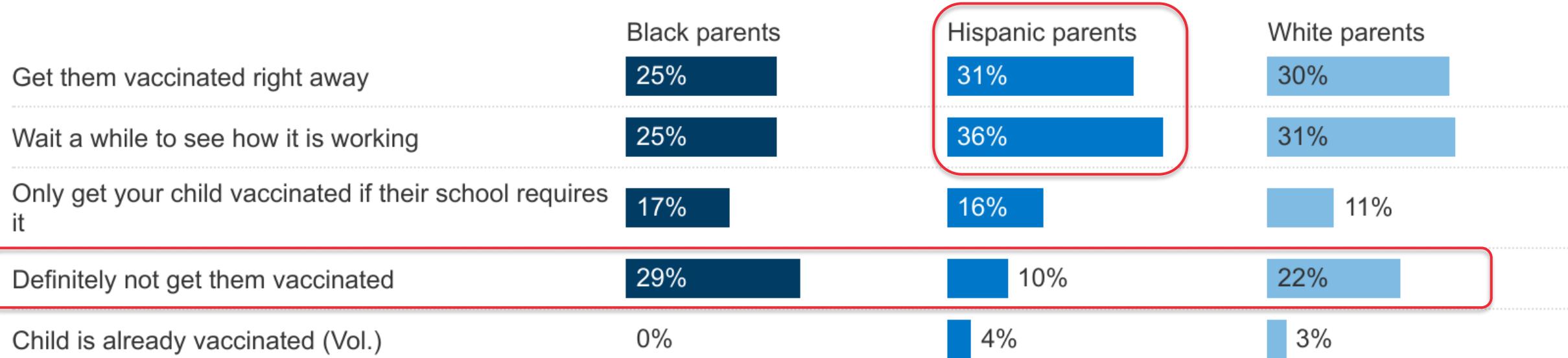
NOTE: Among those who have not been vaccinated for COVID-19 and do not want to get the vaccine as soon as possible.

*Items asked among those who are employed and are not self-employed. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

Opportunity: Most Hispanic Adults Are Open to Vaccinating Their Children for COVID-19

Once there is a COVID-19 vaccine authorized and available for your child's age group, do you think you will...?



NOTE: Asked of parents or guardians of children under 18 years old living in their household. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

May 20 Web Event: Latinos and the Nation's COVID-19 Vaccine Rollout

Published: May 14, 2021



New Campaign from THE CONVERSATION / LA CONVERSACIÓN to Address Information Needs in the Community

Join KFF and UnidosUS for an interactive web event on **Thursday, May 20th** for the latest insights on what is working and what barriers must be overcome in ensuring equitable access to the COVID-19 vaccines for Latinos in the U.S., including new KFF survey findings from the community.

www.greaterthancovid.org/theconversation



Thank you!



The Integration of the Promotora Model: Increasing Access and Readiness During the Pandemic

PROMOTORES THROUGHOUT HISTORY

INTERNATIONAL ORIGIN



WHO ARE PROMOTORES?



PROMOTORAS ARE EFFECTIVE CATALYSTS FOR COMMUNITY CHANGE & SUPPORT

- Promotores are **community members** who act as natural helpers and liaisons to their neighbors and local neighborhoods; they are characterized by **servicio de corazón**—service from the heart.
- Promotores are powerful advocates for individual and community transformation. They **share information** with community residents about local resources and have the capacity to **influence policies** related to critical issues facing their communities.
- The role of the promotor extends far beyond the disease-related functions (Bio-medical Model) of community health to a passion for **human rights and social justice** (Socio-ecological Model).



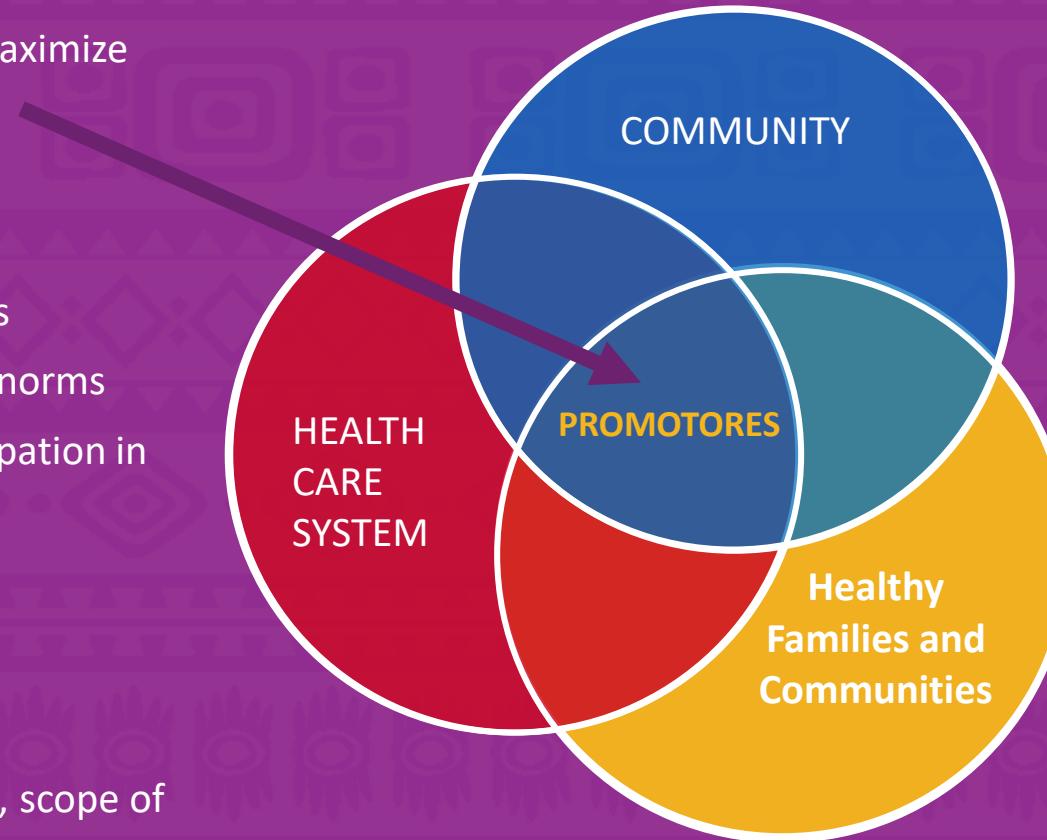
REDUCING DISPARITIES & PROMOTING HEALTH EQUITY

PROMOTORES

- Naturally connect with and maximize existing social networks
- Increase trustworthiness
- Local workforce development
- Provide cost-effective services
- Reinforce cultural values and norms
- Encourage community participation in improving health

As liaisons, they help:

- Keep appointments
- Increase access to prevention, scope of services and follow up care
- Decrease effect of cultural and linguistic barriers for organizations



HEALTH EQUITY & SOCIAL DETERMINANTS OF HEALTH

Health equity is achieved when “every person has the opportunity to ‘attain his or her full health potential’ and no one is disadvantaged from achieving this potential because of social position or other socially determined circumstances.”

There are many factors that affect the ability to achieve health equity, including the circumstances in which people are born, grow, live, work, and age, as well as the systems in place to deal with illness, which are known as social determinants of health. These, in turn, influence safety and adequacy of housing, air and water quality, crime rates, behavioral health, and access to preventive health care.

Promotores can influence social determinants of health including:

- ✓ Income
- ✓ Education
- ✓ Employment status
- ✓ Transportation
- ✓ Housing
- ✓ Health care
- ✓ Exposure to pollution

KEY ROLES OF PROMOTORES IN COMMUNITY HEALTH



THE COMMUNITY TRANSFORMATIONAL MODEL

If the promotor model is allowed to function according to the theory of change, promotores will:



“Many of us are leaders in our community. We are compassionate and have this desire to serve. We don’t just work at an office from 9 to 6. We live in the community and we have to be able to go and talk to people who are in need late at night or during the day—whenever they need it. This is the work and we give it with our hearts.”

IMPORTANT CONSIDERATIONS

- Understanding the role of the Promotor/CHW on the care team is essential.
- The Promotor/CHW on the care team is key and needs adequate support from the team as well as from Promotores/CHWs that work in the community.
- Continuous training, supervision is key for effectiveness.
- Promotores/CHWs have a unique understanding of the challenges/barriers patients, clients and participants face day to day.
- Promotores/CHWs can provide practical solutions when working with patients, clients, participants.

Visión y Compromiso™

KEY WORKFORCE PRIORITIES FOR THE COMMUNITY TRANSFORMATION MODEL



<http://visionycompromiso.org/publications-resources/>

OUR CHALLENGE. OUR OPPORTUNITY



“It is not just the promotora who must fit the organization, but the organization must fit the cultural values of the community-based model too. Organizations who truly understand promotores use popular education methodology appropriate for the community transformational model. Core competencies are also linked to the model. System readiness means you already have in place values and principles to support the model and you understand what the model needs to be successful.”

—San Diego County

VISON Y COMPROMISO

Network of
Promotoras &
CHWs

- 14 Regions in CA
- Nevada

Training

- Promotor Institute
- Workforce Training for Promotores
- Organizational Readiness Training
- Technical Assistance to Organizations

Project Management

- Over 30 projects that employ Promotores and focus on chronic illness prevention & management, mental health, Medi-Cal access, COVID-19 mitigation, Census 2020 and more

Advocacy

Thank you on behalf of Vision y Compromiso
“HACIA UNA VIDA DIGNA Y SANA”



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COVID-19 Projects

Promotores have educated, informed, guided and supported the community on prevention, self-care, contact tracing and COVID-19 vaccination. Through workshops, canvassing, educational tables, tests and vaccine events as well they have deliberated Personal Protective Equipment.



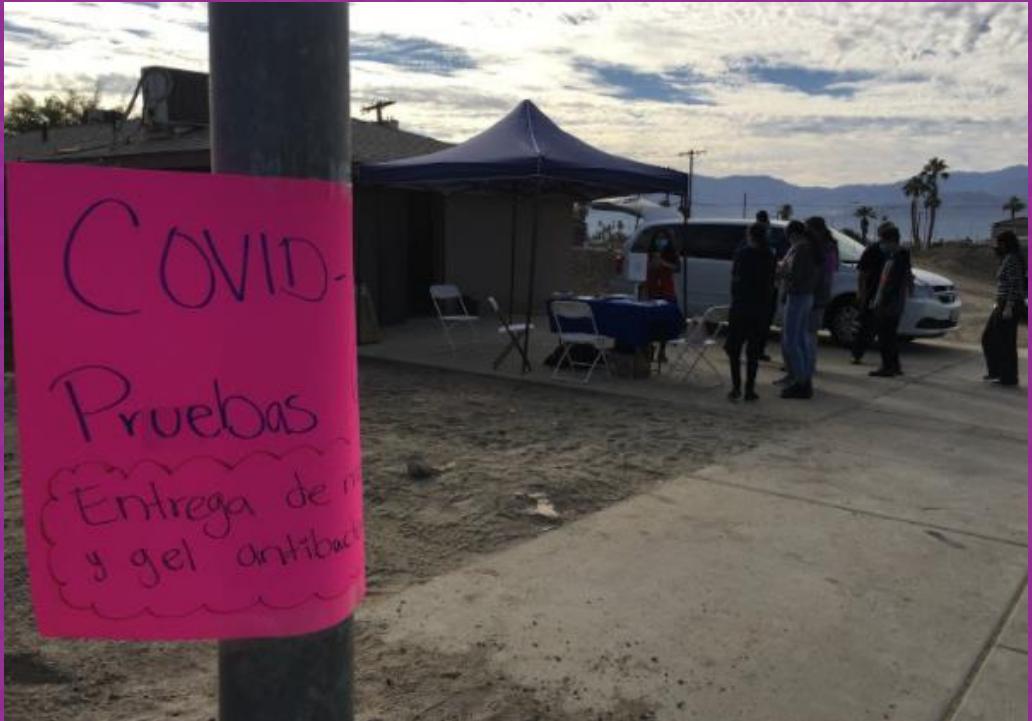
Workshops

Promotores have identified and secured potential sites and groups to provide educational workshops. In two face-to-face and virtually ways.



Test events, including mobile test sites

Promotores have identified locations, planned, organized and conducted outreach activities for COVID-19 testing.



Outreach



The promotores have carried out outreach and educational activities through information tables, door-to-door, canvassing, phone calls and using social media.

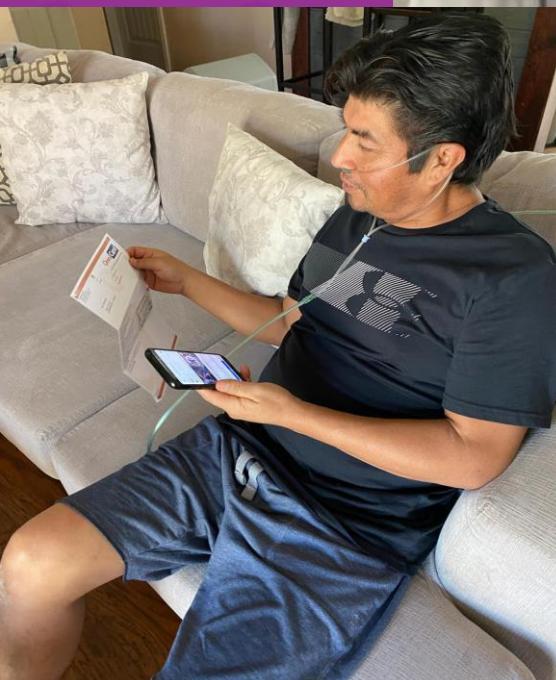
Education and Vaccine Events

Education about myths and facts about the vaccine, assistance in the registration of first and second doses of vaccines virtually and in person.



Economical Support

Search, survey and registration
of families in need and / or
affected due to COVID19 to
receive financial support and
Personal Protective Equipment.



Radio interviews

Promotoras attended local radio interviews in collaboration with community leaders and physicians, to provide information and answer questions and concerns from the community. as well as informing about available places for testing, mental health, food and financial support.



Special Events

Promotoras attended special events in the fields of agriculture and information caravans to motivate the community to protect themselves and get tested.



PROMOTORES SUPPORTING THE 2020 CENSUS COUNT

- January 2020 VyC launched it's Census in person outreach and education
- Main target areas: San Fernando Valley and Southeast Los Angeles
- March, COVID hit and followed Stay at Home ordinance. We transitioned to other strategies that included Phone Banking and Virtual presentations.
- Mid July we decided to resume in person reach
- Hired and trained a team of 23 Promotores
- Provided training on Census 101 and on COVID 19 safety protocols, i.e., social distancing and appropriate use of Personal Protective Equipment.
- Outreach strategies: Phone Banking, Door to Door, Virtual Presentations, Small Business, Caravans



METHODS OF OUTREACH

- Promotores reached 125,000 individuals through:
 - Interaction with small businesses
 - Food distribution (food baskets or in line)
 - Info Tables in front of establishments
 - Door to door
 - Phone calling and texting
 - Social Media: Facebook Lives
 - Virtual Presentations



METHODS OF OUTREACH



Outcomes:

- ❖ 77,000+ calls
- ❖ 35,000+ texts
- ❖ 5,000+ Homes visited
- ❖ 1,500+ Small Businesses
- ❖ 100+ Census Forms completed
- ❖ 500+ people at events
- ❖ 6 virtuals activities that generated 6,000+ views



METHODS OF COMMUNITY EDUCATION

Ongoing support to Promotores:

- Training on technical and virtual platforms, such as Facebook Live and Zoom.
- Constant research and collaborations with other social service to create a network of resources.
- Capacity building on facilitation skills, phone banking techniques, data collection.

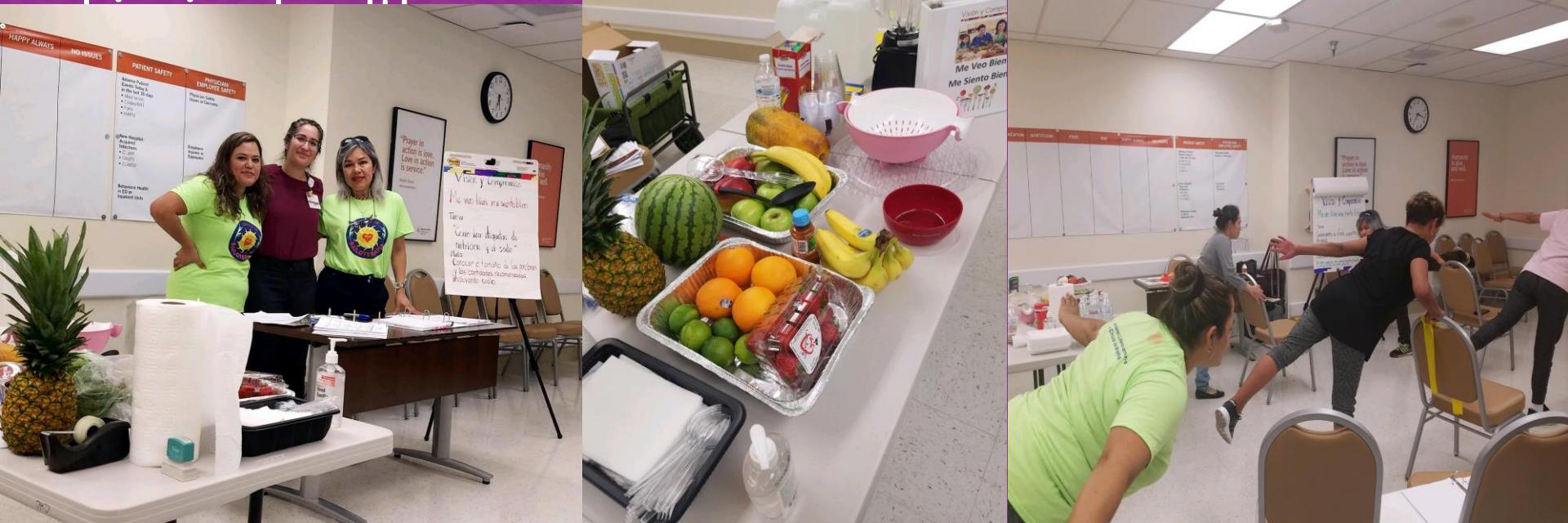


Promotora as Part of Clinical Team

Me Veo Bien, Me Siento Bien

(I look good, I Feel Good)

Program Goal: Promote healthy lifestyles such as balanced eating, physical activity and meditation for the prevention of chronic diseases such as Diabetes and High Pressure and



This program consists of a series of sessions that will provide you with health, nutrition and physical activity information, education and home visitation.



Promotor/a as part of investigation project

Breast cancer is the most common cancer in Latinas and the leading cause of cancer death. Latinas tend to be diagnosed later and have poorer survival compared to non-Latino white women. Precision medicine increasingly is being applied across the spectrum of breast cancer care from prevention, where inherited genetic variation can be used to stratify women by risk and guide screening, to treatment, where somatic mutation and gene expression analysis can be used to identify targeted treatments. (UCSF)



For additional information:



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