

EQUITY IN ACTION: ADULT VACCINE ACCESS PROGRAM

Since its inception in 2021, *Esperanza* Hope for All (EHFA), an institution-wide initiative launched by UnidosUS, has been at the forefront of mitigating the health, economic and educational impacts of the coronavirus (COVID-19) pandemic on Latino communities. Building upon our prior national advocacy and public health responses in 2020, this initiative has placed a focus on promoting vaccine equity among adults.

Supported by both private and public funding, UnidosUS implemented a comprehensive national

bilingual education and awareness campaign (On-the-Air efforts), coupled with support for a cohort of Federally Qualified Health Centers (FQHCs) and community-based organizations (CBOs) within its Affiliate Network (On-the-Ground efforts). These multifaceted endeavors aim to inform Latinos about COVID-19 and flu vaccines, increase confidence of uptake, and ensure equitable inclusion of the Hispanic community in vaccine distribution efforts across the country. This impact report encompasses the total combined efforts across the first three years (2021-2023).

ON-THE-AIR National Education and Awareness Campaign

Over the past three years, our comprehensive national campaign has made a significant stride in COVID-19 awareness and education, demonstrating remarkable achievements:

CONTENT CREATION AND DISTRIBUTION

+385 PIECES OF ORIGINAL CONTENT, leveraging media platforms, influencers and local events to disseminate vital information.

VISIBILITY AND REACH

+1,400 MILLION times UnidosUS COVID-19 vaccine content was seen through paid advertisement, earned media coverage, influencer posts and engagement events.

INFLUENCER ENGAGEMENT

17 PAID PARTNERSHIPS

with influencers and **+200 organic influencers** shared our content, broadening our reach.

68 SOCIAL POSTS

across 4 different social media platforms, ensuring diverse audience engagement.

+25M IMPRESSIONS

for COVID-19 and flu vaccine content created by influencers across different social media platforms.

+1M TOTAL INTERACTIONS

with the content created by influencers (clicks, likes, comments and shares), indicating high audience and engagement and interest.



MOBILE EDUCATION TOUR HIGHLIGHTS

COMMUNITY OUTREACH AND ENGAGEMENT

+300 VISITS to reach each where Latinos communities reside across the United States, emphasizing our commitment to reaching the most vulnerable.

AWARENESS AND EDUCATION

+90,000 PEOPLE reached through one-on-one interactions to provide culturally relevant, accurate and bilingual information about vaccines and how to access to them.



LOCAL SUPPORT IN COLLABORATION WITH 20 UNIDOS US AFFILIATE ORGANIZATIONS,

on-site tour support in various locales was provided, enhancing the campaign's impact and reach.

ADVERTISEMENT IMPACT

+380M EARNED MEDIA IMPRESSIONS, amplifying message through extensive media coverage.

+50M DIGITAL IMPRESSIONS, leveraging platforms to reach a broad audience effectively.

+100M IMPRESSIONS, achieved through advertisement on billboards, displayed on food trucks, store-fronts and bus stops, creating widespread visibility.



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ON-THE-GROUND Impact Over Three Years:

VACCINATION SUCCESS

+610,000 COVID-19 VACCINES, along with **97,000 FLU VACCINATIONS** administered, showing significant contribution to public health and safety.

EXPANSION OF VACCINATION SITES

+1,060 NEW COVID-19 AND FLU VACCINATION SITES



have been established by local partners including provider groups, state health departments, local health departments and others, enhancing vaccine accessibility.

COMMUNITY ENGAGEMENT

+4,700 COMMUNITY-LEVEL TRUSTED MESSENGERS



trained by Affiliates, leveraging both public and private partnerships to facilitate vaccination events in communities.

These efforts have successfully created interest in COVID-19 and flu vaccinations, particularly in hard-to-reach areas, ensuring critical information and resources are accessible to all.

COLLABORATIVE PARTNERSHIPS

+ 2,300 TRADITIONAL AND NON-TRADITIONAL PARTNERSHIPS

were established by Affiliate cohort, as well as internal collaborations within organizations, to effectively carry out programmatic work.



OUR AFFILIATES (2021-2023)



Federally Qualified Health Centers (FQHC)

- | | |
|---------------------------------------|--------------------|
| 1. Acacia Network | Promesa Bronx, NY |
| 2. Alivio Medical Center | Chicago, IL |
| 3. AltaMed | Los Angeles, CA |
| 4. Centro de Salud Familiar La Fe | El Paso, TX |
| 5. Clínica Monseñor Oscar A Romero | Los Angeles, CA |
| 6. Clínicas de Salud del Pueblo | El Centro, CA |
| 7. Community Council of Idaho | Caldwell, ID |
| 8. Congreso de Latinos Unidos | Philadelphia, PA |
| 9. El Proyecto del Barrio | Arleta, CA |
| 10. Esperanza Health Centers | Chicago, IL |
| 11. La Clínica de La Raza | Oakland, CA |
| 12. La Clínica del Pueblo | Washington, DC |
| 13. La Maestra Family Clinic | San Diego, CA |
| 14. LCH Health and Community Services | Kennett Square, PA |
| 15. Mary's Center | Washington, DC |
| 16. Mountain Park Health Center | Phoenix, AZ |
| 17. Project VIDA Health Center | El Paso, TX |
| 18. San Ysidro Health | San Diego, CA |
| 19. Sea Mar Community Health Centers | Seattle, WA |
| 20. Su Clínica | Harlingen, TX |
| 21. Tiburcio Vasquez Health Center | Hayward, CA |
| 22. Urban Health Plan | Bronx, NY |
| 23. Valle del Sol Community Health | Phoenix, AZ |

Community Based Organizations (CBO)

- | | |
|--|---------------|
| 1. Colorado Latino Leadership, Advocacy & Research Organization—CLLARO | Denver, CO |
| 2. Comite de Bien Estar—Arizona | San Luis, AZ |
| 3. Community Services of Nevada | Las Vegas, NV |
| 4. Conexión Américas | Nashville, TN |
| 5. Chicanos Por La Causa—New Mexico | Santa Fe, NM |
| 6. El Concilio | Stockton, CA |
| 7. Enterprising Latinas | Wimauma, FL |
| 8. Latino Leadership | Orlando, FL |
| 9. Mexican American Council | Homestead, FL |
| 10. RCMA | Immokalee, FL |

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