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[@WeAreUnidosUS](#)

Moving Toward Health Equity in the Latino Community:

May 21, 2021 | NIHCM Foundation – Achieving Health Equity – What’s Next?

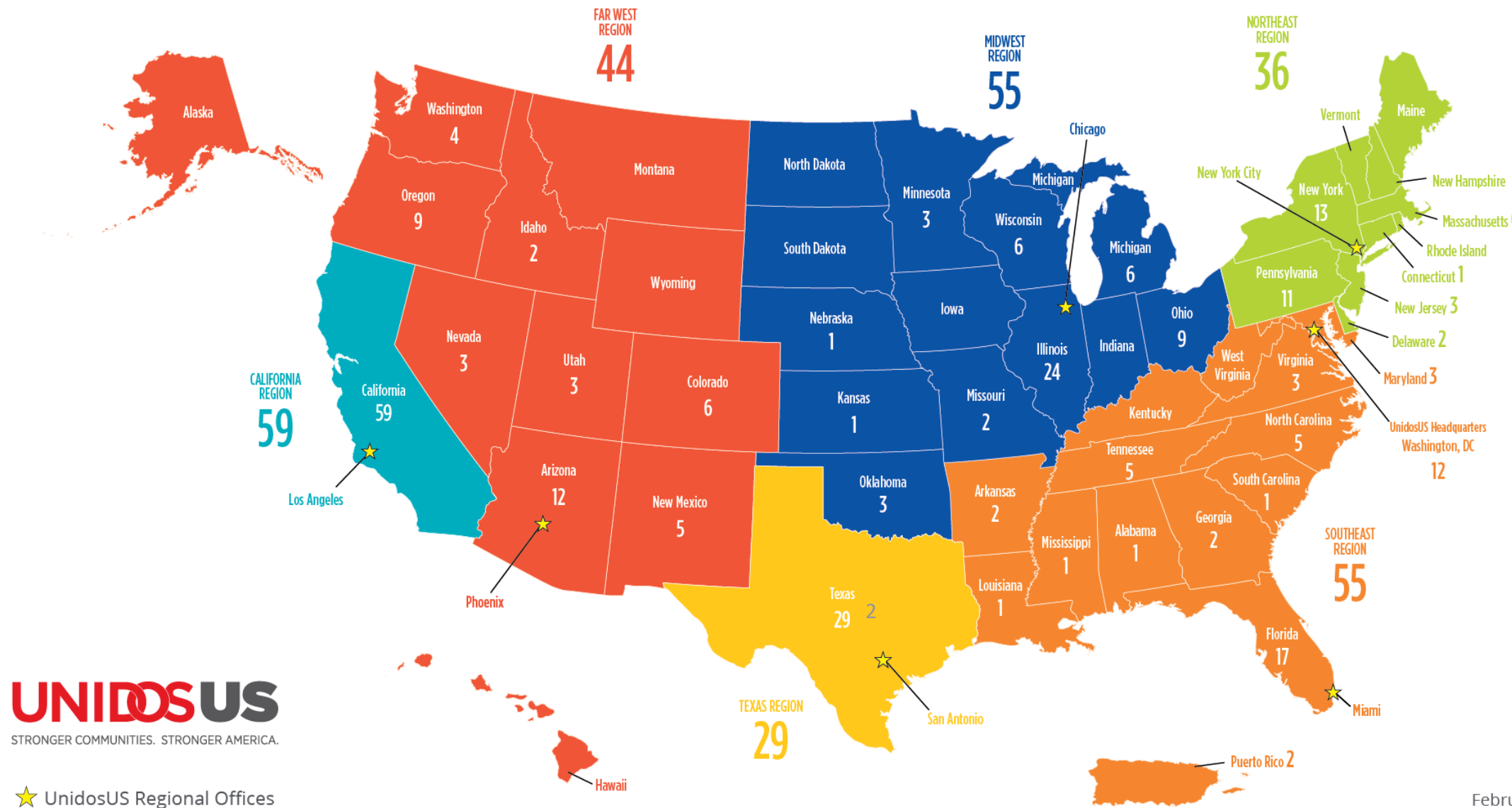
Rita Carreón, Vice President, Health

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UnidosUS's Most Unique Asset: Its Affiliate Network

UnidosUS Affiliate Network 2021 by Region (278 Total)



- Latino-focused nonprofit direct-service providers
- 41 states, DC and Puerto Rico
- 50K Nonprofit Leaders/Staff
- **Reach 8 Million Clients/Year**
- Ability to tap into targeted community networks:
 - Latino-focused FQHCs
 - Health, Education, Housing program partners
 - *Promotores de Salud*
 - *Esperanza/Hope Fund* Phase I grantees
 - *Padres Comprometidos* Network
 - National Institute of Latino School Leaders/Alumni
 - Housing Counselors
 - Financial Coaches

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★ UnidosUS Regional Offices

February 22, 2021

ESPERANZA
HOPE FOR ALL

Key Health Priorities

1

Shape the public narrative

2

Foster leadership and advocacy on key health issues for Latinos

3

Expand where health happens

4

Create and share actionable knowledge

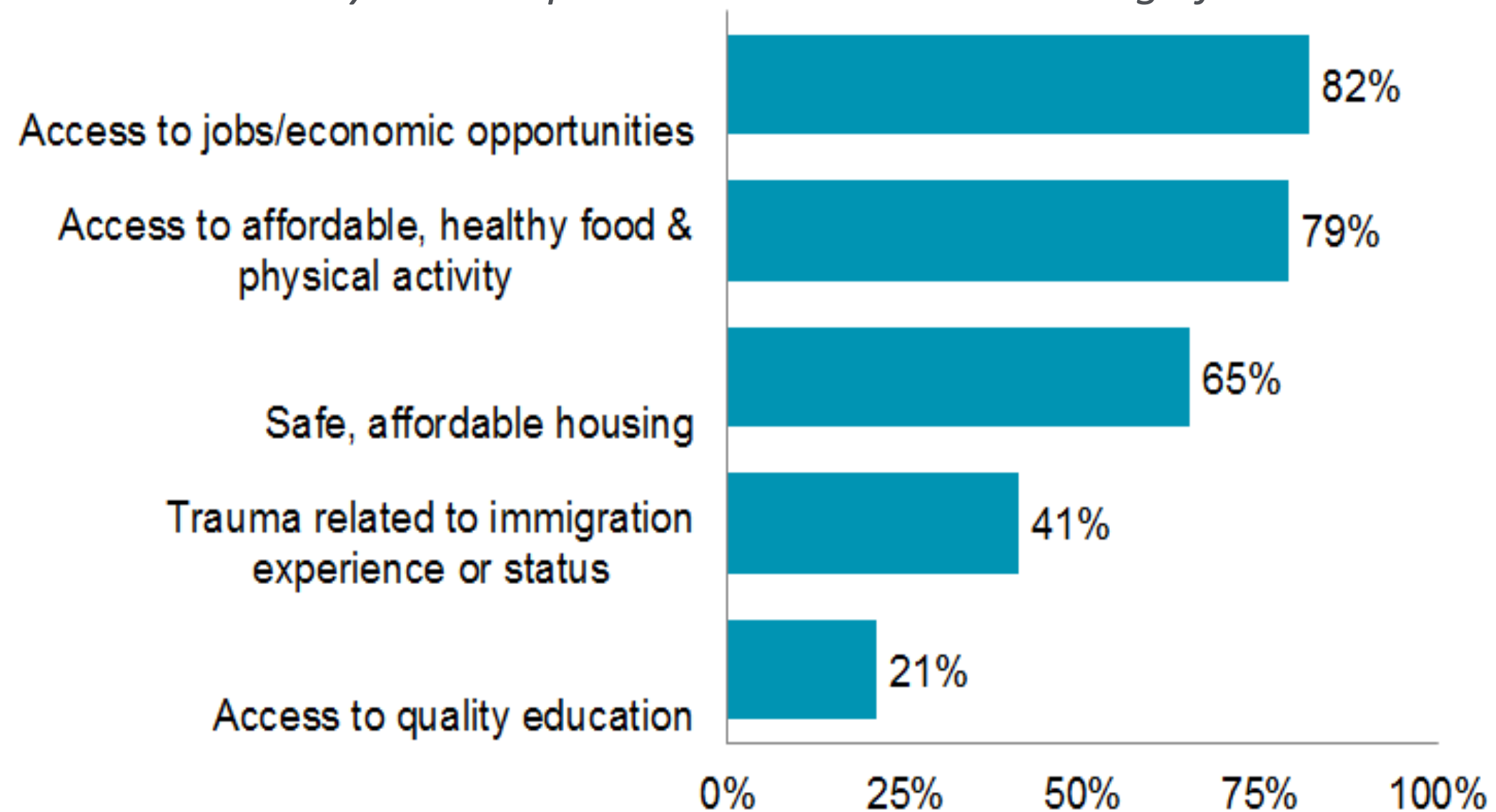
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Create meaningful and actionable access to health and health care

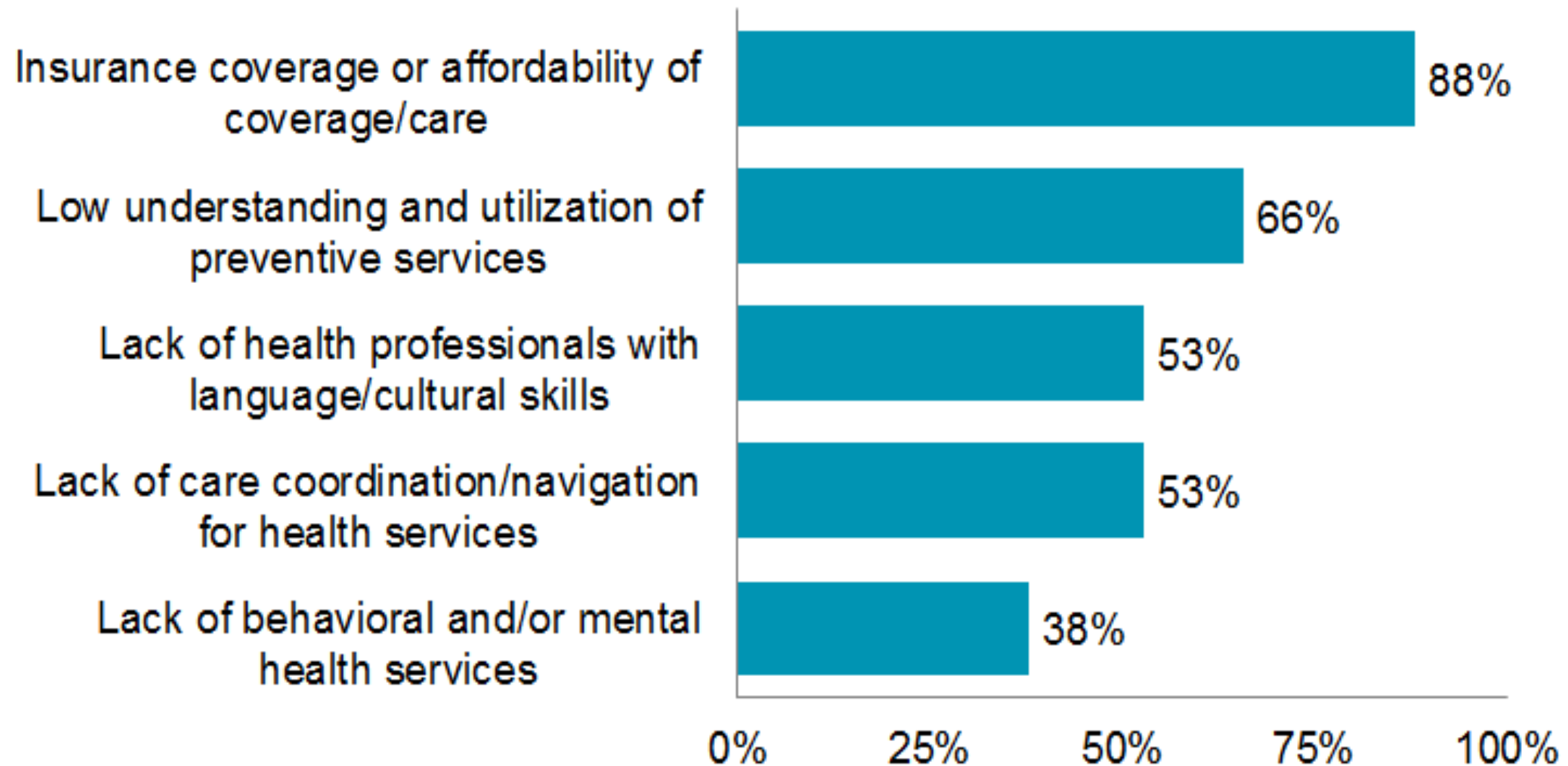
2016 Affiliate Town Hall: (Pre Pandemic)

Factors Impacting Health and Well-being of Latino Families

*Which factors related to the community most impact the health and wellbeing of the Latino families you serve?**



*Which factors related to the health care system most impact the health and wellbeing of the Latino families you serve?**



Social Determinants of Health Concepts and Intersection

UnidosUS-RWJF SDoH Affiliate Capacity Assessment, 2019

UnidosUS Affiliate Network environment before the COVID pandemic



Latinos and COVID-19: Impact and Vaccine Hesitancy

COVID-19 has disproportionality impacted the Latino community

18%

of the population

21%

of COVID-19 cases

13%

of COVID-19 deaths

+50%

of COVID-19 cases of children under 17*

4x

more likely to be hospitalized

3x

more likely to die from COVID-19

Vaccine hesitancy remained prevalent

34%

of Latinos trust that a vaccine will be safe

86%

of Latinos ages 50-80 do not want to receive vaccine as soon as possible



[~ UnidosUS, NAACP and COVID Collaborative Poll](#)

[University of Michigan Poll](#)

*Jan 17, 2021

KEY Takeaways: COVID

UnidosUS
+Univision
Health Care
Voter Poll

March 2021

2,200 Latinos
(Spanish and
English
speakers)

- Latinos cautious on reopening, preferring slow action with wide consultation, and privileging health over finances.
- About 1/3 of Latinos have some hesitancy over the vaccine;
- Misinformation is undermining the vaccine effort;
- More than half of all Latinos know someone who has died, more than $\frac{3}{4}$ know someone who has been ill;
- Huge economic consequences, with lost jobs, hours, and health insurance, closed businesses, and struggles to meet expenses.

March 16-27, 2021 N=2,200 (+/-2.1%)

BSP • RESEARCH

[Source: A blow to the health and the pocketbook: emerging Latino communities hit hardest by Covid-19, but trust Biden's handling, according to a new Univision poll | Univision News Health | Univision](#)

ESPERANZA
HOPE FOR ALL

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Esperanza Hope for All

- **Health:** Ensure equitable delivery and update of COVID-19 vaccines and continue prevention, education, and testing efforts.
- **Economy:** Preserve Latino families' housing for renters and owners and prevent loss of home equity.
- **Education:** Mitigate disproportionate learning loss among K-12 students/English learners due to remote schooling.

Esperanza Hope for All

COVID-19 Vaccines Public Health Awareness & Education Campaign

Health



- Ensure equitable delivery and uptake of COVID-19 vaccine and continue COVID-19 prevention, education, and testing efforts.

Benchmarks

- Reach 20M Latinos with public health info.
- Proportion of Latinos who trust in the vaccine increases from 34% to 50%.
- Ensure that mixed-status families are included in additional Congressional relief packages on health care and nutrition.
- Targeted advocacy to address implementation issues of vaccine distribution for Latinos and those in mixed-status families.
- Facilitate funding to Affiliates to administer 50K COVID-19 tests.

Economy



- Preserve Latino families' housing for renters and owners and prevent loss of home equity due to foreclosure.

Benchmarks

- Increase number of renters served through our network that maintain or obtain rental housing by 75% or 12K families.
- Increase number of homeowners assisted to exit forbearance and avoid foreclosure and preserving home equity by at least 200% or 10K families.
- Increase number of homeowners generated through our network by 50% or 2,200 families.

Education



- Mitigate disproportionate learning loss among K-12 students/English Learners due to remote schooling.

Benchmarks

- Improve ability of 500 parents and 2,000 community stakeholders to support learning at home using Padres Comprometidos Ed Tech curriculum.
- Secure \$6.8 billion for E-Rate program administered by the FCC, so that 56K schools and over 100K libraries can obtain affordable broadband.
- Secure \$1 billion from stimulus funding and \$2 billion in FY22 federal budget to address the academic and language needs of ELs, low-income and vulnerable students.
- Develop and disseminate new resources to support socioemotional needs of Latino students to 500 educators connected to Affiliates and other partners.

Elements of the Campaign

BUILDING OUR GROUND GAME

Leverage Affiliate Capacity to:

Lead on Cultural Humility Education and Outreach

- Train local trusted messengers
- Inform through dual-language communications – flyers, phone banking
- Provide resources for local COVID-safe outreach and vaccine-scheduling events
- Recruit and connect local partners and providers on vaccination events

Expand Vaccine Access through Affiliate Health Centers and CBOs

- Staff time to administer vaccines
- Technology and equipment for mobile outreach
- Data collection/tracking efforts
- Refer clients for health, nutrition and other needs

BUILDING OUR AIR GAME

Leverage UnidosUS credibility, national platform and voice through:

- National Education/Outreach
- National and targeted markets advertising campaign
- Influencer Engagement Campaign
- Mobile marketing tour in Affiliate markets (van/truck)
- Mis/disinformation Initiative

Esperanza Hope for All | In Progress...

New initiatives and tactics launched in late April and May include:

Mobile Marketing Tour: Educational tour in seven cities across the Southwest, bringing vaccines information directly into Hispanic neighborhoods lacking health resources. The tour is engaging with local Affiliates, partners and influencers, and includes on-site activities to increase education and awareness and direct families to vaccination sites.

Digital/Social Advertising: Ongoing efforts across Facebook, Instagram, Google networks, and mobile apps targeting by language, Latino interest and more.

Countering Mis/Disinformation: UnidosUS is deploying an online and offline approach to identify and counter mis/disinformation and ensure Latinos with digital access build their understanding of — and trust in — the science and increase vaccine confidence and intention and leverage UnidosUS’s network and advocacy work to effectively counter misinformation targeting Latinos.

Influencer Engagement: UnidosUS will engage trusted Latino and expert micro and macro social media influencers to shape the messaging and the conversation around COVID-19 vaccine confidence and vaccines in general. These will include a wide variety of Spanish-speaking and bilingual; influencers, content creators, celebrities and trusted media personalities; community grassroots leaders, organizers and advocates.



Partnerships and Coalitions

UnidosUS provides Latino thought-leadership, guidance, community perspectives and dissemination strategies

Foundations

- Rockefeller Foundation
- Ford Foundation
- Robert Wood Johnson Foundation
- Walmart Foundation

Nonprofits

- American Hospital Association
- Trust for America's Health
- AARP

Private Sector

- COVID Collaborative / Ad Council (public / private)
- PhRMA - J&J/Janssen, Pfizer, & Eli Lilly
- CVS Health

Government

- White House COVID-19 Task Force
- NIH & Community Engagement Alliance (CEAL)
- CDC Foundation Community COVID 19 Coalition
- CDC Cooperative Agreement
- OMH/Morehouse National COVID-19 Resiliency Network (NCRN)
- COVID-19 Prevention Network (CoVPN)

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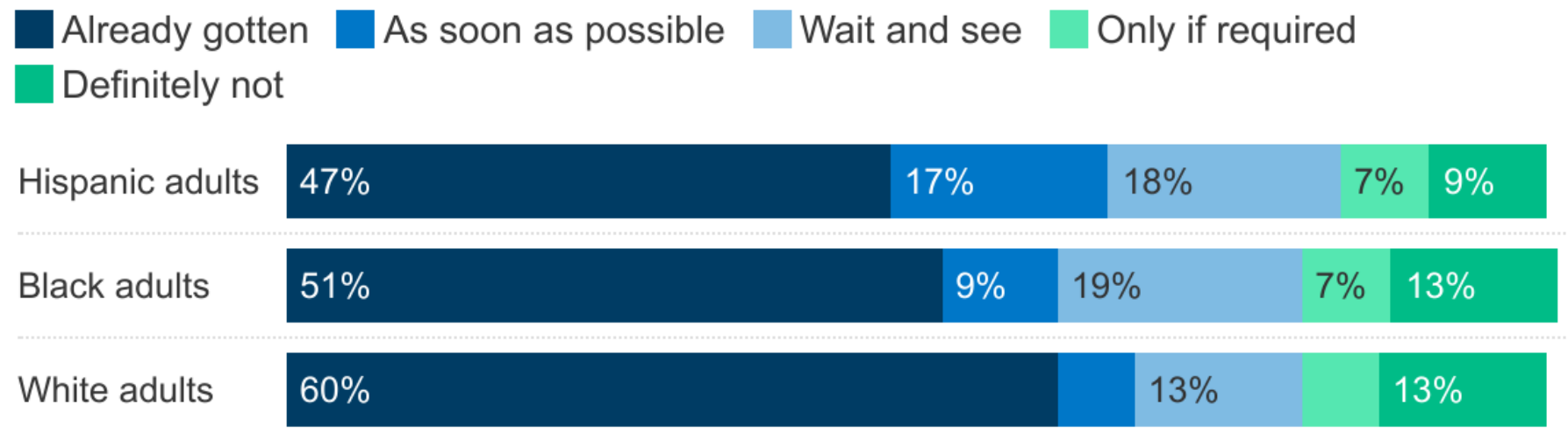
Last Updated March, 2021

Turning the Corner but Watching Our Blindspots

Figure 5

Almost Half Of Hispanic Adults Report Receiving A COVID-19 Vaccine, One In Six Want To As Soon As Possible

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...?



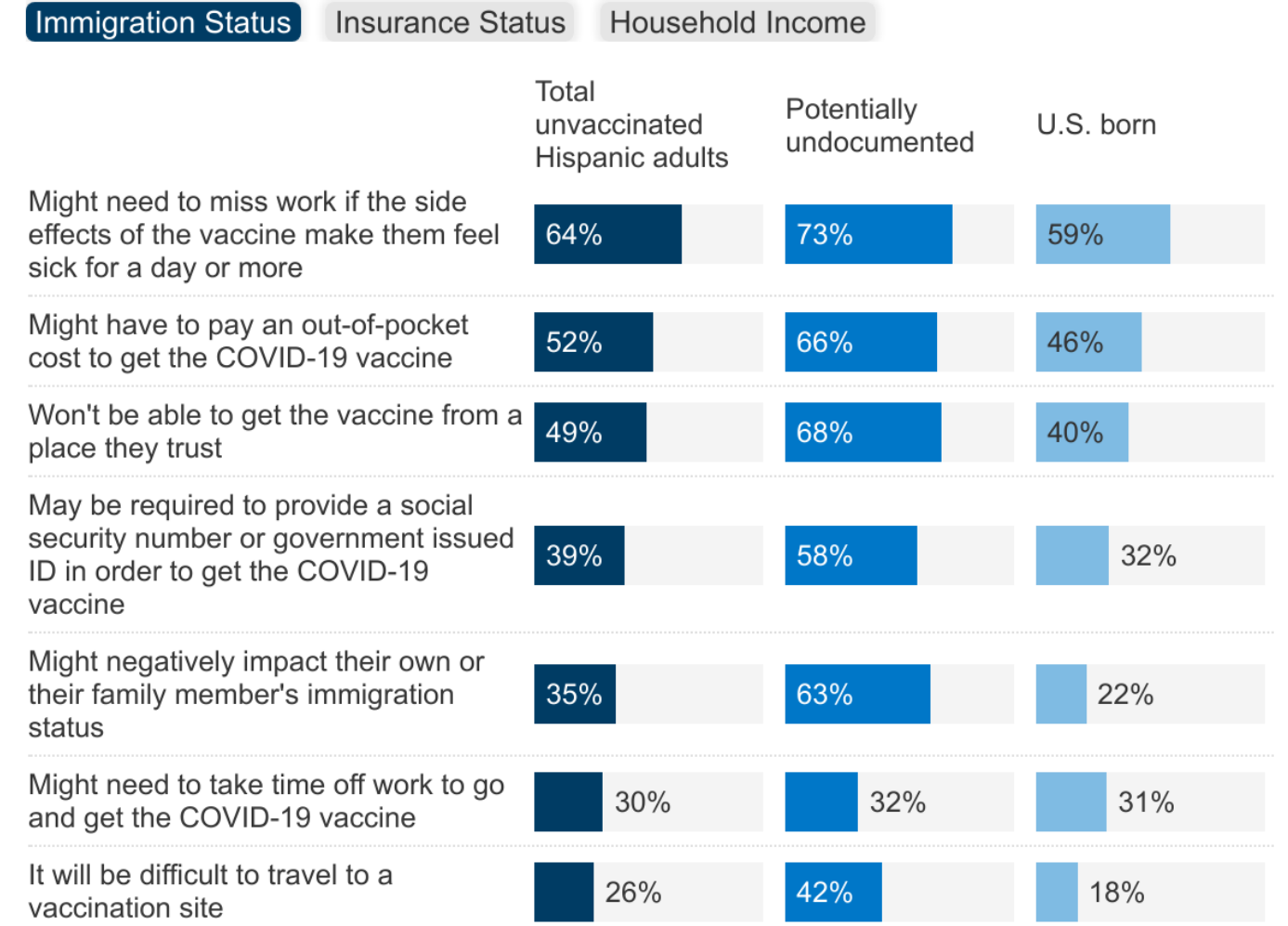
NOTE: Persons of Hispanic origin may be of any race but are categorized as Hispanic; other groups are non-Hispanic. See topline for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

[KFF COVID-19 Vaccine Monitor](#)

Figure 12

COVID-19 Vaccine Access Concerns Among Hispanic Adults Vary By Immigration Status, Insurance Status, And Income

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine: *Click on the buttons below to see the share of each demographic group*



NOTE: Among Hispanic adults who have not been vaccinated for COVID-19. See full report for details about how immigration status was determined. See topline for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

[KFF COVID-19 Vaccine Monitor](#)

Three Priorities for Going Forward:

1. Equitable Implementation
2. Equitable Representation
3. Racial Equity



Leaning In

- Listen and amplify systemic changes in policies and practices
- Invest in communities and trusted messengers in language
- Utilize multi-stakeholder approach across all social services,
- Enhance role of local leaders, including community health workers to support efforts
- Engage with local school health administrators, community leaders, and health care professionals
- Create opportunities for new partners to join local coalitions to advocate for healthy communities, infrastructure and schools
- Be Flexible and Bold