



COVID-19 Vaccine Awareness Campaign

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According to the San Bernardino County data, Spanish-speaking communities are disproportionately affected by the COVID-19 pandemic. In 2018, the most common non-English language spoken in San Bernardino County was Spanish, with 36.4% of the overall population of the county being native Spanish speakers. We worked with local community partners to spread awareness regarding safety measures and vaccine availability.

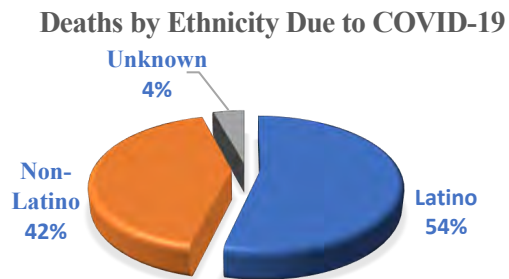


Figure 1. Death by ethnicity. 03/07/2021
Source: San Bernardino County COVID-19 Dashboard

San Antonio Regional Hospital recognized that traditional forms of media meant to increase awareness about emergencies do not simplify the information and are not shared directly with the local communities in Spanish language. In fact, they are often left in the dark and vulnerable to misinformation about life-saving measures and precautions, including information about the COVID-19 pandemic.

Community Partners



To bridge health and communication disparities, San Antonio Regional Hospital launched this awareness campaign focused on Spanish-speaking communities using radio segments, social media, digital flyers, and online video series with critical information about COVID-19 and vaccines. The campaign materials are adapted to fit the Spanish community and work to debunk false information about the SARS-CoV-2 and vaccines. In addition to the information about COVID-19, the materials included links to the vaccine scheduling site.

Currently, the vaccination efforts are trending in the correct direction, covering the hardest his communities, as visible from the San Bernardino County vaccination data. Also, our success metrics indicate that a significant number of community members are receiving the message.

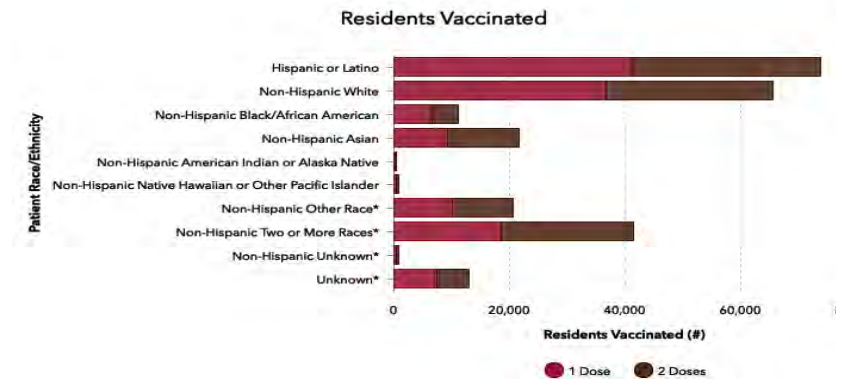


Figure 2. Residents Vaccinated.
Source: San Bernardino County COVID-19 Vaccination Dashboard

Recommendation

Community partners are an asset in eliminating health inequity and increasing population health. Local organizations are interested in improving the community they serve, but it is challenging to communicate with all the different organizations without a unified communication method. A task force should be created to streamline the communication and dissemination of up-to-date information to benefit the entire community.

It's About US

...It's not just about me...it's not just about you

