

¡ÁNDALE!

¿QUÉ ESPERAS?

A Campaign of **AltaMed**
Your community health network

IMPACT SUMMARY

A COVID-19 VACCINE OUTREACH CAMPAIGN

JUNE 2021 – MAY 2021



Background

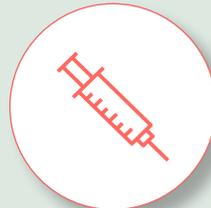
On June 1, 2021, AltaMed Health Services (AltaMed) received federal funding to conduct the *¡Ándale! ¿Qué Esperas?* (AQE) campaign - a one of its kind statewide vaccine outreach effort - to increase vaccine equity for Latinos via direct outreach in partnership with community health centers. Through this effort AltaMed implemented its scalable civic engagement five touch model to reach Latino Californians through a public education campaign and via direct outreach in partnership with community health centers. This campaign used a multi-layered community, broadcast, and digital engagement strategy to reach mass audiences statewide via a referral hotline, and lay the foundation for a scalable blueprint for civic engagement efforts to come.



Chief Outcomes



The AQE campaign hired and trained **146** community outreach workers who reached 6,976,545 individuals through 6,297 activities.



A total of **130,413** vaccines were administered and **28,660** vaccine appointments were scheduled.



313,796 community resources and essential support services provided.



Results and Lessons Learned

To advance COVID-19 vaccine equity and increase vaccinations among underserved populations, the *¡Ándale! ¿Qué Esperas?* campaign engaged community outreach workers to provide COVID-19 information, education, and outreach to Latino individuals from medically underserved California communities. The AQE campaign was led by AltaMed—a Federally Qualified Health Center dedicated to eliminating disparities in health care access and outcomes—along with coalition partners Latino Health Access, San Ysidro Health, Golden Valley Health Centers, and La Clinica de la Raza. As a result, **159,073** vaccine and vaccine appointments for Californians from target communities were executed and a total of **6,976,545** individuals were reached, helping build trust between community members, AltaMed, and its partners, an important factor in addressing a multitude of social determinants of health that impede engagement with vaccinations and other types of healthcare.

The AQE coalition partners implemented the campaign across San Diego County, Los Angeles County, Orange County, the Central Valley (Mercer County and Stanislaus County), and the Northern California region (Contra Costa County, Solano County, Alameda County). To disseminate information, the coalition:

- Developed a strategic in-language creative approach and brand to reach low-income Latino in medically underserved areas based on vaccine uptake, Latino density and civic engagement indicators.
- Integrated clear messaging, understanding target audiences, and culturally appropriate in-language messaging delivered by trusted community voices. The use of trusted voices, influencers and popular platforms facilitated greater community engagement.
- Launched a website, a set of digital platforms, and comprehensive resources including toolkits.
- Established a multilingual call center that answered individuals' questions and scheduled vaccination appointments.
- Conducted extensive in-community outreach.

AQE campaign coalition members participated in a number of high-profile events, providing direct education and outreach as well as on-site vaccination administration, often combined with other community outreach events, such as the Día de los Muertos Statewide Day of Action and various sporting events. As the school year began in the fall, the AQE campaign also partnered with the California Department of Education, successfully reaching a greater number of children and families with critical information on how to stay healthy and opportunities for vaccination.



Key Successes



- **Statewide Hotline** - The establishment of the AQE Call Center was central to the success of the campaign. The platform allowed for testing of various messaging strategies which could then be used effectively across social media. Monitoring types of inquiries coming into the Call Center also allowed the campaign to recognize changes in community priorities (e.g., such as moving from first to second vaccine requests, and accessing free at-home testing kits) and adjust the messaging and resource information accordingly across all platforms.
- **Trusted Messengers** - As trusted messengers within the Latino community, it is essential that healthcare providers use clear, culturally appropriate, and in-language messaging that is guided by the voices of the community in order to engage the target audience most effectively. The AQE campaign strategy included using media platforms and influencers popular within the community—such as Angelica Vale, a well-known Mexican actress—to spread its message. Promotional materials were also careful to feature community health workers and clinical staff, at events, and impactful work in the community across media platforms, highlighting their status as trusted ambassadors.
- **Townhalls and Workshops** - In-person workshops and townhalls were essential to train coalition partners, ensure consistent messaging, and provide technical assistance for program evaluation. A standard knowledge base and similar infrastructure for project implementation were key to the overall success of the campaign. Convenings also allowed for partners to share effective strategies and successes that could be duplicated in other areas.





- **Community Resources** - Through the AQE campaign, the partners were able to establish relationships and demonstrate an overall commitment to their communities. Importantly, through their contact with the campaign, numerous individuals were directed to other 313,796 community resources and essential support services (e.g., transportation, childcare, etc.). In addition, the campaign provided an opportunity to implement care coordination and health education services to support individuals in maintaining a healthy lifestyle overall. This will continue and have positive health impacts beyond the COVID-19 pandemic.
- **Social Determinants of Health** - The campaign identified civic engagement and social determinants of health “epicenters” identified target regions, or epicenters, based on low vaccination rates, high COVID-19 rates, high Latino density, to build infrastructure to organize around social determinants of health and civic engagement efforts such as voting campaigns



Important Lessons Learned

- **Data Collection System** - Effective tools for timely data collection and analysis are essential at the outset. AQE partnered with Ohio State University to develop a data collection system built to meet the capacity and needs of AQE partners. Throughout the process all partners were encouraged to improve their data collection and analysis capacity, and were provided with as much on-site guidance and support as possible.
- **Support Services** - Additional social supports are critical in order to get people to take action. For example, to get people on the path to vaccination, assistance with transportation, child-care and navigating the appointment system was needed. The call center and well-trained community-health workers provided essential resources for supplemented information and referral.

Summary

The AQE Campaign successfully piloted and implemented an effective, replicable model for effective statewide reach and mobilization of underserved communities through community health centers. Additionally, the campaign identified civic engagement and social determinants of health “epicenters” identified target regions, or epicenters, based on low vaccination rates, high COVID-19 rates, high Latino density, to build infrastructure to organize around social determinants of health and civic engagement efforts such as voting campaigns.



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