

## MFV NV Vaccine Program

### Vaccine Outreach:

From: June 3rd - August 10th

<u>Total Door Knocks</u>	<u>Total Phone Calls</u>	<u>Total SMS</u>
<u>10,029</u>	<u>10,077</u>	<u>9,820</u>

### How many events?

#### 19 Vaccination Clinics:

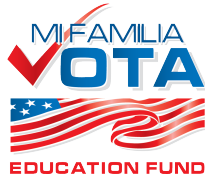
- La Bonita: June 2nd-4th
- Mater Academy: June 12th
- Global Community High School: June 15th 9,9
- Unplug & Play Toy Event: June 17th
- Las Vegas Lights Event: June 25
- Los Antojitos Mobile Event: June 25th
- Las Islitas and Mr. G's Event: June 30th
- La Bonita (Second Dose): June 29th, 30th
- Tarde De Vacunas COVID-19 Con La Senadora Cortez-Masto July 7th
- Wynn Palms Apartments July 10th
- La Luz Del Mundo July 13th  
(2413 Cedar Ave)
- Consulate General of El Salvador July 16th
- Second Baptist Church July 17<sup>th</sup>
- Meadows Mall: July 24th
- Universal Church: July 25th  
(4824 E. Desert Inn Rd)
- Doolittle Back 2 School: July 31st
- Light of the World Church: August 3rd  
(2413 Cedar Ave)

#### 2 Virtual Community Engagements:

[Back to School Virtual Event: Guest ft., Dr. Fermin Leguen](#)

[MFV NV interview with Dr. Fauci and the White House Week of Action](#)

**Canvassing:** Our team looks through online data to find zip codes in Las Vegas with high COVID cases and low vaccination rates. Our canvassing team goes door-to-door knocking on



every apartment complex, Condominium complex, neighborhoods, etc. They leave vaccine clinic flyers that MFV will be hosting in their surrounding location. Despite working under harsh weather conditions, our canvassing team makes it a priority to inform our community of vaccine resources MFV NV is offering.



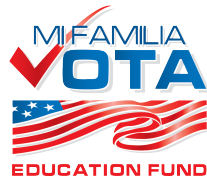
(Image illustrates the Meadows Mall Vaccination Event organized by Mi Familia Vota - This event had the largest vaccination turnout of the program with 212 vaccinations at this event alone.)

**Phone-banking:** Our phone bankers have one-on-one conversations with Las Vegas residents through phone calls and most recently, through text messages. They answer any questions individuals may have concerning the vaccine, events , transportation, etc.



(Image illustrates our Phone Bankers making calls to our Las Vegas residents, encouraging Las Vegas residents to get vaccinated.)

**Business Outreach:** Our Vaccine Program Organizer has gone to **429** small local businesses primarily owned by Latinos since the start of the program and has organized 4 mobile vaccine clinics at those locations.



(Image illustrates our Vaccine Program Organizer, recognizing *Antojitos Sinaloa Mexican Restaurant* -District E- for having their employees receive vaccinations through MFV NV.)

Many individuals and organizations believe that the reason Latinos don't want to get vaccinated is because they are anti-vax, or skeptical about the vaccine. But over the course of this program, our team has seen that the real reason people are not getting vaccinated is because of barriers. Having the vaccine be free to the public doesn't mean that people *can* get vaccinated. It is simply not enough. Some of these barriers include inaccessible access to transportation, language barriers, time constraints, and work conditions that do not allow them to take time off to get vaccinated. People hesitate to get vaccinated because they fear that it is too soon, or don't know what's in the vaccine, and they deserve more vaccine information. People are smart, and when they receive all the information about the vaccine, they will make the right decision. It is not about pressuring people to get vaccinated - it is about sharing our own personal stories and picking the right messenger. The messengers play an important role during outreach because people trust someone who looks like them, shares the same values and similar backgrounds. It can be intimidating when a government official or an organization representative tells you to do something. But when it comes to someone willing to make a conversation with you and who is actively listening to your questions and concerns, trust forms which help lay the foundation for proactive vaccine outreach.

One inspiring story from an event MFV NV has had is from Selena Beltran. The reason that she got vaccinated is because she wants to be able to work in an environment where she knows her co-workers will not hinder her own health and affect her loved ones at home. She decided to get vaccinated because she knew that it was the right thing to do, and the most patriotic thing she could do for her country is get vaccinated.