



MI FAMILIA VOTA NEVADA

Vaccination Program



PROGRAM OVERVIEW

June 3rd - August 10th

 **10,029**
Doors Knocked

Our team looks through online data to find zip codes in Clark County with high Covid cases and low vaccination rates and canvasses surrounding communities to raise awareness about the vaccine and available clinics.

 **10,077**
Phone Calls Made

Our phone bankers have one-on-one conversations with Clark County residents through phone calls and most recently, through text messages. They answer any questions individuals may have concerning the vaccine, events, transportation, etc.

 **9,820**
Total SMS

In addition to canvassing, making phone calls, and doing outreach at local businesses, we also sent over 9,800 text messages to those in our target communities.

 **19**
Vaccination Clinics

We supported and/or organized clinics at locations, including: - La Bonita: June 2nd-4th, Global Community High School: June 15th, Tarde De Vacunas COVID-19 Con La Senadora Cortez-Masto July 7th, Consulate General of El Salvador July 16th, Doolittle Back 2 School: July 31st & Meadows Mall where we vaccinated **212 people** at this event alone.

 **2**
Virtual Community Events

MFV NV interview with Dr. Fauci and the White HouseWeek of Action & Back to School Virtual Event: Guest ft., Dr. Fermin Leguen

 **429**
Businesses Visited

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.



COMMUNITY FEEDBACK

During this effort, we have learned that the primary reason our community's vaccination rate is low is due to barriers in accessing the vaccine, rather than hesitancy.

Barriers include: Lack of access to transportation, language barriers, time constraints, and work conditions that do not allow them to take time off to get vaccinated



INCREASING VACCINATION RATE



Bring the vaccine to accessible and trusted locations in the community.



Share our own personal stories about getting the vaccine and listen.



Pick the right messenger that the community trusts.



Ensure clinics are open during hours when the community can attend.