

The Importance of Outreach **IN UNDERSERVED COMMUNITIES**

Community Health
Workers/Promotores help
fight against COVID-19.

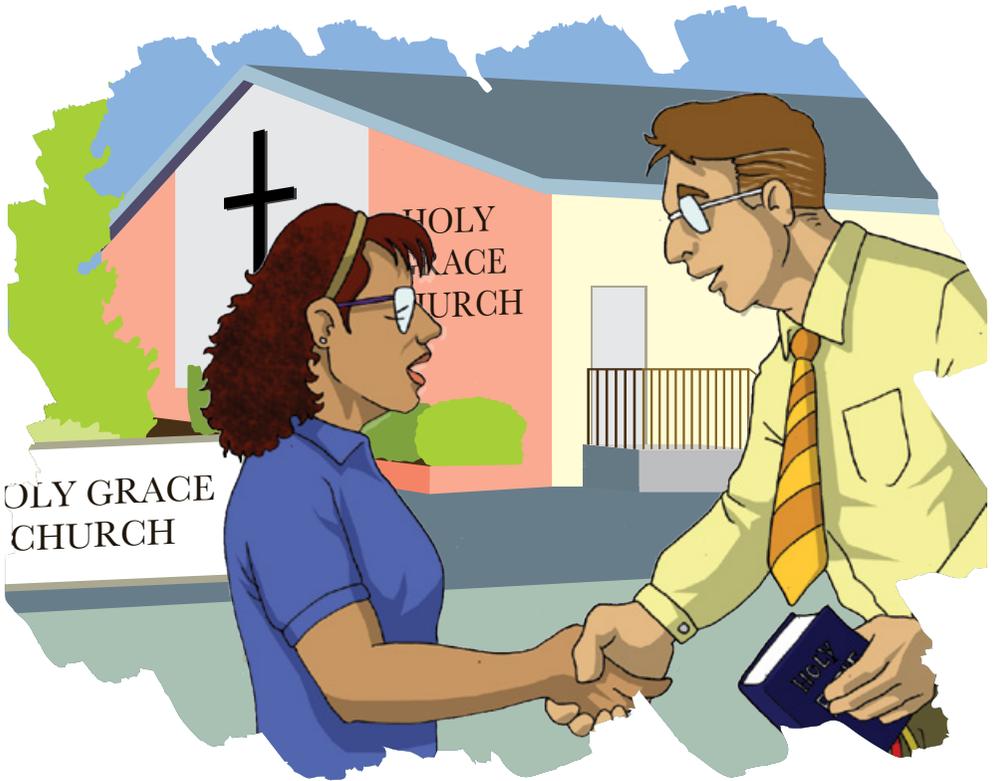




Nache't: Hello Nathanael! *How was your event this weekend?*

Nathanael: Hello Nache't! It was great; we had over 500 people show up for their first vaccine dose on Saturday.

Nache't: That is amazing! *How were you able to do that?* My team is having a hard time finding people who are interested in receiving the vaccine.



Nathanael: Well, we partnered up with Pastor Gonzalez. He let us borrow his building for the pop-up clinic, and he promoted the event during his service. After seeing how much he trusted the vaccine, the congregation happily signed up to receive their first dose.

Nache't: Those partnerships are very important then, and I see that today we are at an apartment complex. Why is that?

Nathanael: Well, I talked to the county, and they told me that the zip code we are in today has a low vaccination rate. So we are here today to see what is going on and what we can do to help.

Nache't: Sounds like a plan!

Lupe: *Hello, how can I help you?*

Nathanael: Hello, my name is Nathanael, and this is my partner Nache't. We are here today with information on COVID-19 vaccines.

Lupe: Oh hun, I don't have time right now. My husband is almost home from work, and I still haven't started cooking dinner. Plus, even if we wanted to, we don't have a car and from what I know the closest vaccination site is 70 miles away.

Nathanael: Please give me about 5 minutes of your time. I promise you, if you are interested in getting the vaccine, by the end of our conversation, I will do everything in my power to get you and your husband to the nearest clinic.

Lupe: Mmm. Okay, let me put on a mask.





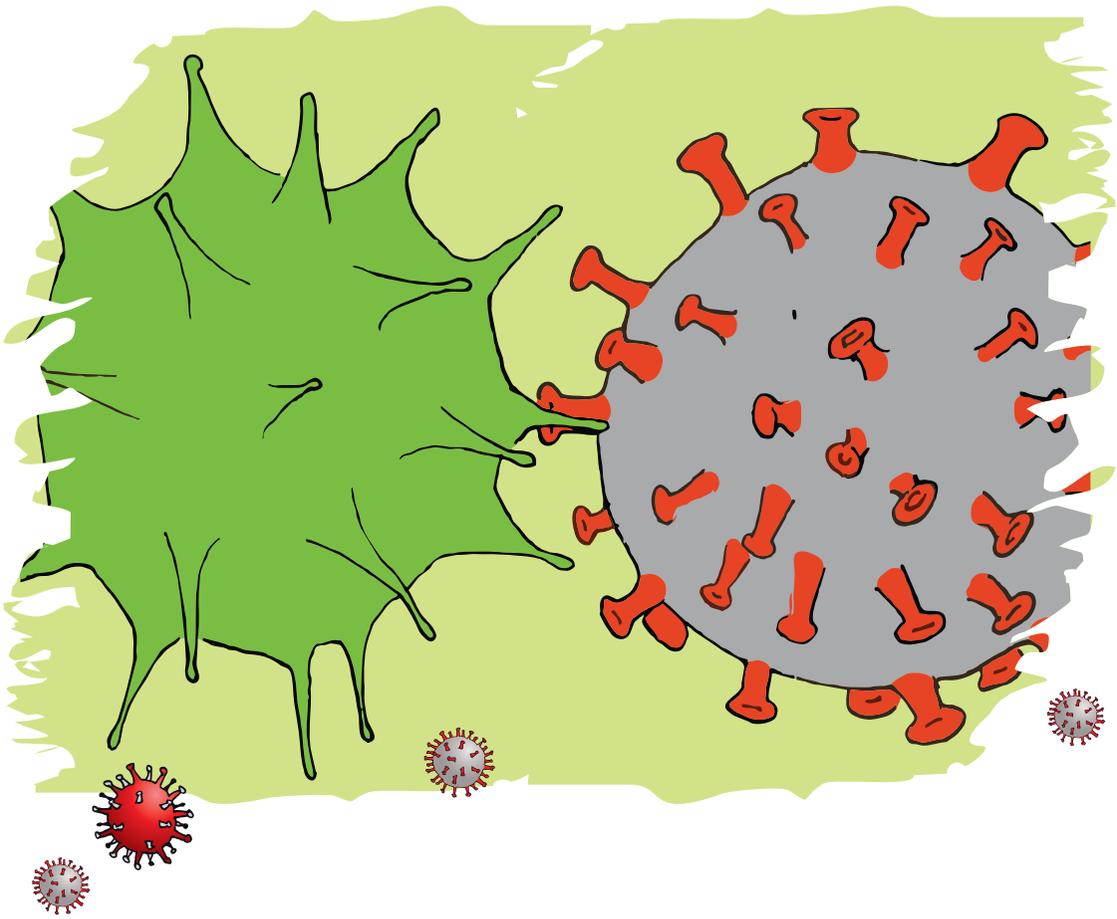
Nathanael: Sorry, do you mind telling me your name?

Lupe: Yes, of course, my name is, Lupe.

Nathanael: It's a pleasure to meet you Lupe.

Like I mentioned, we are here today to inform you about the dangers of COVID-19 and the importance of vaccines in the fight against it.

Lupe: But from what I hear, COVID-19 is just like the regular flu. So none of us are worried about it, we are young and don't get sick very often.

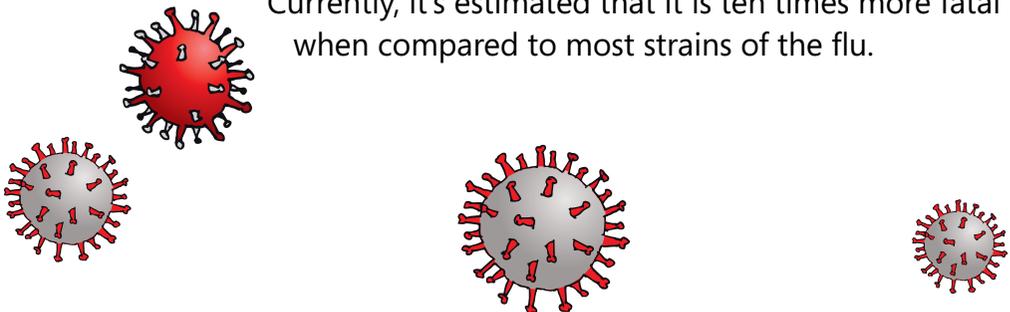


Nache't: Well, both the flu and COVID-19 are illnesses that affect your lungs, but they are caused by different viruses.

The COVID-19 virus spreads more easily and causes more serious illnesses. Meaning you are more likely to go to a hospital due to COVID-19 than due to the regular flu.

The COVID-19 virus also is resulting in more deaths.

Currently, it's estimated that it is ten times more fatal when compared to most strains of the flu.

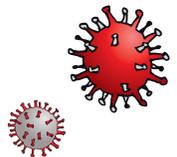




Lupe: It does seem more serious, but as I said, my family is young and healthy, so I don't see any of us getting too sick or dying because of it. I am sure we would all get better within a few days.

Nache't: That may be the case, but the COVID-19 virus does have long-term symptoms. These symptoms can happen to anyone who had the virus, even if the illness was mild or the person didn't show any initial symptoms.

Lupe: *What do you mean?*





Nache't: Well, this means that even if your body was able to fight the virus off, it can take weeks or even months for your body to fully recover. Some of these long-term symptoms include fatigue, dizziness, shortness of breath, and anxiety.

Lupe: This does sound more serious. Thank you for explaining it to me, I just hear so many things from the news and my friends on Facebook, that I don't know what to believe sometimes.

Nathanael: It's not your fault Lupe. There is a lot of misinformation about COVID-19 out there. And as community health workers, it's our job to guide you through that.

Lupe: Thank you, I appreciate it. I have one more question though, *are the vaccines safe?* I have heard negative things about them from friends and I am a little scared.

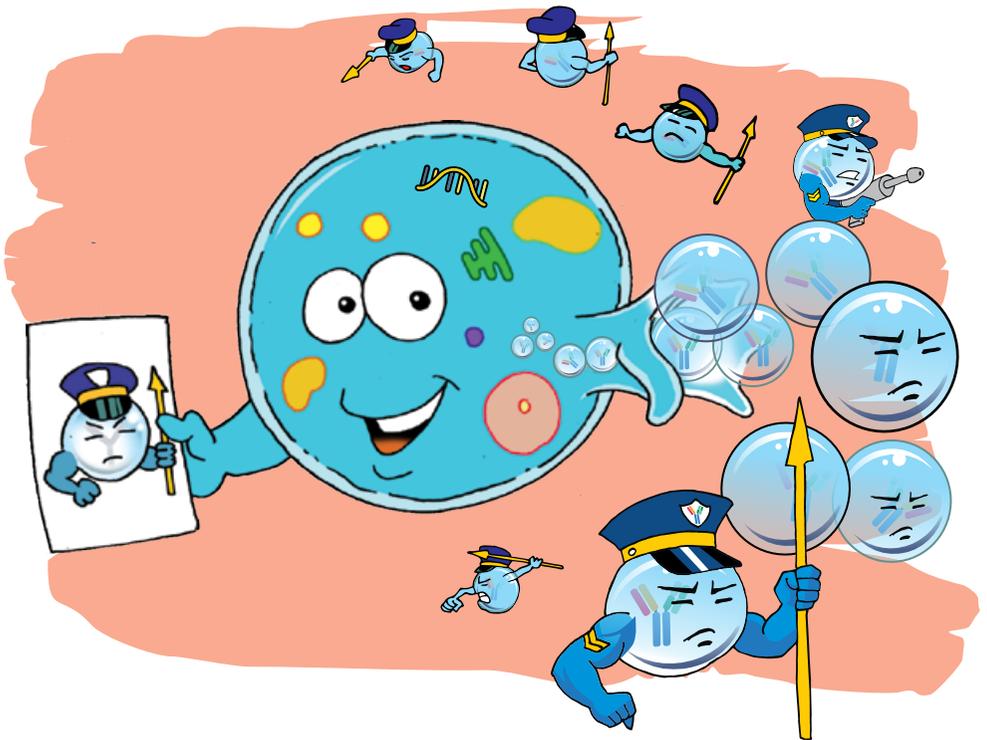
Nathanael: You have nothing to worry about Lupe. All the COVID-19 vaccines currently being used have been approved by the CDC because they are safe, effective, and reduce your risk of severe illness, hospitalization and death.

Lupe: *But what about the stories in the news about people getting sick after receiving a vaccine? Were they lies?*

Nathanael: Well, those were more likely side effects of the vaccine. It is common to feel tiredness, muscle pain, chills, fever, and nausea after receiving a dose. It is important to know that these side effects are normal signs that your body is building protection against the virus, and they will go away within a few days.

Lupe: I see, it's better to deal with those minor side effects, than risk getting ill from COVID-19 then.

Nathanael: I couldn't agree more.





Lupe: Thank you for all the information, I feel better about scheduling an appointment now. You said you can help me with that?

Nache't: Yes! We partner with local organizations to bring COVID-19 vaccine clinics closer to communities that need them most, and we are having one this Saturday at Victor Valley High School. Would that work for you?

Lupe: That will be perfect, my husband is off work this Saturday so we both can make it.

Nache't: That is great, all we need is to take some information down. Can I get your full name

Nathanael: Outreach activities like the one described have helped us increase vaccination rates in underserved areas. And, having one on one conversations with community members is important when trying to dispel misinformation.

Nache't: The job of the community health worker/promotor (CHW/P) is two-fold. We advocate for resources to be brought to our communities and then work with partners to connect our communities to these resources.

To learn more about implementing the CHW/promotor model into your organization, visit us at elsolnec.org



HELP FIGHT AGAINST COVID-19!

Community Health Workers/Promotores (CHWs/Ps) have proven to be the key in the fight against COVID-19.

They are the bridge between health/social services and the community and offer outreach, education, and referrals to social services, testing, and vaccination sites.

Contact El Sol CHW/P Training Center if you or your organization is interested in helping your community and join the fight against COVID-19.

www.elsolnec.org



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YOUR VACCINE IS WAITING FOR YOU.



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