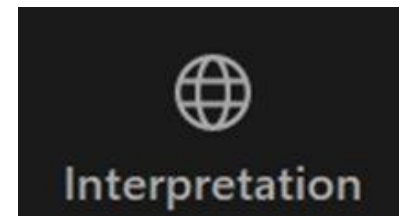


Partnering for **Vaccine Equity**



Learning Community Webinar
12.8.22



Zoom Webinar Features

- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, OR
- Use **Q&A tab** in Zoom task bar to submit a question at any time
- **Live Spanish interpretation:** for webinars offering this option, access the interpretation option in the Zoom toolbar (Globe icon)
- **Chatroom Etiquette:** Avoid posting questions for the speaker in the Chatroom, and be civil
- **Technical problems?** Email vaxequitylearning@urban.org

Today's Speakers



Julissa Soto

Vaccine Sunday Ambassador
Immunize Colorado



Naeem Baig

Director/Imam of Outreach and
Interfaith Programs at Dar al-Hijrah
Islamic Center



"Game changing is continually believing in one's cause, backed with persistence and honest communication with partners."

Julissa Soto

The State of Vaccination in Colorado

SEPTEMBER 2022

83.5%

TOTAL POPULATION WITH AT
LEAST ONE DOSE

SEPTEMBER 2022

41%

HISPANIC WITH 1+ DOSES

Julissa's Work 09/21-07/22

19,000

COVID-19 VACCINES
ADMINISTERED

100

COVID CLINICS ORGANIZED

~1,000

ROUTINE IMMUNIZATIONS

109,404

COVID TESTS HANDED OUT

20,400

N95 MASKS HANDED OUT

13,200

SURGICAL MASKS HANDED
OUT

138

"VACCINE SUNDAY"
PRESENTATIONS

879

PEOPLE RECEIVED ROUTINE
IZ EDUCATION

~50,000

TOTAL PEOPLE AT VACCINE SUNDAY
EVENTS

Partnerships:

25+

DIFFERENT CHURCHES
HOSTING VACCINE SUNDAYS

65+

DIFFERENT CLINIC
LOCATIONS - BAPTIST,
CATHOLIC CHURCHES, PRIDE
EVENTS. SCHOOLS,
NIGHTCLUBS, & MORE.

8

DIFFERENT MOBILE VACCINE
TEAMS

100+

OTHER COMMUNITY
PARTNERS

13,200

SURGICAL MASKS HANDED
OUT

15+

COMMUNITY TASKFORCES /
PLANNING COMMITTEES

All individuals in the following photos have signed a photo release form and have agreed to the use of their picture.



Why it works:

TRUST * COVNENIENCE *
LOCATION * TIME * FUN

Vaccine Sundays

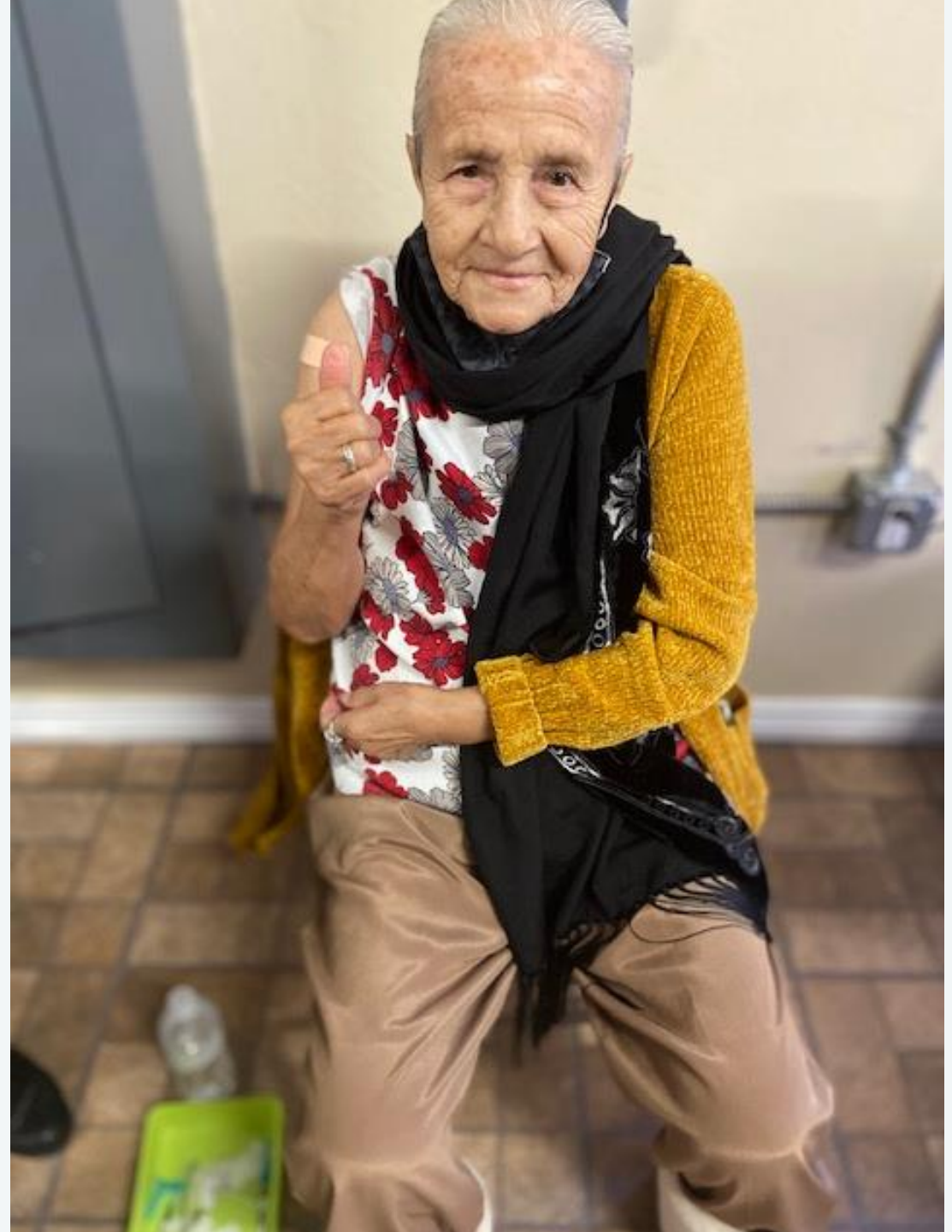
"In this work I've found many pastors uncertain about vaccination but willing to at least meet with me. And after meeting most welcomed a trial Vaccine Sunday clinic at their parishes."





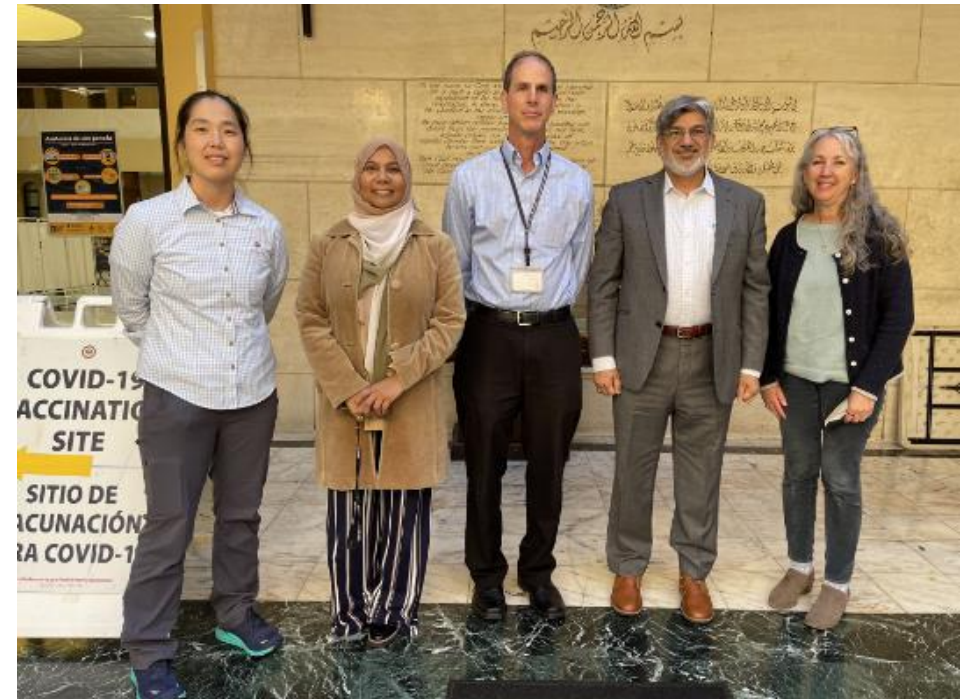
"This event gives people the opportunity to receive the appropriate information to form their conscience. This is very important, as some preachers and other sources misguide our Hispanic community about the importance and/or the benefits of the vaccine."

"It's not
about
hesitancy -
it's about
access
and love"





Dar al-Hijrah Islamic Center



Community: Who we are and what we do

- Dar al-Hijrah Islamic Center was established in 1983 in the city of Falls Church, Virginia
- It is one of the oldest Islamic Center in VA located just outside of Washington, DC and is home to over 50 ethnicities of Muslims. On average we have 450 prayers/programs/events every month, serving close to 40,000 people of all faiths who live around the Center.
- Dar al-Hijrah is located in Culmore in Fairfax County and is considered one of the poorest part of the county, we have crowded housing conditions, large immigrant (documented and undocumented) communities
- The Outreach and Interfaith Department of Dar al-Hijrah is a member of 14 Interfaith, county base and community organizations

Program, Key Strategies, and Activities

- Key Strategies
 - Creating Vaccine Confidence
 - Addressing Concerns regarding vaccines
 - Easy Access to Vaccination
- Activities: produced short videos
 - 9 languages and posted them on Social Media
 - Held 2 vaccination clinics
 - Special event with community leaders with Dr. Ben Schwartz, Director of Epidemiology of Fairfax County



Young Adults Program

Lessons Learned and Innovations

- People follow if leaders lead by example and believe in their cause
- Social Media is a great way to reach the masses with the right kind of information from the people they trust
- Onsite vaccination clinics encourage people to take vaccines
- Not everyone is a scientist - make the message easy for people to understand
- Our most successful clinic was on the day we distribute food baskets, they are people who are financially struggling, lack access to healthcare, and live in crowded housing.
 - Majority are minorities (Hispanic, Asian and Black people). **57 vaccines (33 Flu and 24 Covid boosters) were administered**

Questions?

Upcoming Events

Motivational Interviewing: What is It and Why Should My Vaccine Equity Program Consider It? | December 9th, 2022 from 2:30 – 3:30 pm ET

Celebrate P4VE! | December 14th, 2022 from 1:00 – 1:45 pm ET

****Note:** This is for P4VE-funded members only!

Event Satisfaction Poll

Partnering for **Vaccine Equity**

