

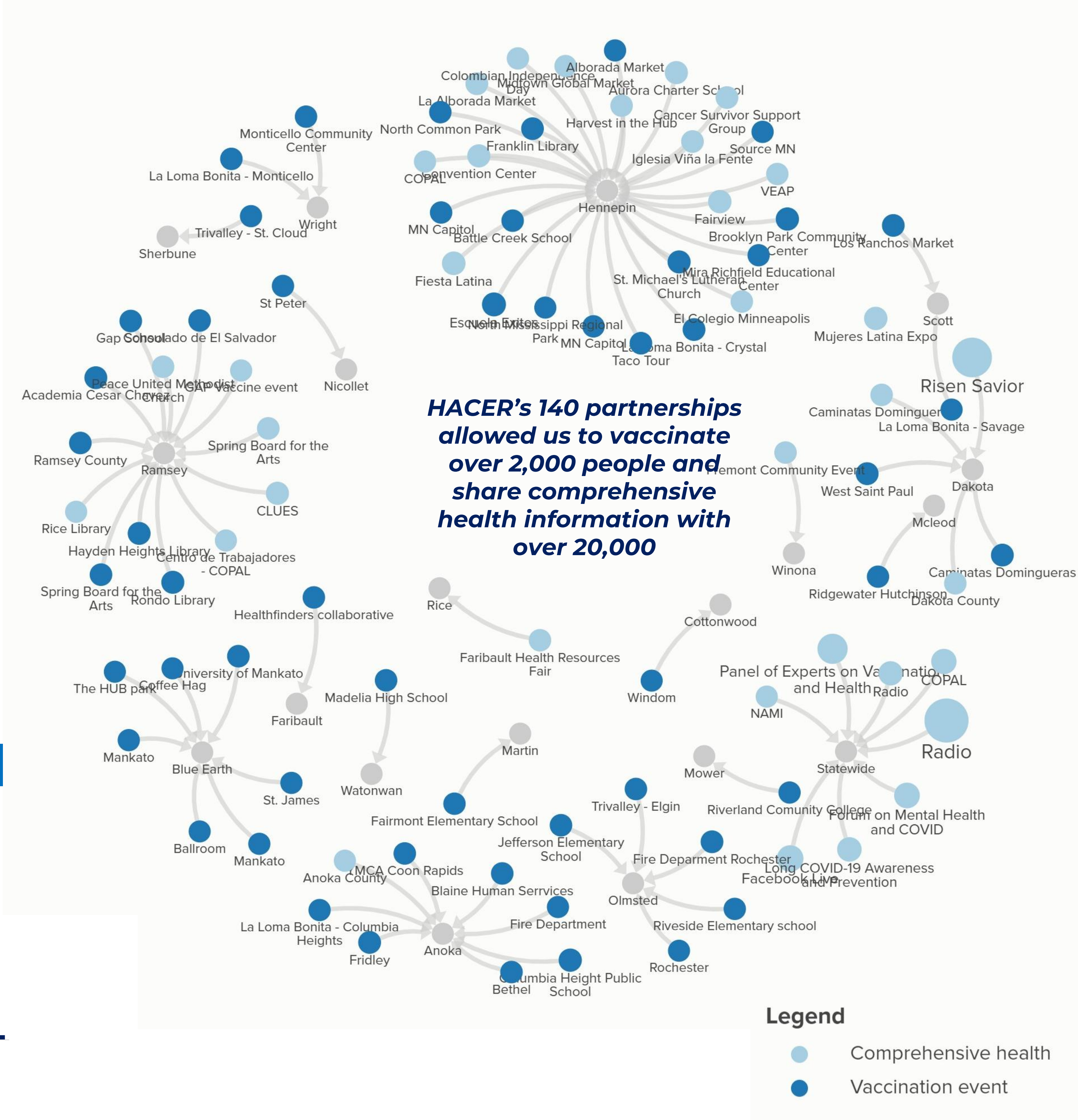
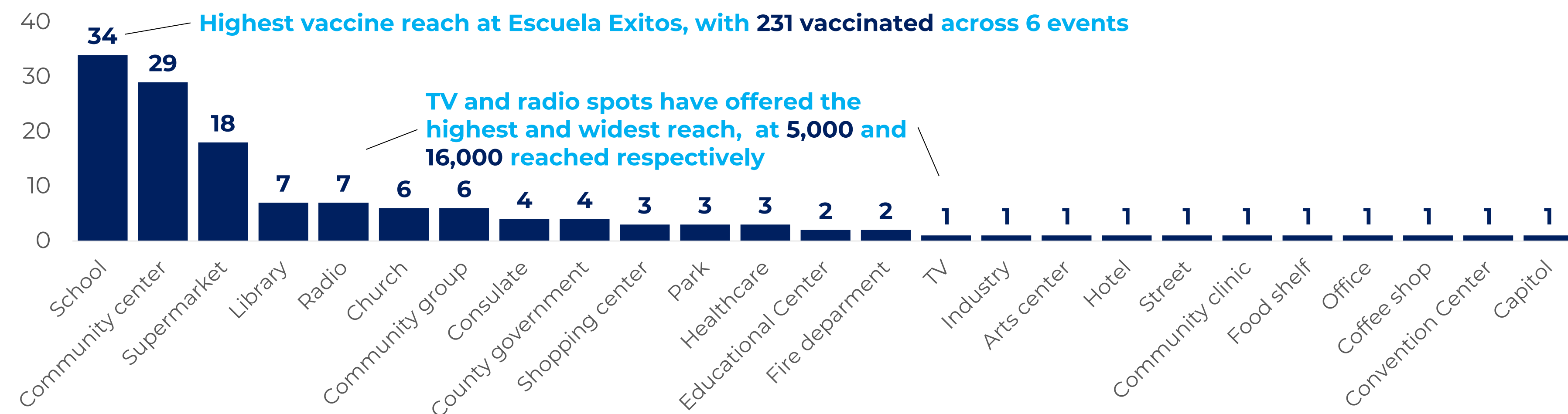
EXPANDING NETWORKS IN REACHING HARD TO REACH PEOPLE: LEARNINGS FROM THE FIELD

What we learned

- **Be strategic**
 - Work with partners with established audiences.
 - Look for formal and informal community leaders.
- **Be patient**
 - Balance the need for urgency while recognizing that it is a learning process.
- **Be consistent**
 - It is important to show up when you say you are going to show up; strong commitment = stronger and more trusted partners.
- **Expect the unexpected**
 - Creativity is key!
 - Be prepared to be flexible.
- **Share everything**
 - Share every event and opportunity with partners.
- **Relationship must be reciprocal**
 - Share each other's work, help bridge connections between organizations and people.

Our partnerships

Schools and community centers were HACER's most common partners (N=139)



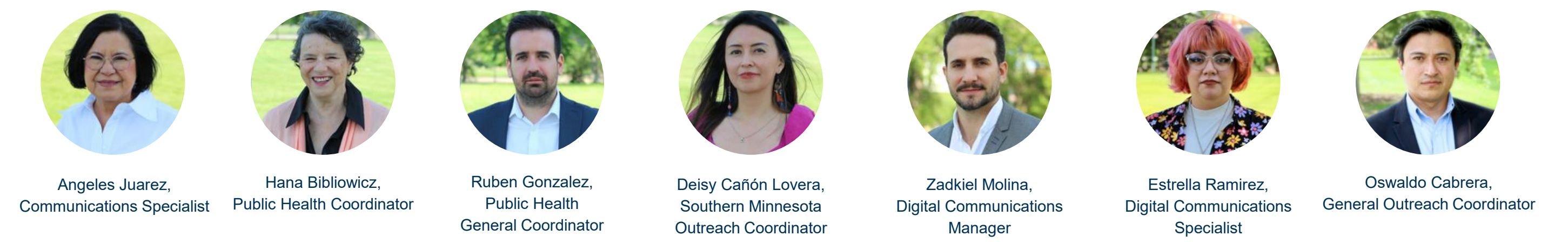
Tools for collaboration

- **Partner convenings**
 - Coalitions
 - Regional convenings
- **InfoHACER webinars**
 - Partners and experts sharing resources with our audiences
- **Event planning**
 - Pooling resources
 - Health fairs
 - Co-hosting events
 - Translation/interpretation support

Who we reached

Latinos	Children	Immigrants	Agricultural workers
New/recent immigrants	Uninsured	Undocumented	Spanish speakers
	First time vaccinated	Vaccine hesitant	

Our COVID-19 Team



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