

Background

CDC data revealed that during the initial time of the pandemic Hispanics and Latinx people had a COVID-19 positivity rate of approximately four times that of white people. Immigration status, coupled with misinformation, and concerns around the efficacy of the new vaccines brought to light the need for targeted approaches that promote COVID-19 prevention.

In June 2021, Maryland Latinos Unidos (MLU) received a 2-year award from the CDC Foundation's COVID-19 Equity Alliance Vaccine Partnerships to reach the Latino population in Maryland with COVID-19 prevention messages and increase vaccine uptake among this target group. The project was completed in April 2023.

Methods

MLU implemented a three-pronged strategy.

► **Coalition Building.** MLU fostered collaboration between Latino-serving CBOs, academia, and City health authorities to build the Mid-Atlantic Latinx Vaccine Equity Coalition (MALVEC). The core partners were the City of Annapolis, Johns Hopkins University, George Washington University, CASA, Center of Help, and CHEER.

► **Boots on the Ground.** Community Health Workers (CHWs) provided vaccine outreach, canvassing, and education mainly in areas with high density of underserved members of the Latino community. In addition, MLU partner with the Maryland Department of Health Mobile Vaccine Units to bring vaccination to places where the community lives and works.

► **Dissemination of health education and information materials.** MLU created a MALVEC website at <https://lheamd.org/covid/> and twenty different COVID-19 education and information materials that were disseminated through social media. Their content was intended to dispel misinformation about the vaccine; assist the Latino population reinforce the messages about the severity of the disease and the benefits of the vaccine.

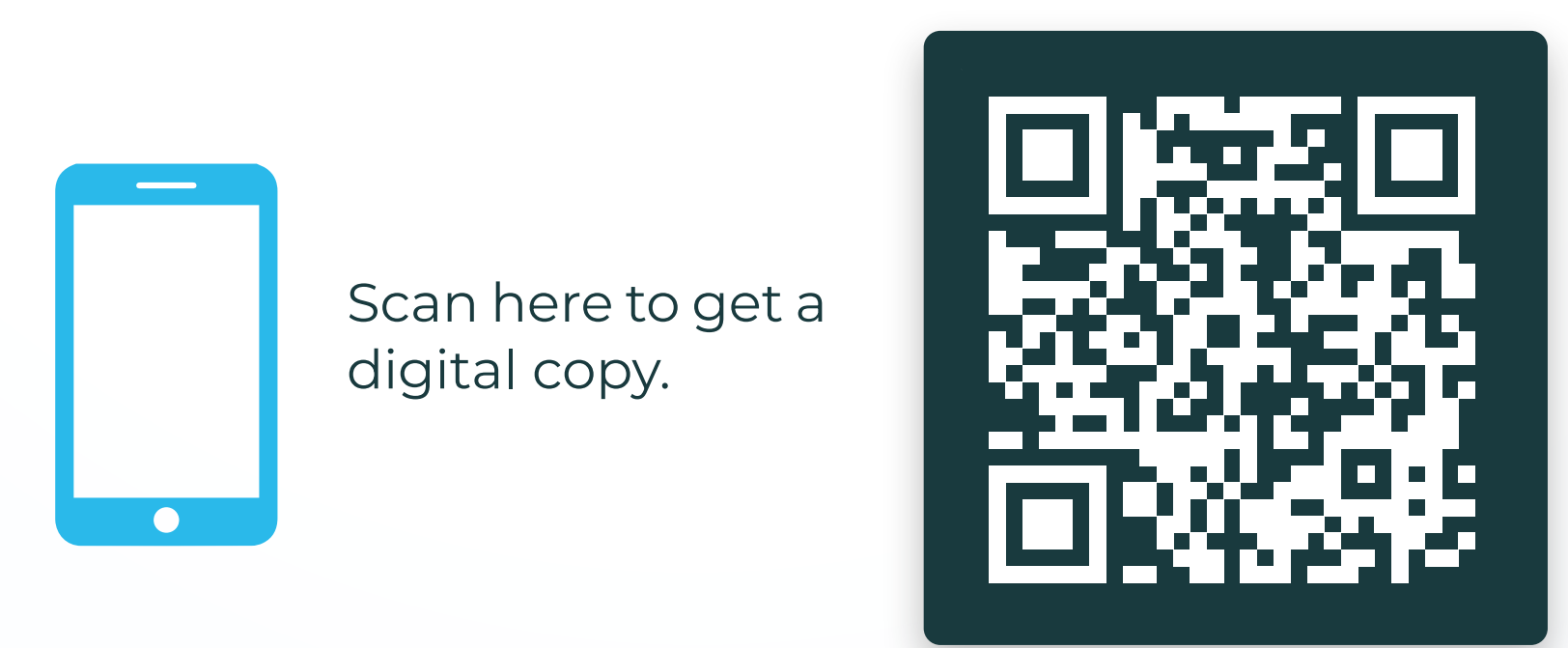
Findings

A synchronized community response to the pandemic was crucial to achieving the goal of increased COVID-19 vaccine uptake among members of the Latino community. CHWs addressed ideational challenges and misinformation. Culturally appropriate vaccination clinics installed close to the target group overcome the challenge of location and language. Finally, partnership building, and multi-agency and multi-stakeholder coordination were crucial to conduct comprehensive vaccination campaigns and mitigate the burden of the social determinants of health faced by the Latino community.



During the initial time of the pandemic Latinos had a COVID-19 positivity rate of approximately four times that of white people. At the end of the program, Latinos were the population with the highest rate of COVID-19 vaccine uptake in Maryland.

This effort is made possible through a grant from the CDC Foundation with support from the Robert Wood Johnson Foundation.

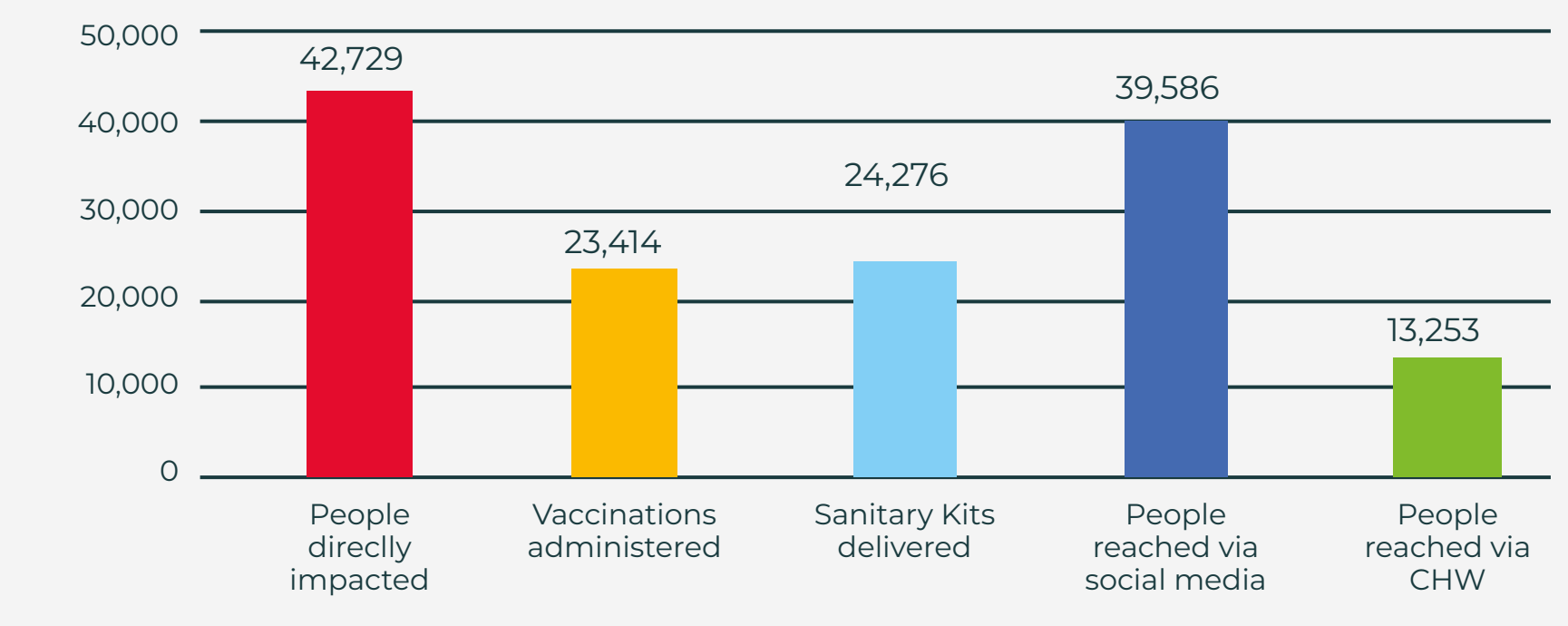


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Main Accomplishments

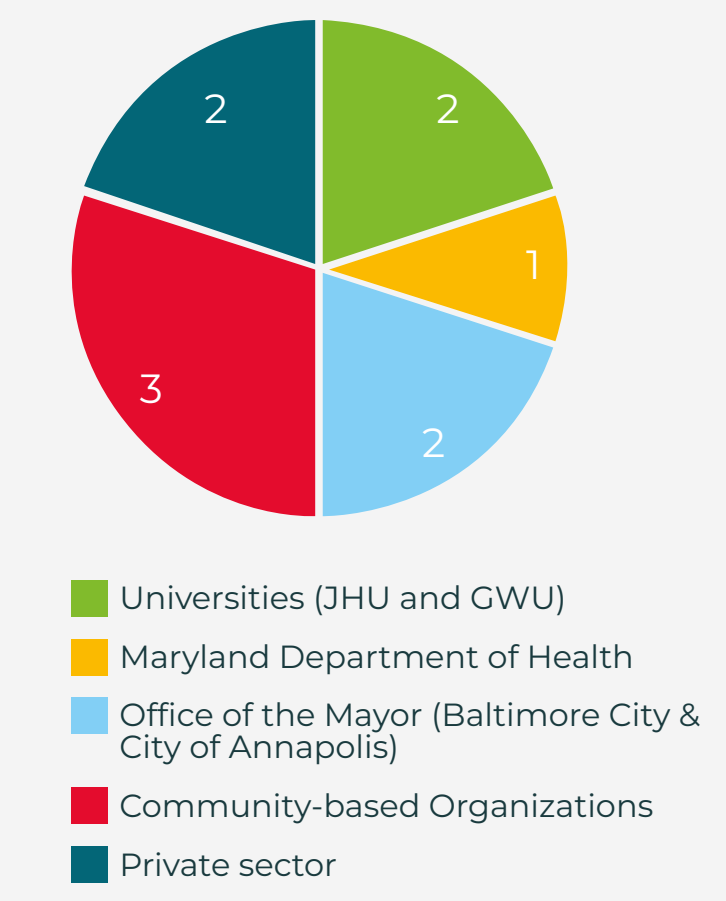
June 1, 2021-April 30, 2023 **Outreach and Vaccine Access**

Standardize Metrics

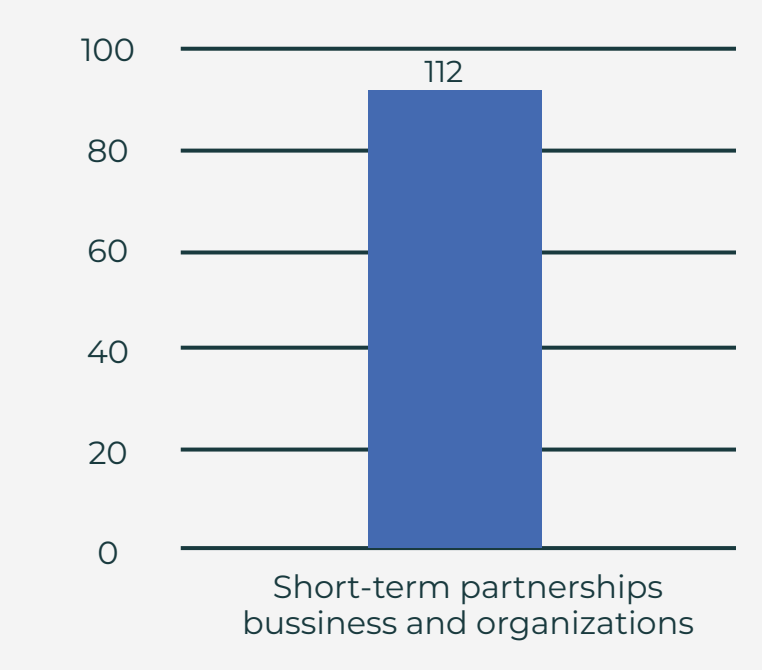


June 1, 2021-April 30, 2023 **Coalition Building**

Program Partnerships



Short-term Partnerships



Community Assessments

Factors that Influenced Adoption of Innovation (COVID-19 Uptake)

