



Culturally-Tailored Approaches to COVID-19

September 10, 2021



CDC REACH COVID-19/Flu Project

REACH (Racial and Ethnic Approaches to Community Health) Cooperative Agreement

Partners: First Choice Community Healthcare
IDHCC

Native Health Initiative

Native Women Lead

UNM PRC

Funding: CDC

Presbyterian Healthcare Foundation

Presbyterian Community Health

CDC REACH COVID-19/Flu Project

REACH (Racial and Ethnic Approaches to Community Health) Cooperative Agreement

Priority Populations:

Navajo Nation (2-5 communities)

Mescalero Apache

19 Northern New Mexico Pueblos

Hispanic/Latinos, African Americans in 14 counties

Urban Native Americans

Priority Counties:

Taos	Bernalillo	Valencia	Curry
Rio Arriba	Sandoval	Lincoln	Quay
Santa Fe	Torrance	Otero	
McKinley	Socorro	Cibola	

Three Focus Areas

1: Work with communities to identify and address vaccine hesitancy and identify influential messengers.

2: Equip influential messengers and empower trusted voices in the community.

3: Increase vaccination opportunities by connecting local health department and trusted healthcare organizations to vaccine clinics.

Listening Sessions

- Three Listening Sessions to date, seven more anticipated
- Native American Youth, Native American Adults, and South Valley Latinos/Hispanics
- Native American Youth session:
 - Youth expressed that the main reason they would get the COVID vaccine was for the safety of others
 - The participants eagerly discussed potential messaging. They felt it was important to have positively framed messages and also discussed the use of social pressure to increase vaccination as potentially effective.

Native American Youth Listening Session

- Participants discussed the importance of sharing scientific and statistical information delivered in easy to read, plain language from credible sources.
- The importance of parent support was mentioned, because as minors parent permission is required. Family influences were important and included immediate and extended family members. National and tribal presidents were mentioned as being influential. Schools were also an important factor, not only helping to facilitate the vaccinations, but encouraging discussions about vaccinations and COVID-19 in classes.
- Regarding message channels, participants spoke about several social media platforms that they use. Most common were TikTok, YouTube, and Instagram.

Latino/Hispanic South Valley Listening Session

- Participants were aged 12-66 years old
- Received most of their information from family, neighbors, and church
- Physicians and other known (to them) medical professionals were most trusted
- Were not aware of the just announced Lottery (June)
- Latino radio was only traditional media mentioned
- Social media most mentioned was Facebook

Latino/Hispanic South Valley Listening Session

Participants provided several ideas regarding what motivated people to get the vaccine:

- Staying healthy
- Protecting family members
- Getting “back to normal”
- Having employers require the vaccine

Listening session participants offered several suggestions for how to increase COVID-19 vaccine uptake:

- Provide consistent and clear information
- Help people sign up for vaccines
- Host more drive-through clinics in the area
- Increase the hours of availability of the vaccine clinics
- Provide the vaccine through home visits (specifically for the elderly, home bound)
 - Communicate more positive testimonies from those who have received the vaccine

Gathering of Nations April 2021

38th Anniversary Year



PRESBYTERIAN 

Meadowlake Community Center y Presbyterian le invitan al centro de vacunación comunitario COVID-19 

Sábado 12 de junio
De las 10 a.m. a las 1 p.m.

Meadowlake Community Center
100 Cuervo Ln
Lee Luna, NM 87031

Insíscríbese para recibir su vacuna:
No se requiere una cita previa, se atiende a personas sin citas. Si desea hacer una cita en un tiempo específico, llame al (505) 923-2694 y use el código de evento: MLOC.
No se requiere seguro médico y las vacunas son gratuitas; se aceptan formas limitadas de identificación. Estaremos administrando la vacuna de Pfizer (de los 12 años y más), y será necesario que usted reciba una segunda dosis.
Si necesita cancelar su cita de vacunación, por favor llame para informarnos.

Que puede esperar en el evento de vacunación móvil:

- Haga planes de pasar de 15 a 30 minutos después de recibir la vacuna.
- El uso de mascarillas es obligatorio y deben cubrir la boca y nariz en todo momento.
- Los mamá, los papá e los tataros tienen que acompañar a las personas de 12 a 17 años que reciben las vacunas y dar su consentimiento por escrito en el evento.


La segunda dosis se administrará en el mismo lugar el:
Sábado 10 de julio
De las 10 a.m. a las 1 p.m.

Si tiene preguntas, póngase en contacto con Celestino Lerdaveza al (505) 375-8367 o al valco.com@gmail.com


Este evento puede ser financiado por la Comisión del Canal y la Comisión de Ordenación Urbana de la Ciudad de Valencia.



Meadowlake Community Center
Valencia Community Action Network

PRESBYTERIAN 

Community drive-thru COVID-19 Vaccination Hub for ages 12 and up



Sunday, June 13
4 p.m. to 7 p.m.
8020 Central Avenue SW
Albuquerque, NM 87121
(Behind Defined Fitness, enter off Victory Road)

Get your COVID-19 Vaccine!
Registration is not required, but if you would like to schedule for a specific time during the event, please call (505) 923-2696 and use the event code: LRABQ.
Vaccines are free and limited identification is needed to confirm the person who is the person getting the vaccination. The Pfizer vaccine will be given. Children and 12-17 will need a parent or guardian present.

What to Expect at the Mobile Vaccination Event:

- Vaccines will be given while you are in your car.
- Plan on spending at least 15 to 30 minutes in your car after getting the vaccine checking out the APD Youth Leadership Lowrider!
- Face masks are required and should cover both your mouth and nose at all times. If your face mask does not meet certain criteria, a disposable one will be provided.
- Wear a short-sleeve top for easy access to your arm.

Second doses will be given at the same location on:
Sunday, July 11
4 p.m. to 7 p.m.

For questions, please contact Rachael Hernandez at (505) 768-3127 or rmhernandez@cabq.gov.

Made possible with funding from the Centers for Disease Control and Prevention through 6A1U5C0P000104-03-03.

PRESBYTERIAN 

Centro de vacunación comunitario COVID-19 por autoservicio para las personas de 12 años en adelante



Domingo 13 de junio
De las 4 p.m. a las 7 p.m.
8020 Central Avenue SW
Albuquerque, NM 87121
(Detrás de Defined Fitness, entre por Victory Road)

¡Reciba su vacuna contra COVID-19!
No se tiene que matricular, pero si quiere programar una hora específica durante el evento, favor de llamar al (505) 923-2696 y use el código del evento: LRABQ.
Las vacunas son gratuitas y se necesita solo identificación limitada para confirmar que la persona que está inscrita es la persona que está recibiendo la vacuna. Se administrará la vacuna de Pfizer. Los niños y adolescentes de 12 a 17 años tendrán que tener a su mamá, papá o tutor presentes.

Qué puede esperar en el evento de vacunación móvil:

- Las vacunas se administrarán mientras esté en su auto.
- Debe planear pasar de 15 a 30 minutos en su carro después de recibir la vacuna o puede ver el carro Lowrider de APD Youth Leadership!
- Se exige que lleven puestas máscaras protectoras y deben cubrir tanto su boca como su nariz en todo momento. Si su máscara protectora no cumple ciertos criterios, se le dará una máscara desechable.
- Use una camiseta de manga corta para poder acceder fácilmente a su brazo.

La segunda dosis se administrará en el mismo lugar el:
Domingo 11 de julio
De las 4 p.m. a las 7 p.m.

Si tiene preguntas, póngase en contacto con Rachael Hernández al (505) 768-3127 o al rmhernandez@cabq.gov.

Hecho posible gracias a la financiación de los Centros para el Control y la Prevención de Enfermedades a través de 6A1U5C0P000104-03-03.

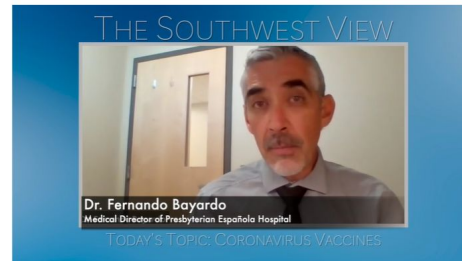
Low Rider Clinic in partnership with Councilor Klarissa Pena



SW View 4 Drive-Thru Vaccine
ABQ City Councilor Klarissa Pena



SW View 4 Drive-Thru Vaccine
BernCo Commissioner Michael Quezada



SW View 4 Drive-Thru Vaccine
Dr. Fernando Bayardo, PHS Espanola

IDHCC
multi-partner
event

HEALING REASURE FAIR & VACCINATION POP UP AT CASA FELIZ

June 17, 2021 & Booster July 15, 2021
3:00-9:00pm 443 Española St SE, Albuquerque, NM 87108
Vaccines 12 and older hassle free Covid -19 vaccine sign up at:
505 923-2696 event code: FELIZ
Call Reyna luz with any questions at (505) 710-1319

Resources Available on this day, WIFI available:

- CiQlovia Kick Off Free swag with Vision Zero
- 100 Free 205 Veggie Bags from Agri-Cultura Network while supplies last
- Assurance Wireless Phones
- Be-Well NM Health Insurance registration
- WIC sign up
- LHEAP sign up
- Tax prep and questions answer
- Voter Registration with NAVA
- Pathways Navigators on site with tablets to access resources
























PRESBYTERIAN VCAN Valencia

Valencia Community Action Network, Misión San Juan Diego y Presbyterian Healthcare Services invite le invitan al centro de vacunación comunitario COVID-19



Domingo 1 de agosto
9:30 a.m. a las 2:30 p.m.

Misión San Juan Diego
621 Meadow Lake Rd
Los Lunas, NM 87031

¡Inscríbete para recibir tu vacuna!

No se requiere cita previa, se aceptan a personas sin citas. No se requiere seguro médico y las vacunas son gratuitas, se aceptan formas limitadas de identificación. Excepciones administrando la vacuna de Pfizer (de los 12 años y más), y será necesario que usted reciba una segunda dosis.

Quié puede esperar en el evento de vacunación móvil:

- Haga planes de pasar de 15 a 30 minutos después de recibir la vacuna.
- El uso de mascarillas es obligatorio y deben cubrir la boca y nariz en todo momento.
- Las mamás, los papás o los tutores tienen que acompañar a las personas de 12 a 17 años que reciban las vacunas y dar su consentimiento por escrito en el evento.

La segunda dosis se administrará en el mismo lugar el:

Domingo 22 de agosto
9:30 a.m. a las 2:30 p.m.

Si tiene preguntas, póngase en contacto con Inez Jucita al (505)866-0222 o sanjuaniedad21@gmail.com.

Mucho cariño desde la Asociación de las Damas del Central de la Parroquia de San Juan Diego - 6178799004-0245

Mision San Juan Diego Catholic Church Valencia Community Action Network

I got my COVID-19 vaccine for me, and for my family.

The Dillard Family, Albuquerque, NM

[CDC.gov/coronavirus](https://www.cdc.gov/coronavirus)



I got my COVID-19 vaccine for me, and for my family.

The Sandoval Family, Albuquerque, NM

[CDC.gov/coronavirus](https://www.cdc.gov/coronavirus)



PRESBYTERIAN



Tawi la NAACP-Albuquerque, Vizionz Sankofa na KWH Law Center kwa ushirikiano na Presbyterian zinawaalika kwenye Tukio la Chanjo ya COVID-19 kwa Jamii ukiwa kwenye gari



Jumamosi, tarehe 26 Juni saa 9 asubuhi hadi saa 3 alasiri.

1258 Ortiz St SE
Albuquerque, NM 87108

Jisajili kwa Chanjo Yako:

Huhitaji kuwa na miadi. Ikiwa ungependa kuweka miadi ya wakati maalum, piga simu (505) 923-2696 na utumie msimbo wa tukio: ORTIZ

Hakuna bima inayohitajika na chanjo ni za bila malipo; utambulisho kidogo unahitajika. Tutawapa chanjo ya Pfizer (wale ambao wana miaka 12 na zaidi), ambayo itahitaji dozi ya pili. Ikiwa unahitaji kufutulia mbali chanjo yako, tafadhali tupigie simu tena utufahamishe.

Cha Kutarajia kwenye Tukio la Chanjo Ukiwa kwenye Gari:

- Chanjo zitatolewa ukiwa kwenye gari lako.
- Panga kutumia angalau dakika 15 hadi 30 katika gari lako baada ya kupata chanjo.
- Barakoa zinahitajika na zinapaswa kufunika mdomo na pua yako nyakati zote.
- Lazima mzazi au mlezi aandamane na wanaopata chanjo walio na miaka 12-17 na atoa idhini ya maandishi kwenye tukio.

Dozi za Pili Zitatolewa kwenye Eneo Lilelile Mnamo:

Jumamosi, tarehe 24 Julai saa 9 asubuhi hadi saa 3 alasiri.

Kwa maswali, tafadhali wasiliana na Pamela Herndon kwa (505) 385-1173 au abccommunityservices@gmail.com.

Inaanzishwa kwa ufadhili kutoka Centers for Disease Control and Prevention (Kizuwa cha Kuthibiti na Kuziua Magonjwa) kupitia 2019SEP000004-03-21.

NAACP Albuquerque Chapter Clinic electronic billboards featuring Albuquerque families and Swahili Flyer

Questions?

Thank you.

npope@phs.org