



Healing Together: Lessons Learned from VaccinateLA, USC's Response to the COVID-19 Pandemic in Los Angeles' Neighborhoods of Color

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Purpose: To increase vaccination rates in Black and Latino communities, specifically in South LA and the Eastside of LA.

Approach: Multimedia campaign combined with vaccine navigation and assistance, led by the SC CTSI and conducted by an interdisciplinary team from 14 schools at USC and CHLA, >160 community partners.

Results: Vaccination rates increased by 30% in targeted areas vs. LA overall; provided over 1,000 vaccines and over 9,000 appointments facilitated through transportation, sign-ups from our website, etc.

Conclusion: VaccinateLA was a highly interdisciplinary and multifaceted project that demonstrated increased vaccination rates in Black and Latino communities in South LA and Eastern part of LA.

Future Directions: Expand activities to parents and children in these communities as vaccines are approved for younger individuals; Encourage booster uptake; Evaluate and disseminate program widely.

Accomplishments



1,000 participants in our workshops, ~700 in town halls.



Capacity building – trained 104 CHWs in Southern CA & across US.



Trained and deployed 34 CHWs in target areas.



Produced 37 videos with over 1.6 million views.



30+ focus groups with nearly 100 participants, informed strategy and messaging



911 people vaccinated through our pop up clinics, another 8.7K supported with appointments.



Reaching people in linguistically diverse ways – 50K Fotonovelas, 44 banners, 30 billboards (~12K views), 24 bench ads (~13K views).

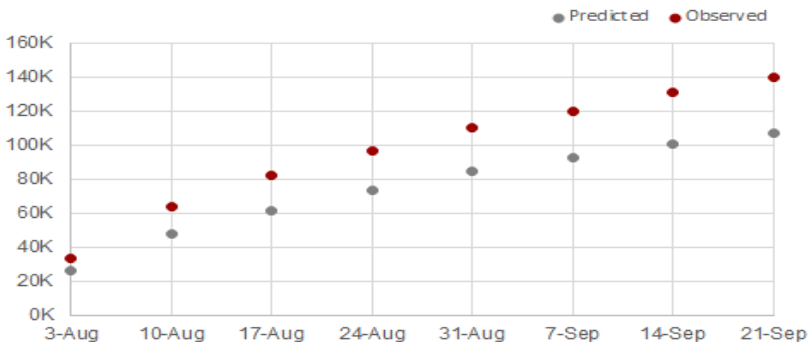


Social media campaign had 1.3M social impressions and 1.3M paid impressions, 286 followers, 20% positive sentiment, 1% negative sentiment.

VaccinateLA.info has had 34K website visits; and 41% of all site actions were to schedule a vaccine appointment.



The population receiving the COVID-19 vaccine in VaccinateLA focus areas is 30% above the predicted rate



EXCLUSIVA: ¿Qué ocurrió REALMENTE en el restaurante?



Scan to see our website, videos and reports!



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