



Contact: Cliff Despres, Communications, *Salud America!*, UT Health San Antonio
210-562-6517, despres@uthscsa.edu

Vaccine Information Added to Latino-Focused Bilingual Campaign: *Juntos, We Can Stop COVID-19!*

#JuntosStopCovid now has vaccine fact sheets and infographics to help Latino families understand the importance of vaccines and taking action to slow the spread of COVID-19

(Dec. 18, 2020)—COVID-19 continues to disproportionately impact Latinos, killing over 53,000 and hospitalizing many more of our mothers, fathers, children, and grandparents.

New vaccines will play an important role in stopping the pandemic among Latinos.

That is why *Salud America!* at UT Health San Antonio is adding a vaccine-focused update to its “*Juntos, We Can Stop COVID-19*” digital communication campaign to help Latino families take action to slow the spread of coronavirus, especially among those with underlying illnesses.

The campaign features culturally relevant fact sheets, infographics, and video role model stories—in English and Spanish—united with the hashtag #JuntosStopCovid.

See and share the #JuntosStopCovid campaign: salud.to/juntosstopcovid

“As Latinos, we are resilient. But part of our resiliency requires action, like getting the COVID-19 vaccine when it becomes available to you,” said Amelie G. Ramirez, DrPH, campaign organizer and director of *Salud America!* and the Institute for Health Promotion Research at UT Health San Antonio. “Vaccines help our bodies become immune to a virus without becoming ill from it. Vaccination is an important way we can stop the pandemic once and for all.”

The #JuntosStopCovid campaign centers on four main preventive actions:

1. Wear a face mask—and care for it properly.
2. Avoid public places, or at least get together safely, *familia*.
3. Know what to do if you’re exposed, or test positive.
4. Get the COVID-19 vaccine (when available to you).

Latinos represent 19.1% of U.S. COVID-19 deaths, despite being 18.5% of the population. Also, on Aug. 26, 2020, CDC reported 94% of people who died from COVID-19 had a pre-existing condition, like diabetes, which disproportionately impacts Latinos.

“We all have someone we love and care about whose health is at greater risk if they get COVID-19. That’s why we created this campaign,” Ramirez said. “We want to encourage families and communities all over to take action and spread the word about these important safety measures with family, friends, and co-workers. Let’s save our families.”

Share the campaign: salud.to/juntosstopcovid

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About Salud America!

Salud America! is a national Latino health equity program that creates culturally relevant and research-based stories,

videos, and tools to inspire people to start and support healthy changes to policies and environments where Latino children and families can equitably live, learn, work, and play. *Salud America!* and its award-winning communications help our digital network—over 300,000 parents, providers, and community leaders—push for healthy changes in communities for Latino and all families. *Salud America!* is led by health disparities researcher Dr. Amelie G. Ramirez and supported by a passionate team of communicators at UT Health San Antonio, with funding from the Robert Wood Johnson Foundation. Visit *Salud America!* at salud-america.org or @SaludAmerica.