’Â·Soy Poderosa!’ Campaign Targets Latina Health Issues

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The National Latina Institute for Reproductive Health (NLIRH) has launched “·Soy Poderosa! Igniting Latina Power for Health, Dignity and Justice,” an outreach campaign aimed at politically mobilizing Latinas and their communities, according to an NLIRH statement. The campaign launch took place January 22, which is the anniversary of the Supreme Court decision in Roe v. Wade. Outreach events are planned to peak in August and continue past Election Day in November.

For the campaign, NLIRH workers and Latina community activists will organize voter registration, petition drives, statehouse visits to lobby local officials, and advocacy training sessions. The campaign will also provide information online via a website (SoyPoderosa.org) and various social media. The campaign will focus on a range of public policy issues concerning Latinas, such as access to affordable reproductive health care-including contraception and abortion-and supporting the needs of LGBTQ and immigrant Latinas.

“Our challenges should not be underestimated,” said Jessica González-Rojas, NLIRH’s executive director. “But neither should our power. Even as Latinas face policies that endanger our health and divide our families, we are determined to lead the fight for justice and health.”

To read the NLIRH statement, click here.

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