TuSalud

New COVID-19 Campaign Encourages Latinos to Get Vaccinated

"The Three Ws" is a bilingual initiative targeting Latinos. It promotes wearing masks, watching one's distance and washing hands.

February 12, 2021 By Alicia Green

A new campaign by the National Alliance for Hispanic Health is encouraging Latinos, one of the communities hardest hit by COVID-19, to follow safe practices and get vaccinated.

Titled "The Three Ws" ("Las Tres Ms" in Spanish), the bilingual initiative focuses on three ways Latinos can protect themselves from the coronavirus: wearing a mask, watching their distance and washing their hands. It also encourages Latinos to receive the COVID-19 vaccine.

The illustrated campaign has been shared on social media across the alliance's community-based organization network, which serves 15 million people every year. The graphics can also be found on the alliance's own social media platforms.

A graphic from “The Three Ws” campaign by the National Alliance for Hispanic Health.Twitter/@health4americas

“The toll of COVID-19 on the Hispanic community has been devastating,” said Jane L. Delgado, PhD, president and CEO of the National Alliance for Hispanic Health. “With more than 25 million cases in the country, COVID-19 death rates are 2.8 times higher for Hispanics compared to non-Hispanic whites.”

Delgado believes that policymakers have not properly supported effective public health practices that could benefit Latinos.

The campaign features the toll-free number for the Su Familia Helpline (866-783-2645), which people can call for more information about COVID-19 in English or Spanish and to be connected to services in their area.

“We must each do our part and support each other,” Delgado said. “It is more important than ever that we all follow the three Ws, get vaccinated when our turn becomes available and protect ourselves and each other. If we each do our part, together we will make it through this and be a stronger and more connected community and nation.”

A graphic from “The Three Ws” campaign by the National Alliance for Hispanic Health.Twitter/@health4americas

For related coverage, read “Hispanic Federation Launches COVID-19 VIDA Initiative In Partnership With 14 Latino Community Health Clinics.”

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