

A campaign to increase vaccine confidence while reinforcing basic prevention measures



HHS Partnership Recap

Filipino Advocates for Justice

HHS COVID-19 Public Education Campaign

Daisy Maxion, Civic Engagement Organizer

July 20, 2021 – August 31, 2021

Brought to you by the U.S. Department of Health and Human Services



Project Overview

Description of Tactic	Medium/Platform	Total Estimated Impressions/Reach	Relevant Links
Social Media Outreach-produce content increasing vaccine confidence in digital fliers and 3 videos	Facebook, Instagram, Twitter	6000 minimum	https://twitter.com/Fils4Justice https://www.instagram.com/fils4justice/ www.facebook.com/Filipinos4Justice/
Email – share variety of Covid vaccine resources to organizational listserv	MailChimp, Powerbase	2500	https://mailchi.mp/filipinos4justice/so-here-we-are-hot-faj-summer-in-progress

Project Overview

Description of Tactic	Medium/Platform	Total Estimated Impressions/Reach	Relevant Links
Covid Vaccine Education In-person Canvassing – sharing We Can Do This messaging and local vaccine resources. Locations: 1. Union City, CA, 2. Fremont, CA	In-person/door to door	200-400	
Covid Vaccine Outreach Training – develop field outreach skills of participating youth leaders, organizers, and civic engagement team	Virtual	5-10	

In-Person Events

Canvassing in:

1. Union City, CA
2. Fremont, CA

Attendees: 10 per shift

Individual Impressions: 110

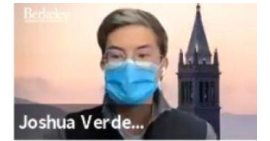
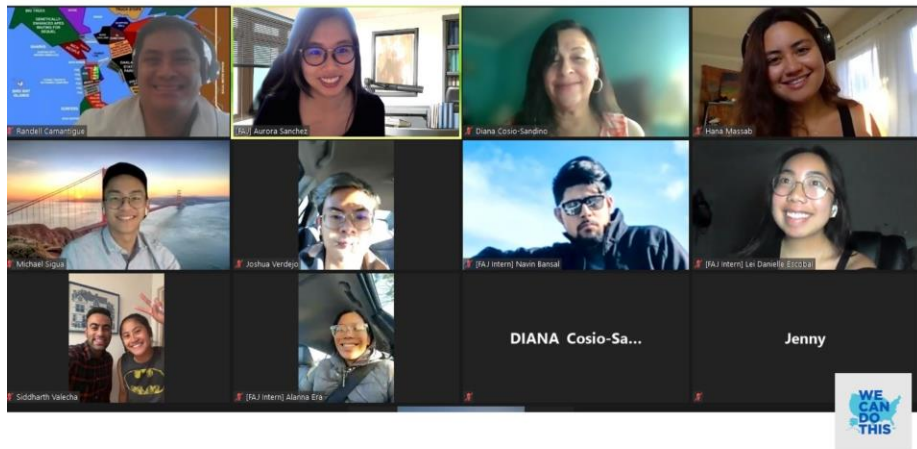


Virtual Events

FAJ partnered with UC Berkeley Pilipino Association for Health Careers and Filipino American Care Experience which are faculty and doctors from Kaiser Permanente, to present an educational session all about COVID-19 Vaccine Resources

214 Impressions FB
livestream

#20 attendees on
Zoom



Mask Mandate and Social Distancing Etiquette

- It is still highly advisable to continue mask-wearing and social distancing:

Lubos parin na ipinapayo upang magpatuloy isuot ang mga mask at mag social-distance kung ikaw ay:

- Unvaccinated | *hindi pa nabakunahan*
 - Travelling to far places | *maglalakbay sa ibang lugar*
 - When riding public transportation | *gagamit ng pampublikong transportasyon*
 - Certain businesses continue to require it | *sa mga ibang negosyo*
- The rules may still vary in different settings

make sure to check for signs! | *suriin ang mga palatandaan*







Social Media – Twitter

Post Impressions: ~243

Tota impressions on Twitter: ~597

Filipino Advocates for Justice
@Fils4Justice

We are a few months in since the first roll out of the Covid19 vaccines. If you or someone you know are still wondering if you should get it, here are some info our young people want you to know:

COVID-19 VACCINE   	WHY IS THE VACCINE BENEFICIAL FOR US? <ul style="list-style-type: none">• We are helping to prevent the spread of COVID• With the new Delta variant, cases are rapidly rising again• It is important to continue to prioritize our own safety,
COVID-19 STATISTICS: <ul style="list-style-type: none">• In California, 44.8M vaccines have been given 20.7M are fully vaccinated 52.4% of the population fully vaccinated• In the United States, 342M vaccines have been given	WHERE TO GET VACCINATED: <p>"The federal government is providing vaccines free of charge to all people living in the United States, regardless of their immigration or health insurance status." -cdc.gov</p> 

Social Media – Facebook

Post Impressions: ~252

Total impressions on FB: ~697

Published by IG Filipino Advocates for Justice · August 13 at 6:02 PM · Instagram ·

It's Friday the 13th, be safe out there y'all!
A layer of protection against Covid goes a long way-wear your mask and get vaxxed 😊

Go to [vaccines.gov](https://www.vaccines.gov)
Text your ZIP code to 438829
Call 1-800-232-0233
Get vaccinated to protect yourself and the people around you!

[#WeCanDoThis](#) [#GetVaxed](#) [#HotFAJSummer](#)

When you are not vaccinated and there is a Delta Variant out there!

Visit the COVID-19 Information Center for vaccine

Social Media – Instagram

Post Impressions: ~1,340

Total impressions on IG: ~6,667

COVID-19 VARIANTS AND VACCINES

Current data suggest that COVID-19 vaccines authorized and recommended for use in the United States offer protection against most variants.

For this reason, COVID-19 vaccines are an essential tool to protect people against COVID-19, including illness caused by the new variants.

The CDC will continue to monitor the impact these new variants may have on how well the vaccines work.

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ARE THE COVID-19 VACCINES SAFE FOR PEOPLE WHO ARE PREGNANT?

Yes! If you're pregnant, you may choose to be vaccinated when it's available to you.

There's currently no evidence that antibodies formed from COVID-19 vaccination cause any problem with pregnancy, including the development of the placenta.

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FILS4JUSTICE Posts

LIGTAS BA ANG MGA BAKUNA SA COVID-19 PARA SA MGA BUNTIS?

Oo! Kung buntis ka, maari kang mamili na mapabakunahan kapag ito ay kaya mong makuha.

Walang kasalukuyan ebidensya na ang mga antibodies na nabuo mula sa pagbabakuna sa COVID-19 ay nagdudulot ng anumang problema sa pagbubuntis, kabilang ang pagbuo ng inunan.

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Visit the COVID-19 Information Center for vaccine resources.

View Insights | Currently Promoted

Liked by samaswagnes and others

fils4justice @bach.health currently has OPEN appointments for vaccination that are available to any and all eligible persons living in Alameda or Santa Clara County-ages 12 and up and strongly recommended for those who are pregnant. These appointments, as well as weekly Covid

Emails/Newsletters

<https://mailchi.mp/filipinos4justice/so-here-we-are-hot-faj-summer-in-progress>

2,329

contacts

**No pictures used for Covid vaccine info
in this email. More Newsletters to go out
in the next week of 8/30**

Contact

NAME: Daisy Maxion

TITLE: Civic Engagement Organizer

PHONE: 5105095133

EMAIL: dmaxion@filipinos4justice.org



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