



Accelerating Vaccinations in the Latina/o/x Community In Oregon

Throughout Oregon, Latina/o/x communities have been disproportionately impacted by COVID-19. Despite being nearly 13% of the population, they comprise 6% of the State's vaccinations. In keeping with Oregon's commitment to equity in COVID-19 vaccine distribution and the Oregon Health Authority (OHA) strategic goal to end health inequities by 2030, Governor Kate Brown and OHA committed to working with Latina/o/x leaders and engaging health systems on a plan to vaccinate 80% of the Latina/o/x population by the end of the summer 2021.

The Governor's office and Oregon Health Authority leadership met with leaders of Oregon's Latina/o/x community to co-create a comprehensive strategy to accelerate vaccinations and end vaccination inequities in the Latina/o/x community. This strategy includes recommendations that OHA has compiled from hosting numerous listening and community engagement sessions in English and Spanish.

While much progress has been made -- and vaccination rates in the Latina/o/x community are accelerating -- more can be done. The following actions will move toward the overall goal of accelerating the vaccination rate in the Latina/o/x community:

- Co-create and publish a comprehensive, culturally responsive plan to increase access to COVID-19 vaccinations. Monitor weekly and course correct where needed.
- Co-create benchmarks for success and regularly report on progress. Engage statewide Latina/o/x leaders to regularly review progress and reassess strategies as needed.
- Maximize effective Federally Qualified Health Centers (FQHC) pathways to get more vaccinations happening in places community members' trust.
- Allocate sufficient vaccine doses to FQHCs and specific community vaccine efforts based on zip code to meet benchmarks.
- Establish a Latina/o/x language line for vaccination registration.
- Create, publish and regularly update a master list of statewide BIPOC and Latina/o/x vaccine events to assist with outreach and registration.
- Work with Latina/o/x community Based Organizations (CBOs) to identify resources and provide funding needed to promote vaccine-specific work.
- Increase communications and dispel misinformation through a comprehensive, multi-modal Latina/o/x communications strategy.

- Work with health systems to ensure existing vaccination sites are culturally responsive and prioritize equity.
- Work with CBOs, Local Public Health Authorities (LPHAs) and health systems to expand culturally responsive, low barrier vaccination sites.
- Enable pathways for CHWs as vaccinators and increase long-term workforce capacity.
- Continue to implement a migrant and seasonal farmworker vaccination strategy across the state.
- Collaborate with public transit partners to address transportation barriers to vaccination.
- Engage health systems to partner with the Latina/o/x community on every area of the plan.

To ensure an on-going partnership, the Governor's office, OHA, CBOs and the Latina/o/x community will meet regularly to review progress, modify strategies, and adjust where necessary to reach the goals.

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