In March 2021, The National Hispanic Medical Association launched its Vaccinate4All campaign with support from the Centers for Disease Control and Prevention (CDC), Johnson & Johnson, and Biotechnology Innovation Organization (BIO) to help reduce vaccine hesitancy, build vaccine confidence, and address structural and cultural barriers to vaccine access in Latino communities.

Vaccinate4All works to achieve this by arming individual physicians, health professional associations, and other leaders with educational resources about the COVID-19 vaccines in order to increase vaccination accessibility and uptake among the Latino community.

### Instagram/Facebook

<table>
<thead>
<tr>
<th>English</th>
<th>Spanish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research from the Centers for Disease Control and Prevention (CDC) reveals that Hispanics and Latinos are 2.8 times more likely to contract COVID-19 than their non-Hispanic white counterparts and 2.3 times more likely to die from COVID-19. Register to get your vaccine today. #Vaccinate4All</td>
<td>Estudios del Centros para el Control y la Prevención de Enfermedades (CDC) revelan que los hispanos y latinos tienen 2.8 veces más probabilidades de contraer el COVID-19 que sus contrapartes blancas no hispanas y 2.3 veces más probabilidades de muerte por COVID-19. Regístrese para obtener su vacuna hoy. #Vaccinate4All</td>
</tr>
<tr>
<td>I’m a #Vaccinate4All Champion because COVID-19 disproportionately affects the Hispanic community, and it doesn’t have to be this way. Find a vaccine location near you: Search <a href="http://vaccines.gov">http://vaccines.gov</a> Text your ZIP code to 438829 Call 1-800-232-0233</td>
<td>Soy un campeón de #Vaccinate4All porque el COVID-19 afecta desproporcionadamente a la comunidad hispana, y no tiene por qué ser así. Encuentra un lugar de vacunación cerca de ti: Busca en <a href="http://vaccines.gov">http://vaccines.gov</a> Envía tu código postal al 438829 Llama al 1-800-232-0233</td>
</tr>
<tr>
<td>English</td>
<td>Spanish</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>In the last 14 days of May, 26% of people who received a COVID-19 vaccination were Hispanic. Do your part. Get vaccinated. #Vaccinate4All</td>
<td>En los últimos 14 días de mayo, el 26% de las personas que recibieron la vacuna contra el COVID-19 eran hispanas. Haz tu parte. Vacúnate. #VacunasParaTodos #Vaccinate4All</td>
</tr>
<tr>
<td>From March to April, the number of Hispanics who are vaccinated or intend to be vaccinated rose from 43% to 58%. Now that’s what we call progress. #Vaccinate4All</td>
<td>Entre los meses de marzo y abril, el número de hispanos que están vacunados o tienen intención de vacunarse aumentó de 43% a 58%. Eso es lo que llamamos progreso. #VacunasParaTodos #Vaccinate4All</td>
</tr>
</tbody>
</table>

**Campaign Hashtag:** #Vaccinate4All

**NHMA Socials:**
- [https://www.facebook.com/NHMAmd.org](https://www.facebook.com/NHMAmd.org)
- [https://www.instagram.com/nhmamd](https://www.instagram.com/nhmamd)
- [https://twitter.com/NHMAMd](https://twitter.com/NHMAMd)
- [https://www.linkedin.com/company/national-hispanic-medical-association/](https://www.linkedin.com/company/national-hispanic-medical-association/)
- [https://www.youtube.com/user/NHMAvideos](https://www.youtube.com/user/NHMAvideos)
Facebook/Twitter Graphics (click hyperlinked image to download):

Be a Champion & get the COVID-19 Vaccine.

58%

From March to April, the number of Hispanics who are vaccinated or intend to be vaccinated increased from 24% to 58%.

Did you know?

26% of people who received a COVID-19 vaccination in the last 14 days were Hispanic.

Be a Champion and do your part!

Possible common, minor side-effects from the COVID-19 vaccine include:

- Pain
- Redness
- Headache
- Swelling

Discuss side-effect management with your physician.

#Vaccinate4All

Facebook/Twitter Graphics (click hyperlinked image to download):

Become a Vaccinate4All Champion today!

For yourself and your community

nhmamd.org/Vaccinate4All

VACCINATE4ALL

The pandemic is not over, but we are one step closer

Schedule your vaccine today!

nhmamd.org/Vaccinate4All

Progress!

Hispanics who are vaccinated or intend to be vaccinated

March 2021

April 2021

Source: NHMAD and PHSO National survey conducted April 15-19, 2021 (NHMAD data 81)