

THE WALL - LAS MEMORIAS

# STOP THE SPREAD

— PROTEGE TU FAMILIA —

PRESENTED BY

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[thewallasmemorias.org/stopthespread](http://thewallasmemorias.org/stopthespread)



## Our Mission



The Wall Las Memorias is a community health and wellness organization dedicated to serving Latino, LGBTQ and other under served populations through advocacy, education and building the next generation of leadership.

# The Wall Las Memorias AIDS Monument





In the Latino culture, family is important. When a member becomes ill, children, grandchildren, and family members contribute to the care and well-being of the individual

In this campaign, the project's effort was inclusive of the various aspects of the community. It included youth, seniors, LGBTQ+ members and neighborhood influencers.



## Presentation Objectives

- Learn how to strategize to create a COVID-19 campaign that is inclusive of the entire community.
- Learn how to utilize virtual platforms to educate the community about COVID-19, testing, vaccinations, and other resources in English and Spanish.
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## Impact of COVID-19 on Underserved Communities (1 of 2)

- **Loss of Loved Ones** – Limitation to Grievance Traditions
- **Unemployment** – Lack of Employment Opportunities & Loss of Jobs
- **Housing** – Families Doubled-Tripled Up, Landlord Retaliation
- **Food Scarcity** – Lack of Access to Healthy Foods
- **Mental Health** – Limited Access to Mental Health Resources
- **Technological Limitations** – Lack of Broadband Services

## Impact of COVID-19 on Underserved Communities (2 of 2)

- **Language/Literacy**– Limitation to Cultural Competency
- **Increase in Domestic Violence**
- **Increase in Substance and Alcohol Use** – Uptick in New Users
- **Stigma** – Social Isolation of COVID-19 Positive Individuals
- **Compromise of Family Dynamics**
- **Limitations to Spiritual Practices and Community**

## Lessons Learned

- **Community Lacks Trust in Health Institutions** – Creates Gap in Delivery of Services and Contributes to Poor Health Outcomes
- **Inequity in Health Resources and Distribution of Services** – Creates Limited Access to Culturally Competent Resources and Services
- **Health Education is Limited in Marginalized Communities** – Language and Technology Barriers Impacted Health Outcomes

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## Stop the Spread Campaign Structure (1 of 2)

- **Increased health equity to communities of need by providing resources in high-risk, underserved**
- **Implemented Strategic Hiring Practices** – Hiring Community Trusted Program Staff and Community Leaders
- **Created Culturally Competent Promotional Material**
- **Facilitated Virtual Town Halls** – Translation Services Offered
- **Implemented Holistic Approach** – An Agency-wide and Across Departments Effort

## Stop the Spread Campaign Structure (2 of 2)

- **Door-to-Door Outreach** – Canvas Communities and Neighborhoods
- **Distribution of PPE** – Hand-sanitizer, Gloves, Masks, Etc.
- **Promote on Social Media** – Utilized Facebook, Instagram, YouTube to Mass Distribute Educational Information

## Use of Virtual Platforms (1 of 2)

- **Social Media Outreach** – Recruitment through Facebook, Instagram, and via E-blast Newsletters
- **Zoom Presentations** – Easy Access Information Made Available through Online Platforms and Rebroadcasted on Facebook Live and YouTube Channels; Presented in Various Languages
- **Virtual Town Halls** – Creation of Safe Spaces for Community Members to Learn Healthy Practices During Peak of COVID-19 Epidemic

## Community Activation

- **Partnered with Local Businesses and Organizations** – Distributed Educational Information and Program Collateral via Community Partners (CBOs, Educational Institutions, Etc.)
- **Engagement of Program Participants** – Activated Supporters, Clients and Volunteers to Mass Distribute Program Information via Online Platforms (Reposting on Facebook, Instagram)
- **Testing and Vaccination Sites** – Hosted Various Community-Led Testing and Vaccination Opportunities within Community Spaces (Health Fairs, Pop-Ups, Etc.)

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LET'S CONNECT

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Thank You!