

# *Proyecto Juntos*

CHW Led Initiative to address vaccine hesitancy  
in rural, underserved Southeast Arizona

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# Agenda

- Introduction to SEAHEC
- What is Proyecto Juntos?
- Deliverables & Goals
- Challenges
- Successes
- Data
- Future Goals
- Our Partners

# Southeast Arizona Health Education Center (SEAHEC)

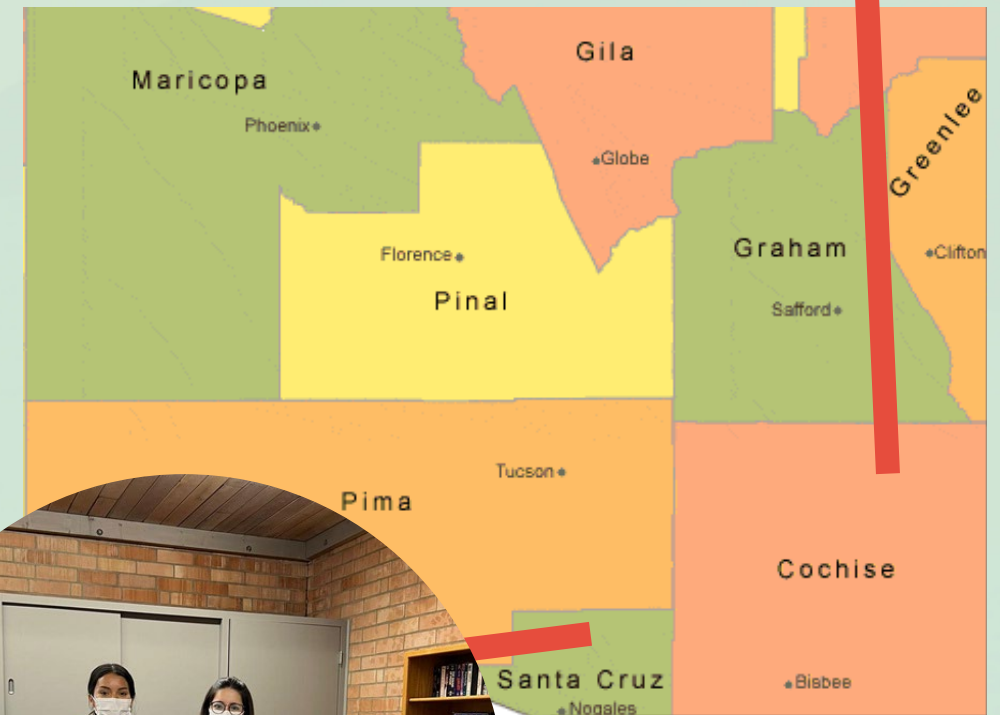
Our mission is to improve border and migrant health through advocacy, research & action





# What is Proyecto Juntos?

- A HRSAfunded initiative to address vaccine hesitancy in rural, underserved communities in the most socially and economically vulnerable.
- Utilizes the Community Health Worker model to deliver information and resources.
- CHWs learn local needs through one-on-one discussions to bridge the community with available resources through partnerships.



# Goals & Deliverables:

Outreach to identify unvaccinated individuals	Share information about how and where to get vaccinated
Education to decrease vaccine hesitancy	Help plan, promote and staff vaccine events







# Challenges

- Language barriers
- Misinformation
- Setting (Shelter/border/etc.)
- Working with foreign populations with a variety of statuses
- Multiple locations and dynamics of each location





# Successes

- Increased vaccine coverage
- Trust from the community
- Understanding hesitancy
- Tailored education across all age groups
- Network expansion





# Community Members Reached

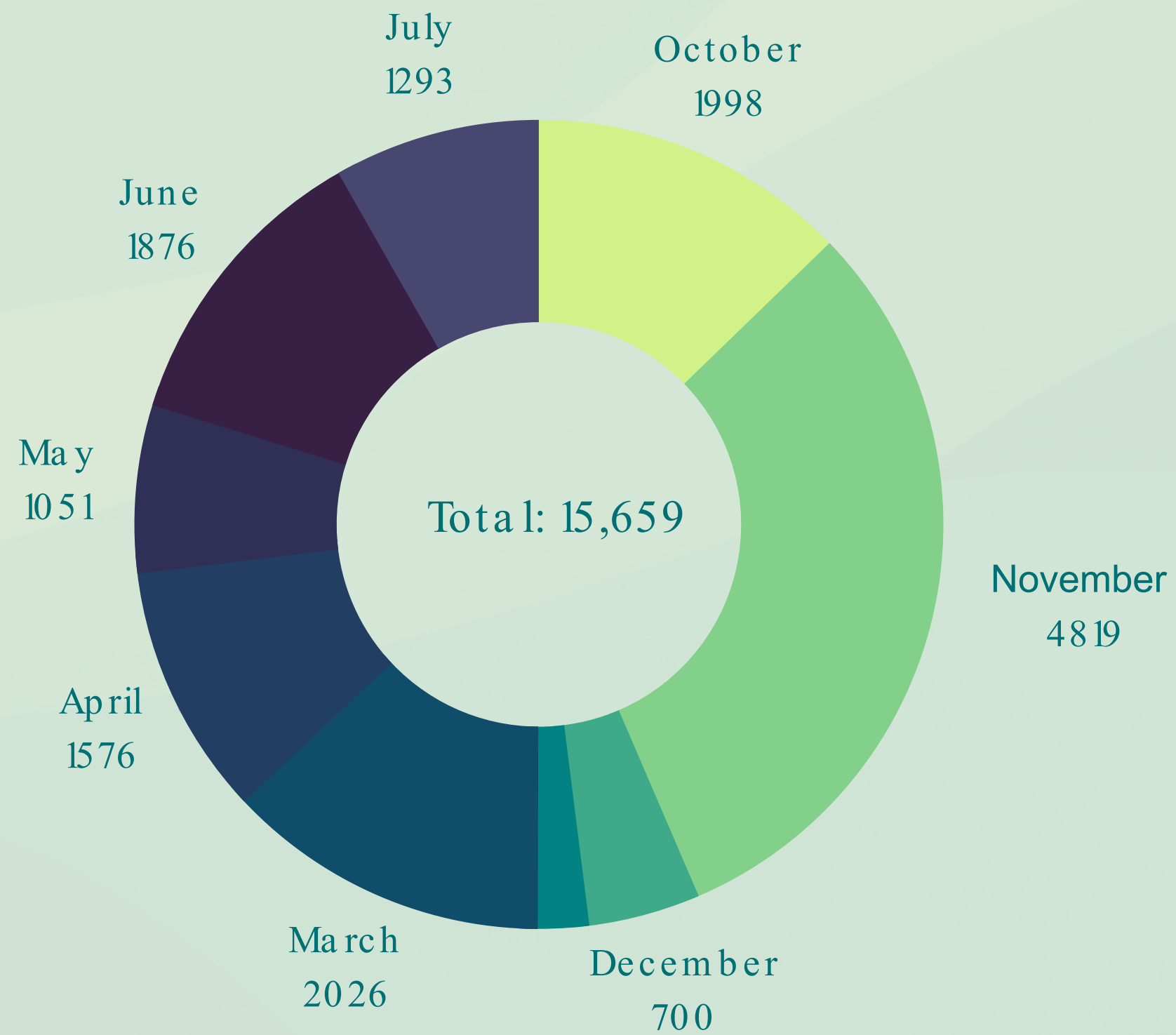
To date, CHWs under Proyecto Juntos interacted with over 62,000 community members.

This was done by attending various community events including food banks, the Mexican Consulates of Tucson, Nogales, and Douglas, health resource fairs, senior centers, schools, and other community events.



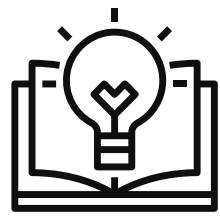


# Vaccines Administered in 2021



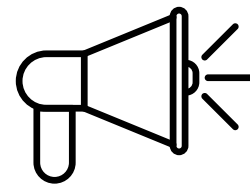


# Goals for the Future



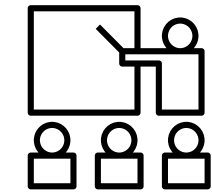
## Education

Continue vaccine  
education &  
resources in the  
community



## Advocacy

Provide ongoing  
support to  
community members

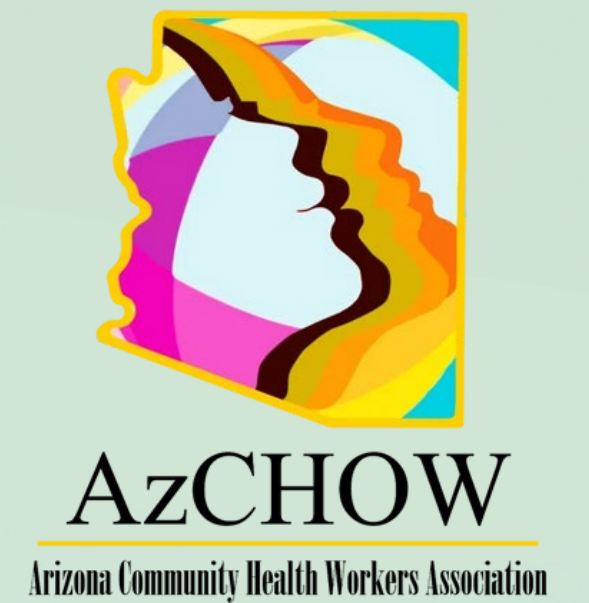


## Trainings

Continuous ongoing  
training to equip  
CHW work in the  
community



# Our Partners







*Thank you!*







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**SEAHEC**

**Southeast Arizona Health  
Education Center**