Proyecto Juntos

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

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Funded by the US Department of Health and Human Services
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 HRSA-funded 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:

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

Total: 15,659
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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