National Alliance for Hispanic Health
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PRESS RELEASE
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National Alliance for Hispanic Health Delivers New Social Media Narratives on COVID-19 Prevention and Vaccination— Supports "The Three Ws" Campaign

February 4, 2021. Washington, DC. "The toll of COVID-19 on Hispanic communities has been devastating. With more than 25 million cases in the country, COVID-19 death rates are 2.8 times higher for Hispanics compared to non-Hispanic whites. We have lost far too many and for far too long effective public health practices have not been adequately supported by policymakers," said Jane L. Delgado, PhD, MS, President and CEO of the National Alliance for Hispanic Health.

"Today in our ongoing efforts to support individuals and families with tools and information they can use, we are launching a bilingual campaign in support of addressing concerns about COVID-19 vaccination and encouraging vaccination in Hispanic communities as well as supporting "The Three Ws" ("Las Tres Ms" in Spanish) campaign that focuses on three steps to protect ourselves: Wear a mask, Watch your distance, and Wash your hands. All messages feature the bilingual and toll-free Su Familia Helpline (1-866-783-2645) for answers to questions and connection to services in your community," continued Dr. Delgado.

The graphic-based narratives are being distributed on social media through the Alliance's community-based organization network that provides health and human services to 15 million persons annually. They are also available on the Alliance's social media including Facebook (@healthyamericas), Twitter (@health4americas), and Instagram (@health4americas), as well as online at www.healthyamericas.org or in Spanish at www.nuestrasalud.org.

"We must each do our part and support each other. It is more important than ever that we all follow the three Ws, get vaccinated when our turn becomes available, and protect ourselves and each other. If we each do our part, together we will make it through this and be a stronger and more connected community and nation," concluded Dr. Delgado.

About the National Alliance for Hispanic Health (The Alliance)
The Alliance is the nation's foremost science-based source of information and trusted

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advocate for the health of Hispanics in the United States with a mission to achieve the best health for all. For more information visit us at www.healthyamericas.org