



We Are

HEALTH EQUITY

AUGUST 2022 – Volume 1, Issue 1

The Southern Nevada Health District's Health Equity Program was established with the goal of working alongside community partners to help increase awareness of, and minimize, the health inequities that hinder marginalized communities from reaching their full health potential.

The program's mission is to work in collaboration between Health District programs and community-based organizations to reduce disparities in health care access and service delivery to underserved populations using health equity strategies, increasing access to essential services, providing education and conducting community outreach.

[Click here to view the Health Equity Webpage](#)

We Are Health Equity

The Health Equity program is grateful to work alongside community organizations to support communities most impacted by COVID-19 and other health inequities. Our partners work diligently to provide services, education and other resources to a multitude of populations in Southern Nevada, including:

- Hispanic/Latinx
- Black/African American
- Asian/Pacific Islander
- People experiencing homelessness
- LGBTQ community
- Members of the Islamic community
- Immigrants and refugees
- Seniors 65+
- Low- to moderate-income households
- Medically underserved
- People with disabilities

Our partners are well-versed in the communities they serve and are trusted to be a resource for underserved populations. Though the COVID-19 pandemic has been the concentration of our collaboration — providing education, testing opportunities and improving vaccine equity — the collective goals of our partnerships are focused on increasing overall access to health and closing the gap between health disparities and those underserved populations.

Our Partners

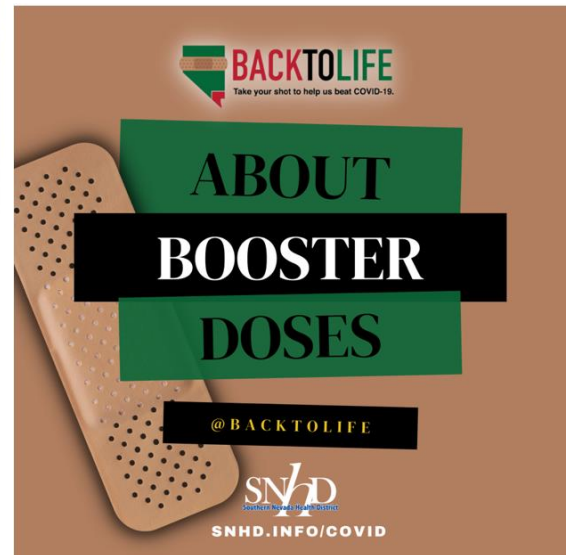


Engaging The Community

“Está En Tus Manos” is an integrated marketing campaign launched in Spanish for our Hispanic community- Está En Tus Manos became a staple and trusted voice in our local Hispanic community where people went for information about testing and vaccines. As one of our Health District COVID-19 grantees, Ericka’s team has been able to continue the “Está En Tus Manos” Campaign reaching to out to 3,747 people with 24,329 impressions within the first quarter of the grant. They successfully developed co-brand flyers and printed 1,500 flyers for five grantee organizations outreach events.



Our partners at Periwinkle Group continue to support the fight against COVID--19 as a leading marketing and PR agency. Their “Back to Life” campaign has been proactive in the community by encouraging folks to stay safe by getting vaccinated and staying up to date with their COVID-19 vaccines. The campaign not only reaches folks through social media, but by engaging and collaborating with faith-based leaders, creating op-eds for ethnic newspapers and providing public service announcements on ethnic radio stations. Periwinkle has been a vital partner in supporting our marginalized communities and communities of color.



HEALTH EQUITY HIGHLIGHT

August 26 marks the passing of the 19th Amendment, granting women the right to vote, and was designated as Women’s Equality Day in 1971.

Many powerful women in history have embodied what it means to fight for women’s rights — such as Susan B. Anthony, who delivered speeches for women’s right to vote; Frida Kahlo, who used her art to inspire conversations about female matters; and Malala Yousafzai, a Pakistani activist for women’s education.

Supporting Women’s equality is an ongoing movement and can look like buying from women-owned businesses; using your voice, work or art to express the female experience; and bringing awareness to taboo subjects such as equal pay, reproductive health, and equal household maintenance.

[Women’s Equality Day Resources](#)

CALL TO ACTION

In January 2019, nearly a year before COVID-19 made headlines, the World Health Organization (WHO) named vaccine hesitancy one of the top 10 threats to global health. Reasons why individuals may be reluctant or refuse vaccines vary but lack of confidence, culture, social environment, political affiliation, and misinformation are a few factors that can influence one's decision on vaccines.

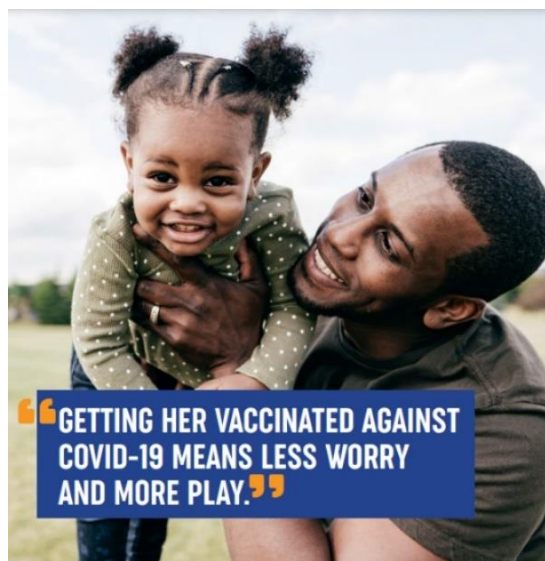
Vaccine confidence is the belief vaccines work, are safe and are part of a trustworthy medical system. When there is a strong confidence in COVID-19 vaccines in a community, more children, adolescents and adults will be vaccinated. This aids in reducing COVID-19 illnesses, hospitalizations and deaths.

Ways to help increase vaccine confidence within communities are:

- **Be a vaccine champion.** Share your personal reasons and vaccination story with others.
- **Talk to friends and family about being vaccinated.** Use clear, accurate and complete information from reliable sources on COVID-19 vaccines. Create an unbiased, inclusive space to encourage two-way communication, inspire trust and foster learning.
- **Address COVID-19 vaccine misinformation.** Share facts to counter inaccurate information. Be open to concerns to address questions and myths.
- **Celebrate your decision to be vaccinated.** Share your COVID-19 vaccination story on social media.

Being vaccinated and staying up to date is a way to protect yourself and those around you. To find where you can get a safe, effective, and free COVID-19 vaccine visit

<https://covid.southernnevadahealthdistrict.org/vaccine/distribution/>



“GETTING HER VACCINATED AGAINST COVID-19 MEANS LESS WORRY AND MORE PLAY.”



Safe and effective COVID-19 vaccines are available for everyone ages 6 months and older. Learn more about protecting your child at www.cdc.gov/covid-19/children-teens.html



“VACUNARLA CONTRA EL COVID-19 SIGNIFICA MENOS PREOCUPACIÓN Y MÁS DIVERSIÓN.”



Las vacunas contra el COVID-19 son seguras y eficaces, y están disponibles para todas las personas de 6 meses de edad o más. Obtenga más información para proteger a su hijo en www.cdc.gov/covid-19/children-teens.html

SELF CARE CORNER

Self-care means taking the time to do things that help you live well and improve both your physical health and mental health. A very important step to self-care is to stay connected. Start by sending someone a shout out. Here are some additional tips that can help you [stay connected](#) and active.



Altruistic August 2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 Set an intention to be kind to others (and yourself) this month	2 Send an uplifting message to someone you can't be with	3 Be kind and supportive to everyone you interact with	4 Ask someone how they feel and really listen to their reply	5 Spend time wishing for other people to be happy and well	6 Smile and be friendly to the people you see today	7 Give time to help a project or cause you care about
8 Make some tasty food for someone who will appreciate it	9 Thank someone you're grateful to and tell them why	10 Check in with someone who may be lonely or feeling anxious	11 Share an encouraging news story to inspire others	12 Contact a friend to let them know you're thinking of them	13 No plans day! Be kind to yourself so you can be kind to others too	14 Take an action to be kind to nature and care for our planet
15 If someone annoys you, be kind. Imagine how they may be feeling	16 Make a thoughtful gift as a surprise for someone	17 Be kind online. Share positive and supportive comments	18 Today do something to make life easier for someone else	19 Be thankful for your food and the people who made it possible	20 Look for the good in everyone you meet today	21 Donate unused items, clothes or food to help a local charity
22 Give people the gift of your full attention	23 Share an article, book or podcast you found helpful	24 Forgive someone who hurt you in the past	25 Give your time, energy or attention to help someone in need	26 Find a way to 'pay it forward' or support a good cause	27 Notice when someone is down and try to brighten their day	28 Have a friendly chat with someone you don't know very well
29 Do something kind to help in your local community	30 Give away something to help those who don't have as much as you	31 Share Action for Happiness with other people today				

ACTION FOR HAPPINESS Happier · Kinder · Together

<https://actionforhappiness.org/calendar>