

Protégete y Vacúnate: A Promotora Training Program to Increase HPV and COVID Vaccination

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PROMOTERS FOR BETTER HEALTH

Promoters for Better Health (PBH) mission is to apply the promotora model to bridge the clinical aspects of care with underserved populations while strengthening the community and empowering members.

PBH serves vulnerable and underserved communities in Southern California, including Los Angeles, Riverside, and San Bernardino counties. We provide free health education programs and referrals to resources.

BACKGROUND

- Every year, tens of thousands of American get sick from a disease that could be prevented by vaccines, including the Human Papilloma Virus (HPV) and COVID-19.
- Latinos are 48.6% of the population in LA County, but only 28.3% have received at least one dose of the COVID vaccine.
- Vaccination rates in Latinos are low for both HPV and COVID. Therefore, it is imperative to increase awareness of the importance of vaccination to prevent HPVrelated cancers and COVID.



GOAL

To address the disparity in vaccination rates in Latinos, the "Protegete y Vacunate!" program aims to promote HPV and COVID vaccination among Latinos in the Inland Empire and LA County using a promotora approach.







METHODS & OBJECTIVES

Objective 1: Develop Spanish HPV and COVID infographics.

 Promotoras led the development of an infographic using a co-design model during 4 focus groups.

Objective 2: Train **5** promotoras on HPV and COVID to increase awareness and promote vaccination of HPV and COVID among Latinos.

 Training sessions held via Zoom over 4 virtual sessions, for a total of 12 hours.

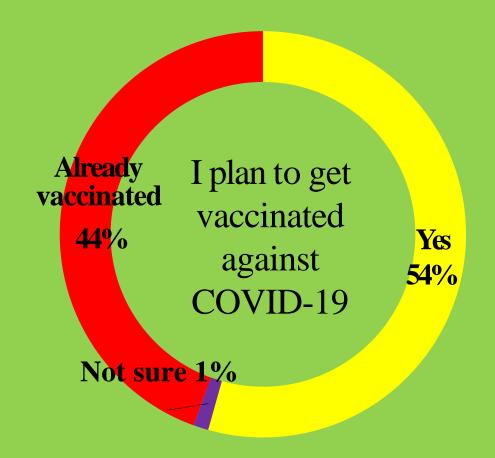
Objective 3: Educate **1,000** Latinos to increase awareness of HPV and COVID and promote vaccination.

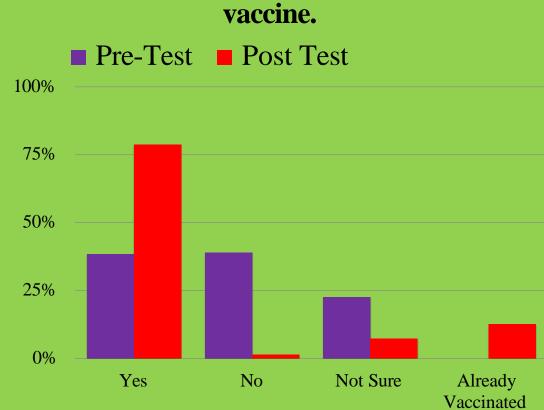
 Promotoras implemented the HPV and COVID curriculum virtually and provided an appropriate referral to HPV and COVID vaccination & resources.



RESULTS

- Trained a total of **72** promotoras
 - 93% female, 7% male; 99.6% Latino; 90% foreign-born; 47% < high school; 60% < \$25K HH income;
 - 43% Medi-Cal & 32% uninsured
- Promotoras reached a total of **1,326** adults during **50** virtual sessions
 - 80% stated that getting the HPV vaccine would protect their child from cancer
 - 82% stated that getting the COVID vaccine would help protect their family
 - 99.6% stated the information presented will help educate the community about the COVID & HPV vaccine.





My child has received/will receive the HPV

CONCLUSION

- Training promotoras and educating the Latino community in a virtual environment can be successful and lead to increased awareness, knowledge, and intent to vaccinate.
- Due to the pandemic, we pivoted to a new virtual method of training & teaching, it proved to be an effective and successful tool for outreach and broader dissemination.
- Our work and teachings online provide greater opportunities for those who would not have been able to attend in person.
- Future plans include developing more virtual programs, as well as hybrid programs to accommodate participants who are not able to travel to events.