A year into the Covid-19 pandemic, Latino and immigrant workers continue to die at 2.8 times the rate of white Americans. California’s immigrant and essential property service workers are among those hardest hit. In an effort to reduce vaccine and health inequities among property service workers, BSP launched a Covid-19 public health initiative. Working in collaboration with USWW, BSP launched a Covid-19 vaccine hotline, conducted digital outreach, Facebook Lives, and in-person canvassing to assist property service workers overcome vaccine misinformation and hesitancy.

**Summary of Covid-19 Hotline & Vaccine Education**

<table>
<thead>
<tr>
<th>Workers vaccinated:</th>
<th># Los Angeles</th>
<th># Orange County</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,185</td>
<td>384</td>
</tr>
<tr>
<td>Airport, Multi-Service, Allied, &amp; Janitorial</td>
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</tbody>
</table>

- BSP staff attended 12 vaccine clinics in Los Angeles & Orange County handing out over 2,048 vaccine information handouts.
- BSP also promoted Covid-19 vaccines and precautions in meetings and worksite classes reaching over 530 workers.

BSP Distributed PPE to workers in both Los Angeles and Orange County:

- 1,200+ Face shields
- 240+ boxes of face masks
- 96+ boxes of N95s facemasks

Answered over 318 Calls via the BSP Hotline specific to vaccine information. These phone calls were referred to USWW to help schedule vaccination appointments. BSP staff updated the contact information of all workers who called.

Six Facebook Lives partnering with USWW, Kaiser Permanente, and community physicians

1&2) February 24, 2021 BSP & USWW Vaccine Education Launch 1.5k views Spanish 1.3k views in English

3) March 2, 2021 BSP Vaccine Education Campaign Launch 499 Views

4) March 9, 2021 BSP & Kaiser Permanente Covid-19 Vaccine Q&A 168 Views

5&6) March 10, 2021 USWW & Physicians Coordinated by BSP 1.4k views in Spanish 826 views in English

Thanks to the support of several partners, including California Service Employees Trust Fund, The Sierra Health Foundation, the California Workforce Development Board and SEIU–USWW, BSP’s vaccine education campaign reached thousands of workers!
Essential workers and communities of color face extraordinary challenges to getting vaccinated including limited digital literacy skills, limited English proficiency, and vaccine misinformation. Through Covid-19 vaccine education and promotion, BSP & USWW strives for health equity by:

**Providing Culturally Relevant Health Information**

In receiving BSP resources, workers feel informed and confident to share the information with their families and communities, while learning best practices to protect themselves from the virus.

- Provide simplified culturally relevant information from health officials in English and Spanish.
- Answer frequently asked Covid-19 vaccine questions and address misinformation via the hotline, in person canvassing, or webinars/trainings.
- Connect workers with trusted messengers at Kaiser Permanente and community physicians.

**Increasing Access to Registration**

USWW workers live in some of the hardest hit areas, and are considered higher risk due to pre-existing conditions and their role as essential workers. The Covid-19 pandemic also highlighted the digital divide experienced by many workers.

- Hotline provides a non-digital registration option allowing workers to call in with questions and to register as Covid-19 "Vaccine Ready."
- "Vaccine Ready"- Workers ready to schedule a Covid-19 vaccine appointment at a USWW vaccination clinic or partner site.
- Opportunity for workers to speak with a trusted resource willing to listen and take the time to answer questions and provide clarification.

**Increasing Access to Vaccination Sites**

USWW offices hosted vaccination clinics providing a safe familiar space to workers. BSP attended many of the vaccinations sites to provide support and guidance to attendees.

- Familiar locations increases likelihood of attendance.
- Walk thru & Drive Up options available.
- Flexible hours of operation, weekdays & weekends.
- Appointments available in hardest hit areas.
- BSP staff passed out educational materials for workers to share with family and coworkers.

**May 2021 and Future Work**

- BSP will continue to promote Covid-19 vaccine education and safety protocols to USWW workers via social media, programming, and in-person events.
- BSP will continue to manage the Covid-19 hotline to answer worker’s questions and provide resources.
- BSP will continue to pass out PPE (face masks, gloves, disinfectant wipes) to USWW workers.
AMPLIFYING WORKER EXPERIENCES

Many workers stated their motivation for getting the vaccine was protecting their family, community, and colleagues at work. BSP is proud to elevate their stories via testimonial videos and social media posts.

“I spent a year in fear of infecting my child and wife every time I came home from work. We avoided family gatherings even though we missed them terribly.

However, the vaccine came to give us a little hope. I said to myself 'I know I have doubts, but it is time to protect my family, my colleagues and the tenants'.

I got the vaccine on their behalf, I feel very safe now knowing that I am not a danger to them. This is a great step in getting everything back to normal.

#GetToImmunity

-Francisco, Father, Husband, Janitorial Worker, Essential Worker

“I got a serious case of Covid-19 and I was very ill. I got the vaccine for my safety and that of my family.

I was scared to go out, and it wasn't until now that I got my vaccine, that I feel safe to go out for a walk at the beach, while still following precautions.

As janitors we have to be concerned about protecting tenants and all those who visit our worksites from Covid-19.

— JANET
Janitor

“I had my doubts and fears about the Covid-19 vaccine, But I started participating in BSP's Facebook lives. It was there that I asked questions, and the BSP team helped clarify my doubts.

I got the Covid-19 vaccine, and I'm happy. I did it to protect myself and others.

— CRISTINA
Janitor

For more information visit: www.buildingskills.org
Call: 408-430-3314 | Facebook: @BuildingSkills