

## Real-Time Information

During the pandemic, Conexión Américas COVID-19 related health messaging across our communications platforms targeting Spanish-speaking individuals had over 200,000 impressions. Our dedicated websites for general COVID-19 information and COVID-19 vaccine information had almost 5,000 visitors.

Building on our 'Yo Sí Uso Mascarilla' (I wear a mask) campaign in early 2020, we created a 'Juntos y Sanos' (Healthy Together) COVID-19 health campaigns sharing targeted messages about keeping each other safe, with a special emphasis around the holidays. As the COVID-19 vaccine became available, we launched a 'Vacunémonos' (Let's get vaccinated) campaign to

provide accurate and culturally relevant information in Spanish. Information from the CDC and health care providers addresses frequently asked questions, specific concerns of immigrant communities, current vaccine eligibility requirements, and diverse vaccination providers.

We adapted and shared vaccine research and communications from the Centers for Disease Control and Prevention (CDC), Metro Nashville Public Health Department, TN Department of Health, Vanderbilt University Medical Center, *The Economist*, A Safe Nashville Collaborative, and UnidosUS.

