

**OUR HUMANITY:
ADVANCING HEALTH LITERACY
COVID-19 IN BERNALILLO COUNTY**

U.S. Department of Health and Human Services Office of Minority Health

Bernalillo County and South Valley MainStreet

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NEW MEXICO COVID-19

- National data has widely demonstrated that COVID-19 has disproportionately impacted the health and wellbeing of racial and ethnic minorities.
- A 2021 analysis found that in New Mexico, the number of COVID-19 cases in a ZIP code is positively associated with socioeconomic disadvantages.
- New Mexico leads the nation in overall COVID-19 vaccine distribution, but according to the Centers for Disease Control and Prevention, the state fell short in vaccinating some of its most vulnerable residents during the initial roll out. In a report published in March 2021, the CDC ranked New Mexico 37th-lowest among 48 states in vaccine coverage for residents living in counties with “high vulnerability,” which is based on residents’ socioeconomic status and factors such as household composition, education and the number of people 65 and older.
- Albuquerque has experienced some of the highest rates of COVID-19 infections in the state.
- Now, in the second year of the pandemic, economic hardships experienced by Albuquerque’s most vulnerable residents, who tend to be people of color, have increased.

OUR HUMANITY: ADVANCING HEALTH LITERACY CAMPAIGN

- The Our Humanity: Advancing Health Literacy is a grassroots organizing strategy that was created, designed and is being led and implemented by People of Color and Indigenous community organizations. The Our Humanity: Advancing Health Literacy COVID-19 in Bernalillo County is a collaboration between Bernalillo County, grassroots community-based organizations, and the faith-based community.
- To address these issues, we propose to engage Albuquerque residents from key neighborhoods: South Broadway, San Jose, Santa Barbara Martineztown, South Valley, International District, La Mesa, Trumbull, Westgate, and that South Valley that have experienced disproportionate rates of COVID-19 infections, deaths, and economic costs associated with COVID-19 through a health literacy campaign.
- The campaign is designed to engage target communities by using culturally appropriate outreach and messaging community-based organizing strategies
- In addition to increasing knowledge about COVID-19 risks, prevention methods, safety strategies, and vaccines, the messages will serve as a tool to engage in direct outreach in these communities with the goal of linking community members to community development and economic development COVID19 resources and opportunities.

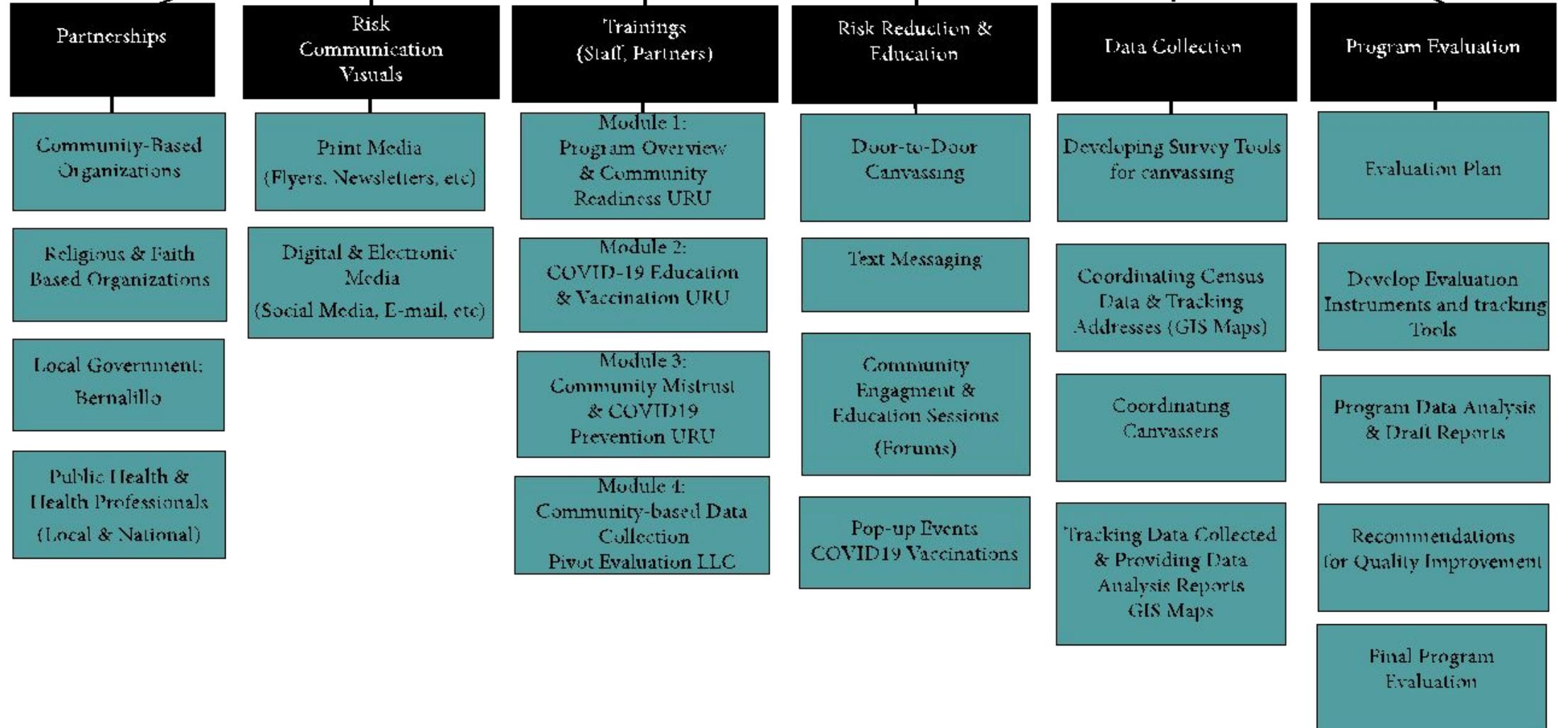
COVID-19 HEALTH LITERACY CAMPAIGN GOALS

- increase Albuquerque residents' ability to find, understand, and use COVID-19-related information;
- connect to community services that promote their health and wellbeing;
- engage with health care professionals to assess and inoculate against the COVID-19 threat;
- connect to other preventative health services;
- use the information received to inform their health-related decisions and actions;
- connect to economic supports that may help to reduce the burdens that could undermine indicated/preventative health practices.

Photos: 4th Annual La Familia Growers Market Back to School Giveaway and COVID19 Resource and Vaccination Pop-Up in the South Valley in July 2021



Our Humanity: Advancing Health Literacy COVID19 Bernalillo County



COVID-19 HEALTH LITERACY CAMPAIGN OUTCOMES

As a result of this health literacy campaign, we expect to see measurable increases in community residents' knowledge of the tools needed to protect themselves from COVID-19, increased participation in COVID-19 testing and vaccination, increased involvement in preventive health practices (such as mask-wearing, frequent handwashing, and physical distancing), increased connection to anti-poverty initiatives, and increased commitment to proven methods of keeping themselves, their families, and community safe.



Photos: 4th Annual La Familia Growers Market Back to School Giveaway and COVID19 Resource and Vaccination Pop-Up in the South Valley in July 2021