DEMOCRATIZING VACCINE JUSTICE
VACCINE EQUITY Meet the Coalition

No. of Partners: 25

No. of Immigrants Served: 295,543

Areas of Focus:
- California
- Texas
- New York
- South Dakota
- New Jersey
- Border areas
- ICE Detention Centers
ABOUT Vaccine Equity Coalition

WHY
Our un(der)documented immigrant communities are disproportionately under-vaccinated

WHAT
Our program (“Vaccine Equity”) empowers nonprofits with the technology and capacity to text, call, and reach over 295,000 immigrant families with trusted + accurate vaccine info

HOW
A coalition ~21 community-based nonprofits will leverage MyCamino platform to text and/or send information to immigrant families in California, Texas, New York, New Jersey, South Dakota, and along the border areas
Our coalition will employ a swath of outreach techniques to increase vaccinations amongst all immigrants.

- Bulk Texting (SMS + WhatsApp)
- Classroom Visits
- Popup Vaccine Clinics
- Workplace Vaccinations
- Online Videos
- Hotlines (Accessible in ICE Detention Centers)
We will record ~5 vaccine videos in English, Spanish, and Indigenous Languages
WHY IS THE IMMIGRANT POPULATION UNDERSERVED IN TERMS OF VACCINE OUTREACH AND ACCESS?

Undocumented immigrants face many hurdles to getting the vaccine. The challenges include language barriers, vaccine hesitancy, distrust of medical providers, fears surrounding immigration enforcement, and political circumstances. Our nonprofit partners adamantly state that aggressive enforcement and deportation efforts have raised concerns among immigrant communities about seeking medical care, including the COVID-19 vaccine. Although the vaccine is free to all, including those without insurance, our coalition of immigration-focused nonprofits fears that undocumented immigrants without coverage may be reluctant to get the vaccine, incorrectly fearing they will have to pay for it.

WHY IS THIS COALITION UNIQUELY POSITIONED TO HELP?

Our coalition’s secret weapon against vaccine misinformation is trust. We represent many immigrant groups with a proven track record of empowering immigrants with critical information and services. As the pandemic spiked, we sent over 50K texts to flatten the curve in Covid hotspot areas. A recent impact report showed 90% of those recipients felt more hopeful, 85% felt safer, and 76% felt the information about Covid-19 protocols was helpful.
Vaccine Equity Coalition

HOW MANY PEOPLE CAN THIS COALITION SUPPORT?

We expect to reach at least 295,607 refugees, asylum seekers, and immigrants with reliable information about the vaccine and then anticipate that at least 30%, or 32,909, will then get vaccinated. As a coalition, some of our partners, like GRM, run health clinics directly; some, like the Thai Community Development Center, are working directly with local clinics. As such, we can compare our data with the actual number of vaccinations at our partner-run clinics to track efficacy.

HOW WILL YOU MEASURE SUCCESS?

We will send surveys focused both on outputs and outcomes. Each beneficiary will receive two short surveys on their mobile phones, one prior to the vaccination and one post. Outputs will include the number of people who received information relating to the vaccine, the number of people who made an appointment, and the number of people who received their first dose. Outcomes will focus on the number of people who shared the mobile information they received regarding the vaccine, the number of people who felt informed about the vaccine, its benefits, and the number of people who felt safe in choosing to get vaccinated. We’ll collect qualitative metrics, including what barriers beneficiaries see to their receiving the vaccine (with a drop-down menu of options including difficult access, perceived cost, perceived health risk, fear due to immigration status, and more).
READY TO JOIN?

bart@mobilepathways.org
OUR MISSION

We are the bridge connecting immigrants to advocates and services via trusted mobile technology.
OUR SOLUTIONS

We provide immigration advocates with instant intelligence, mobile technology, and reliable information to build permanent pathways for immigrant and refugee justice.

1 SECURITY
We securely gather regional and national information to advance immigrant and refugee justice.

2 COMMUNICATIONS
Advocates can share vital updates via text (SMS or WhatsApp, in any language) to their clients.

3 EFFICIENCY
We bring and contextualize insights that advocates need for a strong litigation strategy.
WE BUILD CONNECTIONS

OUR PARTNERS
IMMIGRATION ADVOCATES
GET
- Data Security
- Efficiency
- Amplified Outreach

CONNECTING

OUR BENEFICIARIES
INTENDING IMMIGRANTS
GET
- Informed
- Prepared
- Safety