



# Engaging the Hispanic / Latinx Community in Fairfax County

Carla Paredes Gomez  
Community Health Specialist

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# Community Outreach Team

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## What we do:

Our job is to act as a communication, knowledge and capacity-building bridge between the Health Department and the diverse ethnic and minority communities within Fairfax County.



# Community Outreach Team

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## We do this by:

Establishing and maintaining effective relationships and networks with individuals and organizations, such as:

- County agencies, divisions and programs
- Fairfax County Public Schools and Universities
- Churches and Faith-based Communities
- Community-based Organizations
- Businesses – Hispanic Chamber of Commerce
- Apartment Complexes – Property Managers
- Community Champions



# Community Outreach - COVID-19 Response

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- In- Depth Interviews
- Community Meetings (Focus Group)
- Word-of-mouth - Communication Strategy
- Community conversations – Town Halls
- “Boots on the ground”
- Door to Door campaigns
- Fairfax County CareVan



# Word-of-mouth - Communication Strategy

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- Weekly blurbs
- Health Department Call Center: 703-267-3511
- COVID-19 Vaccine Hotline: 703-324-7404
- Text Alerts: FFXCOVIDESP to 888777
- Vaccine Stories Playlist
- County Website / Blog / Language portal
- Health Department Website
- Media platforms: Facebook- Facebook live, WhatsApp, Twitter, YouTube
- La voz del Condado de Fairfax – Radio



# Current and available information!

<https://www.fairfaxcounty.gov/covid19/language-portal>

COVID-19 Updates: Vaccinations, Testing and More

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Home ▶ COVID19 ▶ COVID-19 Language Portal

      Translate

## COVID-19 Language Portal

 Share

Here's where you'll find select information about COVID-19 translated into top languages spoken in Fairfax County. The information includes documents, videos and audio files. View information in these languages:

- [Spanish / Español](#)
- [Vietnamese / Tiếng Việt](#)
- [Korean / 한국어](#)
- [Chinese / 中文](#)
- [Arabic / العربية](#)
- [Urdu / اردو](#)
- [Farsi / فارسی](#)
- [American Sign Language](#)
- [Other Languages](#)

# Language Portal



COVID-19 Portal; Masks Required at County Facilities

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## NOTICIAS POR VIDEO



## NOTICIAS POR AUDIO

Charlas Comunitarias

Charlas semanales sobre temas importantes para la comunidad

Lo que necesita saber acerca de la inflamación cardíaca

Información sobre vacunas escolares

Precaución con juegos pirotécnicos. Y también, detalles...

¿Cuáles son las consecuencias que pueden ocurrir al desec...

¿Necesita ayuda para pagar su servicio de internet? Charlas...

Datos sobre vacunas para adolescentes e información...

Todas las personas mayores de 12 años son elegible...

Aclaración de mitos | Charlas Comunitarias (6-7-21)

Charlas Comunitarias



# Text Alert - Stay up to date!



Regístrese para recibir actualizaciones en Español por mensaje de texto.

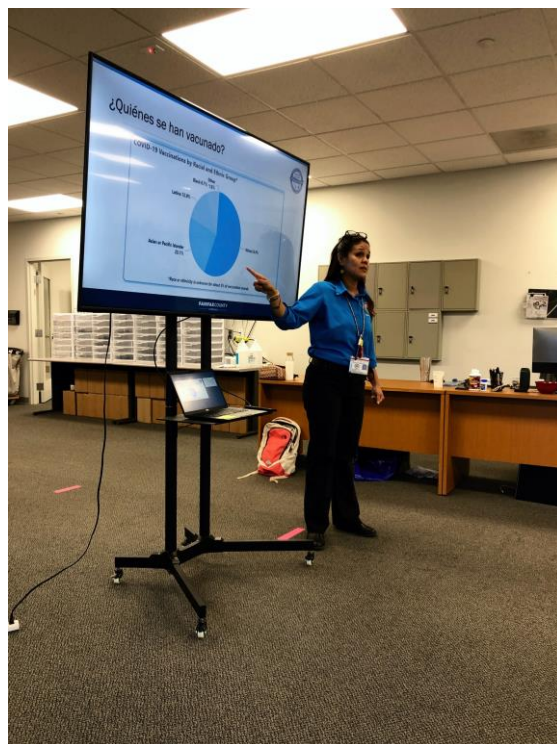
*(SIGN UP FOR TEXT UPDATES IN SPANISH)*

Envíe un mensaje de texto con  
**FFXCOVIDESP**  
al **888777**

FAIRFAX COUNTY  
VIRGINIA



# Community Conversations



# “Boots on the Ground”



# Door to Door Campaigns



# Fairfax County CareVan



# Partnership



# Partnership



# Partnership



# Partnership





# Partnership





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# Thank you!

Carla Paredes Gomez

[Carla.paredesgomez@fairfaxcounty.gov](mailto:Carla.paredesgomez@fairfaxcounty.gov)