

HÉROES DE SALUD



IMPACT REPORT | 2021

Dear Health Champions,

It is with immense gratitude that we share this Impact Report with you. The past 18+ months have been a challenging time for everyone, and especially so for underserved and underrepresented communities. The COVID-19 crisis exposed long-standing systemic health and social inequities that put Latinx and other people of color at greater risk for getting sick and dying from COVID-19.

In response, the Oregon Latino Health Coalition leveraged its platforms, programs, and partnerships to bring educational resources and assistance to thousands of Latinx households across our state, while at the same time we worked diligently and passed legislative reform that would ensure all low-income Oregonians are eligible for the Oregon Health Plan regardless of immigration status.

We know that to advance public health for all, and health equity for the Latinx community specifically, we need to take action on the individual, family, community, and systems levels. OLHC has proven to be uniquely effective at working across these levels to drive meaningful change.

We couldn't do this important change work without our partners and supporters. We are deeply grateful to you.

Juntos Podemos,

Olivia Quiroz
Executive Director

Hilda Escalera Gonzalez
Board Co-Chair

Elena Rivera
Board Co-Chair



THE TEAM



Olivia Quiroz
Executive Director



Anakaren Gutierrez Sandoval
Community Health Worker



Josué Peña Juarez
Program Manager



Yessenia Melchor Baltazar
Community Health Worker



Rubi Gonzalez Ruelas
Operations Coordinator



Delfina Andrade
Community Health Worker



Claudia Ramirez
Community Health Worker



Diana Meneses Krajeski
Community Health Worker

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Board Member

OUR WORK

AT THE INDIVIDUAL & FAMILY LEVEL

14,500 PEOPLE WERE ASSISTED BY OUR PROMOTORAS
COMMUNITY HEALTH WORKERS TEAM.

- Our Promotoras distributed 100 Wellness Baskets containing thermometers, PPE, hand sanitizer, and oximeters.
- At 70 testing and vaccination clinics we provided PPE gear, including N95 masks to 400 farmworker families during the wildfire season.
- 12,000 Latinx community members received system navigation, health education, and enrollment services to the Oregon Health Plan.
- We provided \$185,000 in financial assistance to Latinx households impacted by COVID-19 to use for food, rent, and other basic needs.

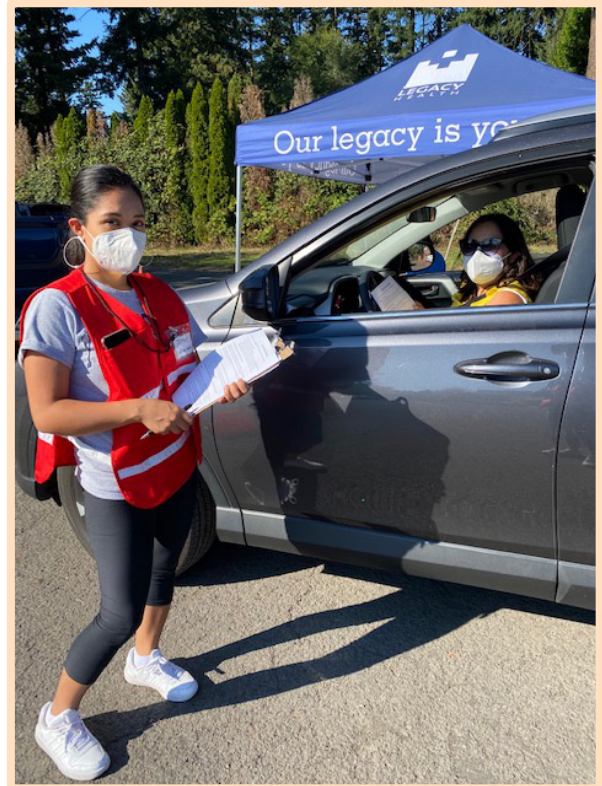


Promotora

A “promotora” is a lay Latinx community member who is a trusted member of the community they serve. This trusting relationship enables promotoras to effectively serve as a bridge between health and social services.

AT THE COMMUNITY LEVEL

- We distributed 8,000 educational materials in Spanish and indigenous languages at community health fairs, including critical information about COVID-19 and OHP.
- Our Promotoras held Comunitarias sessions through Zoom and Facebook Live to give people opportunities to ask questions on vaccine hesitancy.



WE LAUNCHED THE VACÚNATE OREGÓN CAMPAIGN TO ADDRESS VACCINE MISINFORMATION AND BUILD VACCINE CONFIDENCE.

WE REACHED
50,000
PEOPLE

THROUGH 5 YOUTUBE PSAs AND 6,000 LISTENERS OF SPANISH SPEAKING RADIO STATIONS THROUGH 4 RADIO PSAs.

We quadrupled our Facebook followers through social media outreach.

AT THE SYSTEMS LEVEL

OREGON IS LEADING NATIONAL HEALTH CARE REFORM
OLHC LEAD THE PASSAGE OF COVER ALL PEOPLE, A
\$100 MILLION LEGISLATION THAT WILL SERVE UP TO
100,000 UNDOCUMENTED AND UNINSURED ADULTS
THROUGH THE OREGON HEALTH PLAN.

SERVED AS
THE LEAD
ORGANIZATION
IN THE COVER
ALL PEOPLE
COALITION

RECEIVED
65
ENDORSEMENTS

FROM:

- HEALTH SYSTEMS
- COMMUNITY-BASED ORGANIZATIONS
- UNIONS
- ELECTED OFFICIALS
- OTHER HEALTH CHAMPIONS

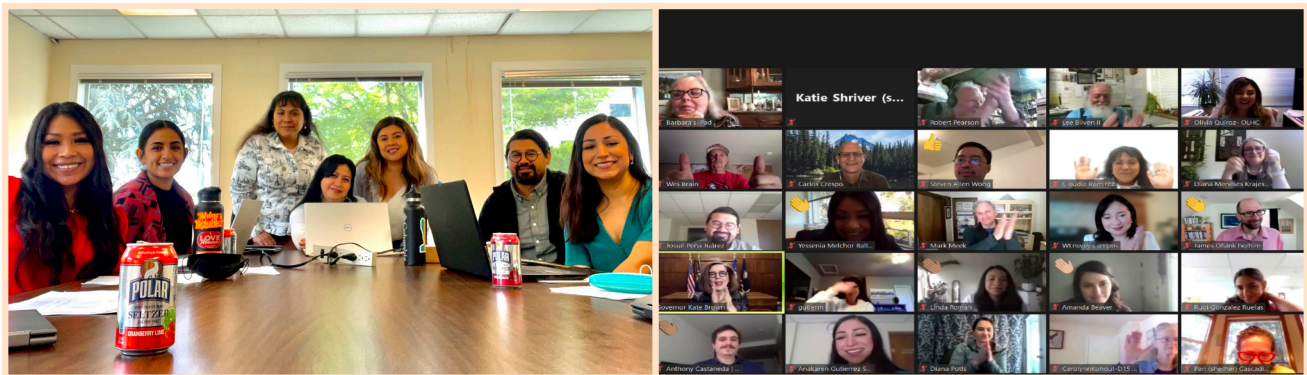


- Convened the Virtual Advocacy Day in partnership with SEIU, which featured more than 70 constituents who spoke to their State Representatives on why providing health care coverage to all is a human right.

- We also led policy conversations at state and local levels to raise awareness about the disproportionate impact of COVID-19 on the Latinx community. Through these advocacy efforts and the help of coalition members, the State and Multnomah county re-allocated funds for the Latinx community to use to reduce these health disparities.
- In addition to increased funding, our advocacy efforts led to the development of a state-wide plan to address disproportionate rates of COVID-19 infection, hospitalization, and deaths. The Governor’s Office convened a Latinx COVID-19 Response Team that met monthly and OLHC has had a seat at this important table.
- We endorsed and supported legislative priorities for many of our community partners including; immigration policy, behavioral health for BIPOC communities, and declaring racism a public health crisis.

“Working to pass Cover All People alongside OLHC was absolutely my office’s biggest accomplishment over the session and I couldn’t be more proud. It’s past time we recognized health care as a human right and treated our undocumented neighbors as what they are: human beings who work hard, who are integral parts of our communities, and who love their families, get sick, and deserve care.”

- Representative Winsvey Campos



MISSION STATEMENT

Dedicated to eliminating health disparities affecting Oregon Latinas and Latinos through leadership, collaboration and advocacy.



PROGRAMS

- **Strategic Partnerships & Coalition Building:** We partner with allied organizations, public health agencies, and healthcare systems to identify, prioritize, and address Latinx health needs.
- **Policy Advocacy:** We leverage our partnerships to advocate for policies that advance health equity for Latinx.
- **Community Outreach and Education:** We remove barriers to accessing care using the Community Health Worker model to provide outreach, education, and system navigation services.



HÉROES
DE SALUD



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