



For Immediate Release
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NALEO Educational Fund Launches *Juntos Podemos* Campaign to Empower Latinos against COVID-19

LOS ANGELES – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today announced the *Juntos Podemos* (Together We Can) campaign to empower Latinos to stop the spread of COVID-19, increase vaccine uptake, and combat misinformation.

Latinos need accurate and timely information from trusted sources around the safety, effectiveness, accessibility, and experience of obtaining the COVID-19 vaccine. [Research](#) shows that Latinos put stock in the advice of trusted messengers like doctors and medical experts as well as trusted members from within the community. This is why NALEO Educational Fund, in partnership with Kaiser Permanente, has launched the *Juntos Podemos* campaign to empower the Latinos in the fight against COVID-19.

This three-pillar [campaign](#), sitting at the intersection of public health awareness and community empowerment, seeks to promote public health recommendations to stop the spread of the virus, encourage and inform community members about the safety and effectiveness of vaccination, and fight back against the widespread misinformation that exists around the virus and vaccination so that together, we can foster an even more resilient Latino community.

In addition to providing the most up-to-date and data-driven information on reducing the spread of the virus and increasing vaccine uptake, the *Juntos Podemos* campaign will engage Latino policymakers and other Latino leaders in local organizations, healthcare, and the community so that they are equipped with the best information and tools to reach Latinos with effective messages to combat COVID-19. These efforts will utilize digital and traditional outreach methods to reach the Latino community at a large scale across Southern California.

“The *Juntos Podemos* campaign is about unity and togetherness among Latinos as we combat COVID-19,” stated NALEO Educational Fund CEO Arturo Vargas. “While the virus knows no demographic bounds, its spread and effects have disproportionately devastated Latinos and other communities of color. Additionally, the inequitable access to vaccines has exacerbated the crisis. We need to take action now. Our organization’s partnership with Kaiser Permanente on strategic and robust community outreach is a critical element to us being able to empower Latinos on this issue.”

“Kaiser Permanente is honored to partner with NALEO Educational Fund to bring an end to the devastating impact of COVID-19 on Latinos across the country,” stated Julie Miller-Phipps, President of Kaiser Permanente Southern California and Hawaii Health Plan and Hospitals.

“Together, we can help empower individuals and communities to protect themselves and their families and provide sound information about life-saving vaccines.”

For more information, please visit <https://naleo.org/juntospodemos> or text JUNTOSPODEMOS to 97779.

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About NALEO Educational Fund

NALEO Educational Fund is the nation’s leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.

About Kaiser Permanente

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America’s leading health care providers and not-for-profit health plans. Founded in 1945, Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve.