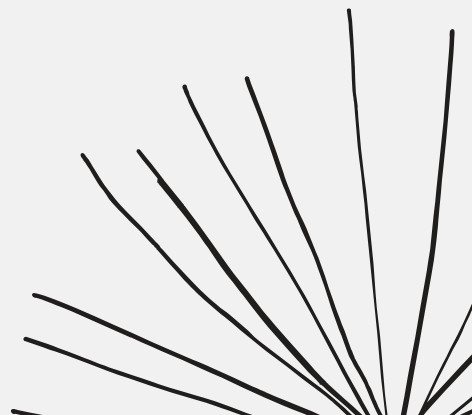


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JOIN US FOR THE INAUGURAL
**KICK OFF
CELEBRATION**

for the
**ADVANCING
HEALTH LITERACY
PARTNERSHIP GRANT**
to promote equitable health messaging
and outreach in our community.

**LAUDERHILL
HEALTHY
YOU**
HEALTHY FAMILY • HEALTHY COMMUNITY

DATE
AUG. 25, 2022
THURSDAY

TIME
3:00 - 5:00 PM

LOCATION
CITY OF LAUDERHILL
5581 W. Oakland Park Blvd.
Lauderhill, FL 33313

**WELCOME TO BUSINESS OWNERS
& COMMUNITY LEADERS**

**QUALIFIED
COMMUNITY PARTNERS
WILL BE ELIGIBLE TO
RECEIVE UP TO \$24,000**

PLEASE RSVP
laudershillah.com/kickoff

This contract is supported by Award Number HCBMP21250-01-00, issued by the Office of Assistant Secretary for Health of the US Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$3,875,000 million with 100 percent funded by the Office of Minority Health (OMH). The contents are solely the responsibility of the author(s) and do not necessarily represent the official views of, nor an endorsement by the Office of Minority Health (OMH), or the U.S. Government. For more information, please visit <https://minorityhealth.hhs.gov>.



Background:

The City of Lauderdale was awarded a grant to advance health literacy and enhance equitable community responses to COVID-19. The grant was awarded by the United States Department of Health and Human Services Office of the Assistant Secretary for Health and Office of Minority Health in response to the pandemic's impact on communities like ours.

The grant directly addressed inequities in racial and ethnic minority populations and other socially vulnerable populations, including racial and ethnic minority communities.



Campaign Objectives:

The primary goal of the Lauderhill Advancing Health Literacy project was to provide culturally and linguistically Covid-19 information in plain language to the minority population in the city of Lauderhill.

This campaign allowed participants to better understand basic medical information and be empowered to make informed decisions.

The success of this campaign was assessed and measured by residents, local businesses and community partners completing unique surveys produced by campaign partner NOVA University.




Resident reached 80,000+

Since kicking-off in August 2022, the campaign has continued to increase the awareness of healthier living by providing culturally and linguistically Covid-19 information...

Vaccination and/or Boosters 492

Lauderhill Healthy You facilitated the administration of 492+ COVID-19 vaccines and boosters, significantly contributing to our community's vaccination rates.

The efforts in dispelling misinformation, providing accurate information, and promoting vaccine accessibility have played a vital role in protecting the health and well-being of our residents and workforce.



Strategies and Initiatives:

Presentations are communication tools that can be used as lectures, speeches, reports, demonstrations, and more.

Strategy

Lauderhill Healthy You implemented a comprehensive marketing strategy focused on COVID-19 prevention and awareness.

Our digital and social media campaigns effectively reached a diverse audience, including content creation, pay-per-click advertising, email marketing, mobile vehicle wrapping, promotional team, and social media engagement.

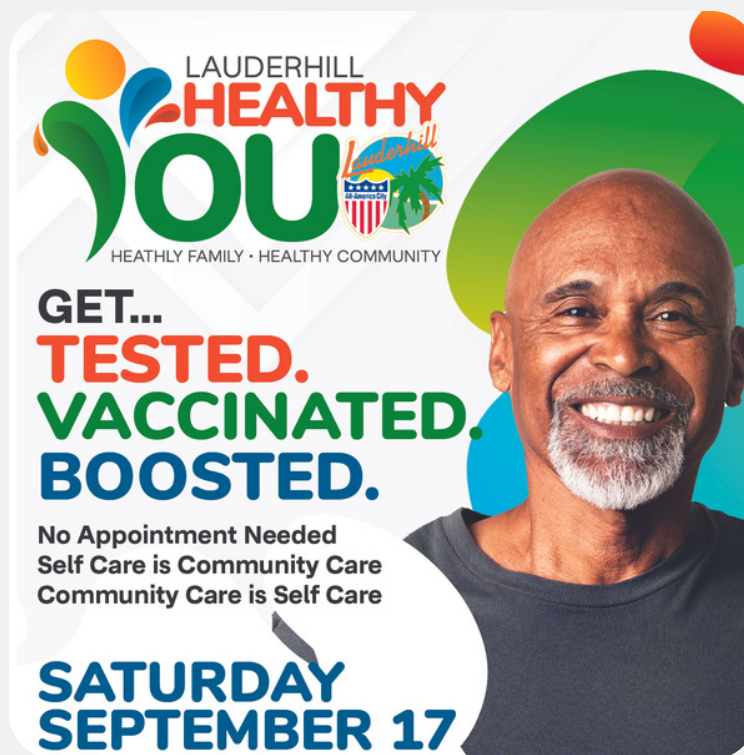
Traditional media channels, such as print, radio, and television, were utilized to amplify accurate information and combat misinformation.



Initiative

Lauderhill Healthy You's unwavering dedication to COVID-19 prevention and awareness has been instrumental in removing misinformation barriers and increasing vaccination and booster rates in our community.

Our commitment to health literacy, accessibility, and community engagement has significantly impacted the overall health landscape of Lauderhill.





Community Engagement:

Outcome 1: To what extent have participants improved their health literacy (knowledge) around COVID-19 transmission and vaccination?

Lauderhill Healthy You sought to measure the program's impact on participants' health literacy related to COVID-19 transmission and vaccination.

Through pre- and post-intervention assessments, participants' knowledge levels were evaluated using quizzes, surveys, and interviews. By comparing the results before and after the program, Lauderhill Healthy You assessed the extent to which participants' health literacy improved.

This evaluation provided valuable insights into the program's effectiveness in enhancing participants' knowledge and understanding of COVID-19 transmission and vaccination.



Business Outreach

11,927

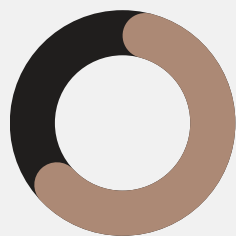


Resident Outreach

36,945



By the Numbers



Residents

36,945



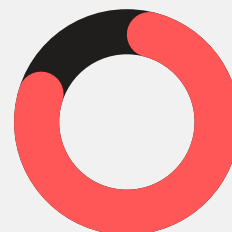
Healthcare Provider

74



Business Outreach

11,927



Focus Groups

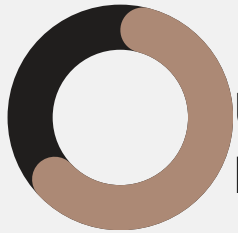
4 Community
Focus Groups

Lauderhill Healthy You fostered partnerships with public health agencies and healthcare providers to expand access to vaccination and testing sites.

By collaborating with these organizations, Lauderhill Healthy You aimed to increase awareness among minority populations about the importance of preventive care and the availability of services.

This intervention sought to improve knowledge of health risks and increase the community's utilization of vaccination and testing services.

Partnerships and Stakeholders



Small Business Used

Used over **36** different small business for Community Events



Events

Attended and planned 30+ community events



Teach Backs

Facilitated the teach backs at over 18 events throughout the community



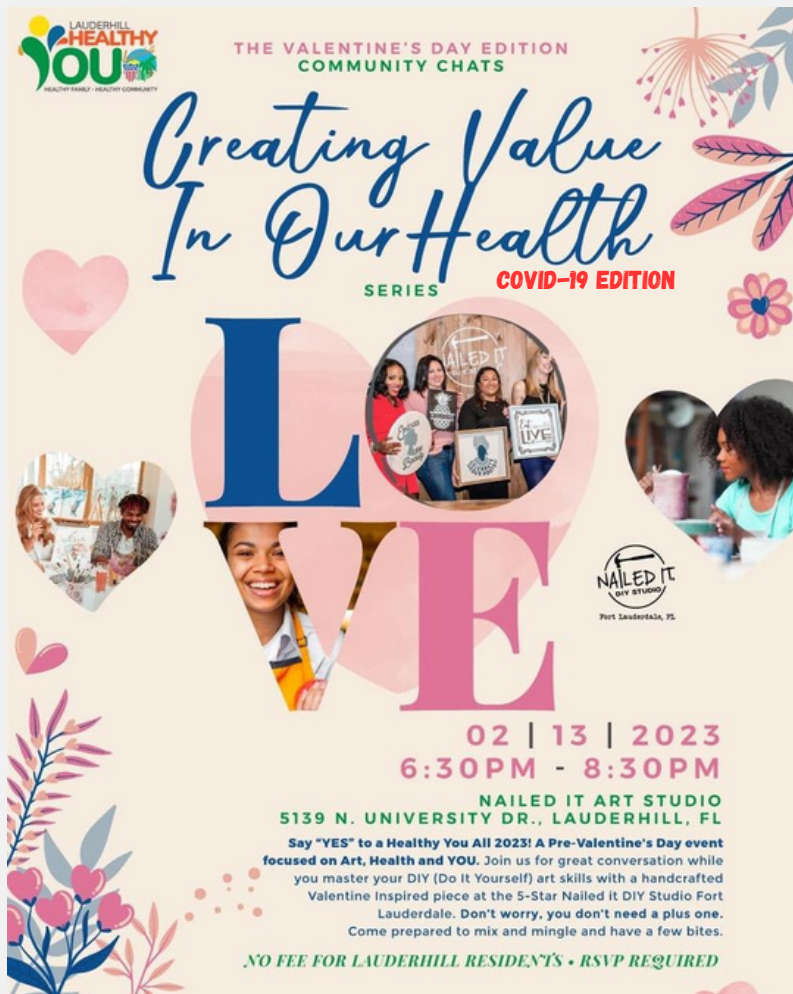
Community Partners

Worked with over 24 Community agencies during the campaign



Events

Lauderhill Healthy You implemented comprehensive marketing strategies focused on COVID-19 prevention and awareness. Our digital and social media campaigns effectively reached a diverse audience, including content creation, pay-per-click advertising, email marketing, mobile vehicle wrapping, promotional team, and social media engagement. Traditional media channels, such as print, radio, and television, were utilized to amplify accurate information and combat misinformation



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PASS THE MIC ON
PUBLIC HEALTH

A ROUNDTABLE
DISCUSSION ON

COVID-19

MENTAL HEALTH
VIOLENCE PREVENTION
HEALTHY HOMES

April 5
WEDNESDAY
6PM - 8PM

CITY OF GRACE FLORIDA
4412 N UNIVERSITY DRIVE
LAUDERHILL

FREE RSVP
FREE FOOD
FREE GIVEAWAYS

LAUDERHILLAHL.COM

LAUDERHILL
HEALTHY
YOU
HEALTHY FAMILY - HEALTHY COMMUNITY






LAUDERHILL
HEALTHY
YOU
HEALTHY FAMILY - HEALTHY COMMUNITY

LAUDERHILL HEALTHY YOU present

LET'S TALK

Covid-19 Edition

CHECK IN WITH THE DOC

DEFEAT COVID-19

with Dr. Shawnette Saddler

APRIL 14 • 7PM

THE MEETING PLACE
4500 Inverrary Blvd
Lauderhill, FL 33319

VACCINE & BOOSTERS

- HANDWASH
- USE TISSUE WHEN SNEEZING
- WEAR A MASK
- WEAR A GLOVE
- HAND SANITIZER
- CLEAN & DISINFECT




Events

Lauderhill Healthy You's unwavering dedication to COVID-19 prevention and awareness has been instrumental in removing misinformation barriers and increasing vaccination and booster rates in our community.

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LAUDERHILL
HEALTHY
You
HEALTHY FAMILY • HEALTHY COMMUNITY

Good Health Wins

Community Partners Mixer
April 18, 2023 THE COVID-19 EDITION
6pm-8pm

4200 NW 16 Street, Lauderhill, 33313
REFRESHMENTS • DOOR PRIZES • GIVEAWAYS

LIMITED SPOTS AVAILABLE **RSVP Now**

Sponsored by  **THE BYNES TEAM**





Lauderhill Healthy You's unwavering dedication to COVID-19 prevention and awareness has been instrumental in removing misinformation barriers and increasing vaccination and booster rates in our community.

Our commitment to health literacy, accessibility, and community engagement has significantly impacted the overall health landscape of Lauderhill.



INSPIRADO VIDA Covid-19 Edition

Enjoy Latin inspired food and music and hear about the benefits of COVID-19 vaccinations from community health organizations and advocates.

Featuring Guest Speaker
Wolf Thomas
Hispanic Unity

Live Music
Featuring
Latin Music Artist
Tairon Aguilera

LOCATION
RANCHO NANDO LATIN BAR & GRILL
5200 N University Drive, Lauderhill, FL

REGISTER NOW

Start 5 PM - 7:30 PM
APRIL 19 2023

Online registration at
LAUDERHILLAHL.COM






Faith & Wellness COVID-19 Community Health Resource Fair

Sunday,
April 23, 2023

9:30AM-12:30PM

SAINT JOHN METHODIST CHURCH
1520 NW 5TH ST.

FREE

Health
Screenings &
COVID-19
Vaccinations
Available



REFRESHMENTS & GIVEAWAYS

REGISTER ONLINE TODAY!
LAUDERHILL.AHL.COM



Nourish

MIND. BODY. SOUL.

May
20th



*A Day Designed to Provide Tools, Experiences, and Products
to Help Women of Color Create a Pathway to Wellness.*

*There'll be restorative session and classes—for the spirit,
for the body, and for the mind - plus our hands-on*



The event will include information booths and displays from local organizations and agencies offering resources and support related to COVID-19





#COVID-19PREVENTION

f @

HOSTED BY
RAYZOR
COMEDIAN



LAUDERHILL HEALTHY YOU
HEALTHY FAMILY • HEALTHY COMMUNITY

**SAT.
JUNE 3
6-8PM**

MAN UP FOR MEN'S HEALTH

**PHYSICAL HEALTH
MENTAL HEALTH
SPIRITUAL HEALTH**

COVID TESTING • VACCINES
FOOD DEMONSTRATIONS
HEALTH ACTIVATIONS • GAMES
DISCUSSIONS • CIGAR LOUNGE
MUSIC • GIVEAWAYS & RAFFLES

**RSVP
FREE ENTRY**

NAILED IT!
DIY STUDIO
Fort Lauderdale, FL

DIY STUDIO
5139 N UNIVERSITY DR
LAUDERHILL, FL 33351

INFO & RESERVATION
IN CAPTION BELOW

LAUDERHILLAHL.COM



Thank You

