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PRESS RELEASE

For Immediate Release

Vaccine hesitancy campaign unveils innovative ways to meet people in their neighborhood with the “Take YOUR Shot Campaign”

TUCSON, AZ – (May 20, 2021) Arizona Center for Empowerment, and their sister organization, LUCHA AZ, are nationally recognized leaders in community organizing and will use their get out the vote efforts to inform people about vaccines available in their neighborhoods. Using similar tactics of canvassing and phone banking, Arizona Center for Empowerment will provide grassroots outreach to Pima County residents to encourage them to take the COVID-19 vaccine and to help address barriers to vaccination. Anna Rojo Keene, Vaccine Campaign Manager for Arizona Center for Empowerment says, “Black, Brown, and Indigenous communities have disproportionately faced barriers in healthcare access throughout the pandemic and into the vaccination distribution. Our campaign will utilize our presence in the community to conduct outreach, provide logistical and technological support, canvassers, and volunteers to reach people at home and in the community to increase vaccine access and awareness.” This campaign will address vaccine hesitancy in Pima County for the Latinx Community with cultural competence and equity.

This effort is funded by the Pima County Health Department, United Way of Tucson and Southern Arizona, Tucson Electric Power, Community Foundation for Southern Arizona, and Pima Council on Aging through federal CARES Act funds.

In addition to the grassroots outreach provided by the Arizona Center for Empowerment, Pima Council on Aging is launching a broad-based bilingual marketing campaign featuring University of Arizona Women’s Basketball Coach, Adia Barnes, President and CEO of the United Way of Tucson and Southern Arizona, Tony Penn, Owner of Tucson Appliance Company, Chris Edwards, Local Entrepreneur, Edmund Marquez, President and CEO of YWCA Southern Arizona, Magdalena Verdugo, and former University of Arizona Vice President and former State Senator Jaime Gutierrez. The campaign will feature television, radio, print, and social media advertisements encouraging older adults and those who care for them to get their COVID-19 vaccination.

These business, non-profits and community organizers are excited to launch the “Take Your Shot Campaign”. Their goal is to see an uptick in vaccinations in Pima County.

Press Conference

Monday, May 24, 2021 at 10AM

**Pima Council on Aging’s Katie Dusenberry Healthy Aging Center
600 S. Country Club Rd.**

******* Interviews available after the press conference*******

Arizona Center for Empowerment: Anna Rojo Keene, Vaccine Campaign Manager

Pima Council on Aging: W. Mark Clark, President & CEO

Pima County Health Department, Dr. Theresa Cullen, Director

Community Foundation for Southern Arizona: Mark Montoya, Interim President & CEO

United Way of Tucson and Southern Arizona: Tony Penn, President & CEO

Tucson Electric Power: Wendy Erica Werden, Manager of Community Investment and Philanthropy

Spanish Interpretation: Melissa Garcia, Managing Director for Arizona Center for Empowerment/LUCHA AZ

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United Way of Tucson
and Southern Arizona

