



**FOR IMMEDIATE RELEASE:**

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**\*\*\* PRESS RELEASE \*\*\***

**COVID VACCINE EVENT IN THE TENDERLOIN SERVING LATINO  
FAMILIES TO SUPPORT A SAFE RETURN TO SCHOOL**

*The San Francisco Department of Public Health (SFDPH) will offer vaccines to Latino families with children 12+ and the Tenderloin community, at Boeddeker Park on August 21*

**San Francisco, CA** - Director of Public Health Dr. Grant Colfax announced that a drop-in vaccine event will be held on Saturday, August 21 from noon to 3:00 p.m. at 246 Eddy Street (at Jones) in partnership with, UCSF, University of San Francisco School of Nursing and Health Professions (USF SONHP), SFUSD and community service providers. Both Pfizer and Johnson & Johnson will be available, administered free of charge by bilingual (Spanish/English) staff, and appointments for second doses will be scheduled on site.

The event will offer educational information about the benefits of vaccination for all family members 12 and older, as well as in preparation for pediatric vaccination of children 2-11, anticipated in late fall or winter. Parents and their children who have been trained as “vaccine ambassadors” and already having been vaccinated themselves, will share their experience and knowledge with attendees, and will be available on site to welcome families and answer questions in Spanish, with support from health care workers. Participants will receive gift cards, as will all attendees who get vaccinated. Saturday’s model is a pilot project which, if successful, will be replicated in other languages and neighborhoods, to reach additional monolingual and bilingual families.

“We’re continuing to collaborate with our partners to provide low-barrier access to vaccines for the communities and in the neighborhoods most impacted by, and most vulnerable to, the virus,” said Director of Health, Dr. Grant Colfax. “The recent surge in cases, driven by the highly contagious Delta variant, has provided further evidence of the effectiveness of the vaccine in preventing serious illness and death. It is imperative that we continue to outreach to, and educate, every eligible San Franciscan on the importance of getting vaccinated immediately.”

The Latino population makes up 15.2% of San Francisco’s population but have accounted for 37.2% of all COVID cases in the City and 20% of all COVID deaths. In the last year there was significant improvement: in July of 2020, the Latino population accounted for 64.3% of all new cases, and in July of 2021, that number dropped to 21.1%. To date, 77% of Latino residents 12+ have received at least one dose of the vaccine and 79% of eligible Tenderloin residents are vaccinated. Coordinated efforts by partners in the Tenderloin community has enabled the neighborhood vaccine rate to increase by more than two percentage points in August.

According to the Five-year American Community Survey data (2010-2014) compiled by the San Francisco Planning Department, the Tenderloin has 27,640 residents, 20% of whom are Latino, and 9% of households with children. The median household income is \$20,750, less than half that of the City's average.

“Vaccinating everyone who is eligible is essential to ensuring a safe and successful transition back to in-person learning,” said Taryn Vian, USF SONHP professor. “There are many benefits of returning to the classroom, including students’ physical and mental health as well as social and emotional wellbeing. Our priority must be to continue to work together to ensure a smooth transition back to school for all grades at full capacity.”

Outreach for the tomorrow’s event is being led by the COVID Task Force’s Student Ambassadors, in partnership with many neighborhood organizations including Glide, Larkin Street Youth Clinic, the San Francisco Community Clinic, and the YMCA. In preparation for the event, Max the Vax, a high school student employment program, created a social media campaign featuring interviews with Latino families about their vaccination experiences.

For more information visit <https://sf.gov/covid-19-vaccine-san-francisco>

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