*Arizona*

*California*

*Colorado*

*Florida*

*Hawaii*

*Illinois*

*Indiana*

*Iowa*

*Maryland*

*Massachusetts*

*Michigan*

*Minnesota*

*Mississippi*

*Montana*

*Nebraska*

*Nevada*

*New Mexico*

*New Jersey*

*New York*

*North Carolina*

*Ohio*

*Oklahoma*

*Oregon*

*Pennsylvania*

*Texas*

*Virginia*

*Washington*

*West Virginia*

*Wisconsin*

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| **Press Release** |

**For Immediate Release Contact:** Mr. Joe Henry

September 16, 2021 (515)208-7312

**FORWARD LATINO TO LAUNCH STATEWIDE “POR MI FAMILIA” COVID-19 VACCINATION**

**CAMPAIGN WITH GRANT AWARD FROM IOWA DEPARTMENT OF PUBLIC HEALTH!**

**Franklin, WI:** Forward Latino, a national non-profit, non-partisan advocacy and service organization with members and affiliates in 29 states will be launching its “Por Mi Familia” COVID-19 vaccination campaign in Iowa with a grant awarded by the Iowa Department of Public Health.

The campaign will focus on ensuring health equity and promoting COVID-19 awareness and the importance of getting vaccinated among Iowa’s Hispanic community, the largest ethnic minority in the state. Per the 2020 U.S. Census, Hispanics comprise 6.3% of the state’s population and per a recent report issued by the Kaiser Family Foundation, they are disproportionately impacted by the pandemic making up 9% of the states COVID-19 infections.

Forward Latino National President stated “As we celebrate Hispanic Heritage Month, we are thrilled to be announcing our partnership with the Iowa Department of Public Health through their “Equity and Prioritizing COVID-19 Vaccine Access for Populations Disproportionately Affected by COVID-19” grant program. This grant award will allow us to implement our “Por Mi Familia” (“For My Family”) campaign across the state of Iowa. The campaign is designed using culturally relevant messaging that will feature prominent Hispanic leaders from across the state sharing information on COVID-19 as well as the importance of getting vaccinated. Family is paramount in the Hispanic community, and that is why we will be sharing the importance of getting vaccinated to the health and safety of our Hispanic families.”

Joe Henry, National Vice President and Des Moines resident added “Today, Latinos represent 5% of the total number of vaccinations given in the state of Iowa. Our program is proven to work and will increase the number of Latinos vaccinated across the state. It is important work as it will help us keep our kids in school, keep our businesses open and most importantly save families from the emotional and financial stress associated with a loved one who becomes severely ill, or even worse, is lost to the virus.”

The campaign will include the creation and airing of commercials on television, radio and social media, will place print ads in Hispanic-serving newspapers and will hold a series of community vaccination clinics. The campaign will begin in late September and is scheduled to run through March of 2022.

*About Forward Latino:*

Forward Latino is a non-profit, non-partisan advocacy and service organization dedicated to assisting Latinos pursuing the American Dream. Forward Latino fulfills its mission through advocacy, civic engagement, education, and service delivery. Forward Latino currently has members and affiliates in 29 states and is running numerous “Por Mi Familia” get vaccinated programs in communities across the Midwest.

Learn more at [www.forwardlatino.org](http://www.forwardlatino.org) .

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