

# Bienestar Human Services

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Robert Contreras, MBA, President & CEO



**BIENESTAR**

# About Bienestar

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- Bienestar is a community-based health care and social services organization in the Greater Los Angeles area.
- Our expertise is in identifying and addressing emerging health issues faced by the Latino and LGBTQ populations
- Our programs include HIV/AIDS treatment and prevention, sexual health, mental health services, substance use counseling and medication assisted treatment.

# COVID-19 Vaccine Services and Resources

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- **BIENESTAR is a bridge between the Latinx Community and Covid-19 Vaccine Provider**
- **Aims of the Program**
  - Partnerships (partner with Covid-19 vaccine providers to increase vaccination and testing rates in the Latinx community);
  - Outreach (to the Latinx community via social media, internet, phone, flyers and door-to-door outreach);
  - Educate ( Latinx community about the benefits of get vaccinated, dispelled misinformation and meet them where they are);
  - Invite and register (community member to mobile vaccine clinics at BIENESTAR centers); and
  - Vaccinate (Greet, check-in, provide food individuals, vaccinate and remind them about the 2<sup>nd</sup> dose.)
- **Phase 2**
  - Partnerships (partner with Covid-19 vaccine providers, community leaders, churches and affinity groups);
  - Outreach (Door-to-Door Outreach, supermarkets, laundromats and other places Latinx congregate);
  - Educate ( Latinx community about the benefits of get vaccinated, dispelled misinformation and meet them where they are);
  - Vaccinate (bringing a mobile vaccination (testing) unit to administer vaccine); and
  - Champions (recruit individuals that got vaccinated at these mobile vaccine to spread the word.)

# Contact Information

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