

fuertes juntos



FINAL RECAP

AltaMed Your community health network



Some numbers...



1500*



* Attendees to the Health Fair during the day

5k walk participants

387

Registered participants for
the 5k walk on site



UNIVISION talent



Erika Reyna,
Carla Medrano y
Mari Ochoa



Fernanda Kelly,
Ysaac Alvarez y
Naranjito Radio

Demographics:

98%

Latino/ Hispanic

2%

Other (African American, Asian...)



Health screenings provided

+800



Health screenings
provided

Health screenings



COVID-19
vaccines & boosters



Glucose



Grip strenght



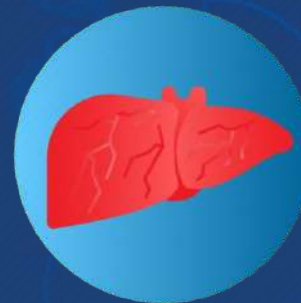
Blood pressure



Dental
screenings



HIV



Fatty liver



BMI

Free haircuts

185



Boxes of food distributed

850



Fentanile crisis expert panel



Moderated by
Erika Reyna



CRISIS DE OPIOIDES: FENTANILO, UN PELIGRO LATENTE

PARTICIPAN:

- Andrea Gonzalez, Presentadora de noticias, Noticias Univision 34
- Dr. Francisco Navarro, M.D.
- Esdras Gonzalez, Hazelden Betty Ford Clinic MA, LMFT
- David Ortiz, Primeros auxilios del departamento de bomberos de LA, PIO



SÁBADO 11 DE MARZO
11:30 AM



SALÓN DE USOS
MÚLTIPLES, ELAC

Kids wellness zone

AltaMed

Your community health network



Kids wellness zone

AltaMed

Your community health network



Resources

AltaMed

Your community health network



33,500

Diapers

(670 boxes,
each
containing
50 diapers)

+

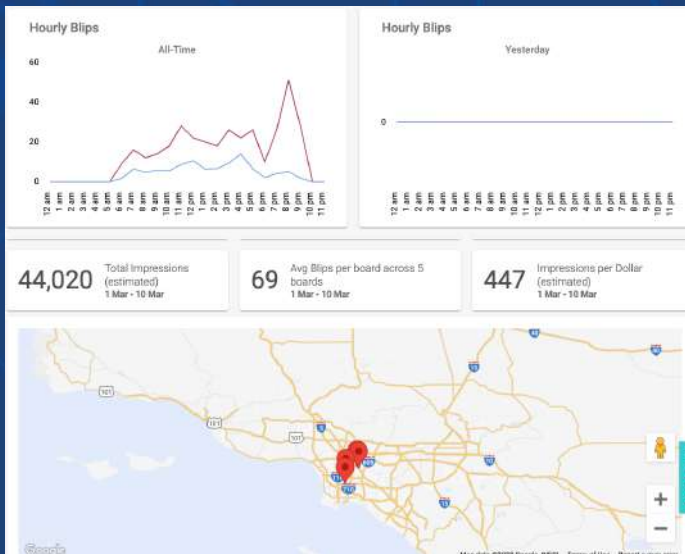
350

Boxes of
Food

Marketing

Electronic billboards

Eventbrite



Event	Sold
MAR 11 Univision 5k walk + health fair ELAC East Los Angeles College Saturday, March 11, 2023 at 7:00 AM PST	1302 / 5000

Univision 5k walk + health fair ELAC Campaign

19,012 Reached

● INACTIVE

Marketing

Eventbrite and social media

Be Social Productions
Sponsored ·

ENTRADA GRATUITA.
¡Ven a la Feria de Salud +
Caminata de 5km de UNIVISION! ...See more

eventbrite.com
Caminata Univision 5km +
Feria Salud ELAC [Sign up](#)

70 6 comments 11 shares

More posts from besocialproductions

IT'S TODAY!
WE ARE WAITING FOR YOU
EAST LOS ANGELES COLLEGE
1801 Avenida Cesar Chavez, Monterey Park, CA 91754

- 7:00 am: Registration
- 7:30 am: Warm up
- 8:00 am: Start time

HEALTH FAIR + 5K WALK

SATURDAY MARCH 11
7:00 AM - 1:00 PM

FREE ENTRANCE
FREE RESOURCES

- Free haircuts
- Food distribution
- COVID-19 vaccines
- Glucose
- HIV testing
- Dental check-ups
- Liver ultrasound
- and much more..

AltaMed
community health network

#marketingdps

One way to connect with the community is through workshops.

Social media engagement



Printed materials



Participating organizations

1 - Aetna

2 - Alignment Healthcare

3 - Alfamed

4 - American Heart Association

5 - Anthem Blue Cross

6 - Bienestar Human Services

7- CA Notary Comission

8 - CalABLE

9- City of Hope

10 -Cosmetica Beauty Academy

11 -Dispatch Health

12 -Drew Child Development Corporation

13 -Forest Lawn

14 -Foundation for Early Childhood Education

15 -HealthNet

16 -JAR Insurance Services

17 -Kamerycah Inc.

18 -KIPP SoCal Public Schools

19 -LA CARE

20 -LA County Office of Education Head Start and Early Learning Division

21 -Liberty Dental Plan

22 -MAOF

23 -MLK Community Hospital

Participating organizations

24 -Molina Healthcare

25 -One Legacy

26 -OPTUM

27 -Pathways L.A

28 -Planned Parenthood

29 -Queenscare

30 -RJC Foundation

31 -Saban Community Clinic

32 -Shriners Children's Southern California

33 -The Mort Legacy Co

34 -Thru Guidance

35 -UCLA OB/GYN Clinic

36 -UNIVISION

37 -Velocity Clinical Research

38 -ViaCare

39 - VISAS: Apoyo y trámite

40 -Wellcare

41 -Western Dental

42 -Young Invincibles

Gallery



Gallery



Complete gallery



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THANK YOU!!

