



FINAL RECAP



health net



ABOGADOS CAMPEONES



St. Francis Medical Center





SOME NUMBERS...

+2,900
attendees*



*Attendees during the day

DEMOGRAPHICS:

97%

Latino/ Hispanic

3%

African American





FREE HEALTH SCREENINGS PROVIDED:

930





FREE HEALTH SCREENINGS:



Glucose



Dental



Derma-scan skin
cancer risk



CPR
demonstrations



Blood Pressure



COVID-19
Vaccines



Stroke &
Thyroid



HIV



RESOURCES

1,250
Boxes of food





FREE HAIRCUTS

200





CAR SEAT INSPECTIONS

25





XXX

School supplies





1,500
Frozen bars





ADVERTISING:

+13,500 Flyers distributed among the LUSD families

+17,000 printed local magazine (Lynwood N' Perspective)

SALUD RECURSOS & TRABAJO
EVENTO GRATUITO

SÁBADO 3 DE JUNIO, 2023
8:00 AM - 1:00 PM

LYNWOOD CITY PARK
11301 BULLIS ROAD,
LYNWOOD, CA 90262

EXÁMENES MÉDICOS

- Glucosa
- Presión arterial
- Riesgo de cáncer en la piel
- Densidad ósea
- Vacunas Covid-19

RECURSOS

- Distribución de comida
- Cortes de cabello
- Consulta legal sobre lesiones personales
- Revisión de asiento de seguridad para niños

¡TRAJE TU CV!

AltaMed
Your community health network

MOLINA HEALTHCARE
health net

ABOGADOS CAMPEONES

Optum

HEALTH RECURSOS & JOB FAIR
FREE EVENT

SATURDAY JUNE 3RD 2023
8:00 AM - 1:00 PM

LYNWOOD CITY PARK
11301 BULLIS ROAD
LYNWOOD, CA 90262

SCREENINGS

- Glucose
- Arterial pressure
- Derma skin cancer risk
- Bone density
- Covid-19 vaccines

RESOURCES

- Food distribution
- Haircuts
- Accident legal counseling
- Safety car seat checking

BRING YOUR RESUME

AltaMed
Your community health network

MOLINA HEALTHCARE
health net

ABOGADOS CAMPEONES

Optum



PROMOTION:

Social media ads:

Eventbrite Email blast:

A carousel of social media ads for the Health Resources & Job Fair. The first ad says "IT'S TODAY!" with the date and time: 8:00 AM - 1:00 PM at LYNWOOD CITY PARK. It includes a "BRING YOUR RESUME" call to action. The second ad is a central graphic with a heart and plus sign, reading "HEALTH RESOURCES & JOB FAIR" and "FREE EVENT". It lists the date as Saturday, June 3rd, 2023, and the location as Lynwood City Park. The third ad lists "RESOURCES" (Food distribution, Haircuts, Accident legal counseling, Safety car seat checking) and "SCREENINGS" (Glucose, Arterial pressure, Dermis skin cancer risk, Bone density, Covid-19 vaccines). It also includes a "BRING YOUR RESUME" call to action. The "be" logo is visible in the bottom left and right corners of the carousel.

A Facebook post from Be Social Productions. The text reads: "¡No te pierdas la Feria de Salud, Recursos y Trabajo en Lynwood Park este sábado 3 de junio de 8:00 AM a 1:00 PM!". Below the text are logos for 34 CONTIGO, UNIMÁS 46, 107.5, 101.1, and 1020. The post includes a "Health Resources & Job Fair" graphic. At the bottom, there is an Eventbrite link: "eventbrite.com UNIVISION - Lynwood Health,..." with a "Comprar boletos" button.

UNIVISION - Lynwood Health, Resources & Job Fair!! Campaign	19,012 Reached
<input type="radio"/> INACTIVE	





ON AIR PROMOTION:

Univision TV

Univision Radio



SÁBADO 3 DE JUNIO
 LYNWOOD CITY PARK
 11301 BULLIS RD., LYNWOOD, CA 90262



SÁBADO 3 DE JUNIO
 8 a.m. - 1 p.m.

Lynwood City Park
 11301 Bullis Rd.
 Lynwood, CA 90262

UNIVISION.COM/SALUD





SOCIAL MEDIA ENGAGEMENT





PRINTED MATERIALS



2,500 Mini rally



Step and repeat



Banners



30 posters



PRINTED MATERIALS





PARTICIPATING ORGANIZATIONS

- Abogados Campeones
- Altamed
- Calbright College
- California Behavioral Treatment Center
- California Children's Academy
- California Highway Patrol
- CanAm Dental for Kids and Adults
- City of Lynwood
- Dispatch Health
- El Protector
- Fucoidan
- HealthNet
- Helados Acapulco
- LIBERTY Dental Plan
- Loyola Family Health Center
- Lynwood Unified School District
- Martin Luther King Jr. Community Hospital
- Molina Healthcare
- Mujeres Extraordinarias Foundation
- One Legacy
- Optum
- Planned Parenthood
- Regal Medical Group
- Serrano Kidney and Vascular Center
- St. Anne's
- St. Barnabas Senior Services
- St. Francis Medical Center
- The Gateway-in Project | LeadingAge California
- The Wall Las Memorias
- Univision
- Young Invincibles



GALLERY





GALLERY





COMPLETE GALLERY



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<https://www.facebook.com/besocialproductions>



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<https://linkedin.com/company/be-social-productions>



Thank you!



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