



CalOptima
Better. Together.

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CALOPTIMA LAUNCHES TRUSTED MESSENGER VIDEO CAMPAIGN
Messages in English, Spanish and Vietnamese promote COVID-19 vaccination

ORANGE, Calif. (April 14, 2021) — To combat COVID-19 vaccine hesitancy, CalOptima has launched a video campaign featuring community leaders sharing messages about the safety and effectiveness of the vaccine. The videos were produced in English, Spanish and Vietnamese to promote health equity and serve ethnic communities in Orange County. View the collection on [CalOptima TV](#).

Engaging trusted messengers to address some of the COVID-19 vaccine myths is designed to boost the confidence in populations that experience lower vaccination rates. Emphasizing the community benefits of being able to gather safely with friends and family also has wide appeal. The videos include a call to action, with information on how to schedule a vaccine appointment through [Othena.com](#).

Trusted messengers include:

- *English:* Ivan Pitts, pastor at Second Baptist Church in Santa Ana, the County’s oldest historically African American congregation, and Dr. Jessie Jones, director of the Center for Healthy Neighborhoods at California State University, Fullerton.
- *Spanish:* Martín Plascencia, Spanish spokesman for the County of Orange and former Telemundo reporter, and Miguel González, co-president and CEO of Northgate González Market.
- *Vietnamese:* Supervisor Andrew Do, Chair of the CalOptima Board of Directors and Chairman of the Orange County Board of Supervisors, and Toan Tran, M.D., CEO of Family Choice Health Network.

“CalOptima is committed to achieving high COVID-19 vaccination rates across Orange County,” said Chairman Andrew Do. “The videos speak directly to our hardest-to-reach ethnic populations to help raise awareness about the vaccine so that we can reconnect with our loved ones and get back to the moments we miss.”

To increase viewership, CalOptima will distribute the videos via social media postings and advertising and share them with provider and community partners for their use. “We look forward to having as many viewers as possible watch and respond by seeking vaccination,” said Richard Sanchez, CalOptima Chief Executive Officer. “Starting tomorrow, all residents age 16 and older are eligible to make an appointment to get the vaccine.”

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About CalOptima

A county organized health system, CalOptima provides publicly funded health care coverage for low-income children, adults, seniors and people with disabilities in Orange County, California. CalOptima’s mission is to provide members with access to quality health care services delivered in a cost-effective and compassionate manner. In total, CalOptima serves more than 810,000 members with a network of 9,000 primary care doctors and specialists as well as 40 acute and rehab hospitals.