



NEWS from the Shelby County Mayor's Office

Lee Harris, Mayor

Vasco A. Smith, Jr., Administration Building
11th Floor, 160 North Main, Memphis, Tennessee 38103

MEDIA ADVISORY

July 16, 2021

Linda A. Moore
Communication Specialist
Office: 901.222.2322
Mobile: 901.517.2969

OFFICE OF SHELBY COUNTY MAYOR LEE HARRIS TO CANVASS LATINX COMMUNITY TO TAKE ON VACCINE HESITANCY

*Volunteers to distribute translated “Get the Facts, Trust the Vax” vaccine information directly to
Latinx community*

Shelby County, TN – On Saturday, July 17th, the Office of Mayor Lee Harris will kick off the next literature drop, this time targeting the 38128 ZIP code in Berclair. Mayor Harris’ team will deliver materials translated into Spanish directly on the doorsteps of Latinx residents in the continued effort to combat vaccine hesitancy. Volunteers will meet at La Pulga (Memphis International Flea Market) at 4140 Jackson Ave., and canvass the surrounding community to distribute information about the COVID-19 vaccine.

Volunteers include Shelby County Health Department staff, members of the COVID-19 Community Council, and nonprofit organization Memphis For All. They plan to stop at several hundred households for the “Get the Facts, Trust the Vax” campaign and will distribute Spanish language brochures that answer frequently asked questions about the vaccine’s development, its safety, and where to find nearby vaccine dispensing sites.

Shelby County Mayor Lee Harris: “One of the most important things each of us can do is make the case to our neighbors about the importance of vaccination. This program is part of our ongoing ‘Get the Facts, Trust the Vax’ efforts to dispel misinformation about the COVID-19 vaccine, ease vaccine hesitancy, and urge residents to consider vaccination. We hope that translated materials delivered directly to the doorsteps of Latinx residents will encourage our neighbors to plan to get vaccinated and have the talk with loved ones to do the same.

VASCO A. SMITH, JR. ADMINISTRATION BUILDING
160 North Main Street, 11th Floor Memphis, TN
38103
901-222-2000 Fax 901-222-2005
www.shelbycountyttn.gov



WHAT: “Get the Facts, Trust the Vax” COVID-19 Vaccine Information Distribution
WHO: Office of Mayor Lee Harris, Shelby County Health Department, Memphis For All, COVID-19 Community Council
WHEN: 12-2pm Saturday, July 17th, 2021, **Media should plan to be on site at 12:15**
WHERE : La Pulga (Memphis International Flea Market) 4140 Jackson Ave. 38128

(###)

VASCO A. SMITH, JR. ADMINISTRATION BUILDING
160 North Main Street, 11th Floor Memphis, TN
38103
901-222-2000 Fax 901-222-2005
www.shelbycountyttn.gov