

Overview

[The Global Health Education and Learning Incubator at Harvard University](#) (GHELI) supports interdisciplinary education about world health through the production, curation, and dissemination of educational public goods. This exemplar work was a final project for “World Health: Challenges and Opportunities,” a General Education course at Harvard College taught by GHELI Faculty Director Sue J. Goldie. For this creative assessment designed with support from GHELI, students systematically analyze a societal health challenge they care about and create a “real world” product intended to influence policy or motivate change.

Abstract

A bilingual poster series about COVID-19 prevention and disparities aimed at the U.S. Latinx community.

Artist

Sofia Andrade (2020)

Caption

This poster series provides crucial information on protecting oneself during the coronavirus pandemic, as well as messages of solidarity to Americans of Latinx origin as well as immigrants. I chose to write all my posters in Spanish and, in two of my posters, I represent Latinx people taking increasingly common preventative measures against the coronavirus. By speaking in Spanish and choosing to represent people of color, I hoped that my message could better target my audience in a way that could have a greater impact on these communities. I decided to focus on this specific community because many Latinx communities in the U.S. were facing much higher rates of COVID-19, for reasons such as lack of access to health care and protective gear, a higher likelihood of being an essential worker, and an overall deficit in the amount of information disseminated specifically to these communities (including a relative lack of Spanish-language information).

Artist Lens

I chose the medium of digitally illustrated posters because that would allow for them to be shared easily through social media so that those who were able to stay at home could be informed. They could also be posted at bus stops and busy streets, so that essential workers or people who otherwise had to leave their home were reached as well, as they were probably those most in need of the message. I focused on messages that connect directly to the values of the Latinx community rather than strict medical information. This is because, at that point in the pandemic, there was still lots of information left to be known. I found it would add more to known information, then, to include messages of motivation that aid the fight to prevent coronavirus infection, as well as information on how the coronavirus disproportionately affects these communities. My aspiration is to rally stronger action against COVID-19, as well as valuable awareness of the disparities, should a Latinx individual be infected.



Media

Digital Illustration

TODAVIA
SOMOS
GENTE DE
FAMILIA

NUESTRA
D·I·S·T·A·N·C·I·A
SOLO ES
fisica

En partes de los Estados Unidos, las personas Latinas son 3x mas propensas a ser infectadas por el coronavirus que las personas blancas¹. Esto no es un problema de genética, pero un problema estructural. ¡Protejámonos como podamos para luchar contra esta estadística!

¹The virus doesn't discriminate but governments do: Latinos disproportionately hit by coronavirus | The Guardian



Si tiene
que salir,
**PONGASE
MASCARA**

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¡ENEMOS DE RECIBIR DAÑOS PARA SALUD

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