

**MAYOR ERIC GARCETTI  
CITY OF LOS ANGELES**

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**MAYOR GARCETTI ANNOUNCES NEW EFFORTS TO REACH UNDERVACCINATED  
COMMUNITIES**

*Partnership with Shepard Fairey's Studio Number One produces new graphic art promoting vaccinations, now available for public use.*

**LOS ANGELES** — Mayor Eric Garcetti today announced expanded public outreach efforts to encourage underserved and hard-hit communities to get vaccinated as soon as possible.

The Mayor kicked off two key components of this education and awareness initiative to address low vaccination rates among communities of color. First, the City has partnered with Studio Number One, a Los Angeles creative studio founded by Shepard Fairey, to unveil phase two of the "[Protect and Respect](#)" pandemic art series, with new pieces urging folks to get inoculated. Second, the Mayor's office launched the English version of its *Vacúnate Ya, L.A. / Get Vaccinated, L.A.* PSA campaign focused on reaching Latino audiences.

"Our education and outreach campaigns are focused on a clear message: getting vaccinated is safe, easy, accessible — and the most effective way to protect ourselves, our families, and our loved ones from COVID-19," said Mayor Garcetti. "From day one, Angelenos have come together and made big sacrifices to defeat this crisis and preserve public health. With our creative community leading the way, it's time for all of us to step forward once again, roll up our sleeves, and move us closer to the end of this pandemic."

The partnership with Studio Number One, with support from the Mayor's Fund for Los Angeles, builds on last year's drive to encourage Angelenos to wear masks as a way to "protect and respect" our neighbors. Today, that same spirit applies to the effort to get residents vaccinated swiftly and safely. This branch of the campaign, in English and Spanish, targets our Latino community, along with 18 to 30 year olds — two populations that remain disproportionately undervaccinated.

"We're very happy to be able to contribute art to this campaign to encourage vaccinations in our communities in order to protect our communities," said Shepard Fairey, Studio Number One's

Creative Director. “Getting the vaccine means doing your part in ending this pandemic and we’re proud to be helping keep LA safe.”

Beyond the “protect and respect” artwork, the Mayor released the second English-speaking [Get Vaccinated, L.A. / Vacúnate Ya, L.A.](#) PSA to expand outreach to Latino audiences. This spot will appear on English language local news stations KTLA 5 and FOX’s KTTV and KCOP. Featuring top Latino artists Danny Trejo, Pepe Aguilar, Ángela Aguilar, and Leonardo Aguilar, the PSA highlights the benefits of vaccination and informs Angelenos about existing accessibility to vaccines in the City of Los Angeles.

Both efforts are part of a broader marketing campaign, led by the Mayor’s office, to raise awareness among hard-to-reach communities deeply impacted by COVID-19, but facing lagging vaccination rates. It includes distribution of pharmacy bags with vaccination information in English and Spanish in key neighborhoods, along with digital billboards donated by ClearChannel, wall projections donated via [Wally’s City Partners Program](#), and the upcoming placement of vaccination resources on bus shelters donated by Outfront/Decaux.

The L.A. Mask Print Project and *Get Vaccinated, L.A. / Vacúnate Ya, L.A.* are part of a series of steps taken by the Mayor and City leaders to reach key neighborhoods and families. These include the [Mobile Outreach for Vaccine Equity \(MOVE\)](#) program and [other programs](#) to facilitate and expand vaccine access. Most recently, that’s extended to offering appointment free options, opening night clinics, and expanding vaccine operations to six days a week.

City vaccination site locations, hours, and more can be found at [Coronavirus.LACity.org/GetVaccinated](https://Coronavirus.LACity.org/GetVaccinated).

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