
International Women's Day Recognition of SEIU 2015 “We Can Do It!” Initiative

March 9, 2021



SEIU 2015

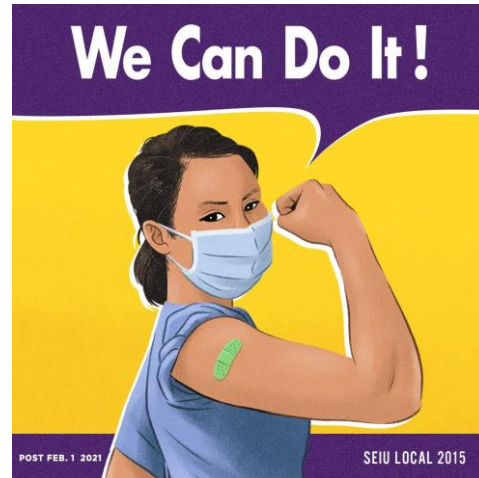
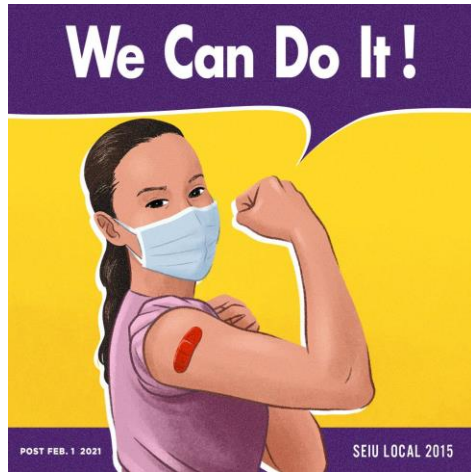
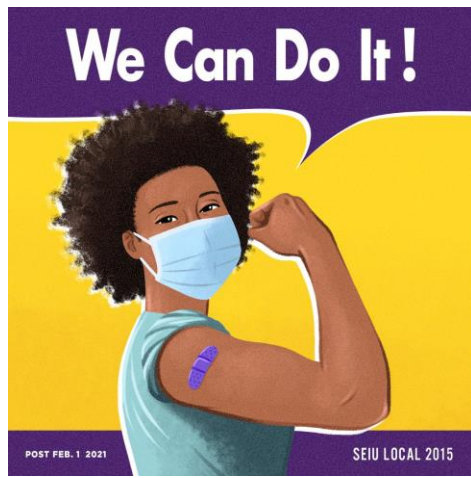
- Women led union
- Diverse union made up primarily of people of color
- Dedicated to unleashing the power of long term care workers, their families, and their communities
- Represents over 400,000 essential workers
- Members in LB Community/Office Long Beach 9th District

Good Morning America



Carmen the Care Giver

- **“Carmen the Caregiver”** pays homage to “Rosie the Riveter” the World War II icon who symbolized American women who went to work in factories and shipyards to replace men who had joined the military. The women of America, then and now, find themselves at the center of an existential crisis facing the country, called upon to be heroes, to help a nation survive.



“We Can Do It!” is the new SEIU 2015 initiative which seeks to defeat the COVID-19 virus through promoting mass vaccination and rebuilding our healthcare infrastructure so that America is never again left so vulnerable.

Initiative Goals

- Target COVID-impacted communities
- Establish a network of distribution centers that expand the scope & accessibility of the vaccine to the City's caregiver communities
- Organize and facilitate the distribution in a way that instills the utmost confidence in the vaccine

We Can Do It!



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SEIU LOCAL 2015

“We Can Do It!” means we can beat this virus.

“We Can Do It!” means we can repair and improve our long term care system.

“We Can Do It!” means we can honor the essential workers who have been the nation’s frontline heroes as the pandemic raged.

We can do it together.