

A photograph of two women and two children in a forest setting, overlaid with a blue tint. The woman on the left is smiling and wearing glasses, holding a young child. The woman on the right is wearing a face mask and a baby carrier, holding an infant. The background shows dense foliage.

# Mothers x Mothers

NRC-RIM + IDEO.org  
Feb. 17, 2022

# Agenda

- About NRC-RIM
- Resources for Mothers
- Other Vaccine Resources
- Mothers x Mothers Health Meetups
- Makespace

# About NRC-RIM

# About NRC-RIM

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- Funded by the CDC, housed at University of Minnesota
- Goals:
  - Strengthen partnerships between health departments and communities
  - Support health departments and CBOs that work with Refugees, Immigrants, Migrants (RIM)

# What we do

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## ***Collect, curate, create, pilot, evaluate and disseminate***

- Best and promising practices
- Health communications and health education
- Online training
- Technical assistance

# Resources for Mothers



# Fertility + Parenthood

- Translated in 40+ languages, customizable
- Key messages:
  - Provide for one's family
  - Vaccinated parents protect children
  - Vaccines safe at all stages in a relationship

**COVID-19 VACCINE**  
**GET THE FACTS.**  
VACCINES ARE SAFE FOR COUPLES, PREGNANT WOMEN AND NEW PARENTS

**PROTECT YOURSELF. PROTECT YOUR FAMILY. GET VACCINATED.**

Getting vaccinated is one way you can stay strong and healthy so you can continue to provide for your family. When you get vaccinated you also protect your children, because it makes you less likely to infect your loved ones.

**VACCINES ARE SAFE**

**BEFORE YOU HAVE CHILDREN** **WHILE YOU ARE PREGNANT** **AFTER YOU GIVE BIRTH** **WHEN YOUR CHILDREN ARE OLDER**

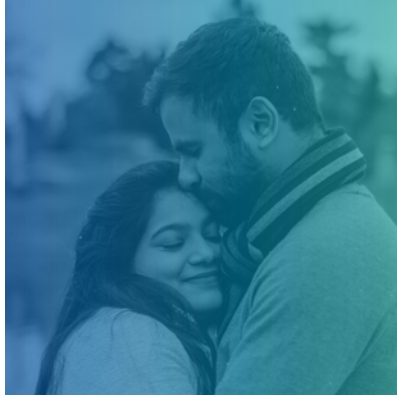
**VACCINES ARE**

- ✓ **SAFE:** The vaccine has been proven safe for millions of people, including those of different races, ethnicities and ages. It is much more likely that you will have serious complications from a COVID-19 infection than from a vaccine.
- ✓ **EFFECTIVE:** The vaccine protects you against getting COVID-19. The vaccine also prevents you from getting seriously ill and dying if you do get sick.
- ✓ **FREE:** Vaccines are free for everyone, regardless of your immigration status or whether you have an ID or medical insurance.

**NRC-RIM**  
National Resource Center for Refugees, Immigrants, and Migrants  
For more information: [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

# Fact Sheet: Fertility + Parenthood

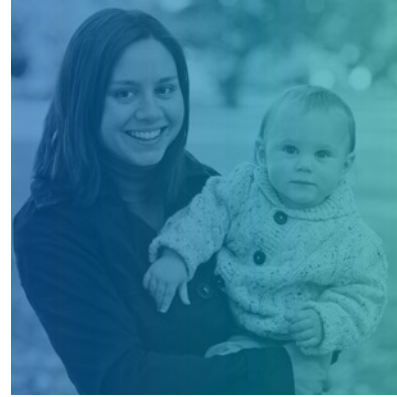
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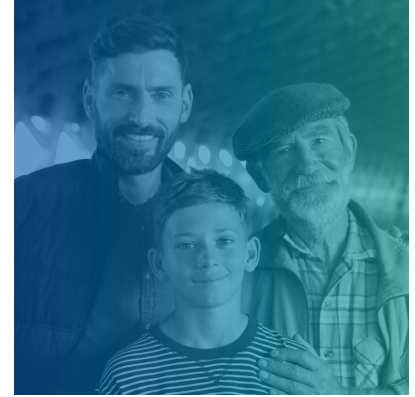
**BEFORE YOU  
HAVE CHILDREN**



**WHILE YOU'RE  
PREGNANT**



**AFTER YOU GIVE  
BIRTH**



**WHEN CHILDREN  
ARE OLDER**



# Fact Sheet: Vaccines for Children

- Translated in 40+ languages, customizable
- Key messages:
  - Children are safest when they are vaccinated
  - Vaccines are safe and effective for children
  - Vaccinated children protect the community



**COVID-19 VACCINE**

**GET THE FACTS.**

PROTECT YOUR CHILD. PROTECT YOUR COMMUNITY.

**Children and youth will be safest when they are vaccinated.**

The vaccine protects everyone, including children and youth, from getting COVID-19. The vaccine also prevents children and youth from getting seriously ill if they do get sick.

There are new COVID-19 variants, including the Delta variant, which spread more easily and may cause more severe symptoms. Vaccines protect against variants like Delta.

**Vaccinating children and youth protects the whole community.**

Once someone is vaccinated, it is more difficult to spread COVID-19 to others. When eligible children are vaccinated it protects:

- Their friends and family who are not yet vaccinated.
- The elderly and people with certain medical conditions who are at high risk of getting seriously ill from COVID-19.

As more children and adults get vaccinated, it will also be easier to keep schools and businesses open.

**SAFE AND EFFECTIVE**

- No other vaccine has been tested as much for its safety in U.S. history.
- The vaccine has been proven safe for children, youth and adults, including those of different races, ethnicities and ages.
- There is no evidence the vaccines will make your child unable to have their own children someday.

**FREE FOR EVERYONE**

- You and your child can get a free vaccine regardless of immigration status.
- Neither you nor your child need to show an ID or have health insurance to receive a free vaccine.

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For more information: [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

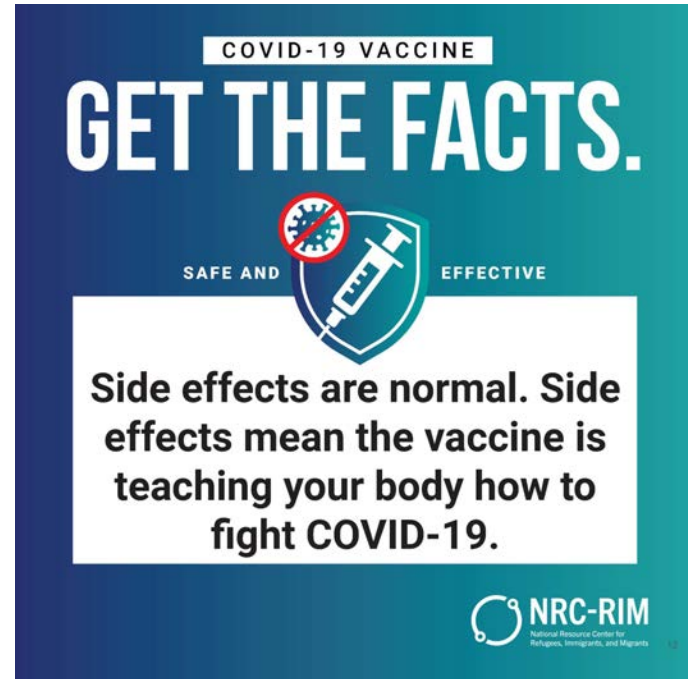
# Video: Children Keep Our Community Strong

- Arabic
- Burmese
- Dari
- English
- French
- Karen
- Kinyarwanda
- Lingala
- Nepali
- Pashto
- Russian
- Swahili
- Tigrinya
- Ukrainian



# Get the Facts: Side Effects

- 40 Facts translated in 40+ languages, customizable
- Key facts about:
  - What side effects to expect
  - Why side effects happen
  - Vaccine safety for adults, children



# Get the Facts: Other Themes

COVID-19 VACCINE

## GET THE FACTS.

SAFE AND  EFFECTIVE

**When you get vaccinated you also protect your children, because it makes you less likely to infect your loved ones.**

 **NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

COVID-19 VACCINE

## GET THE FACTS.


SAFE AND  EFFECTIVE

**COVID-19 vaccines are safe for caregivers who are pregnant or breastfeeding.**


 **NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

COVID-19 VACCINE

## GET THE FACTS.

SAFE AND  EFFECTIVE

**COVID-19 vaccines are safe for couples, pregnant women and new parents.**

 **NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

# Other Vaccine Resources

# Vaccine Central



- Event plans
- Talking points
- FAQs
- Fact sheets with translations
- 20+ Promising practices from around the country



# Conversation Guides

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Topics include:

- Boosters + third doses
- Breakthrough infections
- Children and youth
- Employer requirements
- Fertility + parenthood
- Testing
- Variants of concern
- Wearing a mask



# Three Campaigns



Protect yourself.  
Protect your loved ones.  
**Get vaccinated.**

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

 **NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

COVID-19 VACCINE

## GET THE FACTS.

WEARING A MASK



**IT IS ALWAYS SAFEST TO WEAR A MASK**

COVID-19 is still infecting thousands of people every day including elderly, adults, teens and children. **Regardless of whether masks are required in your area, you and your family will be safest if you wear a mask.**

**Masks protect against COVID-19**

Because COVID-19 spreads very easily, wearing a mask protects you, your friends and family, and your community.

- ✓ When you wear a mask, it is less likely that you will get sick from breathing in the virus if it is in the air.
- ✓ It is possible to be sick with COVID-19 and not know it, because not everyone feels sick. In this case, wearing a mask makes it less likely that you will spread the virus to others.



**MASKS MUST BE WORN PROPERLY TO BE EFFECTIVE.**

- Wear your mask over your nose and mouth
- Make sure no air leaks out the top or sides
- Put your mask on and off with clean hands
- Do not touch your mask when it is on your face
- Clean your reusable mask at least daily
- Use your disposable mask only once



**Vaccines provide the most protection**

- Getting vaccinated is the most important step for you to take to protect yourself and your community.
- After getting fully vaccinated it is unlikely you will get sick from COVID-19, and even if you do, the vaccine will protect you from getting dangerously ill.

**EVEN VACCINATED PEOPLE ARE SAFEST WITH A MASK**

It is uncommon for people to get sick with COVID-19 after they are vaccinated, but it can happen. Getting a vaccine and wearing a mask are the best ways to avoid getting sick and spreading COVID-19 to others.

 **NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

For more information: [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

**VACUNACIÓN ES**



**ESPERANZA**



# **ABOUT IDEO.org & OUR PROJECTS**

IDEO.ORG

# Leveraging a human-centered design approach to co-creating with communities



COMMUNITY-DRIVEN DESIGN

**Those who will  
benefit, deliver or  
have the power to  
influence the solution  
are part of creating  
the solutions.**



**Najma**

Proud Mother of five  
Multi-task Master



**Samravitt**

Proud mother of three  
Great listener



**Maryan**

Passionate future doctor  
Eager to spread healthcare  
messages in her community



**Kalkidan**

Proud, Ethiopian Mother  
Super-organized

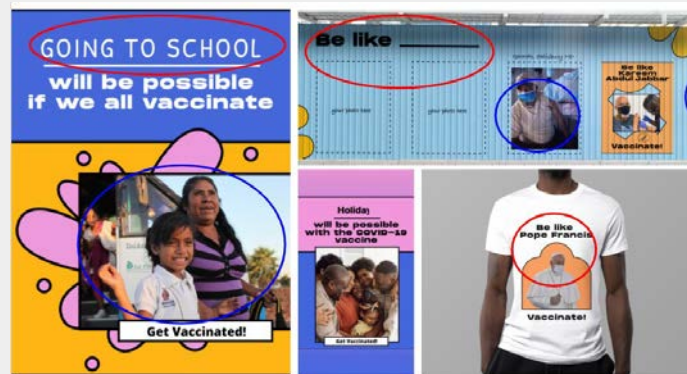
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## OUR WORK

# Increasing vaccine confidence among RIM communities

Our methods:

- Role Play
- Make Your Own Campaigns
- Journey Mapping
- Design Critiques + Listening Sessions
- Focus group testing over Zoom, in person and WhatsApp, and Facebook





## OUR WORK

# Building easily customizable toolkits

We recognize that there are hyperlocal concerns when it comes to COVID-19, the vaccine, etc. Our goal is to equip organizations like yours with ready-to-use tools.



# To Reach...

## MOTHERS



### Mothers x Mothers

**Mothers for Mothers (MxM)** is a peer health meetup hosted by mothers, for mothers to discuss the COVID-19 vaccine. The toolkits enable organizations to easily plan, budget, and host MxM meetups.

## COMMUNITIES



### Makespace

**Vaccination Is** consists of a series of templates that can be used to create hyperlocal messaging including posters, social media posts, fact sheets, and more that encourage refugee, immigrant, and migrant communities to consider the COVID-19 vaccine.

## YOUTH



### #NoJudgment

**#NoJudgment** was developed with a youth collective, and includes tools that help youth from refugee, immigrant, and migrant communities engage in judgment-free conversations around the COVID-19 vaccine. These tools help foster and navigate conversations.

# **INTRODUCING MOTHERS X MOTHERS**

# MOTHERS X MOTHERS

A toolkit for planning and running  
Community Health Meetups



**MxM**

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*Tools to launch  
your own peer  
meetup for  
mothers from RIM  
communities.*



## MOTHERS X MOTHERS MEETUP IS

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*a time for*  
mothers to take a break  
from the labor of caregiving.

*a time to*  
connect with other mothers and  
counter the isolation of life in a new  
country.

*a time to*  
share health concerns in a safe  
environment and get reliable  
information from trusted peers.

REFUGEE IMMIGRANT MIGRANT MOTHERS NEED  
**HELP NAVIGATING  
THE UNKNOWN**



**HOW MxM CAME ABOUT**

Ours was a journey of listening, reflecting, and creating with a community of women from RIM communities and with the support of the Refugee Women's Network. At the heart of the work we found a need for a safe space to ask difficult questions, and seek guidance to navigate the uncertainties of the pandemic.

**Here are some of their voices.**



*“Who you spend time with determines whether you have the vaccine.”*

*-Mother from the Eritrean community in Clarkston*



*“As a mother I said to my child (about the vaccine) ‘I know there are a lot of unknowns, but given the state of the world, this [is best thing for you.]’”*

*-Mother from Somali community in Clarkston*



*“Even flu shots for kids aren’t common [back home]. If someone has been healthy their whole life, they think ‘why now? why this vaccine?’”*

*-Mother from Eritrean community in Clarkston*



## KEY MOMENTS

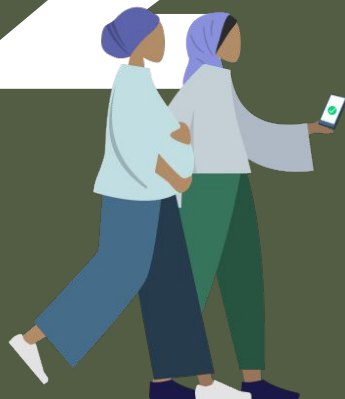
# 1



## PLAN

Use the planner to think through key considerations such as roles, space, and budget.

# 2



## PROMOTE

Customize invitations throughout your community.

# 3



## PREPARE

A breakdown of every meetup activity for facilitators to practice.

# 4



## PRESENT

Slides you can use or print out present, as well as FAQ's about the vaccine.

# DEMO TIME



## PROMISING EARLY OUTCOMES

RWN has now run:

- **2** iterations of MxM meetups
- **35+** participants
- **8+** women deciding to get vaccinated throughout the course of the gatherings.



*Why don't you do this more often? It feels like being a human again and taking a break from being a mom and having to do a million different things.*



*What's special is that it's tailored to them. It's not CNN. It's specific to Somali mothers and answers their questions. A lot of people just want their questions answered before they get the vaccine.*

# **INTRODUCING VACCINATION IS & MAKESPACE**



**VACCINATION IS**



vaccinate  
against  
COVID-19

**LOVE**

sign up here  
[www.vaccinefinder.org](http://www.vaccinefinder.org)

**VACCINATION IS**



vaccinate  
against  
COVID-19

**HOPE**

sign up here  
[www.vaccinefinder.org](http://www.vaccinefinder.org)

**VACCINATION**



**IS**

vaccinate  
against  
COVID-19

**STRENGTH**

sign up here  
[www.vaccinefinder.org](http://www.vaccinefinder.org)

**VACCINATION IS**



vaccinate  
against  
COVID-19

**PROTECTION**

sign up here  
[www.vaccinefinder.org](http://www.vaccinefinder.org)



# MATERIAL LIBRARY



## LEVEL 1: ENGAGE

Build awareness and inspire confidence to take the COVID-19 vaccine.

## MATERIALS

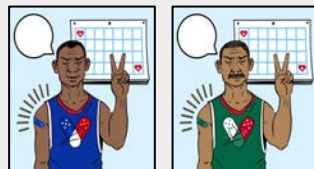
Posters  
Social media graphics  
Stickers



## LEVEL 2: INFORM

Give simple, must-know information about the vaccine.

Social media stories  
(long-form or graphic)  
Information cards



## LEVEL 3: REASSURE

Explain complex concepts and address local circulating myths.

Comic strips (paper or social media)



## LEVEL 4: PROMOTE

Encourage others to take the COVID-19 vaccine.

Stickers  
Profile Pictures



## MAKESPACE

### Start Here

[Plan Your Campaign](#)

[Make Your Own Campaign](#)

[Check and Launch](#)

[Useful Links](#)

[Contact Us](#)



# WELCOME TO MAKESPACE

Create COVID-19 vaccine campaigns  
to protect your community today.

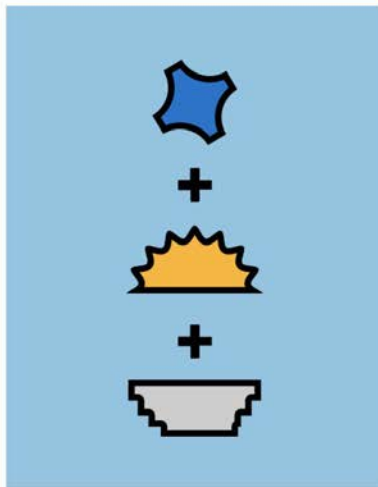
This site is a space for you to make customized vaccine messaging that meets the needs of your community. IDEO.org has partnered with community leaders, health departments and COVID-19 experts to make this space and its tools possible so we can all look forward and make space for a brighter healthier future.



## DESIGNED FOR OWNERSHIP

Community leaders are in the driver's seat and are encouraged to leverage their intuition.

### CREATE YOUR OWN CAMPAIGN



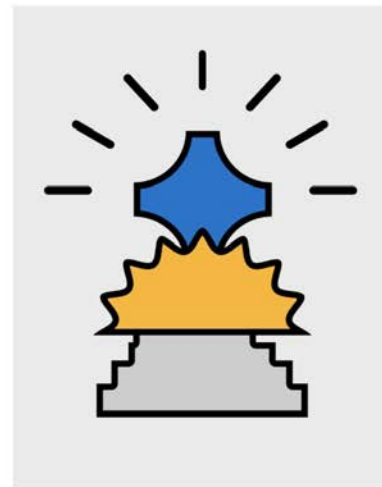
#### PLAN

Assess your community's needs & concerns around the COVID-19 vaccine



#### MAKE

Create custom messaging and materials for your community

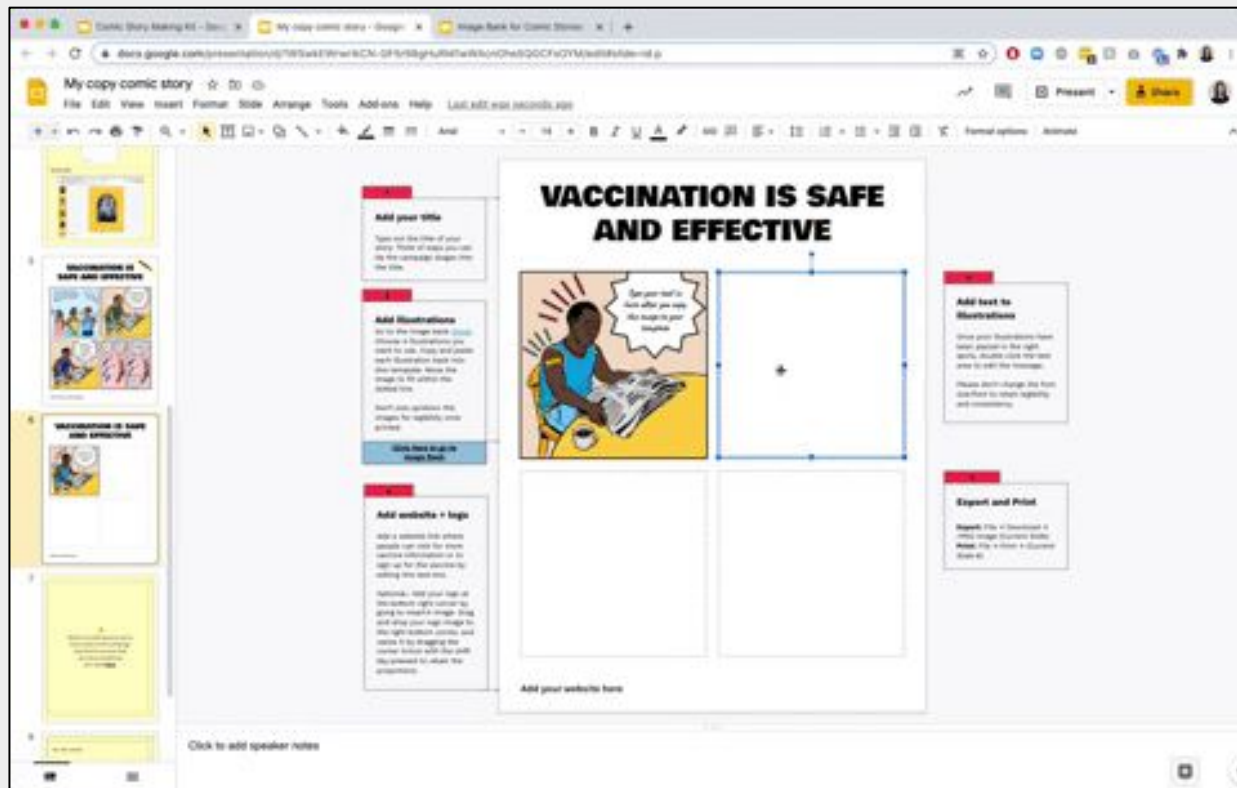


#### VALIDATE

Collect community feedback and prepare for dissemination

## DESIGNED FOR EASE

Customizable templates  
that allow anyone to create  
materials, quickly.



## DESIGNED FOR INCLUSIVITY

Activities that prompt leaders to consider inclusivity and accessibility in their communities.

### ACTIVITY

## Inclusive Materials Check

Let's make sure the materials created will resonate across different and diverse identities within each community as best as possible.

Consider: Would your messages and images be well received by people with different characteristics?

#### MESSAGES

- ☐ Different genders
- ☐ Various religious or ideological backgrounds
- ☐ Age (younger and older)
- ☐ Different abilities (visually impaired or hearing impaired)
- ☐ Immigration status
- ☐ Financial status
- ☐ Literacy + education level
- ☐ Comfort using technology
- ☐ Occupations and work

#### IMAGES

- ☐ Different genders
- ☐ Various religious or ideological backgrounds
- ☐ Age (younger and older)
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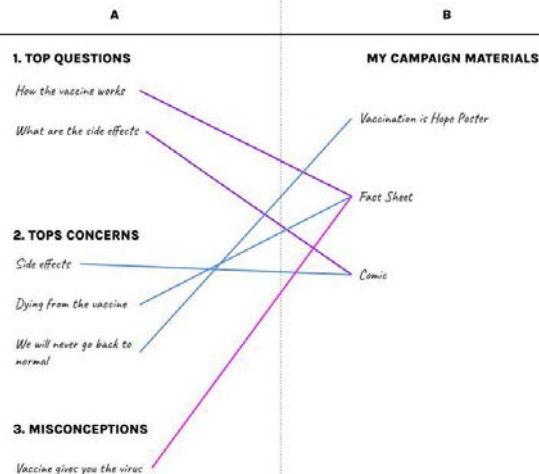


People will represent a mix of these characteristics, so it would be great to test with people who represent different identities.

### ACTIVITY EXAMPLE

## Addressing Your Community's Needs

Match your community's questions, concerns and misconceptions to the materials that address them. Notice if there are any gaps that would require you to create new materials and go back [MAKESPACE](#) to create them.



## REACH &amp; DISSEMINATION

**WHAT WE CREATED****CAMPAIGNS**

**10** campaigns created  
(~6 materials created for each)

**1000+** clicks on  
ready-made materials

**MAKESPACE**

(April 1-30)

**3000** unique users

**20+** languages spoken  
by users

Users come from **50** states,  
**80+** countries

**IMPACT**

Gerardo (CIW) mobilizing  
**1500+** for a vaccination event  
in Immokalee, FL

Hibo (Briva) mobilizing **400+** for a  
vaccination event in Minnesota

Bernadette (IRC) mobilizing bus  
events for vaccination in  
Dallas, TX

# **A PREVIEW #NoJudgment**





Why does talking about the COVID-19 vaccine have to feel so anxiety inducing?

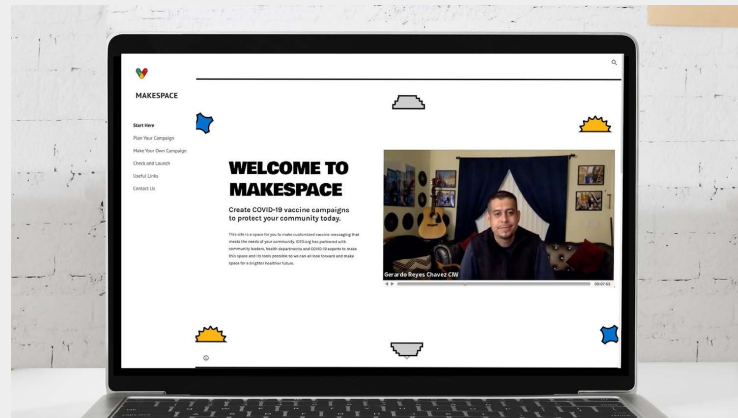
**Let's have judgement-free  
conversations on vaccines.**

IN PROGRESS

# We want to hear from you!

This work will be in evolution, and we're excited for folks like yourself to help make it more user-friendly and more applicable to your work!

Please fill out this [quick feedback survey](#) with any comments you have while using our tools or if you would like additional support using the materials.



**QUESTIONS?  
FEEDBACK?**