

# Public Health Preparedness in Support of Refugees, Immigrants, and Migrants: Lessons from COVID-19

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National Resource Center for  
Refugees, Immigrants and Migrants

Erin Mann, Co-PI & Program Manager

# Presentation Overview

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- Highlight resources and approaches that can be leveraged for preparedness in support of refugee, immigrant, and migrant communities **beyond COVID-19**
- Highlight resources that can be used today in ongoing COVID-19 activities

# Project Background

# About NRC-RIM

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- Funded by the CDC, housed at University of Minnesota
- Goals:
  - Support health departments and CBOs that work directly with Refugees, Immigrants, Migrants during COVID-19
  - Strengthen partnerships between health departments and RIM communities

# What we do

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- Best and promising practices
- Health communications and health education
- Training
- Technical assistance
- Pilot projects (in partnership with NACCHO)

# Core Partners

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# Community Leadership Board

- 13 members from RIM communities
- Governance body
- Inform decision-making + priorities
- Review materials
- Offer guidance



# Acknowledgements

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- Resources highlighted today are the collective work of several organizations and dozens of individuals
- We are grateful for the knowledge and expertise from local health departments and community organizations, including some in attendance this week



# Promising Practices & Toolkits

# Best and Promising Practices

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- Informed through 100+ interviews
- 60+ best and promising practices
- 30+ guides and checklists
- 9 toolkits and “Vaccine Central” page

# Toolkits

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- Vaccine Central
- CICT
- Clinicians' corner
- Communications
- Community engagement
- Community health workers
- Employer engagement
- Partnerships
- Schools
- Testing

# Highlight: Community Advisory Boards

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## Step by step guide for establishing a community advisory board, including:

- Recruitment
- Board expectations / ground rules
- Facilitation
- Logistics
- Sustainability



# Highlight: Community Partners Mapping

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## Checklist of tips for health departments to identify community partners

- Practical suggestions
- Specific examples
- Cross-sector partners



# Highlight: Partnerships

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Consulates



State Refugee  
Health  
Coordinators



Faith-based  
Organizations



Youth Groups

# Highlight: Employer Resources

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- Best practices for employee communication around COVID-19 vaccines
- Job readiness training and COVID-19
- Workforce development boards
- Approaches and best practices could be leveraged for other public health communications



# Highlight: Community-Led Interventions

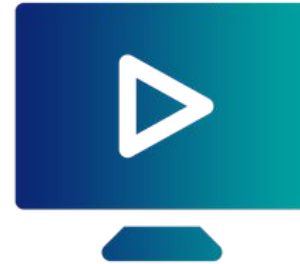
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Culturally  
Specific  
Information  
Broadcasts



Community  
Hotlines and  
Phone Trees



Community  
Movie Night +  
Information  
Exchange



Facebook Live



# Health Education and Health Communications

# NRC-RIM Health Communications Portfolio

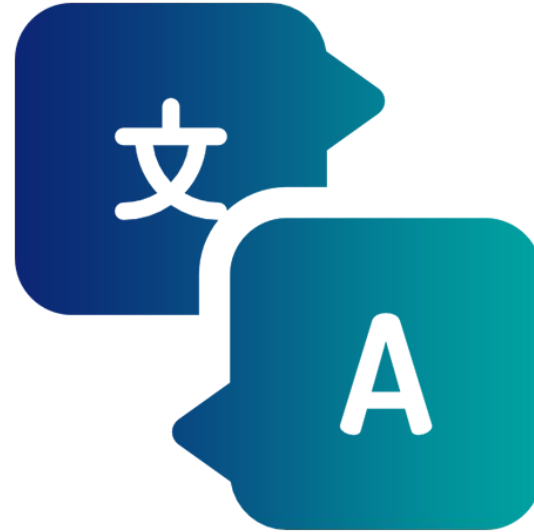
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1. **Curated existing** COVID-19 translated materials
2. **Created campaigns** that have been translated into **40+ languages** that can be customized by organizations
3. **Partnered with communities** to co-create **hyperlocal** campaigns

# Translated Materials Library

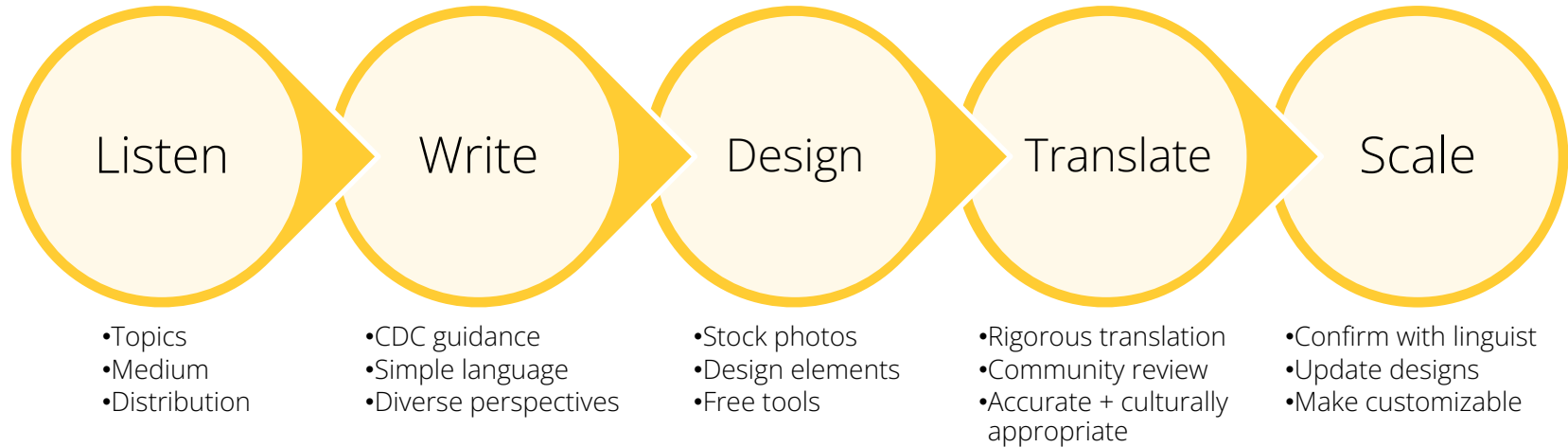
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- 7000+ Items
- 175+ languages
- Multiple formats
  - Video
  - Audio
  - Printed
  - Websites



# Culturally and Linguistically Relevant Communications Strategies

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# Get the Facts Campaign

**COVID-19 VACCINE**

## GET THE FACTS.

STAY SAFE AFTER BEING VACCINATED.  
PROTECT YOUR COMMUNITY.





 **You are not fully protected from COVID-19 until two weeks after your last shot!**



- If you got the two-shot vaccine, you must wait 2 weeks after your second shot.
- If you got the vaccine that only needs one shot, you must wait 2 weeks after your shot.


**STAY SAFE AFTER BEING VACCINATED**

Experts don't know how long the vaccine will protect you from COVID-19 or if you can still spread COVID-19 to others after being vaccinated. Even after getting the vaccine, continue to:

-  **Wear a mask.**
-  **Practice social distancing.**
-  **Avoid gatherings with many people.**
-  **Wash your hands frequently.**
-  **Disinfect high-touch areas.**

**Even if you are fully vaccinated, get tested for COVID-19 right away if:**


-  **You have been around someone with COVID-19 and start to feel ill.** Also stay home and away from others.
- You live with many people and have been around someone with COVID-19.** Even if you do not feel ill, get tested. Also stay home and away from others.

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National Resource Center for  
Refugees, Immigrants, and Migrants


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

**COVID-19 VACCINE**

## GET THE FACTS.

 **SAFE AND EFFECTIVE**

**Vaccines were made quickly because there was decades of previous research that scientists could use.**

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Refugees, Immigrants, and Migrants

**Audio +  
Video PSAs**



# Get the Facts Campaign

## Topics:

- Variants
- Children + Youth
- Breakthrough Infections
- Masks
- Fertility + Parenthood
- Boosters + Third Doses
- Employer Requirements

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.

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

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.

**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.

**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.

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

**NOW AVAILABLE FOR AGES 5+**

# Languages

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- Amharic
- Arabic
- Burmese
- Cantonese
- Dari
- English
- Farsi
- French
- Haitian Creole
- Hakha Chin
- Hmong
- Karen
- Karenni
- Korean
- Kinyarwanda
- Lao
- Lingala
- Mam
- Mandarin
- Marshallese
- Mixteco
- Nepali
- Oromo
- Pashto
- Popti'
- Portuguese
- Q'anjob'al
- Rohingya
- Russian
- Sango
- Somali
- Spanish
- Swahili
- Tagalog
- Tamil
- Tigrinya
- Ukrainian
- Urdu
- Vietnamese

# Customizable Templates

Short Fact Sheet - French

File Edit View Insert Format Slide Arrange Tools Add-ons Help Last edit was seconds ago

Background Layout Theme Transition

NEW: Want to try a different look? Check out the slides at the end of this presentation.

You can change the photo to another one in our photo bank that represents your community:

1. Move the text out of the way,
2. Delete this photo
3. Copy/paste a photo from the other slides.
4. Resize the photo to fit by clicking on one of the corners and dragging it with your mouse.
5. Right click the photo, select "Order" and then "Send to Back"
6. Move the text to its original position

Protégez-vous.  
Protégez votre communauté.  
Faites-vous vacciner.

VACCINS CONTRE LE COVID-19 : RENSEIGNEZ-VOUS

Les vaccins sont GRATUITS pour tout le monde.  
Mais assurez-vous en et demandez si la vaccination pourrait engendrer d'autres frais. Tout le monde pourra se faire vacciner une fois que les vaccins seront offerts à grande échelle, quel que soit le statut au regard de l'immigration.

Le vaccin est sûr et efficace. Le vaccin NE PEUT PAS vous donner la COVID-19.  
Aucun autre vaccin n'a été testé autant pour son innocuité dans toute l'histoire des États-Unis.

Il est normal d'éprouver des effets secondaires.  
Les effets secondaires indiquent que le vaccin apprend à votre corps à se battre contre la COVID-19.

Vous devriez vous faire vacciner même si vous avez déjà eu la COVID-19.

Continuez à vous protéger après avoir reçu le vaccin et continuez à :

- Porter un masque.
- Pratiquer la distanciation sociale.
- Vous laver les mains fréquemment.
- Désinfecter les surfaces souvent touchées.

RECORDED WITH SREENCAST MATIC

Finished?  
Go to File > Print Settings and Preview, Unselect "Include Skipped Slides" and click "Download as PDF."

Get Vaccinated Poster - English

File Edit View Insert Format Slide Arrange Tools Add-ons

Choose preview | Slide without notes | Lock/Unlock | Hide background | Include

If you'd like, remove this logo and add your own. Just click it and press "delete" on your keyboard. You can also add your logo in the left corner and keep ours in the right corner.



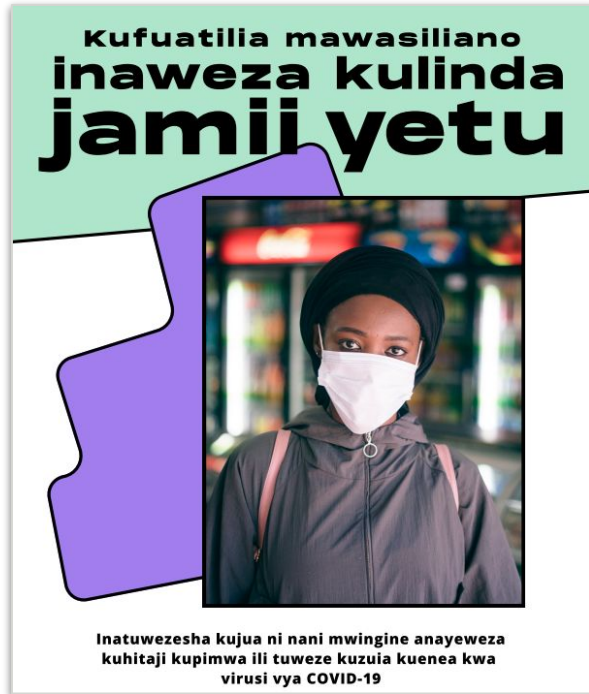
# “What is a Contact Tracer” Video

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- Script developed by IRC in collaboration w/ communities
- Focuses on the professional rather than the activity
- Features community members
- Available in 10 languages
- Script for other communities to make their own

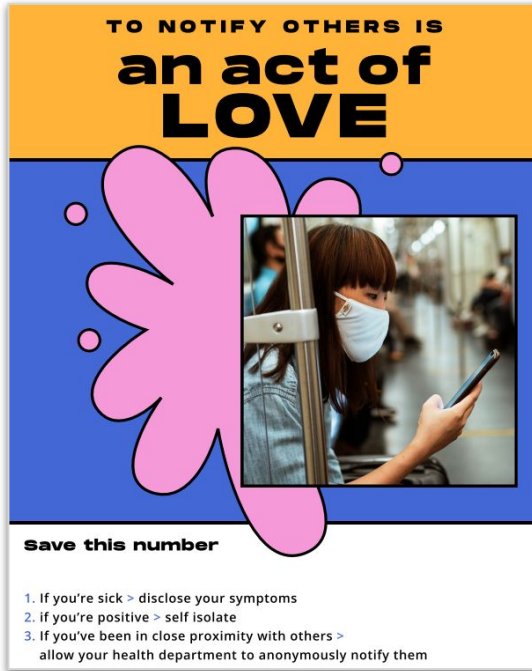


# Community-Led Contact Tracing Campaigns



"Contact tracing can protect our community. It allows us to know who else might need to get tested so we can stop the spread."

# Community-Led Contact Tracing Campaigns



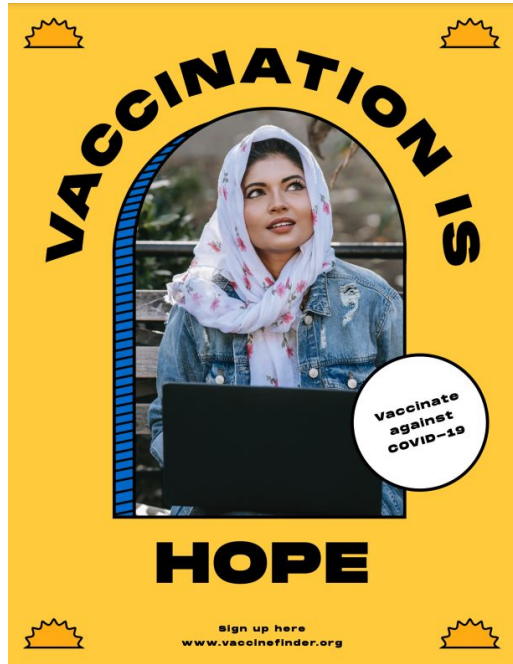
"To notify others is an act of love "

"Save this number"

"If you're sick, disclose your symptoms. If you're positive, self isolate. If you've been in close proximity with others, allow your health department to anonymously notify them."

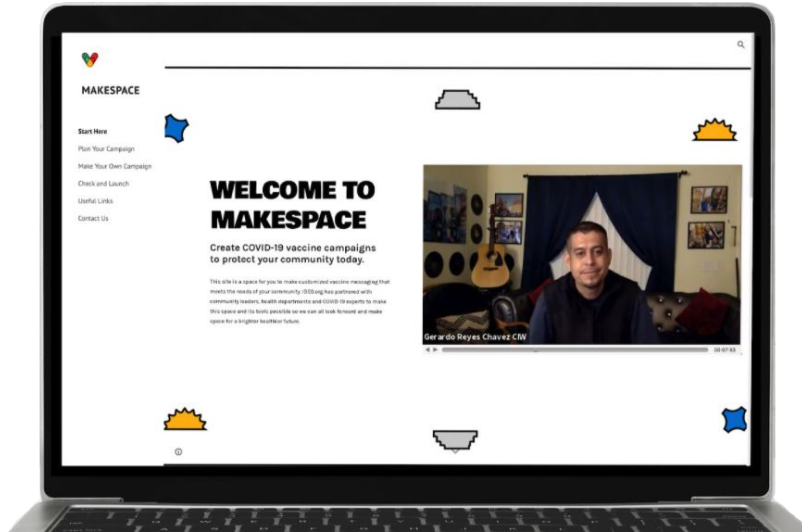


# “Vaccination Is” Campaign



- Goal: co-create campaigns in partnership with target communities
- Ready-to use materials in support of Iraqi, Latino, Haitian, Congolese, Afghan, Somali, Bhutanese, Ukrainian communities

# Makespace

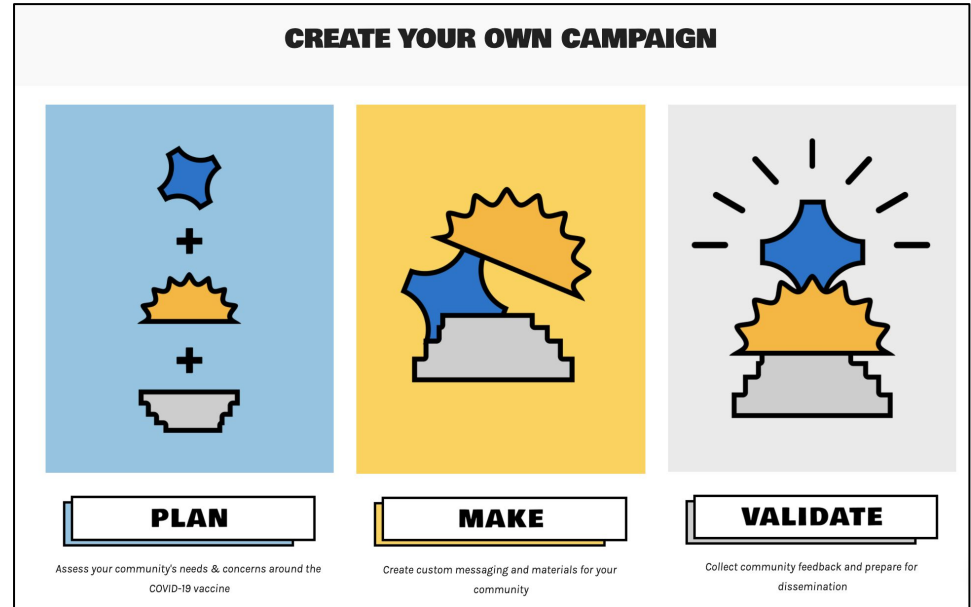


- Make customized vaccine messaging that meets the needs of local communities
- Drag-and-drop templates and easy-to-use guide

# Makespace

## Imagine campaigns for

- COVID-19 boosters
- Hepatitis B vaccines
- Routine childhood vaccines



# Mothers for Mothers Health Meetups

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- Health meetup toolkit co-designed by IDEO.org and Refugee Women's Network
- Supports organizations to plan and implement their own meetup groups
- Resources focused on COVID-19, but model could be used for other topics





# Training

# Online Modules

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**Working with Refugee, Immigrant, and Migrant Communities in COVID-19**



**Working with Interpreters during Case Investigation and Contact Tracing**

# Online Modules

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**Stress and Resilience for Case Investigators and Contact Tracers**



**A Facilitator's Guide for Conducting Listening Sessions**

# Webinar: Mobile Vaccination Campaigns

## Mobile COVID-19 Vaccination Campaigns for Refugee, Immigrant and Migrant (RIM) Communities

### Practical Considerations



#### Guide: Mobile COVID-19 Vaccination Campaigns for Refugee, Immigrant and Migrant (RIM) Communities

Why provide mobile vaccinations to RIM communities?

Bringing healthcare, including COVID-19 vaccinations to where people live, work, learn and play has promising potential to improve community engagement and communities. This guide is intended for health professionals, public health departments, and community organizations to help plan vaccination events for RIM communities. **Mobile vaccination campaigns**, in coordination with community-based or faith-based organizations can be an effective way to reach these communities and ensure that all communities are kept safe and receive COVID-19 vaccinations in the most equitable manner possible.

#### Step 1: Identify trusted community-based or faith-based organizations that work with RIM communities

- Partner with community organizations, faith-based organizations, and health department community liaisons (if available) to offer information and education about the vaccine to the communities ahead of time.

#### Step 2: Increase COVID vaccine confidence

- Assess vaccine confidence of community members and provide language-concordant educational materials and videos to answer questions about vaccine concerns.
- Utilize promising and best practices to communicate vaccine benefits and risks.
  - Use trusted resources found on the [NRC-RIM Vaccine Central](#), including:
    - [Fact sheets](#) translated into multiple languages that can be customized with your organization's logo
    - [Resources to build your own vaccination campaigns](#) in partnership with communities
  - Use the [C.A.S.E. technique](#) in discussions to increase vaccine confidence
    - Corroborate, About me, Science, Explain/Advise

# Upcoming Webinars

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- Two upcoming webinars will have applicability beyond COVID-19
- **April 14 and April 28:** #NoJudgment: A Vaccine Confidence Campaign Created By and For Immigrant and Refugee Youth
- **April 29:** Partnering with schools in support of vaccine efforts for RIM communities

# NRC-RIM Resources: Summary

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- Practical guides, checklists, and best practices organized into 9 toolkits
- Health communications and health education resources, including translated and customizable campaigns
- Online training
- Technical assistance

# NRC-RIM Resources: Mini Grants

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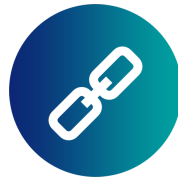
- Printing mini-grants to support printing and shipping of NRC-RIM health communications resources
- Mini-grants to support Mothers for Mothers health meetups

# How to Reach Us

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@nrc\_rim



[www.nrcrim.org](http://www.nrcrim.org)



@nrcrim



[nrcrim@umn.edu](mailto:nrcrim@umn.edu)



[www.nrcrim.org/prepsummit](http://www.nrcrim.org/prepsummit)

