

Creating culturally and linguistically relevant COVID-19 vaccine materials

National Resource Center for
Refugees, Immigrants and Migrants

Syreeta Wilkins, Communications Strategist

About RIM Communities

Refugees, Immigrants, Migrants

- Important members of communities
- Diverse in culture, language, countries of origin, occupations, educations, motivations, etc.
- Strong, resilient, dedicated to family and community
- Some face health disparities



RIM Communities and COVID-19

- Disproportionately affected by COVID-19
- No genetic, biological reason
- Systemic health, social inequities
 - Working conditions
 - Prevention/mitigation is difficult
 - Barriers to healthcare access



Project Background

About NRC-RIM

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

What we do

- Best and promising practices
- Health communications and health education
- Training
- Technical assistance
- Pilot Projects (NACCHO Partnership)

Core Partners



Community Leadership Board

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



Vaccine Resources

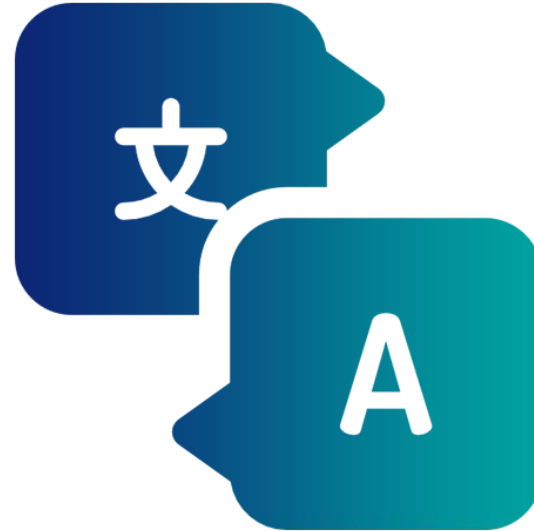
Vaccine Central



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

Translated Materials Library

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



Health Education Videos

- Interviews with faith leaders
- Testimonials from healthcare providers
- Vaccine explainers
- Translations
- Video Booth service



Three Campaigns



Protect yourself.
Protect your loved ones.
Get vaccinated.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

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National Resource Center for
Refugees, Immigrants, and Migrants

تطعيم كوفيد-١٩

تعرف على الحقائق.

حافظ على سلامتك بعد أخذ اللقاح.
احم مجتمعك.

لن تتكون الوقاية الكاملة من كوفيد-١٩ إلا بعد أسبوعين من الحصول على الجرعة الثانية والأخيرة من اللقاح!

- إذا حصلت على اللقاح الذي يتكون من جرعتين، ينبغي عليك الانتظار لمدة أسبوعين بعد الجرعة الثانية.
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- ارتداء الكمامة
- الحفاظ على التباعد الاجتماعي
- تجنب الاجتماع مع أشخاص كثيرين
- الإنكار من غسل اليدين
- تطهير المناطق التي يكثر لمسها

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- خالطت شخصاً مصاباً بالفيروس وبدأت تشعر بالأعراض. ابق في المنزل بعيداً عن الآخرين.
- كنت تعيش مع عدة أشخاص وخالطت أحدًا مصاباً بالفيروس. ينبغي عليك إجراء الفحوصات حتى إذا كنت لا تشعر بالأعراض. ابق في المنزل بعيداً عن الآخرين.

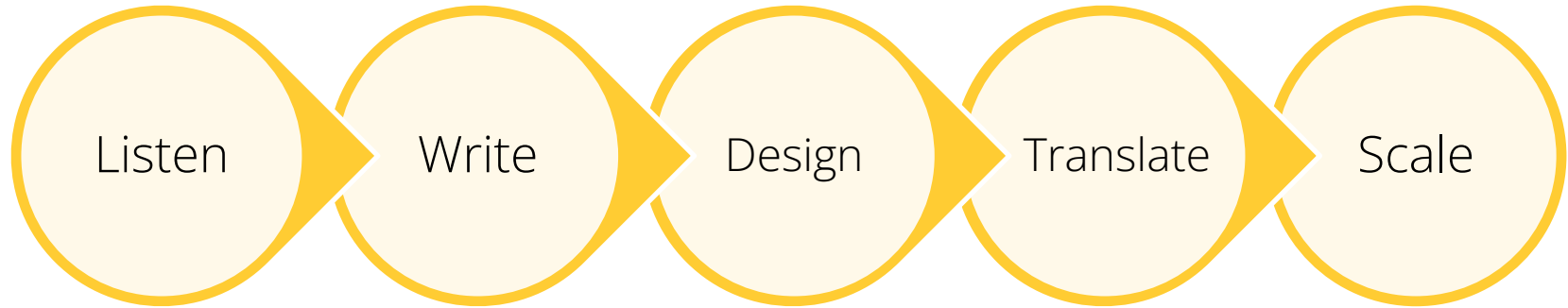
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كلير من التطعيمات

VACUNACIÓN ES



ESPERANZA

Culturally and Linguistically Relevant Communications Strategies



Culturally and Linguistically Relevant Communications Strategies

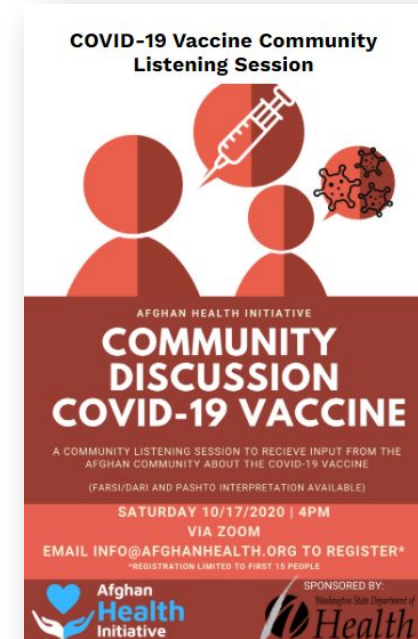
1.

**Partner with
community
representatives on
the content, format,
and dissemination
of health
communications
materials.**

Partner with Communities

Listening sessions and focus groups

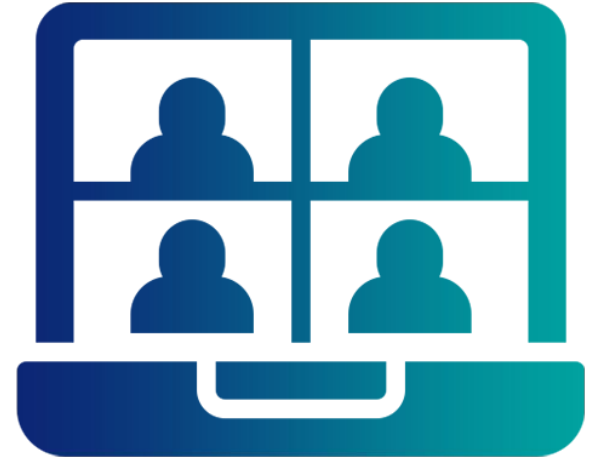
- CBO + local government partnership
- Online or in-person
- Community leaders as facilitators
- Ask about knowledge, perceptions, beliefs
- Identify distribution and format options



Partner with Communities

Content Advisors

- Weekly meetings with IRC, MCN
- Monthly meetings with Community Leadership Board
- Incorporate RIM community perspectives
- Informs topics, framing, media



How might
partnering with
communities help
you stay on-budget
in the long term?

Culturally and Linguistically Relevant Communications Strategies

2.

Incorporate diverse perspectives into the communication of guidelines released by the CDC and other public health authorities.

Writing

- Align with trusted sources
- Convert to simple language
- Frame with RIM Community Perspective
- Double check for medical accuracy



Simple language: Example

Everyone who has presumed or confirmed COVID-19 should stay home and isolate from other people for at least 5 full days. They should wear a mask when around others at home and in public for an additional 5 days.

Staying home from work, school, or social events anytime you feel sick is one of the most important things you can do to protect your community.

When you test positive, you will need to stay home and away from others for 5 days and wear a mask for 5 more days.

Simple language: Example

Post-COVID conditions are a wide range of new, returning, or ongoing health problems people can experience four or more weeks after first being infected with the virus that causes COVID-19.

Many people get long-term side effects from a COVID-19 infection. These long-term effects have negatively impacted hundreds of thousands of people's quality of life.

Activity: Simple Language

Before recommending COVID-19 vaccination for children, scientists conducted clinical trials with thousands of children and no serious safety concerns were identified.

...Write your own.

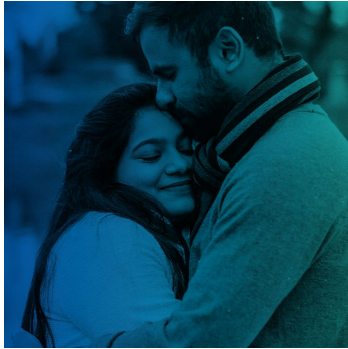
Incorporating Community Perspectives

- Example: Fertility Fact Sheet
- Key messages:
 - Provide for one's family
 - Vaccinated parents protect children
 - Vaccines safe at all stages in a relationship

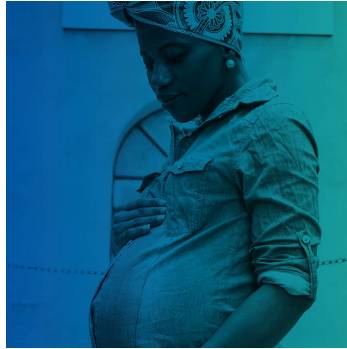


Incorporating Community Perspectives

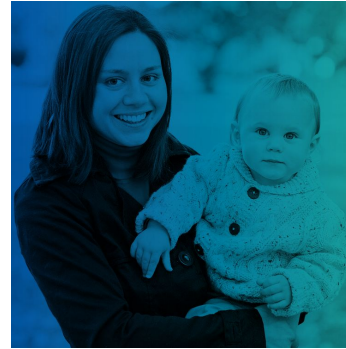
VACCINES ARE SAFE:



**BEFORE YOU
HAVE CHILDREN**



**WHILE YOU'RE
PREGNANT**



**AFTER YOU GIVE
BIRTH**



**WHEN CHILDREN
ARE OLDER**

Culturally and Linguistically Relevant Communications Strategies

3.

Use photography and design elements that honor people from many different linguistic and cultural communities.

Step 2: Create



PIKTOCHART
Picture the Difference



ANIMOTO



Step 2: Create



Pexels.com | Nappy.co | Pixabay.com

Step 2: Create



Step 2: Create



Activity: Choosing a Stock Photo



Culturally and Linguistically Relevant Communications Strategies

4.

Ensure work is rigorously translated and validated by community members for both accuracy and cultural appropriateness.

Translation

- Language as a barrier to vaccine access
- Language as a barrier to vaccine confidence
- Linguistically and culturally appropriate



Automatic Translators

- Acronyms
- Homonyms
- Idioms
- Metaphors
- Register / Tone
- Cultural appropriateness



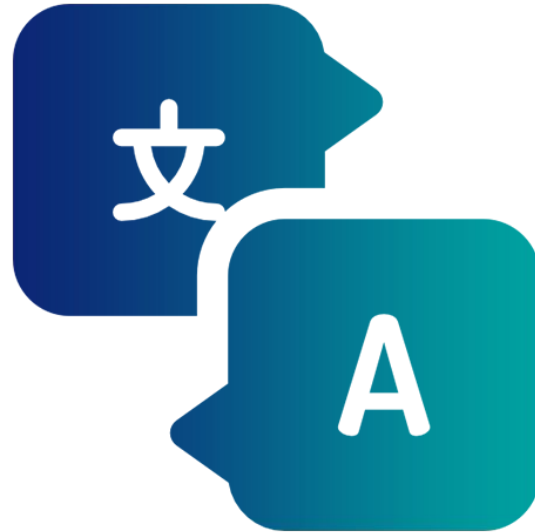
Translation Process



Translation Process

High-quality contractors

- Translators from community
- Work as a team
- Translate message, not words
- Collaborate to address tone, idioms, etc.



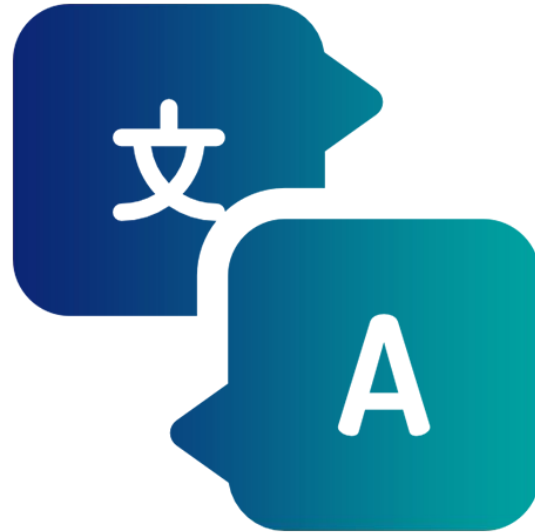
Translation Process



About Content Validation

Valuing expertise of community

- Paid opportunity
- Check for:
 - Accuracy
 - Comprehension and tone
 - Culturally competent language and photos



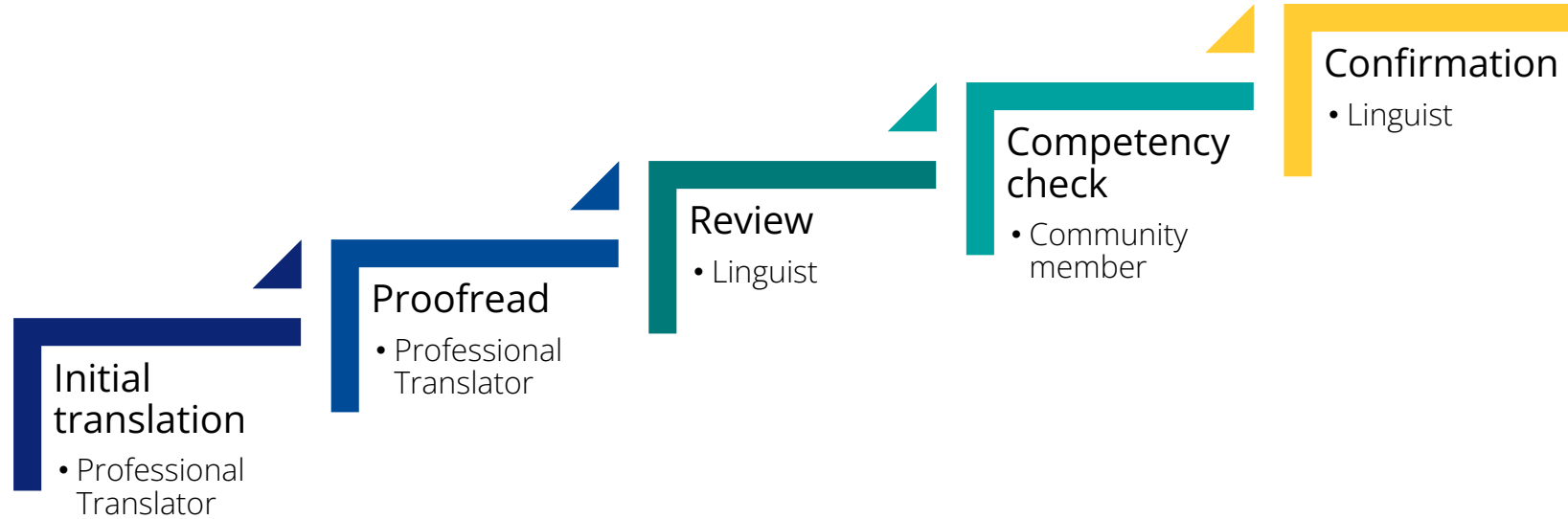
Importance of Content Validation

Swahiligate

- One of our first translations
- Not content validated
- Violent imagery, not healthcare
- Extremely culturally insensitive



Step 3: Translate



How might you
recruit community
reviewers for your
products?

Culturally and Linguistically Relevant Communications Strategies

5.

Scale your work so that partner organizations and health departments can have a consistent message and far-reaching impact.

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

1 2 3 4 5 6 7 8

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.

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National Resource Center for
Reproductive Health and Rights
cdc.gov/coronavirus

Conversation Guides

- Answer vaccine questions
- Build trust
- Reinforce dignity and agency
- Address misinformation
- Scripts, tips, reminders



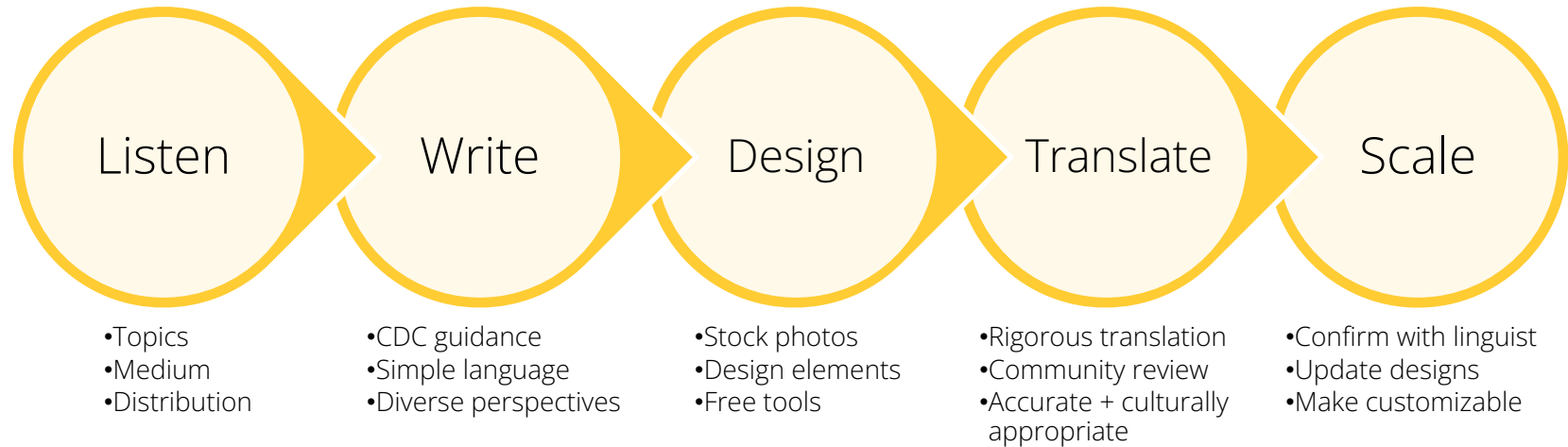
Conversation Guides

Topics include:

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

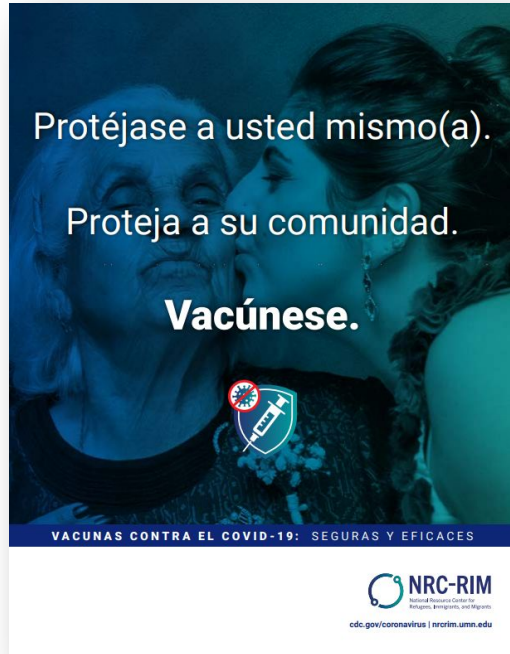


Culturally and Linguistically Relevant Communications Strategies



Vaccine Campaigns

Get Vaccinated Campaign



- Goal: create awareness
- Based on community feedback
- Available in 40+ languages
- Includes posters, social media assets
- Customizable (logo, photo, URL, etc.)



Protect yourself.
Protect your loved ones.
Get vaccinated.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

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Vaccine Decisions Are Private



FREE. PRIVATE.  CONFIDENTIAL.

COVID-19 vaccine decisions are private.

Only you and your doctor will know.

Schedule a confidential appointment today.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

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cdc.gov/coronavirus | nrcrim.org



FREE. PRIVATE.  CONFIDENTIAL.

Anyone can
get a free
COVID-19
vaccine in a
doctor's office
at a **private**
appointment.

Protect yourself. Protect your community.
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cdc.gov/coronavirus | nrcrim.org

Get the Facts Campaign



- Goal: create understanding
- Based on CDC guidance
- Available in 40+ languages
- Customizable (logo, photo, URL, etc.)


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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For more information: cdc.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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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

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.

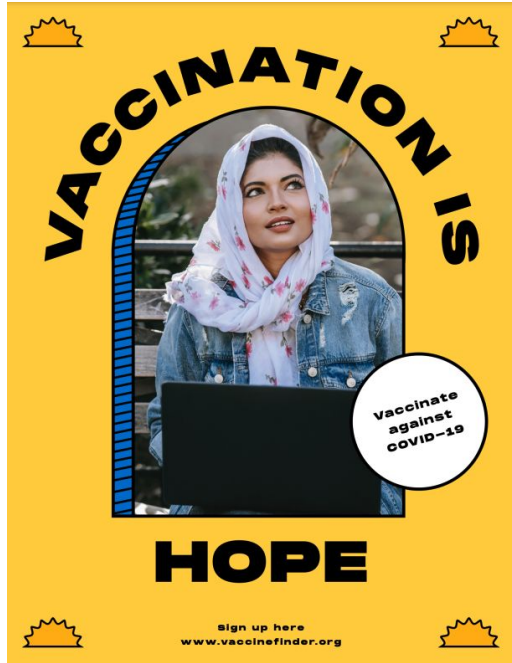
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NOW AVAILABLE FOR AGES 5+

Languages

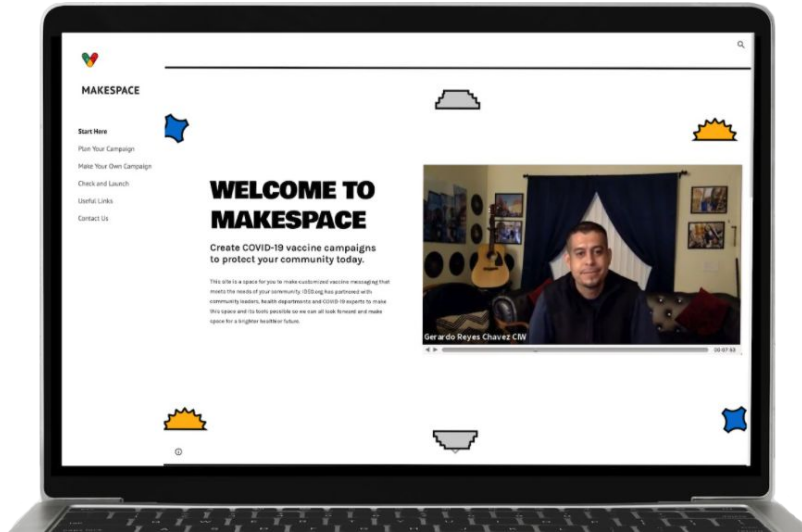
- Amharic
- Arabic
- Burmese
- Cantonese
- Dari
- English
- Farsi
- French
- Haitian Creole
- Hakha Chin
- Hmong
- Karen
- Karenni
- Korean
- Kinyarwanda
- Lao
- Lingala
- Mam
- Mandarin
- Marshallese
- Mixteco
- Nepali
- Oromo
- Pashto
- Popti'
- Portuguese
- Q'anjob'al
- Rohingya
- Russian
- Sango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

“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

Lessons Learned re: Human-Centered Design in Emergency Public Health Response

NRC-RIM + IDEO.org

April 5 at 8:30 a.m.



Three Campaigns



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تطعيم كوفيد-١٩

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حافظ على سلامتك بعد أخذ اللقاح.

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- تجنب الاجتماع مع أشخاص كثيرين
- الإنكار من غسل اليدين
- تطهير المناطق التي يكثر لمسها

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National Resource Center for
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كلير من التطعيمات: www.nccrim.org

VACUNACIÓN ES



ESPERANZA

Fast-Changing Guidelines

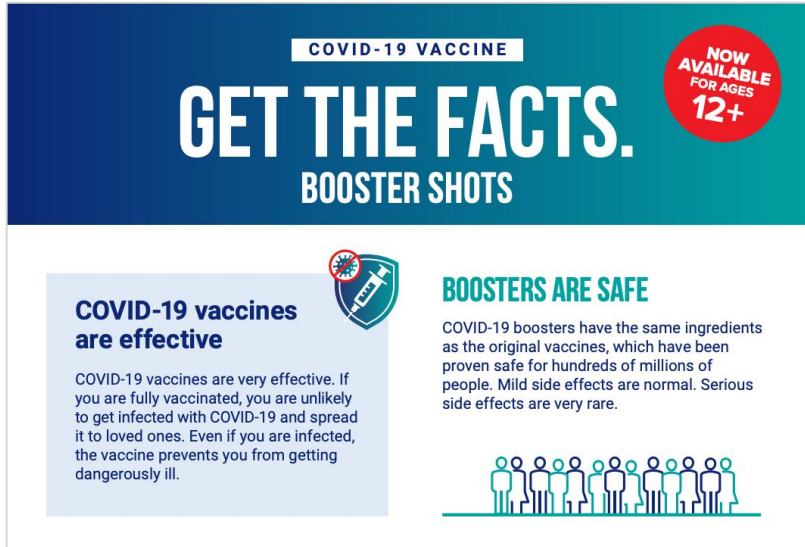
Writing tips



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.**

Design tips



The infographic features a dark blue header with the text "COVID-19 VACCINE" in a small white box, followed by "GET THE FACTS." in large white letters and "BOOSTER SHOTS" below it. A red circular badge in the top right corner says "NOW AVAILABLE FOR AGES 12+". The main content area is white and divided into two columns. The left column is titled "COVID-19 vaccines are effective" and includes a paragraph about vaccine effectiveness and a small icon of a shield with a virus. The right column is titled "BOOSTERS ARE SAFE" and includes a paragraph about the safety of boosters and a row of stylized human figures.

COVID-19 VACCINE

GET THE FACTS.

BOOSTER SHOTS

NOW AVAILABLE FOR AGES 12+

COVID-19 vaccines are effective

COVID-19 vaccines are very effective. If you are fully vaccinated, you are unlikely to get infected with COVID-19 and spread it to loved ones. Even if you are infected, the vaccine prevents you from getting dangerously ill.

BOOSTERS ARE SAFE

COVID-19 boosters have the same ingredients as the original vaccines, which have been proven safe for hundreds of millions of people. Mild side effects are normal. Serious side effects are very rare.



Conversation Guides

- Answer vaccine questions
- Build trust
- Reinforce dignity and agency
- Address misinformation
- Scripts, tips, reminders



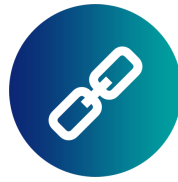
Emerging issues

Fact sheets, social media, PSAs	Conversation guide
Audience: Communities	Audience: Staff
Translated	English only
Evergreen	Updated regularly
General statements	Specific guidance

How to Reach Us



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