



HEALTH COMMUNICATIONS + EDUCATION FOR REFUGEE, IMMIGRANT + MIGRANT COMMUNITIES

ABOUT NRC-RIM

The National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM) is funded by the U.S. Centers for Disease Control and Prevention to support health departments and community organizations working with refugee, immigrant, and migrant communities that have been disproportionately affected by COVID-19.

A guiding principle of our work is that solutions should be developed in genuine partnership with affected communities.

The COVID-19 pandemic has confirmed for us what we already knew: That refugees, immigrants and migrants have the wisdom, expertise, and desire to influence health systems to serve their communities better. Empowering communities to work within systems can enhance any public health response that may arise in the future.

WHAT WE DO

- ✓ **CURATE** best and promising practices
- ✓ **CREATE** culturally and linguistically relevant health communications
- ✓ **DEVELOP** online training
- ✓ **SUPPORT** pilot projects between health departments and community-based organizations
- ✓ **DISSEMINATE** resources widely
- ✓ **RESPOND** with Technical Assistance



HEALTH COMMUNICATIONS + EDUCATION

Our health communications portfolio contains both ready-to-use materials that are pre-designed and pre-translated, as well as guides and templates so that anyone can create their own campaign.

MATERIALS ARE:

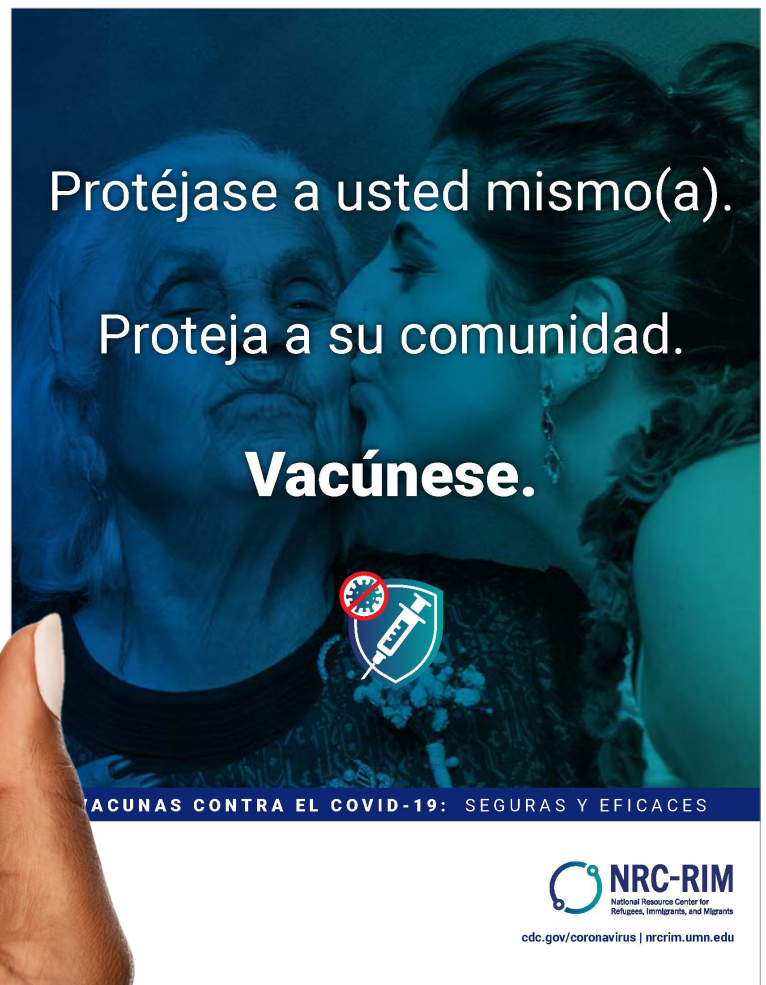
- **Informed** by community perspectives
- **Written** in simple language and based on CDC guidance
- **Designed** in a way that honors many linguistic and cultural communities
- **Rigorously translated** and validated for accuracy and cultural relevance
- **Customizable** and scalable for many communities.

GET VACCINATED

The Get Vaccinated campaign is based on feedback that indicates people from many different backgrounds connect with the theme of protecting their communities.

The goal is to create awareness of COVID-19 vaccines and the impact they have on the collective group.

This campaign includes posters and social media assets, which are currently available in more 40 languages.




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.
Get vaccinated.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE


cdc.gov/coronavirus | nrcrim.org

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June 2020 MyU: For students, faculty, and staff
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National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM)

About Us ▾ Events & News ▾ Health Education ▾ Toolkits ▾ Training ▾ **Vaccines ▾** Get Help ▾

Vaccines ▾ Campaigns ▾ Get Vaccinated

Get Vaccinated Campaign

 **Protect yourself.
Protect your community.
Get vaccinated.**

About this campaign

The Get Vaccinated campaign is based on feedback that we have gotten that indicates people from many different backgrounds connect with the theme of protecting their communities. The goal is to create awareness of COVID-19 vaccines and the impact it has on the collective group.

Vaccine Resource Center

- Vaccine Central
- Fact Sheets
- Conversation Guides



از خود تان محافظت کنيد.
از جامعه تان محافظت کنيد.
واکسين کنيد.



واکسين کوويد - 19: بی خطر و موثر


cdc.gov/coronavirus | nrcrim.org

మీన్నుల్ని మీరు రక్షించుకోండి.
మీ కమ్యూనిటీని రక్షించండి.
వాక్సిన్ వేయించుకోండి.

కొవిడ్-19 వ్యాక్సిన్: ఇప్పుడు దురదృష్టవశాత్తూ


Кожан охочий може
безкоштовно вакцинуватися
від COVID-19 у кабінеті лікаря
за особистим записом.


ПРОЦЕДУРА ВАКЦИНАЦІЇ ВІД COVID-19: БЕЗКОШТОВНО, ТРИВАЛО, КОНФІДЕНЦІЙНО


Nangmah tein i kilven.
Na umnak sang le veng kilven.
Zawt khamhnak sii i chunh.


COVID-19 ZAWT KHAMHNAK SII CHUNH: A HIM I HMUAL A NGI


GET THE FACTS

The Get the Facts campaign is based on CDC guidance, offering facts about COVID-19 vaccines in a simple and memorable way that counters common misconceptions. Materials available in more than 40 languages.

The campaign includes fact sheets, social media assets, and audio and video materials for those who may rely on a more oral tradition.

Topics covered:

- Safety + Eligibility
- Children + Youth
- Breakthrough Infections
- Masks
- Fertility + Parenthood
- Boosters
- Testing
- COVID-19 + the Flu
- Variants



COVID-19 VACCINE

GET THE FACTS.

SAFE AND EFFECTIVE

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

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CHANJO YA COVID-19

PATA KUJUA UKWELI.

SALAMA NA ZENYE UFANISI

Athari ni za kawaida. Athari HAZIMAANISHI umeambukizwa COVID-19.

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

የCOVID-19 ክትት

እውነታዎችን ያግኙ።

የጤና ፕሮጀክት ስር

ክትትን ከወሰዱ በኋላም ቢሆን ውጭብል ማድረግን ይቀጥሉ፡ ማህበራዊ ርቀትን ይለማመዱ፡ ኦክስጆን ብዙ ጊዜ ይታጠቡ እና ከፍተኛ ንክኪ ያለቸው ቦታዎችን ብዙ ጊዜ ያፈሩ።

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Tiv thaiv koj tus kheej. Tiv thaiv koj lub zej lub zos. Mus txhaj tshuaj tiv thaiv.

COV TSHUAJ TIV THAIV COVID-19: LOS PAUB QHOV TSEEB

Txhua tus TSIS TAS THEM NYIAJ rau cov tshuaj tiv thaiv.

Tiamsis zoo rau koj lam nug seb puas tau them rau lwm yam thaum mus txhaj. Thaum twg muaj cov tshuaj tiv thaiv nyob rau txhua txhia qhov chaw lawm ces, txawm koj muaj ntaub ntauv nyob hauv lub tebchaws no los tsis muaj los txhua tus yeej txhaj tau tibi.

Cov tshuaj tiv thaiv yuav tsis ua li cas rau koj thiab zoo heev li. Cov tshuaj tiv thaiv yuav TSIS kis COVID-19 rau koj.

Tsis tau muaj lwm yam tshuaj uas tau muab kuaj zoo npaum li no dua hauv tebchaws U.S. tej keeb kwm.

Txhob poob siab yog tias ho muaj tej tsos mob twg.

Qhov uas muaj tej tsos mob txhais tias cov tshuaj tiv thaiv qhia koj lub cev kom txawj ntaus tus kab mob COVID-19 xwb.

Koj tseem yuav tsum tau txhaj cov tshuaj tiv thaiv tabtxawm koj twb mob COVID-19 dua los lawm.

Ua tib zoo saib xyuas tom qab txhaj koob tshuaj tiv thaiv tas thiab nco ntsoov:

- Npog qhov ncauj qhov ntswg.
- Xyuum nyob sib nrug.
- Nquag ntxuav koj ob txhais tes.
- So tej chaw uas kheev kov tsis tseg.



Yog tias xav paub ntxiv: cdc.gov/coronavirus



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AUDIO & VIDEO PSAS AND SCRIPTS

VACUNA CONTRA EL COVID-19

DATOS CLAVE.

LAS VACUNAS SON GRATIS PARA TODOS.

Sin embargo, usted debe asegurarse y preguntar si hay algún costo adicional para la vacunación.

- A nadie se le puede negar una vacuna gratuita, incluso si no puede pagar un costo administrativo.
- Una vez que las vacunas estén disponibles, cualquier persona puede ser vacunada independientemente de su estatus migratorio.
- Todos pueden vacunarse cuando sea su turno.


Las vacunas contra el COVID-19 son seguras y eficaces. Usted NO PUEDE contraer COVID-19 por recibir la vacuna.

- Es más seguro obtener la vacuna que contraer COVID-19.
- Millones de personas han sido vacunadas de forma segura.
- Ninguna otra vacuna ha sido evaluada tanto por su seguridad en la historia de Estados Unidos.
- Se ha demostrado que la vacuna es segura para miles de personas de diferentes razas, etnias y edades.
- La vacuna contra el COVID-19 no cambia su ADN.



La vacuna le protege de contraer COVID-19.

- Incluso si contrae COVID-19 después de vacunarse, la vacuna lo protegerá de enfermarse gravemente.
- Incluso si usted ya tuvo COVID-19, debería vacunarse.
- Aún no se sabe cuánto tiempo una persona está protegida de contraer nuevamente COVID-19.





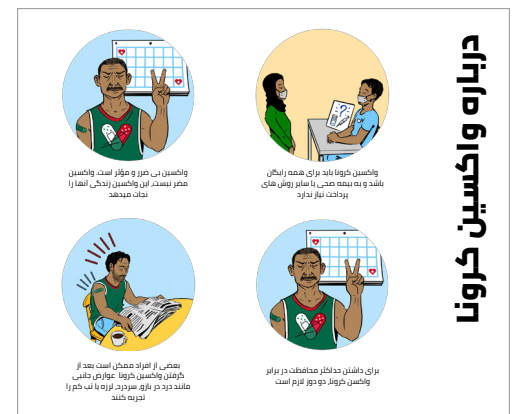
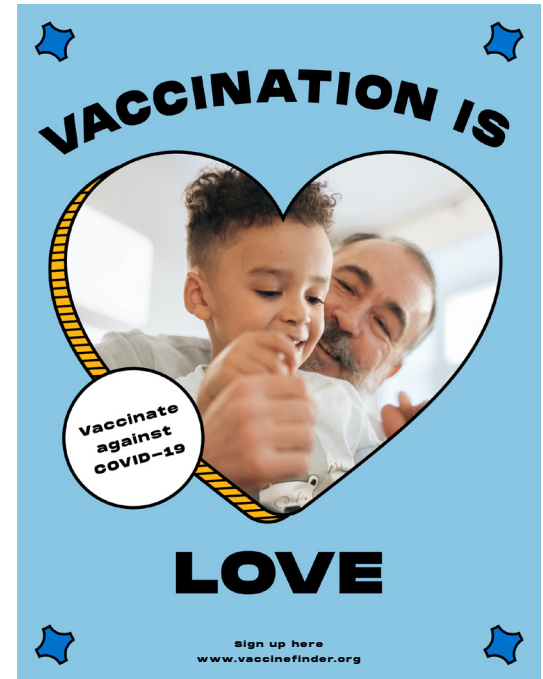
NRC-IRM
National Resource Center
for Immigrant, Refugee, and Migrant

Para más información visite: cde.gov/conovavirus

VACCINATION IS

The Vaccination Is campaign was created using a community-led, hyperlocal communications strategy that was developed by and for members of narrowly defined local communities.

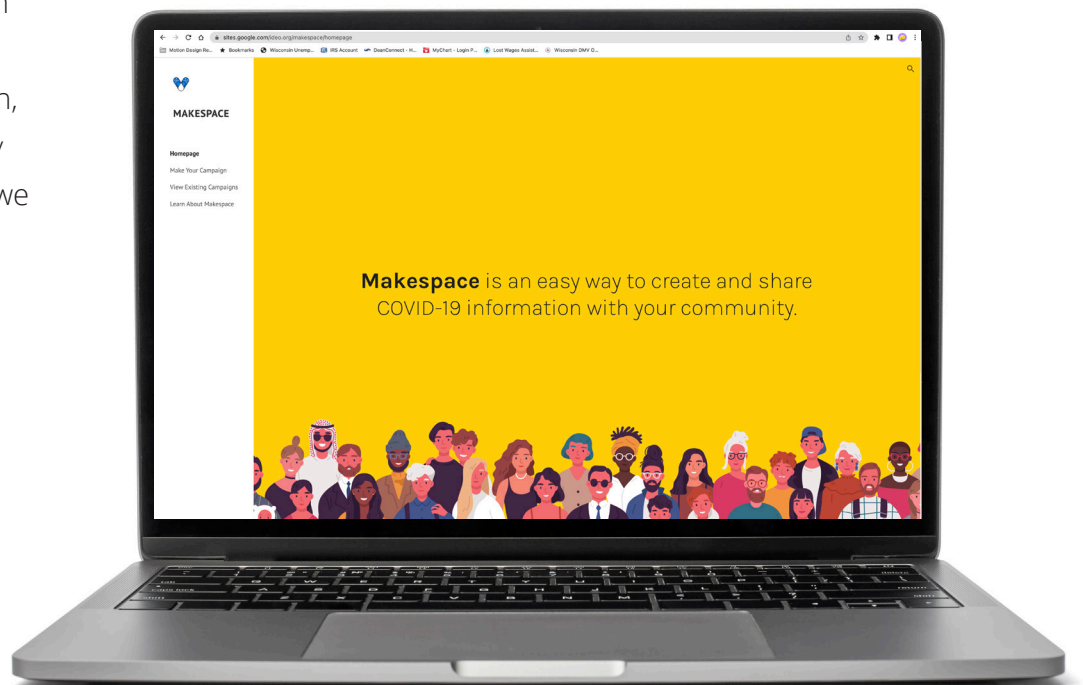
Unique communities need unique approaches to COVID-19 vaccine confidence that honor their priorities, values, and the expertise of community leaders. The messages are not universal - they are hyperlocal and customized to each community's unique needs.



MAKESPACE

Makespace is a tool for public health professionals and community-based organizations to make their own customized vaccine campaign in partnership with local communities.

With this guide, anyone can learn how to plan, create, and validate their campaign, using the same community engagement process that we used for Vaccination Is.



Where do you want to start?



Use templates and activities to create your own campaign.

MAKE YOUR CAMPAIGN NOW



See and download what has already been created by others.

VIEW EXISTING CAMPAIGNS



Hear testimonials from communities.

LEARN ABOUT MAKESPACE

MOTHERS X MOTHERS

Mothers x Mothers is a toolkit designed to help organizations plan and implement health-focused meetup groups for immigrant and refugee mothers. By equipping community mothers with the tools to host their own meetups, we can increase access to relevant information delivered in a safe, supportive space.

The elements of the toolkit are informed and tested by mothers' experiences, and create the conditions to have a judgement-free conversation around the vaccine among mothers. It's all about connection, belonging, and autonomy.



Plan



Promote



Prepare



Present

Key Roles

Here are the roles you'll need to run a successful Mothers x Mothers meetup. You may find that one person could fill multiple roles!

[Expand all](#)

- + Logistics
- + Recruiter
- + Facilitator
- + Follow-up Buddy

Safety Considerations

Since this gathering is specifically for unvaccinated mothers, let's make sure we are being as safe as possible when we convene.

[Expand all](#)

- + Setting Up the Space
- + During the Gathering
- + For Childcare

HOOYOOYIN X HOOYOOYIN

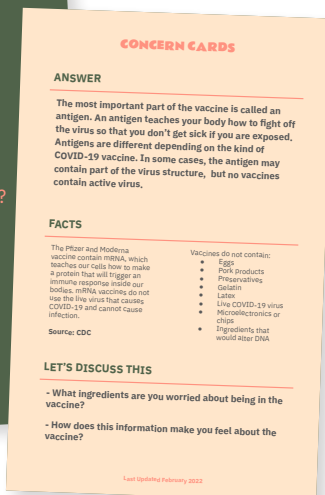
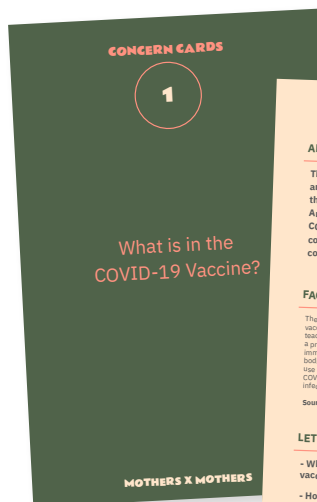


HOOYOOYINK U NASASHO AYAY U XAQ LEEYIHIIN

Kaalay ku soo biir meel ammaan ah oo
aad ku weydiin karto wixii su'aalo ah oo
aadna ka heli karto machuumaad fiican oo
la isku halayn karo oo la xiriira
caafimaadka, kaas oo aad ka helayso
hooyooyin kale oo adiga kula mid ah.

Disember 2, 11 am - 12:30 pm

Refugee Women's Network
500 S Columbia Dr
Decatur, GA 30030



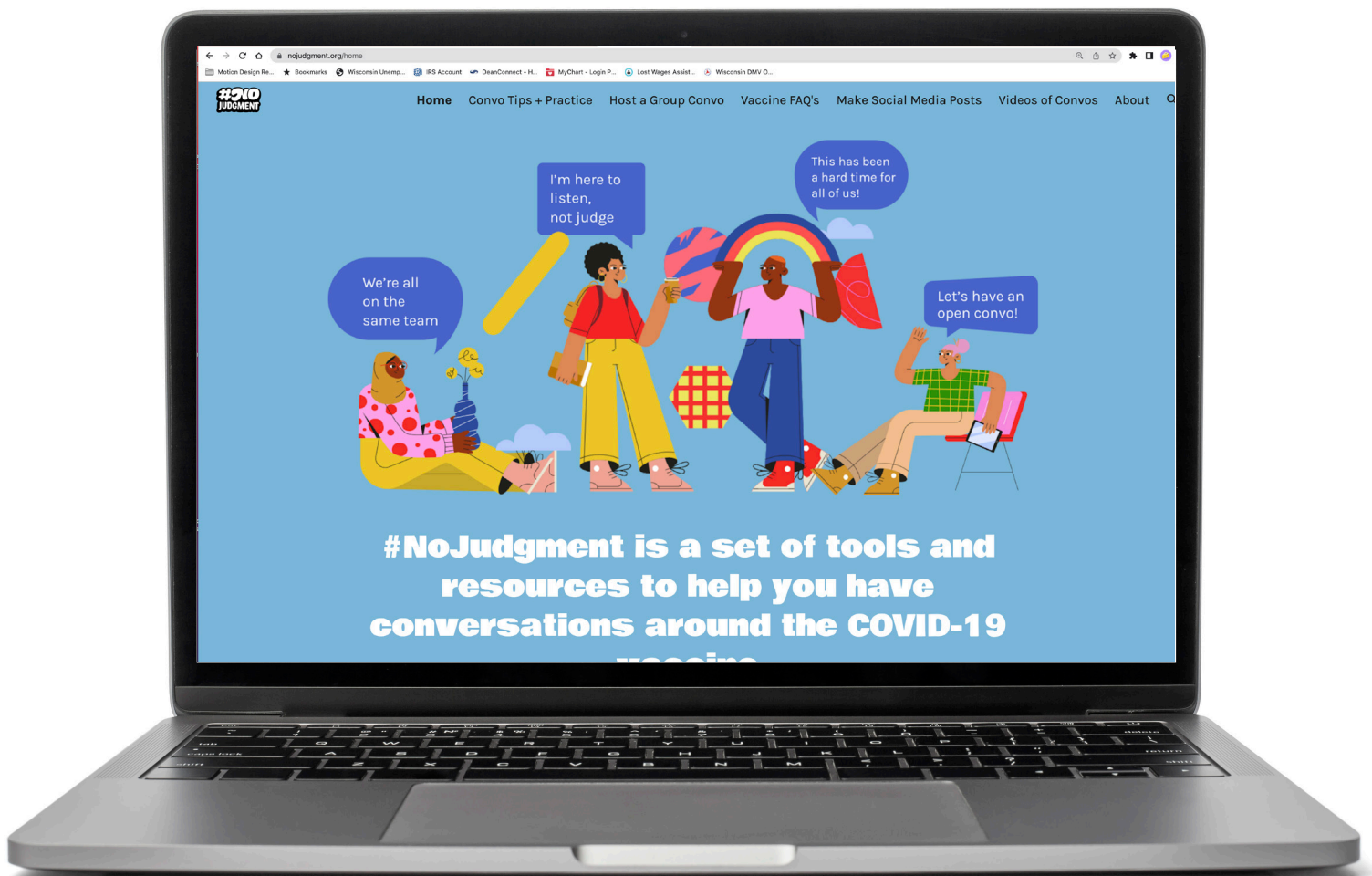
#NOJUDGMENT



Practice a #NoJudgment conversation

#NoJudgment is a campaign created for and by immigrant and refugee youth. We spent time speaking with young people ages 18-25 to listen and build understanding around their perspectives.

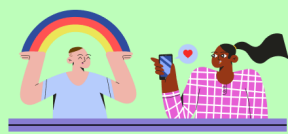
It offers resources for youth and the organizations that serve them to de-escalate the often polarized conversations that are taking place around the COVID-19 vaccine among young people in refugee, immigrant and migrant (RIM) communities.





MAKE SOCIAL MEDIA POSTS

Materials to start fostering judgment-free dialogues among young people in your community.



The pandemic is messy but there is a lot we are united on.

I want to hear your opinion and worries about the pandemic.

#NO JUDGMENT



Let's be open to each other.

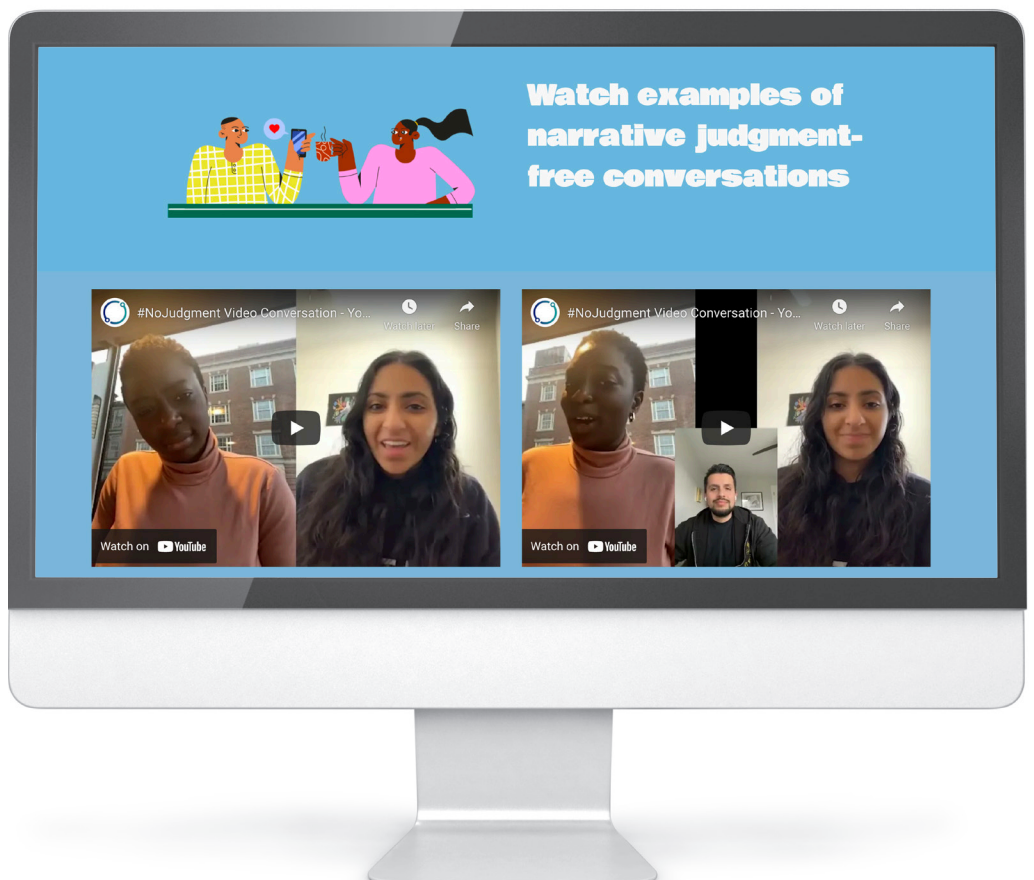
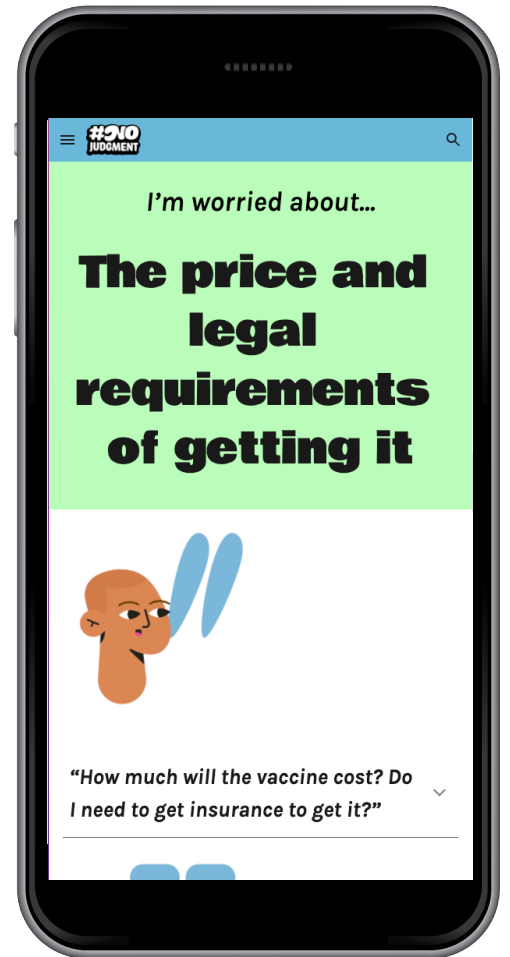
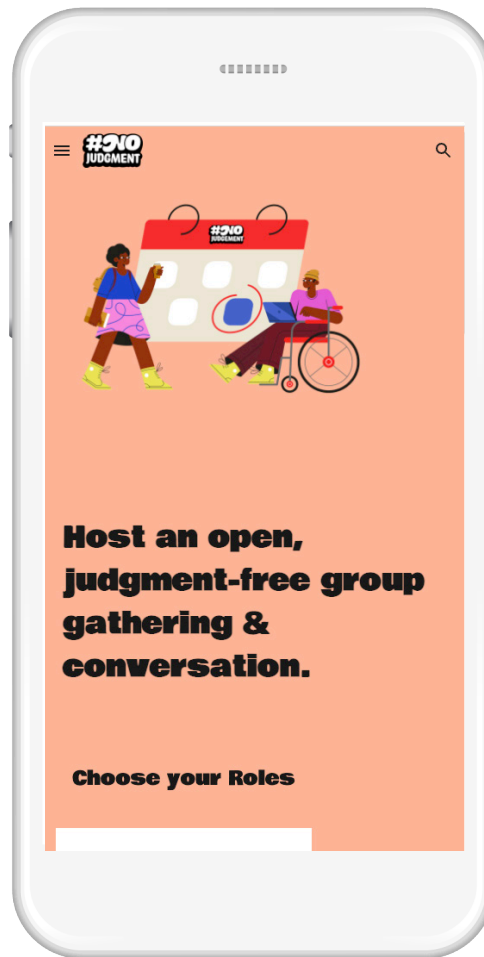
I want to hear your opinion and worries about the pandemic.

#NO JUDGMENT

I fought with my father for weeks about vaccination because he is strongly against it. I got vaccinated and will continue to have hard convos with my family.

WHAT'S YOUR STORY?

#NO JUDGMENT

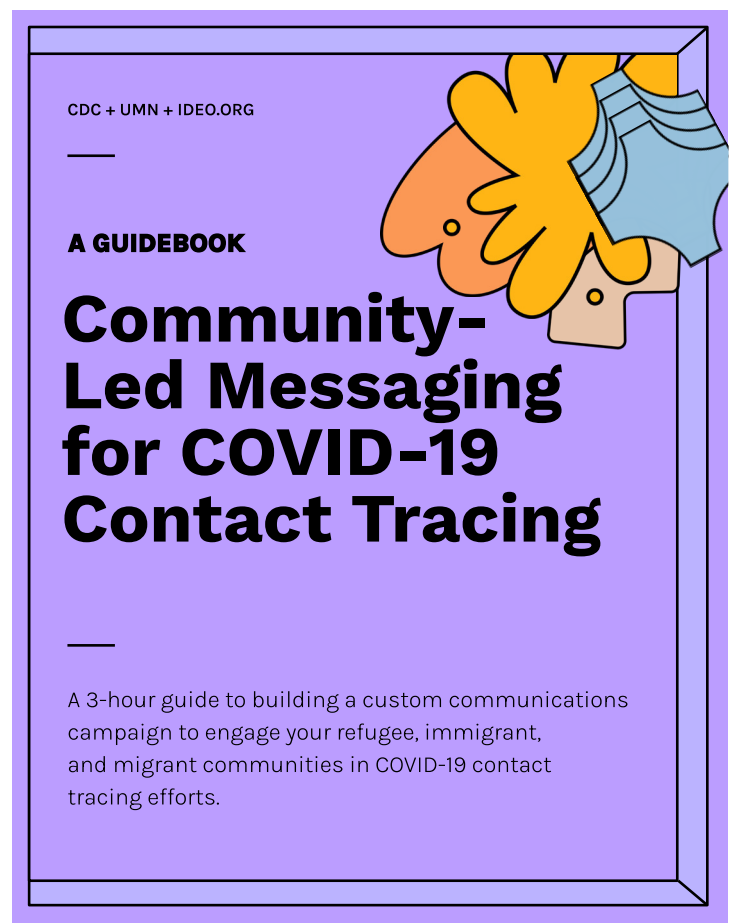
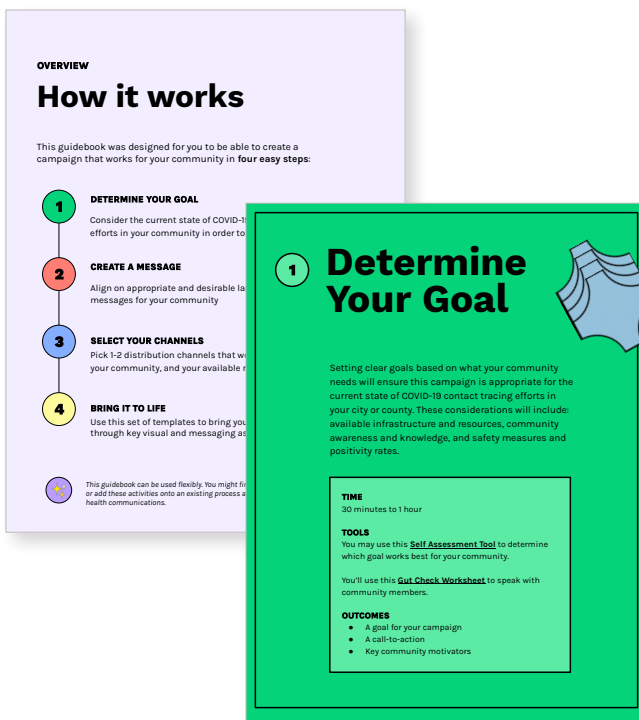


CASE INVESTIGATION + CONTACT TRACING

We built contact tracing campaigns in partnership with a community of farmworkers in Florida and a community of Congolese refugees and migrants in Texas.

Community leaders lent their expertise around translation strategy; messaging that resonates; photography, layout, colors and other design elements; strategies around medical language and imagery; and using trusted messengers in campaign delivery.

Our guidebook offers a roadmap to building a custom communications campaign to engage refugee, immigrant and migrant communities in contact tracing efforts.



KUJITENGA ni tendo la UPENDO



Photo by Noun Project / Noun Project

Chunga hii namba ya simu XXX.XXX.XXXX

1. Ikiwa wewe ni mgonjwa, toa taarifa ya dalili unazojisikia
2. Kama utakutwa na maambukizi au ikiwa unapima chanya, jitenge mwenyewe
3. Ikiwa umekuwa karibu na wengine, ruhusu idara yako ya afya iwaambiye bila wewe kujulikana

Place your
Logo here

Portrait of nurse in PPE outside of medical office with arms folded by Noun Project

Do all you can to
**protect your
loved ones**



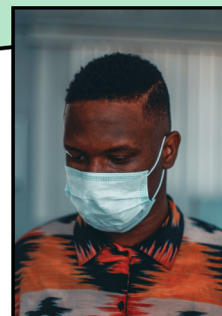
Place your
Logo here

**Keep your distance and wear a
mask at home if you have to.**

facebook



Kufuatilia mawasiliano
**inaweza kulinda
jamii yetu**



Like

Comment

Share



TO DISCLOSE SYMPTOMS IS
**an act of
LOVE**



Haga todo lo posible para
**proteger a
sus seres
queridos**



PRINTING MINI-GRANTS

Like what you see? Bring these campaigns to your community with a printing mini-grant.

We know that common barriers to using our vaccine campaign materials are time and cost. Our mini-grant program can help you overcome both. We will work with you to determine your need, and arrange for printing and shipping at no cost to you.

Learn more at www.z.umn.edu/minigrant.

OUR 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

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