A photograph of two women smiling and laughing in a vineyard. The woman on the left has dark curly hair and is wearing a light-colored jacket. The woman on the right is wearing a light-colored beanie and a white long-sleeved shirt, and is holding a bunch of dark grapes. The background is filled with green grapevines. The entire image has a blue color overlay.

Empowering Refugee, Immigrant and Migrant Community Leaders to Support COVID-19 Vaccine Confidence Among Their Peers

NRC-RIM + IDEO.org
June 30, 2022

Agenda

- About NRC-RIM
- Community-Informed Campaigns
- Mothers x Mothers
- #NoJudgment
- Makespace
- Q&A

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)

Health Communications + Education

Get Vaccinated + Get the Facts



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



COVID-19 VACCINATIONS: FREE. PRIVATE. CONFIDENTIAL



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

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

Community-Informed

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



Community-Informed



Designed to Honor Many Communities



Protect yourself.
Protect your loved ones.
Get vaccinated.



COVID-19 VACCINATIONS: SAFE AND EFFECTIVE



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



Protect yourself.
Protect your community.
Get vaccinated.



COVID-19 VACCINATIONS: SAFE AND EFFECTIVE



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



Protect yourself.
Protect your community.
Get vaccinated.

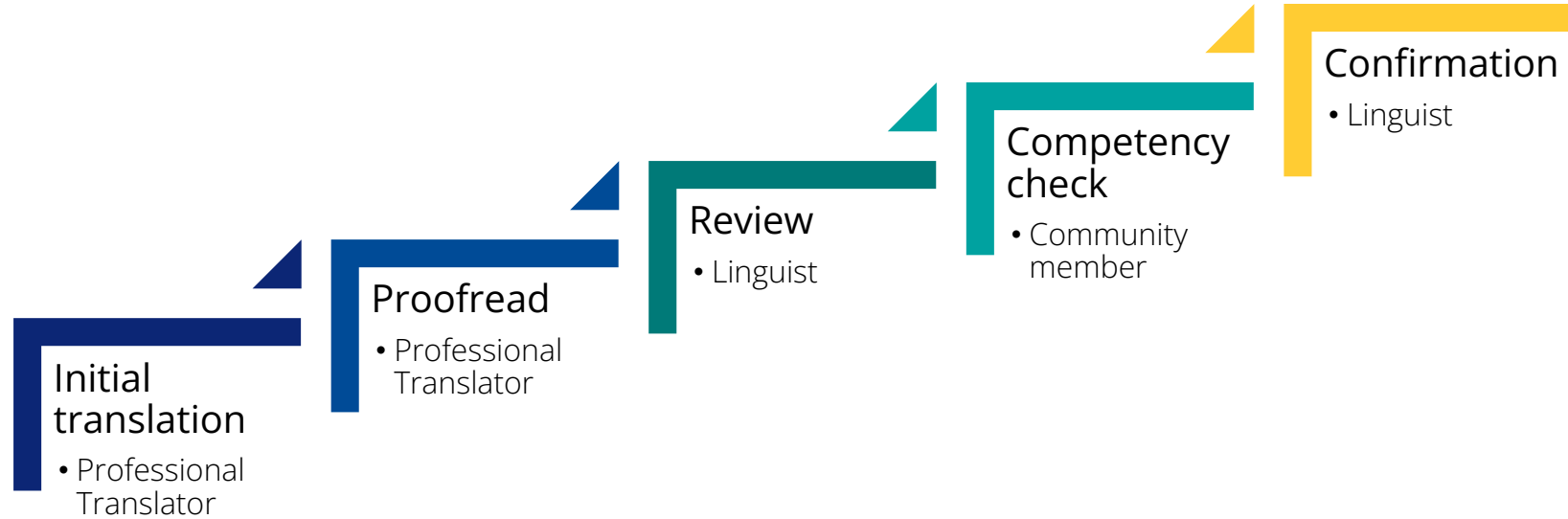


COVID-19 VACCINATIONS: SAFE AND EFFECTIVE



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

Rigorously Translated



Rigorously Translated

- 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 and Scalable

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.

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

Get Vaccinated Poster - English ☆ 📁 ☁

File Edit View Insert Format Slide Arrange Tools Add-ons

Choose preview 1 slide without notes Lockdown Hide background Include

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

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.

Customizable and Scalable

Conversation Guides:

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



Our Campaigns



- **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.

Our Campaigns





We believe that public health solutions should be developed in genuine partnership with affected communities.

Empowering Community Leaders as Co-Designers



CDC + UMN

VACCINE CONFIDENCE FOR RIM COMMUNITIES

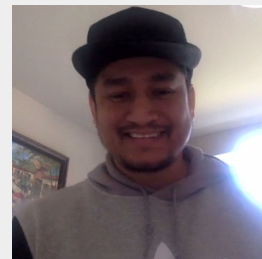
IDEO.ORG

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.**



HCD + PUBLIC HEALTH

The pandemic has underscored the potential of co-design in health

Relevant

By centering community needs, we aim to better understand and design for specific community needs, concerns, and myths surrounding COVID-19.

Co-Owned

The process of co-designing with communities also means co-ownership, where solutions are developed with the change agents that will implement and scale them.

Culturally-Affirming

We recognize that developing moving messaging goes beyond accurate translations. By working closely with community leaders we're building customizable tools that can be adapted to serve hyperlocal needs.

Honoring Multiple Perspectives

Our hope is to engage everyone with various vaccine perspectives in conversations. To help shift mindsets, we need tools that make everyone feel heard and validated.

As part of our Vaccine Confidence work, we have co-designed:



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.

www.nrcrim.org/moms



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.

www.z.umn.edu/makespace



#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.

www.nojudgment.org

INTRODUCING MOTHERS X MOTHERS

MOTHERS X MOTHERS

A toolkit for planning and running
Community Health Meetups



MxM

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



A MOTHERS X MOTHERS MEETUP IS

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

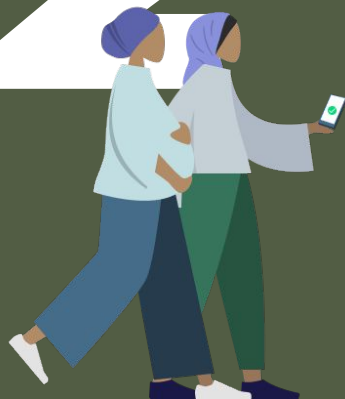
1



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



MxM adaptations



The National Center for
Restorative Justice for All, Inc.

MOTHERS X MOTHERS



Florence Njoyi
FACILITATOR

MOTHER'S DAY SPECIAL



**HAPPY
Mother's
DAY**

**BECAUSE MOTHERS
DESERVE A BREAK**

Come join a safe space for asking questions and getting good and reliable health information from mothers just like you.

SUNDAY MAY 8TH, 4:00 PM - 6:00 PM

CLICK HERE TO JOIN

OR SEND EMAIL TO: INFO@RESTOREALL.ORG

\$25 RECEIVE A \$25 GIFT CARD FOR YOUR TIME & PARTICIPATION



Funded by:



RAMSEY
COUNTY
Minnesota

In collaboration with:



IDEO-ORG





The National Center for
Restorative Justice for All, Inc.

MOTHERS X MOTHERS




Florence Njoyi
FACILITATOR

**BECAUSE
MOTHERS
DESERVE
A BREAK**

Come join a safe space for asking questions and getting good and reliable health information from mothers just like you.

SUNDAY APRIL 3RD, 3:00 PM - 5:00 PM

CLICK HERE TO JOIN ON ZOOM



Funded by:



RAMSEY
COUNTY
Minnesota

In collaboration with:



IDEO-ORG

INTRODUCING #NoJudgment



#NoJudgment is a set of tools and resources to help you have conversations around the COVID-19 vaccine.

Here, you'll find resources to de-escalate the polarized conversations that are taking place around the COVID-19 vaccine, especially among young people. Explore information around [common vaccine concerns](#), as well as [tools and tips](#) to have conversations in ways that are safe, and judgment free.

www.nojudgment.org

VISION

With a multitude of tools and support, CBOs are empowered to initiate and create spaces for judgment-free conversations that young people are excited to join.

By creating open dialogue...

→

young people will be
open to talking honestly

→

creating opportunities
for mindset shifts

→

increasing vaccine uptake

WHAT WE DID

**We worked with
a young people
from refugee,
immigrant, and
migrant
communities
across the
country to build
these tools**



WHAT WE BUILT

**CONVERSATION TIPS +
PRACTICE TOOL**

Tips on how to have judgment-free conversations around the COVID-19 vaccine, and a tool to help you practice them on your own first.

- *Tips*
- *Textversation*
- *Video Examples*

**HOST A GROUP
CONVERSATION**

Tools to help you plan and facilitate judgment-free conversation around the COVID-19 vaccine with a group.

- *Roles*
- *Logistics*
- *Agenda*

**VACCINE FAQ'S**

Common COVID Vaccine Concerns + Responses

- *Safety*
- *Cultural/Societal*
- *Legal*

**MAKE SOCIAL MEDIA POSTS**

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

- *Social Media*
- *Buzzfeed Quizzes*

DEMO TIME



INTRODUCING VACCINATION IS & MAKESPACE

VACCINATION IS



vaccinate
against
COVID-19

LOVE

sign up here
www.vaccinefinder.org

VACCINATION IS



vaccinate
against
COVID-19

HOPE

sign up here
www.vaccinefinder.org

VACCINATION



vaccinate
against
COVID-19

**IS
STRENGTH**

sign up here
www.vaccinefinder.org

VACCINATION IS



vaccinate
against
COVID-19

PROTECTION

sign up here
www.vaccinefinder.org

MATERIAL LIBRARY



LEVEL 1: ENGAGE

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

MATERIALS

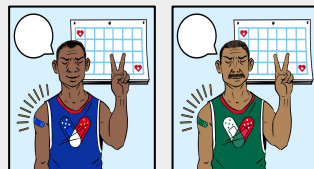
Posters
Social media graphics
Stickers



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.

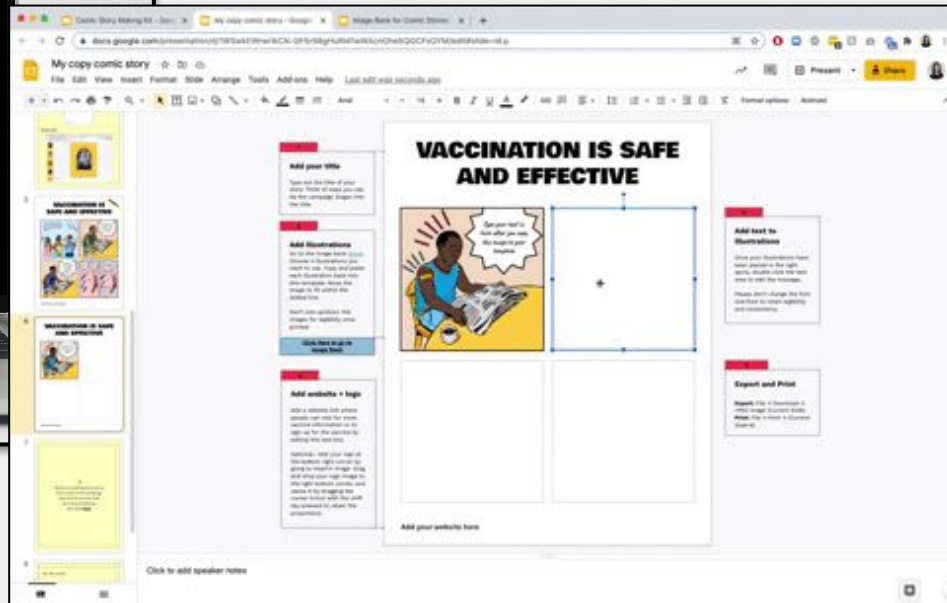
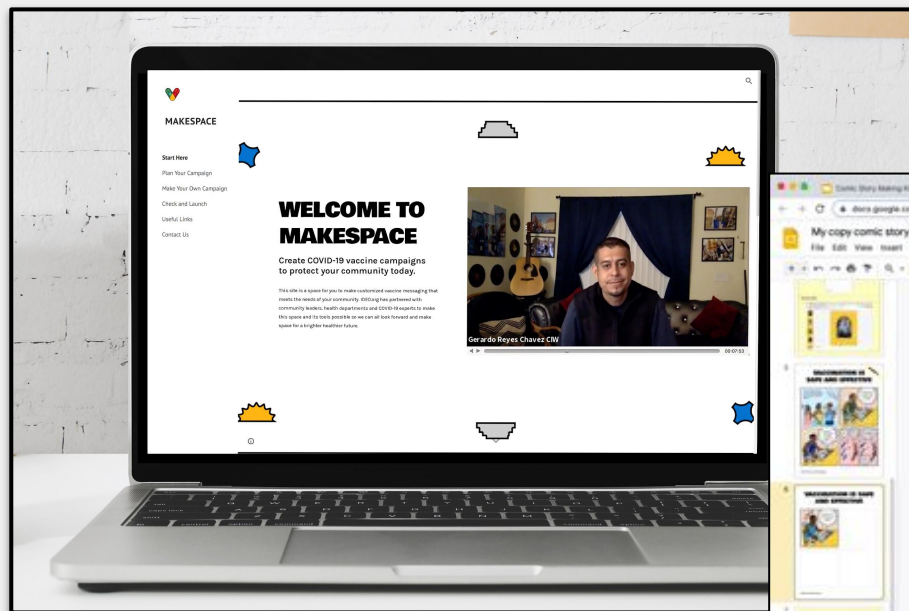
Comic strips (paper or social media)



LEVEL 4: PROMOTE

Encourage others to take the COVID-19 vaccine.

Stickers
Profile Pictures





Questions?