NOV 15, 2022

WELCOME!

We'll get started 5 minutes after the hour.
Please introduce yourself in the chat!

Canal Alliance // IDEO.org // NRCRIM

AGENDA

01 About NRC-RIM and IDEO.org

02 The Honest Conversations Toolkit

03 Applying the toolkit at Canal Alliance

About NRC-RIM

The National Resource Center for Refugees, Immigrants and Migrants

History

- Funded by CDC, housed at University of Minnesota
- Established in Oct. 2020
- Work with organizations serving RIM communities that are disproportionately impacted by health inequities

Goals

- **Strengthen partnerships** between health departments and communities
- **Support health departments and CBOs** that work with refugees, immigrants, and migrants
- **Reduce health disparities** and increase health equity

What We Do

Promising Practices + Toolkits

Health Education + Communications

Online Training

Technical Assistance

Pilot Projects

Dissemination

Core Partners

Supporting Honest Conversations

Storytelling as a Strategy

- **Real stories** from community members can lead to positive behavior change
- **Cultural and linguistic relevance** is naturally found in authentic stories from community leaders
- **Partnerships** with community leaders and others can improve reach

Storytelling and Trusted Faith Leaders

Building Trust

Conversation Guides

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

Conversation Guides: Topics

- Boosters
- Breakthrough infections
- Children + youth
- Employer requirements
- Fertility + parenthood
- Infection + recovery
- Testing
- Variants of concern
- Wearing a mask
- Waves

Other Health Topics

Seasonal Flu

Monkeypox

NRC-RIM and IDEO.org

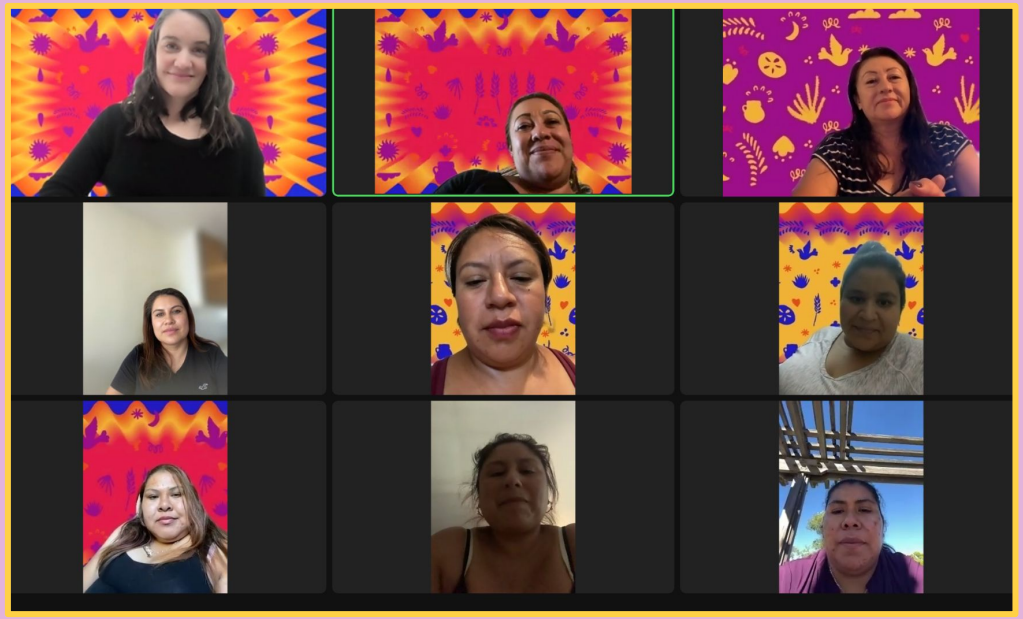
About IDEO.org

IDEO.org

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

COMMUNITY-DRIVEN DESIGN

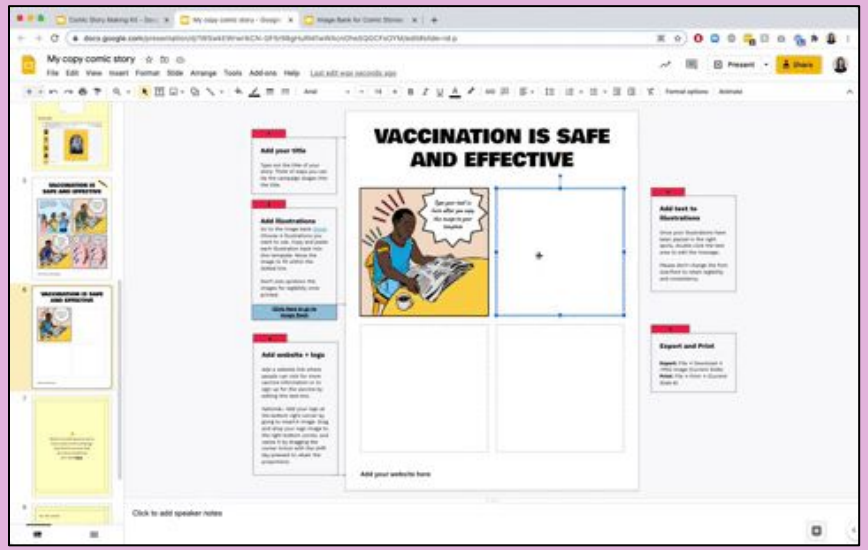
Those who will benefit, deliver or have the power to influence the solution are part of creating the solutions.



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 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

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.

Communities

Healthy Spaces is a toolkit to create inclusive spaces that will better serve the public health and healthcare needs of people in RIM communities.

Young People

#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

Honest Conversations

HONEST CONVERSATIONS:

A modular kit that allows anyone to create a story-based communications campaign that addresses health related concerns amongst refugees, immigrants, and migrants.

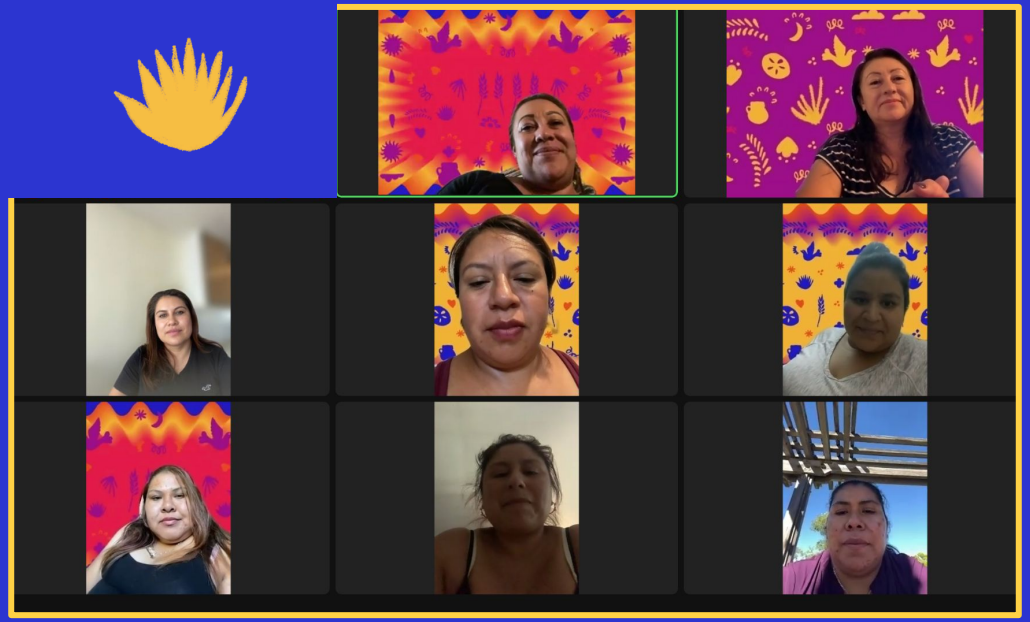
NORTH STAR

How might we empower communities to identify & quickly build adaptable communication that addresses relevant health topics and reinforces trust in medical guidance even as that guidance evolves?

Our Partners

Our Partners

Our Co-Designers



Our Co-Designers

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စကားဝိုင်းများ

HONEST
CONVERSATIONS:

محادثات
صادقة :

CÁC CUỘC TRÒ
CHUYỆN TRUNG THỰC:

CONVERSACIONES
HONESTAS:

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HONEST CONVERSATIONS:
COVID-19 boosters
1.
SET THE FOUNDATION
2.
GATHER STORIES
3.
MAKE & SHARE
4.
REFLECT & EVALUATE

When I first heard about COVID-19,

I thought It wasn't going to spread everywhere.

I felt worried

because Many became very ill.

When I reflect on that time, I think

while I lost hope

I also gained strength.

If I could go back in time, I would tell

myself The vaccine protects you from serious symptoms.

CANAL ALLIANCE

CONVERSACIONES HONESTAS: COVID-19

La primera vez que escuché sobre COVID-19, Pensé que el COVID-19 no se iba a propagar por todas partes. Que solo fue en China y afectó a los que viajaban.

Yo me sentí preocupada porque me di cuenta de que muchas personas se enfermaron gravemente. Un gran número de personas fallecieron sin poder estar con sus seres queridos. Esperábamos que hubiera una vacuna, y cuando salió la vacuna había muchos mitos.

Isabel, 34

Haga una cita para el refuerzo COVID-19 aquí

CANAL ALLIANCE

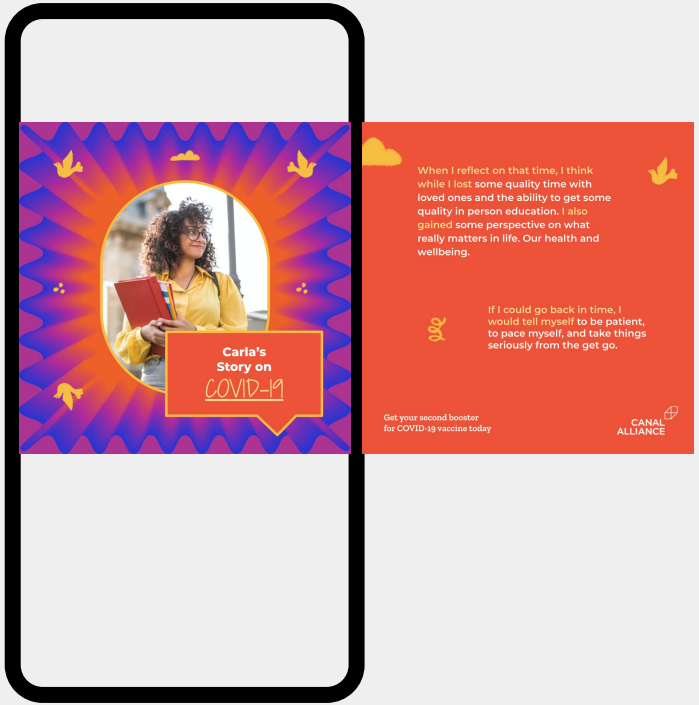
Cuando reflexiono sobre ese tiempo, pienso que mientras perdí la esperanza, también gané fuerza.

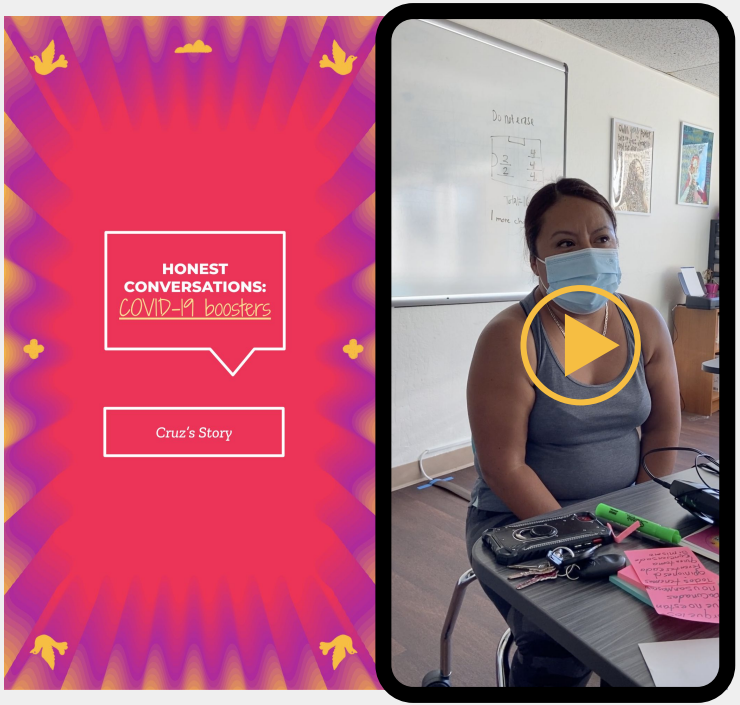
Si pudiera retroceder en el tiempo, me diría a mi misma: la vacuna y el refuerzo te protegen de síntomas graves que pueden llevar a la muerte. Que es mejor prevenir que lamentar.

Isabel, 34

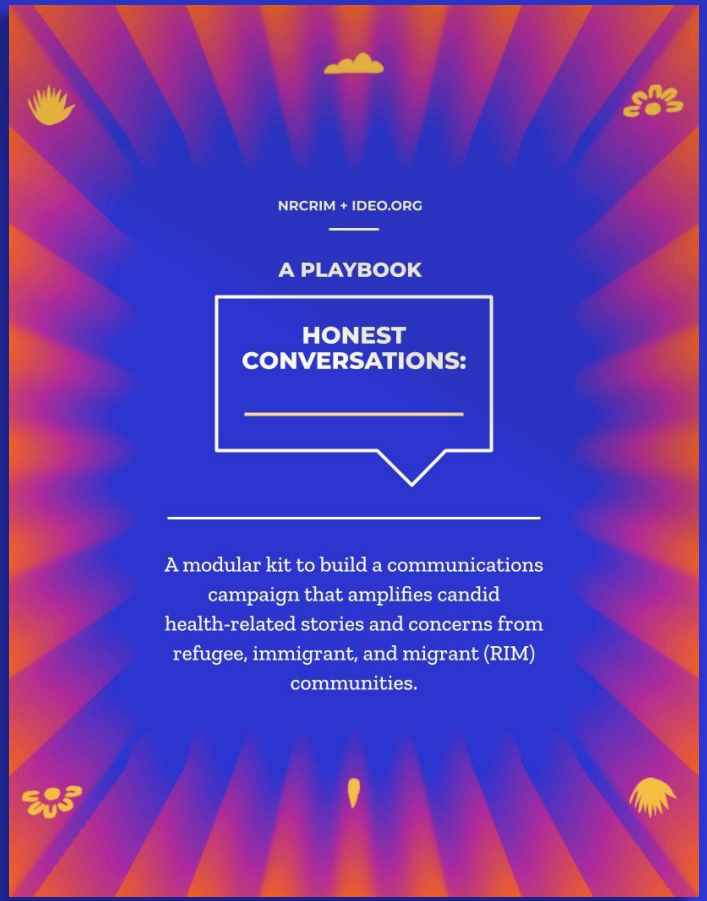
Haga una cita para el refuerzo COVID-19 aquí

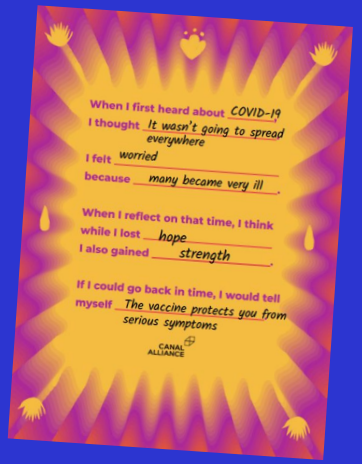
CANAL ALLIANCE


Carla's
Story on
COVID-19
When I reflect on that time, I think while I lost some quality time with loved ones and the ability to get some quality in person education. I also gained some perspective on what really matters in life. Our health and wellbeing.
If I could go back in time, I would tell myself to be patient, to pace myself, and take things seriously from the get go.
Get your second booster for COVID-19 vaccine today
CANAL ALLIANCE


HONEST
CONVERSATIONS:
COVID-19 boosters
Cruz's Story

The Playbook


NRCRIM + IDEO.ORG
A PLAYBOOK
HONEST CONVERSATIONS:
A modular kit to build a communications campaign that amplifies candid health-related stories and concerns from refugee, immigrant, and migrant (RIM) communities.



1 SET THE FOUNDATION
Identify your campaign Season Topic and Call to Action.

2 GATHER STORIES
Collect honest stories from your community members.

3 MAKE & SHARE
Create assets and distribute them in the community.

4 REFLECT AND EVALUATE
Explore impact and reach before repeating with a different topic.

DEMO TIME

LATINO COMMUNITY

CANAL ALLIANCE

WELCOME

HONEST CONVERSATIONS:

_____

CANAL ALLIANCE

COLLABORATIONS

Partnership

CBO's

Businesses

IDEO·ORG
County of Marin
Marin Health & Human Services — Health, Well-being & Safety
California Department of PublicHealth
The Spectrum Center — For Marin's LGBTQ+ & HIV Communities
UCSF
Marin Community Clinics
Voces del Canal — Construyendo Oportunidades
Kaiser Permanente®
SF·Marin Food Bank
Legal Aid of Marin — Justice for all
Multicultural Center of Marin
District Attorney — Marin County California
Aliados por la Salud
Marin County Probation Department
America's SBDC California — Northern CA Network
Small Business Development Center — Marin
San Rafael Police
San Rafael — The City With a Mission
Marin Sanitary Service
Safe Marin
Sonoma-Marin SMART — Area Rail Transit
DOR Department of Rehabilitation — Employment, Independence & Equality
CalFresh — Healthy Living
marin transit
the Canal Arts
Golden Gate Bridge
Creaciones Rubi — Recuerdos para toda ocasión
Salón Mirsa
Taxes / More
Chung Station
GTM Complete Auto Repair
Casa Guatemala
Excel International Courier
Multi Servicios
Bella's Hair Salon
Panaderia Bendicion de Dios
San Carlos Boutique

IMPLEMENTATION PROCESS

HONEST CONVERSATIONS:

COVID-19 Boosters

STEP 1

SET THE FOUNDATION

HONEST CONVERSATIONS

STEP 1

SET THE FOUNDATION

INTENTION
Get ready to gather community stories by identifying your campaign Season Topic and Call to Action.

CONTENTS
Pick a Season Topic; Create a Call to Action; Capture Your Work

OUTCOME
At the end of this step, you'll have a focus for your campaign.

TIME NEEDED
30 - 60 minutes with key stakeholders at your organization.

- Fall/Winter Season **(Holidays)**
- Topic chosen based on the reported **small numbers of boosting** in our **Latinx community**. Concern of expected spike in **COVID cases** during Fall and Winter.
- Focused on a timely health topic for **four months.**
- Connecting our communities to **health guidelines** and **resources**.
- Re-engaging people and **rebuilding trust**.
- **Vaccines** and continued **long COVID** health concerns.

TIMELINE

Phase 1

October

- **3rd** Plan and Develop
- **6th** IDEO Materials Campaign
- **10th** Coordinate Project
- **17th** Inventory and Resources
- **31st** UP Workshop (1)

Phase 2

November

- **7th** Involvement with other CBOs
- **8th** Involvement with other Communities Anchors
- **9th** UP Workshop (2)
- **10th** IDEO Implementation Meeting
- **10th** Produce Materials for Outreach (Flayers)
- **15th** Food Pantry Collection (3)
- **15th** Webinar. Celebrating Honest Conversations
- **19th** Community Outreach Collection (4)
- **22nd** Community Outreach Collection (5)
- **28th** Evaluation of Narratives
- **30th** Produce Materials to Share

Phase 3

December

- **1st** Radio Promotion of Event
- **2nd** Social Media Promotion
- **3rd** HW Promotion (Door to Door)
- **6th** HW Promotion (Door to Door)
- **7th** Promotion Marin Community Clinic
- **10th** Outreach Promotion (Door to Door)
- **13th** Outreach Promotion (Door to Door)
- **14th** Promotion in Marin Community Clinic
- **17th** COMMUNITY FAIR
- **19th** Capture DATA

Phase 4

January

- **9th** Analyze data
- **16th** Evaluate
- **19th** CBO's Feedback
- **23rd** Partnerships Feedback
- **26th** Canal Alliance Feedback
- **30th** Share Results
- **31st** Save DATA

STEP 2

GATHER STORIES

HONEST CONVERSATIONS

STEP 2

GATHER STORIES

INTENTION
Collect personal stories from your community members.

CONTENTS
Tips for Gathering Stories; Gather Stories; Script; Consent Form; Fill-in-the-blanks; Media Tips; Capture Your Work

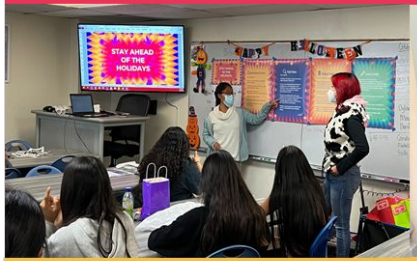
OUTCOME
At the end of this step, you'll have a collection of stories submitted in different formats from your community.

TIME NEEDED
3 - 14 days, asking operational staff or volunteers to attend community gatherings to gather personal stories.

90
UP! Program
Class Activity

200
Food Pantry
Blackboard Activity

120
Community Leaders
Conversation Activity



UP! Program

Community Leaders

Food Pantry

STEP 3

MAKE & SHARE

- **Community Fair** (Activities with campaign brand)
- **Create banners** (papel picado style) with all the stories collected from students and community members to increase the display of all narratives gathered.
- **Posters** (large format) of the most impactful stories from students and their families to display Gallery Style to have the youth show the work they did in contribution to our campaign to their families (open to the public).
- **Public chalkboard** (notes and draws) Community expressions about COVID 19.

STEP 4

REFLECT & EVALUATE

HONEST CONVERSATIONS

STEP 4

REFLECT & EVALUATE

INTENTION
Reflect on the impact of your campaign.

CONTENTS
Measure Impact; Reflect on Your Campaign; Announce End of Campaign; Capture Your Work

OUTCOME
At the end of this step, you'll know what went well and how to improve your next health campaign.

TIME NEEDED
1 - 3 hours attended by a range of staff (executives as well as operational staff), volunteers, and community members.

01
Discussion Group.
Canal Alliance COVID 19 Response Team.

02
Zoom Meeting
CBO's Feedback

03
Zoom Meeting
IDEO

04
Document
DATA

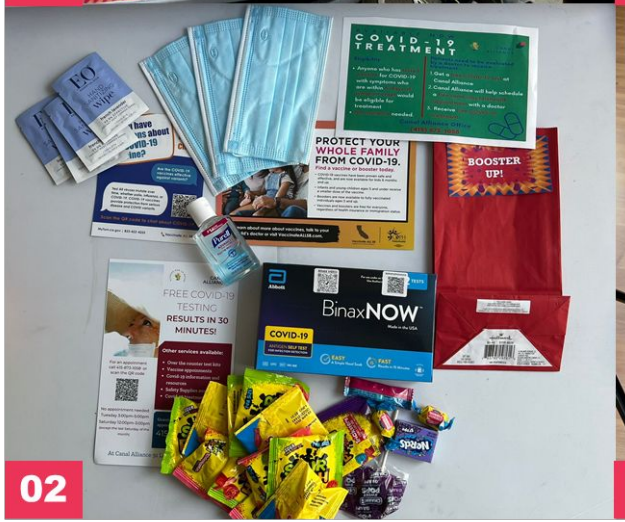
05
Video
Process/Reference

UP! PROGRAM
STUDENTS

01

03

05



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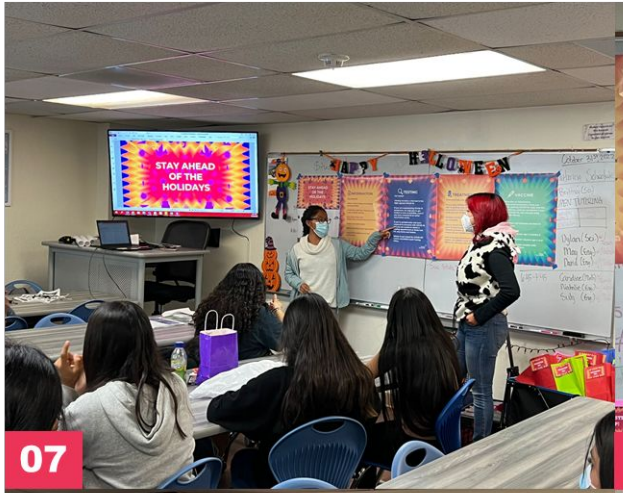

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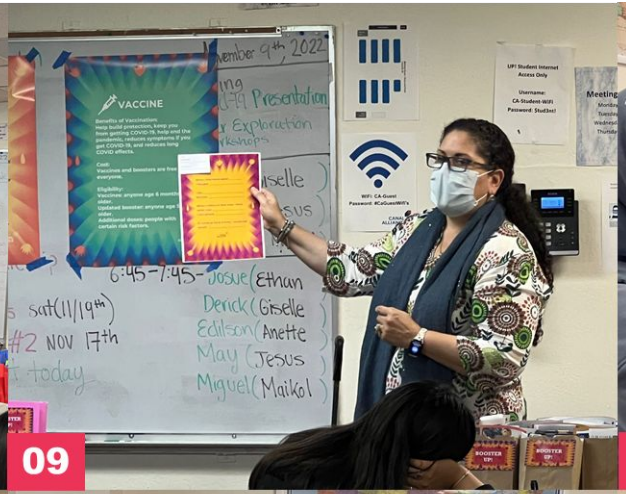

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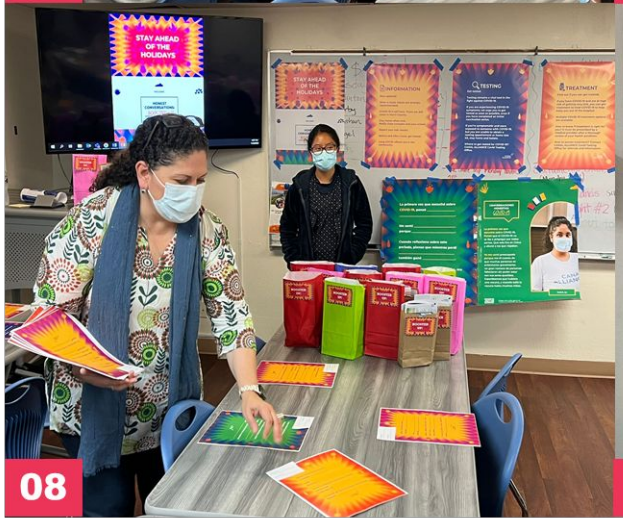

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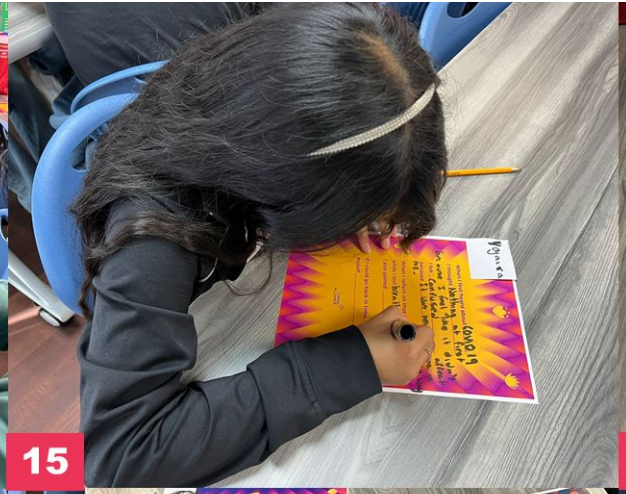
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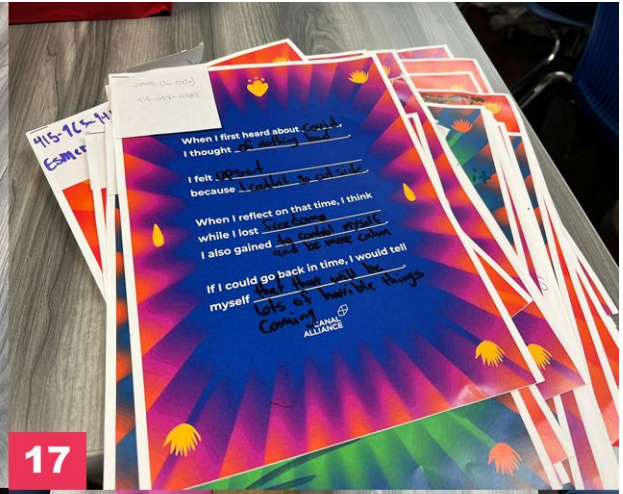
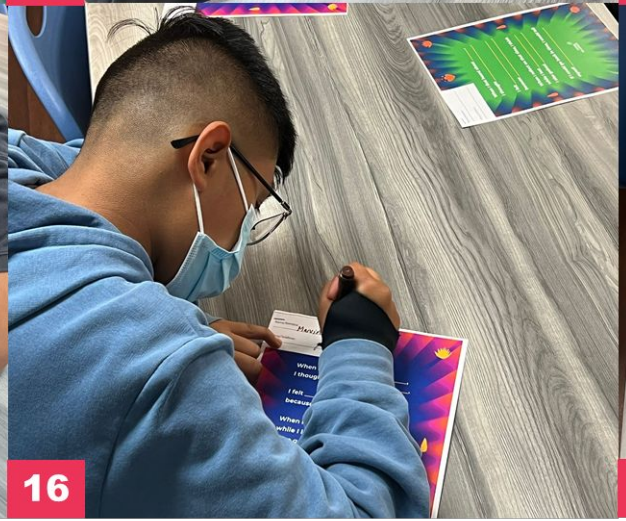

17
When I first heard about
I thought
I felt
because
When I reflect on that time, I think
while I lost
I also gained
If I could go back in time, I would tell
myself
JAMAL ALLIANCE

14


16

18

PILOT GRANTS AVAILABLE

email
claudia@ideo.org
if interested

Q&A

Thank You!

Canal Alliance // IDEO.org // NRCRIM

How to Reach Us

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