

Create Covid-19 Health Messages That Speak to Your Community

Love • Hope • Strength • Protection

Webinar: Community-Led COVID-19 Messaging that Supports Vaccine Confidence

Sign up today to learn how you can create COVID-19 vaccine campaigns that are innovative, creative, and meet the needs of refugee, immigrant and migrant (RIM) communities where you live.

Unique communities need unique approaches to COVID-19 vaccine confidence that honor their priorities, values and the expertise of community leaders. Now, there are tools to help you do just that.



The National Resource Center for Refugees, Immigrants and Migrants (NRC-RIM) worked with IDEO.org, a nonprofit design studio, to build vaccination campaigns in genuine partnership with specific RIM communities. This meant working alongside community leaders to create and disseminate their messaging campaigns. With NRC-RIM's resources, you can do the same!

Sign up for a webinar today



🕒 10-10:50 PDT | 1-1:50 EDT

🚀 Register at z.umn.edu/vaccinewebinar

Learn how to

- **Develop** a community-led, hyperlocal communications strategy
- **Build** vaccination campaigns in partnership with communities
- **Customize** your campaign with templates and tools
- **Complement** your materials with pre-designed and translated Get the Facts and Get Vaccinated campaigns

NRC-RIM is funded by the CDC to support health departments and community organizations working with refugee, immigrant and migrant communities. Learn more at nrcrim.org.

 **NRC-RIM**
National Resource Center for
Refugees, Immigrants, and Migrants
www.nrcrim.org