Partnering for Vaccine Equity
Zoom Webinar Features

- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, **OR**

- Use **Q&A tab** in Zoom task bar to submit a question at any time

- **Live Spanish interpretation**: for webinars offering this option, access the interpretation option in the Zoom toolbar (Globe icon)

- **Chatroom Etiquette**: Avoid posting questions for the speaker in the Chatroom, and be civil

- **Technical problems?** Email **vaxequitylearning@urban.org**
Today’s Speaker

Syreeta Wilkins
Communications Strategist
Creating culturally and linguistically relevant COVID-19 vaccine materials

Syreeta Wilkins
About NRC-RIM

- Funded by the CDC, housed at UMN
- Goals:
  - Strengthen partnerships between health departments and communities
  - Support health departments and CBOs that work with Refugees, Immigrants, Migrants (RIM)
What we do

Collect, curate, create, pilot, evaluate and disseminate

- Best and promising practices
- Health communications and health education
- Online training
- Technical assistance
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
Creating culturally relevant materials
Step 1: Listen and Learn

*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
Step 2: Create

**Content**

- Lean on partners
- Align with trusted sources
- Convert to simple language
- Double check
Step 2: Create
Step 2: Create

Pexels.com | Nappy.co | Pixabay.com
Step 2: Create
Step 2: Create
Step 3: Translate

- Initial translation
  • Professional Translator

- Proofread
  • Professional Translator

- Review
  • Linguist

www.nrcrim.org
Step 3: Translate

*High-quality contractors*

- Translators from community
- Work as a team
- Translate message, not words
- Collaborate to address tone, idioms, etc.
Step 3: Translate

Initial translation
  • Professional Translator

Proofread
  • Professional Translator

Review
  • Linguist

Competency check
  • Community member
Step 3: Translate

*Valuing expertise of community*

- Paid opportunity
- Check for:
  - Accuracy
  - Comprehension and tone
  - Culturally competent language and photos
Step 3: Translate

Initial translation
• Professional Translator

Proofread
• Professional Translator

Review
• Linguist

Competency check
• Community member

Confirmation
• Linguist
Step 4: Finalize

- Linguist confirmation
- Design changes
- Customizable templates
Summary

Listen
- Topics
- Medium
- Distribution

Create
- Write
- Design
- Photo options

Translate
- Rigorous translation
- Community review
- Accurate and culturally appropriate

Finalize
- Confirm with linguist
- Update designs
- Make customizable
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 community.
Get vaccinated.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

www.nrcrim.org
New messaging:

COVID-19 vaccine decisions are private.

Only you and your doctor will know.

Schedule a confidential appointment today.

FREE. PRIVATE. CONFIDENTIAL.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

www.nrcrim.org

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

Protect yourself. Protect your community. Get vaccinated.

FREE. PRIVATE. CONFIDENTIAL.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

www.nrcrim.org

COVID-19 vaccine decisions are private.

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COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

www.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

Audio + Video PSAs
Get the Facts Campaign

Topics:

- Variants
- Children + Youth
- Breakthrough Infections
- Masks
- Fertility + Parenthood
- Boosters + Third Doses
- Employer Requirements

www.nrcrim.org
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

www.nrcrim.org
Makespace

- Make customized vaccine messaging that meets the needs of local communities
- Drag-and-drop templates and easy-to-use guide
Makespace

- Easy-to-use guide:
  - Plan
  - Create
  - Validate
Three Campaigns

Protect yourself.
Protect your community.
Get vaccinated.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE
Campaign Demonstration
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

**COVID-19 VACCINE**

**GET THE FACTS.**

**BOOSTER SHOTS**

**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.

**NOW AVAILABLE FOR AGES 12+**

www.nrcrim.org
Conversation Guides

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

Topics include:
- General questions
- Boosters + third doses
- Breakthrough infections
- Children and youth
- Employer requirements
- Fertility + parenthood
- Testing
- Variants of concern
- Wearing a mask
Emerging issues

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How to Reach Us

@nrc_rim

www.nrcrim.org

@nrcrim

nrcrim@umn.edu
Satisfaction Poll & Upcoming Events

**January 27th**—*What’s Your Story? Creating Narratives to Support Public Health*

• 12:00-1:00PM EST
• Register [here](#)

**February (Tuesdays)**—*Social Media Workshops*

• More details to come end of this week.
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