Agenda

● About NRC-RIM
● Resources for Mothers
● Other Vaccine Resources
● Mothers x Mothers Health Meetups
● Makespace
About NRC-RIM
About NRC-RIM

- Funded by the CDC, housed at University of Minnesota
- 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
Resources for Mothers
Fertility + Parenthood

- Translated in 40+ languages, customizable
- Key messages:
  - Provide for one’s family
  - Vaccinated parents protect children
  - Vaccines safe at all stages in a relationship
Fact Sheet: Fertility + Parenthood

BEFORE YOU HAVE CHILDREN

WHILE YOU’RE PREGNANT

AFTER YOU GIVE BIRTH

WHEN CHILDREN ARE OLDER
Fact Sheet: Vaccines for Children

- Translated in 40+ languages, customizable
- Key messages:
  - Children are safest when they are vaccinated
  - Vaccines are safe and effective for children
  - Vaccinated children protect the community
Video: Children Keep Our Community Strong

- Arabic
- Burmese
- Dari
- English
- French
- Karen
- Kinyarwanda
- Lingala
- Nepali
- Pashto
- Russian
- Swahili
- Tigrinya
- Ukrainian
Get the Facts: Side Effects

- 40 Facts translated in 40+ languages, customizable
- Key facts about:
  - What side effects to expect
  - Why side effects happen
  - Vaccine safety for adults, children
Get the Facts: Other Themes

1. **COVID-19 Vaccine**
   - **Get the Facts.**
   - **Safe and Effective.**
   - When you get vaccinated you also protect your children, because it makes you less likely to infect your loved ones.

2. **COVID-19 Vaccine**
   - **Get the Facts.**
   - **Safe and Effective.**
   - COVID-19 vaccines are safe for caregivers who are pregnant or breastfeeding.

3. **COVID-19 Vaccine**
   - **Get the Facts.**
   - **Safe and Effective.**
   - COVID-19 vaccines are safe for couples, pregnant women and new parents.
Other Vaccine Resources
Vaccine Central

- Event plans
- Talking points
- FAQs
- Fact sheets with translations
- 20+ Promising practices from around the country
Conversation Guides

Topics include:

- Boosters + third doses
- Breakthrough infections
- Children and youth
- Employer requirements
- Fertility + parenthood
- Testing
- Variants of concern
- Wearing a mask
Three Campaigns

Protect yourself. Protect your loved ones. Get vaccinated.
ABOUT IDEO.org & OUR PROJECTS
Leveraging a human-centered design approach to co-creating with communities
Those who will benefit, deliver or have the power to influence the solution are part of creating the solutions.

**COMMUNITY-DRIVEN DESIGN**

**Najma**  
Proud Mother of five  
Multi-task Master

**Samravit**  
Proud mother of three  
Great listener

**Maryan**  
Passionate future doctor  
Eager to spread healthcare messages in her community

**Kalkidan**  
Proud, Ethiopian Mother  
Super-organized
Increasing vaccine confidence among RIM communities

Our methods:
- Role Play
- Make Your Own Campaigns
- Journey Mapping
- Design Critiques + Listening Sessions
- Focus group testing over Zoom, in person and WhatsApp, and Facebook
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.
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.

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.

#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
MOTHERS X MOTHERS
Tools to launch your own peer meetup for mothers from RIM communities.
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.
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
**Plan**
Use the planner to think through key considerations such as roles, space, and budget.

**Promote**
Customize invitations throughout your community.

**Prepare**
A breakdown of every meetup activity for facilitators to practice.

**Present**
Slides you can use or print out to present, as well as FAQ's about the vaccine.
DEMO TIME
What’s special is that it’s tailored to them. It’s not CNN. It’s specific to Somali mothers and answers their questions. A lot of people just want their questions answered before they get the vaccine.

Why don’t you do this more often? It feels like being a human again and taking a break from being a mom and having to do a million different things.

PROMISING EARLY OUTCOMES

RWN has now run:
- 2 iterations of MxM meetups
- 35+ participants
- 8+ women deciding to get vaccinated throughout the course of the gatherings.
INTRODUCING VACCINATION IS & MAKESPACE
Vaccination is Love

Vaccinate against COVID-19

Vaccination is Hope

Vaccinate against COVID-19

Vaccination is Strength

Vaccinate against COVID-19

Vaccination is Protection

Vaccinate against COVID-19
# MATERIAL LIBRARY

<table>
<thead>
<tr>
<th>LEVEL 1: ENGAGE</th>
<th>Build awareness and inspire confidence to take the COVID-19 vaccine.</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Posters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social media graphics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stickers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEVEL 2: INFORM</th>
<th>Give simple, must-know information about the vaccine.</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Social media stories</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(long-form or graphic)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Information cards</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEVEL 3: REASSURE</th>
<th>Explain complex concepts and address local circulating myths.</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Comic strips (paper or social media)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEVEL 4: PROMOTE</th>
<th>Encourage others to take the COVID-19 vaccine.</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Stickers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Profile Pictures</td>
</tr>
</tbody>
</table>
WELCOME TO MAKESPACE

Create COVID-19 vaccine campaigns
to protect your community today.

This site is a space for you to make customized vaccine messaging that
resonates with the needs of your community. It is designed to
cohere with community leaders, health departments and COVID-19
advocates to make this space and its tools possible so we can all look
forward and make space for a brighter, healthier future.

Gerardo Reyes Chavez CW
DESIGNED FOR OWNERSHIP

Community leaders are in the driver’s seat and are encouraged to leverage their intuition.

CREATE YOUR OWN CAMPAIGN

**PLAN**
Assess your community’s needs & concerns around the COVID-19 vaccine

**MAKE**
Create custom messaging and materials for your community

**VALIDATE**
Collect community feedback and prepare for dissemination
DESIGNED FOR EASE

Customizable templates that allow anyone to create materials, quickly.
DESIGNED FOR INCLUSIVITY

Activities that prompt leaders to consider inclusivity and accessibility in their communities.

Inclusive Materials Check

Let’s make sure the materials created will resonate across different and diverse identities within each community as best as possible.

Consider: Would your messages and images be well received by people with different characteristics?

- Messages
  - Different genders
  - Various religious or ideological backgrounds
  - Age (younger and older)
  - Different abilities (visually impaired or hearing impaired)
  - Immigration status
  - Financial status
  - Literacy + education level
  - Comfort using technology
  - Occupations and work

- Images
  - Different genders
  - Various religious or ideological backgrounds
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  - Immigration status
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People will represent a mix of these characteristics, so it would be great to test with people who represent different identities.

Activity Example

Addressing Your Community’s Needs

Match your community’s questions, concerns and misconceptions to the materials that address them. Notice if there are any gaps that would require you to create new materials and go back to MAKESPACE to create them.

1. TOP QUESTIONS
   - How the vaccine works
   - Side effects
   - Dying from the vaccine

2. TOPS CONCERNS
   - What are the side effects
   - We will never go back to normal

3. MISCONCEPTIONS
   - Vaccine gives you the virus

A

B

MY CAMPAIGN MATERIALS

Vaccination is Hope Poster
Fact Sheet
Comic

Notes:
REACH & DISSEMINATION

WHAT WE CREATED

CAMPAIGNS

10 campaigns created (~6 materials created for each)

1000+ clicks on ready-made materials

MAKESPACE

3000 unique users

20+ languages spoken by users

Users come from 50 states, 80+ countries

IMPACT

Gerardo (CIW) mobilizing 1500+ for a vaccination event in Immokalee, FL

Hibo (Briva) mobilizing 400+ for a vaccination event in Minnesota

Bernadette (IRC) mobilizing bus events for vaccination in Dallas, TX
A PREVIEW
#NoJudgment
Why does talking about the COVID-19 vaccine have to feel so anxiety inducing?

Let's have judgement-free conversations on vaccines.
We want to hear from you!

This work will be in evolution, and we're excited for folks like yourself to help make it more user-friendly and more applicable to your work!

Please fill out this quick feedback survey with any comments you have while using our tools or if you would like additional support using the materials.
QUESTIONS?
FEEDBACK?