
National Resource Center for Refugees, Immigrants and Migrants

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Presentation Overview

- Highlight resources and approaches that can be leveraged for preparedness in support of refugee, immigrant, and migrant communities beyond COVID-19

- Highlight resources that can be used today in ongoing COVID-19 activities
Project Background
About NRC-RIM

- Funded by the CDC, housed at University of Minnesota
- Goals:
  - Support health departments and CBOs that work directly with Refugees, Immigrants, Migrants during COVID-19
  - Strengthen partnerships between health departments and RIM communities
What we do

● Best and promising practices
● Health communications and health education
● Training
● Technical assistance
● Pilot projects (in partnership with NACCHO)
Core Partners
Community Leadership Board

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

- Resources highlighted today are the collective work of several organizations and dozens of individuals
- We are grateful for the knowledge and expertise from local health departments and community organizations, including some in attendance this week
Promising Practices & Toolkits
Best and Promising Practices

- Informed through 100+ interviews
- 60+ best and promising practices
- 30+ guides and checklists
- 9 toolkits and “Vaccine Central” page
Toolkits

- Vaccine Central
- CICT
- Clinicians’ corner
- Communications
- Community engagement
- Community health workers
- Employer engagement
- Partnerships
- Schools
- Testing
Highlight: Community Advisory Boards

Step by step guide for establishing a community advisory board, including:

- Recruitment
- Board expectations / ground rules
- Facilitation
- Logistics
- Sustainability
Highlight: Community Partners Mapping

Checklist of tips for health departments to identify community partners

- Practical suggestions
- Specific examples
- Cross-sector partners
Highlight: Partnerships

Consulates
State Refugee Health Coordinators
Faith-based Organizations
Youth Groups
Highlight: Employer Resources

- Best practices for employee communication around COVID-19 vaccines
- Job readiness training and COVID-19
- Workforce development boards
- Approaches and best practices could be leveraged for other public health communications
Highlight: Community-Led Interventions

- Culturally Specific Information Broadcasts
- Community Hotlines and Phone Trees
- Community Movie Night + Information Exchange
- Facebook Live
Health Education and Health Communications
NRC-RIM Health Communications Portfolio

1. **Curated existing** COVID-19 translated materials
2. **Created campaigns** that have been translated into **40+ languages** that can be customized by organizations
3. **Partnered with communities** to co-create **hyperlocal campaigns**
Translated Materials Library

- 7000+ Items
- 175+ languages
- Multiple formats
  - Video
  - Audio
  - Printed
  - Websites
Culturally and Linguistically Relevant Communications Strategies

- **Listen**
  - Topics
  - Medium
  - Distribution

- **Write**
  - CDC guidance
  - Simple language
  - Diverse perspectives

- **Design**
  - Stock photos
  - Design elements
  - Free tools

- **Translate**
  - Rigorous translation
  - Community review
  - Accurate + culturally appropriate

- **Scale**
  - Confirm with linguist
  - Update designs
  - Make customizable
Get the Facts Campaign

You are not fully protected from COVID-19 until two weeks after your last shot!

- If you got the one-dose vaccine, you must wait 2 weeks after your last shot.
- If you got the vaccine that needs two shots, you must wait 2 weeks after your shot.

STAY SAFE AFTER BEING VACCINATED

Experts don’t know how long the vaccine will protect you from COVID-19 or if you can still spread COVID-19 to others after being vaccinated. Even after getting the vaccine, continue to:

- Wear a mask.
- Practice social distancing.
- Avoid gatherings with more people.
- Wash your hands frequently.
- Disinfect high-touch areas.

Even if you are fully vaccinated, get tested for COVID-19 right away if:

- You have been around someone with COVID-19 and start to feel ill. Also, stay home and away from others.
- You have been around someone with COVID-19 and start to feel ill. Also, stay home and away from others.

Vaccines were made quickly because there was decades of previous research that scientists could use.

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
Customizable Templates

NEW! Want to try a different look? Check out the slides at the end of this presentation.

You can change the photo to another one in our photo bank that represents your community:
1. Move the text out of the way.
2. Delete this photo
3. Copy/paste a photo from the other slides.
4. Resize the photo to fit by clicking on one of the corners and dragging it with your mouse.
5. Right click the photo, select "Order" and then "Send to Back"
6. Move the text to its original position

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.
“What is a Contact Tracer” Video

- Script developed by IRC in collaboration w/ communities
- Focuses on the professional rather than the activity
- Features community members
- Available in 10 languages
- Script for other communities to make their own
Community-Led Contact Tracing Campaigns

"Contact tracing can protect our community. It allows us to know who else might need to get tested so we can stop the spread."
Community-Led Contact Tracing Campaigns

"To notify others is an act of love"

“Save this number”

“If you’re sick, disclose your symptoms. If you’re positive, self isolate. If you’ve been in close proximity with others, allow your health department to anonymously notify them.”
Community-Led Contact Tracing Campaigns

A 3-hour guide to building a custom communications campaign to engage your refugee, immigrant, and migrant communities in COVID-19 contact tracing efforts.
“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
Makespace

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

Imagine campaigns for

- COVID-19 boosters
- Hepatitis B vaccines
- Routine childhood vaccines
Mothers for Mothers Health Meetups

- Health meetup toolkit co-designed by IDEO.org and Refugee Women’s Network
- Supports organizations to plan and implement their own meetup groups
- Resources focused on COVID-19, but model could be used for other topics
Training
Online Modules

Working with Refugee, Immigrant, and Migrant Communities in COVID-19

Working with Interpreters during Case Investigation and Contact Tracing
Online Modules

Stress and Resilience for Case Investigators and Contact Tracers

A Facilitator's Guide for Conducting Listening Sessions
Webinar: Mobile Vaccination Campaigns

Mobile COVID-19 Vaccination Campaigns for Refugee, Immigrant and Migrant (RIM) Communities

Practical Considerations

Guide: Mobile COVID-19 Vaccination Campaigns for Refugee, Immigrant and Migrant (RIM) Communities

Why provide mobile vaccinations to RIM communities?

Bringing healthcare, including COVID-19 vaccinations, to where people live, work, learn, and play has promising potential to improve community engagement and communities. This guide is intended for health professionals, public health departments, and community organizations to help plan vaccination events for RIM communities. Mobile vaccination campaigns in coordination with community-based or faith-based organizations can be an effective way to reach these communities and ensure that all communities are kept safe and receive COVID-19 vaccinations in the most equitable manner possible.

Step 1: Identify trusted community-based or faith-based organizations that work with RIM communities

- Partner with community organizations, faith-based organizations, and health department community liaisons if available to offer information and education about the vaccine to the communities ahead of time.

Step 2: Increase COVID vaccine confidence

- Assess vaccine confidence of community members and provide language-concordant educational materials and videos to answer questions about vaccine concerns.
- Utilize proven and best practices to communicate vaccine benefits and risks.
  - Use trusted resources found on the NRC-RIM website, including:
    - Educational materials translated into multiple languages that can be customized with your organization's logo
    - Resources to build your own vaccination campaigns in partnership with communities
  - Use the FAQC vaccine in discussions to increase vaccine confidence
- Communicate, About me, Science, Explain, Advice
Upcoming Webinars

- Two upcoming webinars will have applicability beyond COVID-19

- **April 14 and April 28**: #NoJudgment: A Vaccine Confidence Campaign Created By and For Immigrant and Refugee Youth

- **April 29**: Partnering with schools in support of vaccine efforts for RIM communities
NRC-RIM Resources: Summary

- Practical guides, checklists, and best practices organized into 9 toolkits
- Health communications and health education resources, including translated and customizable campaigns
- Online training
- Technical assistance
NRC-RIM Resources: Mini Grants

- Printing mini-grants to support printing and shipping of NRC-RIM health communications resources
- Mini-grants to support Mothers for Mothers health meetups
How to Reach Us

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