Agenda

- About NRC-RIM
- COVID-19 Vaccine Resources
- For Parents
- Working with Youth
- #NoJudgment
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
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.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

GET THE FACTS.
WEARING A MASK

IT IS ALWAYS SAFEST TO WEAR A MASK
COVID-19 is still infecting thousands of people every day including senior 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.

Masks protect against COVID-19
Because COVID-19 spreads very easily, wearing a mask protects you, your friends and family, and your community.
- When you wear a mask, it is less likely that you will get sick from breathing in the virus if it is in the air.
- It is possible to be sick with COVID-19 and not know it, because not everyone feels sick. In this case, wearing a mask makes it less likely that you will spread the virus to others.

Masks must be worn properly to be effective.
- Wear your mask over your nose and mouth.
- Make sure the ear loops are pulled tight over the top or sides.
- Put your mask on and off with clean hands.
- Do not touch your mask when it is on your face.
- Clean your reusable mask at least daily.
- Use your disposable mask only once.

VACCINES PROVIDE THE MOST PROTECTION
- Getting vaccinated is the most important step you can take to protect yourself and your community.
- After getting fully vaccinated it is unlikely you will get sick from COVID-19, even if you do, the vaccine will protect you from getting dangerously ill.

EVEN VACCINATED PEOPLE ARE SAFEST WITH A MASK
It is unwise for people to get sick with COVID-19 after they are vaccinated, but it can happen. Getting a vaccine and wearing a mask are the best ways to protect yourself and spreading COVID-19 to others.
For Parents
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
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
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
Working with Youth
Youth and Young Adult Ambassadors

- Bridge between communities
- Caregivers + cultural navigators
- Help others with language, technology
- Lead vaccine and testing efforts
Appealing to Family and Community

- Combine mask and vaccine messaging
- Highlight cultural values
- Protect the greater community
Partnerships with Youth Groups

- Distribute resources
- Empower youth
- Door-to-door education and resources
- Two-way partnership
Encouraging Vaccination through Sports

- Bring clinics to communities
- Remove barriers
- Build trust
- Align game schedules with second doses
Partnerships with K-12 Schools

- Rooted in communities
- Uniquely positioned to bridge gaps
- Vaccines, testing, contact tracing
- **Webinar: April 29**
  - [www.nrcrim.org/schoolswebinar](http://www.nrcrim.org/schoolswebinar)
#NoJudgment

NRC-RIM + IDEO.org

April 14, 2022
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.

Above: Youth Design Collective who co-created #NoJudgment

Right: Afghan Community Leaders in a brainstorm developing Vaccination Is Campaign materials
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...

**YOUTH**

#NoJudgment

#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.

**COMMUNITIES**

MakeSpace

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.

**MOTHERS**

Mothers x 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.
Let's have judgement-free conversations on vaccines.
What we heard

Young people are more likely to shift attitudes about the vaccine when offered face-to-face, human connection: from listening, validating, asking, and offering support.

The key: a compassionate dialogue between young people!
We worked with a Youth Design Collective of RIM youth to co-design refinements.

Together, we built tools that are:

- Culturally-Affirming
- Youth-Focused
- Honoring Multiple Perspectives
- Relevant and Relatable
# NOJUDGMENT

## WHAT WE BUILT

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The social risk of posting something sensitive and original on social media is high, but if CBOs take the lead, young people are much more likely to repost and engage.

The core role of CBO’s in the #NoJudgment model is to connect young people with the tools. This can be achieved by:

- Using the sparks on social media to create interest.
- Hosting a virtual or in-person gathering with young people.
**For CBOs**
**Broadcast + Engage**

Tools to spark and facilitate judgment-free conversations with young people around the vaccine.

Tools to engage via: social media, virtual events or physical gatherings.

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**For Young People**
**Learn + Practice**

Tools young people can interact with on their own once they find the resource.

Tools that help clarify doubts, and give people actionable ways to engage others in difficult, judgment-free conversations around the vaccine.
Spark Judgement-Free Conversations

Tool Highlights

The Quiz
Share a buzzfeed personality quiz with youth in your community to get people talking.

Social Media Posts
Share social media posts that invite open and judgment-free dialogue.
DEMONSTRATION
Practice Judgment-Free Conversations

Info Bites
Read through examples of convo topics, tailored to young people from refugee, immigrant, and migrant communities.

The Textversation
Practice selecting judgment-free answers when texting with a friend.
IDEO.ORG

#NOJUDGMENT

DEMONSTRATION
Practice Judgment-Free Conversations

**Videos**
Watch videos of young people having judgment-free conversations about the vaccine. See how they weave the topic into the conversation, offer support, and remain judgment-free.

**Tips for Judgment-Free Convos**
Read through tips you can use in your real-life conversations, and see examples of how to respond using that tip.
TOOL HIGHLIGHTS

Host Judgment-Free Conversations

Gathering Planning Tools
Use these simple worksheets and checklists to host your own judgment-free gatherings. We have tools to set up the gathering and build your entire agenda.

Troubleshooting Guide
Use this guide to help navigate tricky situations on social media or in-person when having conversations about COVID-19 and the vaccine.

Troubleshoot Guide
Occasionally, you might find yourself in a challenging situation, whether that's not knowing how to respond or dealing with a troll. Click on the different scenarios to learn.
INTRODUCING
VACCINATION IS
& MAKESPACE
# MATERIAL LIBRARY

## LEVEL 1: ENGAGE
Build awareness and inspire confidence to take the COVID-19 vaccine.

**MATERIALS**
- Posters
- Social media graphics
- Stickers

## LEVEL 2: INFORM
Give simple, must-know information about the vaccine.

**MATERIALS**
- Social media stories (long-form or graphic)
- Information cards

## LEVEL 3: REASSURE
Explain complex concepts and address local circulating myths.

**MATERIALS**
- Comic strips (paper or social media)

## LEVEL 4: PROMOTE
Encourage others to take the COVID-19 vaccine.

**MATERIALS**
- Stickers
- Profile Pictures
DESIGNED FOR EASE

Customizable templates that allow anyone to create materials, quickly.
INTRODUCING MOTHERS X MOTHERS
Tools to launch your own peer meetup for mothers from RIM communities.
KEY MOMENTS

1 PLAN
Use the planner to think through key considerations such as roles, space, and budget.

2 PROMOTE
Customize invitations throughout your community.

3 PREPARE
A breakdown of every meetup activity for facilitators to practice.

4 PRESENT
Slides you can use or print to present, as well as FAQ’s about the vaccine.
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.

RWN has now run:
- 3+ iterations of MxM meetups
- Successful transition from focusing on the vaccines to focusing on nutrition during Ramadan!

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.
QUESTIONS?
FEEDBACK?
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.
All the links we talked through today are available here!

You can also reach us at

claudia@ideo.org
ridhi@ideo.org
ezgi@ideo.org
slw@umn.edu

We’ll also share the links in a follow-up email.