Empowering Refugee, Immigrant and Migrant Community Leaders to Support COVID-19 Vaccine Confidence Among Their Peers

NRC-RIM + IDEO.org
June 30, 2022
Agenda

- About NRC-RIM
- Community-Informed Campaigns
- Mothers x Mothers
- #NoJudgment
- Makespace
- Q&A
Project Background
About NRC-RIM

● Funded by the CDC, housed at University of Minnesota

● Goals:
  ○ Strengthen partnerships between health departments and RIM communities
  ○ Support health departments and CBOs that work directly with Refugees, Immigrants, Migrants
What we do

- Best and promising practices
- Health communications and health education
- Training
- Technical assistance
- Pilot Projects (NACCHO Partnership)
Health Communications + Education
Get Vaccinated + Get the Facts

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

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 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.

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 no air leaks out 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 way that you can help protect yourself and your community.
- After getting fully vaccinated, it is unlikely you will get sick from COVID-19, and even if you do, the vaccine will protect you from getting dangerously ill.

EVEN VACCINATED PEOPLE ARE SAFEST WITH A MASK
It is uncertain 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.

COVID-19 vaccines are safe for caregivers who are pregnant or breastfeeding.
Community-Informed

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

www.nrcrim.org
Community-Informed
Designed to Honor Many Communities

Protect yourself.
Protect your loved ones.
Get vaccinated.

Protect yourself.
Protect your community.
Get vaccinated.

Protect yourself.
Protect your community.
Get vaccinated.

COVID-19 VACCINATIONS: SAFE AND EFFECTIVE

www.nrcrim.org
Rigorously Translated

Initial translation
- Professional Translator

Proofread
- Professional Translator

Review
- Linguist

Competency check
- Community member

Confirmation
- Linguist
Rigorously Translated

- 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 and Scalable
Customizable and Scalable

**Conversation Guides:**
- Boosters + third doses
- Breakthrough infections
- Children + youth
- Employer mandates
- Fertility + parenthood
- Infection + recovery
- Testing
- Variants of concern
- Wearing a mask
Our Campaigns

- **Informed** by community perspectives
- **Written** in simple language and based on CDC guidance
- **Designed** in a way that honors many linguistic and cultural communities
- **Rigorously translated** and validated for accuracy and cultural relevance
- **Customizable** and scalable for many communities.
Our Campaigns
We believe that public health solutions should be developed in genuine partnership with affected communities.
Empowering Community Leaders as Co-Designers
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.
The pandemic has underscored the potential of co-design in health.

**Relevant**
By centering community needs, we aim to better understand and design for specific community needs, concerns, and myths surrounding COVID-19.

**Culturally-Affirming**
We recognize that developing moving messaging goes beyond accurate translations. By working closely with community leaders we’re building customizable tools that can be adapted to serve hyperlocal needs.

**Co-Owned**
The process of co-designing with communities also means co-ownership, where solutions are developed with the change agents that will implement and scale them.

**Honoring Multiple Perspectives**
Our hope is to engage everyone with various vaccine perspectives in conversations. To help shift mindsets, we need tools that make everyone feel heard and validated.
As part of our Vaccine Confidence work, we have co-designed:

**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.

[www.nrcrim.org/moms](http://www.nrcrim.org/moms)

**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.

[www.z.umn.edu/makespace](http://www.z.umn.edu/makespace)

**#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.

[www.nojudgment.org](http://www.nojudgment.org)
INTRODUCING MOTHERS X MOTHERS
Tools to launch your own peer meetup for mothers from RIM communities.
A 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.
REFUGEE IMMIGRANT MIGRANT MOTHERS NEED HELP NAVIGATING THE UNKNOWN

HOW MxM CAME ABOUT

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 to present, as well as FAQ's about the vaccine.
DEMO TIME
MxM adaptations

MOTHERS X MOTHERS

MOTHER'S DAY SPECIAL

Happy Mother's Day

BECAUSE MOTHERS DESERVE A BREAK

Florence Njoyi
FACILITATOR

SUNDAY MAY 8TH, 4:00 PM - 6:00 PM
CLICK HERE TO JOIN

OR SEND EMAIL TO: INFO@RESTOREALL.ORG

$25
RECEIVE A $25 GIFT CARD FOR YOUR TIME & PARTICIPATION

Funded by:
RAMSEY COUNTY

In collaboration with:
IDEO-ORG

MOTHERS X MOTHERS

BECAUSE MOTHERS DESERVE A BREAK

Florence Njoyi
FACILITATOR

SUNDAY APRIL 3RD, 3:00 PM - 5:00 PM
CLICK HERE TO JOIN ON ZOOM

Funded by:
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INTRODUCING

#NoJudgment
#NoJudgment is a set of tools and resources to help you have conversations around the COVID-19 vaccine.

Here, you'll find resources to de-escalate the polarized conversations that are taking place around the COVID-19 vaccine, especially among young people. Explore information around common vaccine concerns, as well as tools and tips to have conversations in ways that are safe, and judgment free.
With a multitude of tools and support, CBOs are empowered to initiate and create spaces for judgment-free conversations that young people are excited to join.

By creating open dialogue...

→ young people will be open to talking honestly

→ creating opportunities for mindset shifts

→ increasing vaccine uptake
We worked with a young people from refugee, immigrant, and migrant communities across the country to build these tools.
WHAT WE BUILT

- Tips
- Textversation
- Video Examples
- Roles
- Logistics
- Agenda
- Safety
- Cultural/Societal
- Legal
- Social Media
- Buzzfeed Quizzes
DEMO TIME
INTRODUCING
VACCINATION IS
& MAKESPACE
VACCINATION IS LOVE
VACCINATION IS HOPE
VACCINATION IS STRENGTH
VACCINATION IS PROTECTION

Vaccine against covid-19
Vaccine against covid-19
Vaccine against covid-19
Vaccine against covid-19

www.vaccinefinder.org
www.vaccinefinder.org
www.vaccinefinder.org
www.vaccinefinder.org

Sign up here
Sign up here
Sign up here
Sign up here
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.

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

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

MATERIALS
Social media stories (long-form or graphic)
Information cards
Comic strips (paper or social media)
Stickers
Profile Pictures
Questions?