

# **Co-Creating Vaccine and Health Messaging Using Human-Centered Design**

LESSONS LEARNED

# **AGENDA**

**About IDEO.org + NRC-RIM**

**What is Co-Design?**

**Sharing Tools and Resources**

# 1. IT'S NICE



# TO MEET YOU

**About IDEO.org, The National Resource Center for Refugees, Immigrants and Migrants (NRC-RIM), and why we're gathered here today**

NRC-RIM

**Funded by the CDC to support health departments + community orgs working with refugee, immigrant, and migrant communities that have been disproportionately affected by COVID-19.**



IDEO.ORG

# Leveraging a human-centered design approach to co-creating with communities



HCD + PUBLIC HEALTH

# 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.

## 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.

## 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.

## 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)

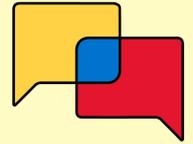


## #NoJudgment

**#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)

# 3. TOOLS YOU



# CAN USE

*Vaccination Is, Makespace, Mothers x Mothers, #NoJudgment*

# 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

**COVID-19 VACCINE**

## GET THE FACTS.

VACCINES ARE SAFE FOR COUPLES, PREGNANT WOMEN AND NEW PARENTS

**PROTECT YOURSELF. PROTECT YOUR FAMILY. GET VACCINATED.**

Getting vaccinated is one way you can stay strong and healthy so you can continue to provide for your family. When you get vaccinated you also protect your children, because it makes you less likely to infect your loved ones.

**VACCINES ARE SAFE**



**BEFORE YOU HAVE CHILDREN**    **WHILE YOU ARE PREGNANT**    **AFTER YOU GIVE BIRTH**    **WHEN YOUR CHILDREN ARE OLDER**

**VACCINES ARE**

- ✓ **SAFE:** The vaccine has been proven safe for millions of people, including those of different races, ethnicities and ages. It is much more likely that you will have serious complications from a COVID-19 infection than from a vaccine.
- ✓ **EFFECTIVE:** The vaccine protects you against getting COVID-19. The vaccine also prevents you from getting seriously ill and dying if you do get sick.
- ✓ **FREE:** Vaccines are free for everyone, regardless of your immigration status or whether you have an ID or medical insurance.

 **NRC-RIM**  
National Resource Center for Refugees, Immigrants, and Migrants  
For more information: [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

# Fact Sheet: Fertility + Parenthood

---

## VACCINES ARE SAFE:



**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

**COVID-19 VACCINE**

**GET THE FACTS.**

**NOW AVAILABLE FOR AGES 5+**

**PROTECT YOUR CHILD. PROTECT YOUR COMMUNITY.**

**Children and youth will be safest when they are vaccinated.**

The vaccine protects everyone, including children and youth, from getting COVID-19. The vaccine also prevents children and youth from getting seriously ill if they do get sick.

There are new COVID-19 variants, including the Delta variant, which spread more easily and may cause more severe symptoms. Vaccines protect against variants like Delta.

**Vaccinating children and youth protects the whole community.**

Once someone is vaccinated, it is more difficult to spread COVID-19 to others. When eligible children are vaccinated it protects:

- Their friends and family who are not yet vaccinated.
- The elderly and people with certain medical conditions who are at high risk of getting seriously ill from COVID-19.

As more children and adults get vaccinated, it will also be easier to keep schools and businesses open.

**SAFE AND EFFECTIVE**

- No other vaccine has been tested as much for its safety in U.S. history.
- The vaccine has been proven safe for children, youth and adults, including those of different races, ethnicities and ages.
- There is no evidence the vaccines will make your child unable to have their own children someday.

**FREE FOR EVERYONE**

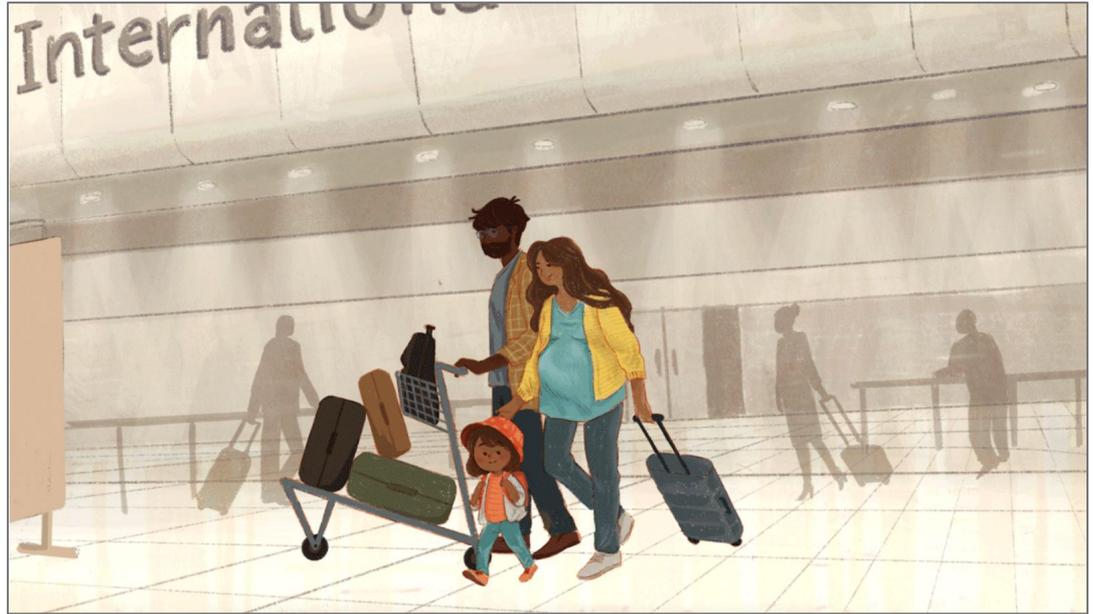
- You and your child can get a free vaccine regardless of **immigration status**.
- Neither you nor your child need to **show an ID** or have **health insurance** to receive a free vaccine.

**NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

For more information: [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

# 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

COVID-19 VACCINE

# GET THE FACTS.

SAFE AND EFFECTIVE

**Side effects are normal. Side effects mean the vaccine is teaching your body how to fight COVID-19.**

**NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

The infographic features a dark blue background with a teal gradient on the right side. At the top, it says 'COVID-19 VACCINE' in a white box. Below that, 'GET THE FACTS.' is written in large, bold, white letters. A central shield icon contains a syringe and a virus particle with a red 'no' symbol over it. The words 'SAFE AND' and 'EFFECTIVE' are placed on either side of the shield. A white box in the center contains the main message in bold black text. At the bottom right is the NRC-RIM logo and name.

# Get the Facts: Other Themes

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.**

 **NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

COVID-19 VACCINE

## GET THE FACTS.

SAFE AND  EFFECTIVE

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

 **NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

COVID-19 VACCINE

## GET THE FACTS.

SAFE AND  EFFECTIVE

**COVID-19 vaccines are safe for couples, pregnant women and new parents.**

 **NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

# **INTRODUCING MOTHERS X MOTHERS**

# MOTHERS X MOTHERS

A toolkit for planning and running  
Community Health Meetups



**MxM**

---

*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.

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



## 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 out present, as well as FAQ's about the vaccine.

## WHAT CO-DESIGN FELT LIKE

The IDEO.org design team + RWN co-designers spent 10 weeks together.

- The first few weeks were centered on listening on mothers' needs
- Next, we built a few activities together
- Finally, we tested the activities!

### ACTIVITY MOMENT: RATE THESE

PROJECT LUCILLE

**EASY**





**HARD**



**INFLUENCER**

## To convince mothers to take the COVID-19, this person's opinion matters the most.

N

M

S

---

PICK THE TOP 2 MOST IMPORTANT

Spouse

Elders in the family

School authority

Close friends

Religious leaders

Add your own

PROJECT LUCILLE

IDEO.ORG | SEPTEMBER 2021

## 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.



*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.*



*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.*

# DEMO TIME



# MxM adaptations



## MOTHERS X MOTHERS



### MOTHER'S DAY SPECIAL



**BECAUSE MOTHERS  
DESERVE A BREAK**

Florence Njoyi  
FACILITATOR

Come join a safe space for asking questions and getting good and reliable health information from mothers just like you.

**SUNDAY MAY 8TH, 4:00 PM - 6:00 PM**

[CLICK HERE TO JOIN](#)

OR SEND EMAIL TO: [INFO@RESTOREALL.ORG](mailto:INFO@RESTOREALL.ORG)



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

Funded by:



In collaboration with:



## MOTHERS X MOTHERS



**BECAUSE  
MOTHERS  
DESERVE  
A BREAK**

Come join a safe space for asking questions and getting good and reliable health information from mothers just like you.

Florence Njoyi

FACILITATOR

**SUNDAY APRIL 3RD, 3:00 PM - 5:00 PM**

[CLICK HERE TO JOIN ON ZOOM](#)



Funded by:



In collaboration with:



# **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.**

## VISION

**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

## WHAT WE DID

**We worked with a young people from refugee, immigrant, and migrant communities across the country to build these tools**



WHAT WE BUILT

Spark Convos

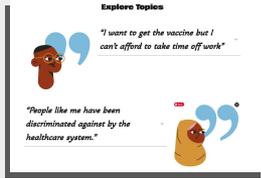


Personality Quiz to support engagement

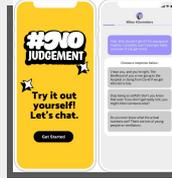


Social Media posts for CBOs to post

Practice Convos



Converted Conversation Guides to Conversation topics



Interactive Text Conversation for Practice



Video Examples of Conversations

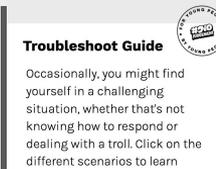


Tips for Having a Judgement Free Conversation

Host Convos

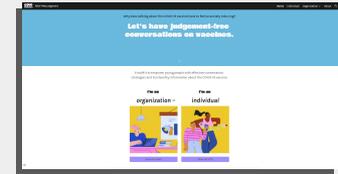


Gathering Tools for Hosting in Person Conversations



Streamlined the Safety Troubleshooting Guide

Adopt + Adapt



The #nojudgment website includes the CBO voice



Guides to Support Adoption of Tools

# **INTRODUCING VACCINATION IS & MAKESPACE**

**VACCINATION IS**



Vaccinate against COVID-19

**LOVE**

Sign up here  
[www.vaccinefinder.org](http://www.vaccinefinder.org)

**VACCINATION IS**



Vaccinate against COVID-19

**HOPE**

Sign up here  
[www.vaccinefinder.org](http://www.vaccinefinder.org)

**VACCINATION**



**IS**

Vaccinate against COVID-19

**STRENGTH**

Sign up here  
[www.vaccinefinder.org](http://www.vaccinefinder.org)

**VACCINATION IS**

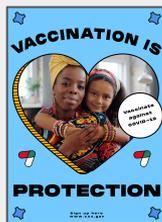


Vaccinate against COVID-19

**PROTECTION**

Sign up here  
[www.vaccinefinder.org](http://www.vaccinefinder.org)

# MATERIAL LIBRARY



## LEVEL 1: ENGAGE

Build awareness and inspire confidence to take the COVID-19 vaccine.

## MATERIALS

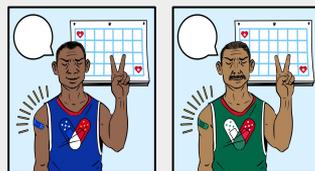
Posters  
Social media graphics  
Stickers



## LEVEL 2: INFORM

Give simple, must-know information about the vaccine.

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



## LEVEL 3: REASSURE

Explain complex concepts and address local circulating myths.

Comic strips (paper or social media)



## LEVEL 4: PROMOTE

Encourage others to take the COVID-19 vaccine.

Stickers  
Profile Pictures

# Q&A



**let's stay in  
touch!**

[claudia@ideo.org](mailto:claudia@ideo.org)

[ridhi@ideo.org](mailto:ridhi@ideo.org)

[slw@umn.edu](mailto:slw@umn.edu)

