NOV 15, 2022

WELCOME!

We’ll get started 5 minutes after the hour.
Please introduce yourself in the chat!

Canal Alliance // IDEO.org // NRCRIM
AGENDA

01  About NRC-RIM and IDEO.org
02  The Honest Conversations Toolkit
03  Applying the toolkit at Canal Alliance
About NRC-RIM

The National Resource Center for Refugees, Immigrants and Migrants
History

- Funded by CDC, housed at University of Minnesota
- Established in Oct. 2020
- Work with organizations serving RIM communities that are disproportionately impacted by health inequities
Goals

- **Strengthen partnerships** between health departments and communities
- **Support health departments and CBOs** that work with refugees, immigrants, and migrants
- **Reduce health disparities** and increase health equity
What We Do

- Promising Practices + Toolkits
- Health Education + Communications
- Online Training
- Technical Assistance
- Pilot Projects
- Dissemination
Core Partners
Supporting Honest Conversations
Storytelling as a Strategy

- **Real stories** from community members can lead to positive behavior change
- **Cultural and linguistic relevance** is naturally found in authentic stories from community leaders
- **Partnerships** with community leaders and others can improve reach
Storytelling and Trusted Faith Leaders
Building Trust
Conversation Guides

- Answer vaccine questions
- Build trust
- Reinforce dignity and agency
- Address misinformation
- Scripts, tips, reminders
Conversation Guides: Topics

- Boosters
- Breakthrough infections
- Children + youth
- Employer requirements
- Fertility + parenthood
- Infection + recovery
- Testing
- Variants of concern
- Wearing a mask
- Waves
Other Health Topics
Seasonal Flu

Monkeypox
NRC-RIM and IDEO.org
About IDEO.org
Leveraging a human-centered design approach to co-creating with communities
COMMUNITY-DRIVEN DESIGN

Those who will benefit, deliver or have the power to influence the solution are part of creating the solutions.
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

**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.

**Communities**

*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.

*Healthy Spaces* is a toolkit to create inclusive spaces that will better serve the public health and healthcare needs of people in RIM communities.

**Communities**

*#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.

**Young People**
Introducing Honest Conversations
A modular kit that allows anyone to create a story-based communications campaign that addresses health related concerns amongst refugees, immigrants, and migrants.
How might we empower communities to identify & quickly build adaptable communication that addresses relevant health topics and reinforces trust in medical guidance even as that guidance evolves?
Honest Conversations: COVID-19 boosters

1. Set the Foundation
2. Gather Stories
3. Make & Share
4. Reflect & Evaluate
When I first heard about COVID-19, I thought...

It wasn’t going to spread everywhere

I felt very ill

because many became very ill

When I reflect on that time, I think

while I lost hope

I also gained strength

If I could go back in time, I would tell myself

The vaccine protects you from serious symptoms
CONVERSACIONES HONESTAS: COVID-19

La primera vez que escuché sobre COVID-19, pensé que el COVID-19 no se iba a propagar por todas partes. Que solo fue en China y afectó a los que viajaban.

Yo me sentí preocupada porque me di cuenta de que muchas personas se enfermaron gravemente. Un gran número de personas fallecieron sin poder estar con sus seres queridos. Esperábamos que hubiera una vacuna, y cuando salió la vacuna había muchos mitos.

Isabel, 34

Cuando reflexiono sobre ese tiempo, pienso que mientras perdí la esperanza, también gané fuerza.

Si pudiera retroceder en el tiempo, me diría a mí mismo: la vacuna y el refuerzo te protegen de síntomas graves que pueden llevar a la muerte. Que es mejor prevenir que lamentar.

Isabel, 34
When I reflect on that time, I think while I lost some quality time with loved ones and the ability to get some quality in-person education, I also gained some perspectives on what really matters in life. Our health and well-being.

If I could go back in time, I would tell myself to be patient, to pace myself, and take things seriously from the get-go.

CARLA'S STORY ON COVID-19

Cruz's Story
The Playbook
A modular kit to build a communications campaign that amplifies candid health-related stories and concerns from refugee, immigrant, and migrant (RIM) communities.
1 SET THE FOUNDATION
Identify your campaign Season Topic and Call to Action.

2 GATHER STORIES
Collect honest stories from your community members.

3 MAKE & SHARE
Create assets and distribute them in the community.

4 REFLECT AND EVALUATE
Explore impact and reach before repeating with a different topic.
DEMO TIME
HONEST CONVERSATIONS:
COVID-19 Boosters
**SET THE FOUNDATION**

- **Fall/Winter Season (Holidays)**
- Topic chosen based on the reported **small numbers of boosting** in our **Latinx community**. Concern of expected spike in **COVID cases** during Fall and Winter.
- Focused on a timely health topic for **four months**.
- Connecting our communities to **health guidelines** and **resources**.
- Re-engaging people and **rebuilding trust**.
- **Vaccines** and continued **long COVID** health concerns.
**TIMELINE**

**Phase 1**
- 3rd Plan and Develop
- 6th IDEO Materials Campaign
- 10th Coordinate Project
- 17th Inventory and Resources
- 31st UP Workshop (1)

**Phase 2**
- 7th Involvement with other CBOs
- 8th Involvement with other Communities Anchors
- 9th UP Workshop (2)
- 10th IDEO Implementation Meeting
- 10th Produce Materials for Outreach (Flayers)
- 15th Food Pantry Collection (3)
- 15th Webinar. Celebrating Honest Conversations
- 19th Community Outreach Collection (4)
- 22nd Community Outreach Collection (5)
- 28th Evaluation of Narratives
- 30th Produce Materials to Share

**Phase 3**
- 1st Radio Promotion of Event
- 2nd Social Media Promotion
- 3rd HW Promotion (Door to Door)
- 6th HW Promotion (Door to Door)
- 7th Promotion Marin Community Clinic
- 10th Outreach Promotion (Door to Door)
- 13th Outreach Promotion (Door to Door)
- 14th Promotion in Marin Community Clinic
- 17th COMMUNITY FAIR
- 19th Capture DATA

**Phase 4**
- 9th Analyze data
- 16th Evaluate
- 19th CBO’s Feedback
- 23rd Partnerships Feedback
- 26th Canal Alliance Feedback
- 30th Share Results
- 31st Save DATA
STEP 2

GATHER STORIES

INTENTION
Collect personal stories from your community members.

OUTCOME
At the end of this step, you’ll have a collection of stories submitted in different formats from your community.

CONTENTS
Tips for Gathering Stories; Gather Stories; Script; Consent Form; Fill-in-the-Blanks Media Tips; Capture Your Work

TIME NEEDED
3–14 days, asking operational staff or volunteers to attend community gatherings to gather personal stories.

90
UP! Program
Class Activity

200
Food Pantry
Blackboard Activity

120
Community Leaders
Conversation Activity

UPI Program
Community Leaders
Food Pantry
STEP 3

MAKE & SHARE

HONEST CONVERSATIONS

STEP 3

MAKE & SHARE

INTENTION
Review gathered stories, create campaign assets with stories, and distribute them to your community.

CONTENTS
- Review Gathered Stories
- Create Social Campaign Assets: Share Campaign Launch Event, Capture Your Work

OUTCOME
At the end of this step, you will have a live campaign.

TIME NEEDED
1 - 3 weeks, with communications staff making & sharing assets.

MAKE & SHARE

- **Community Fair** (Activities with campaign brand)

- **Create banners** (papel picado style) with all the stories collected from students and community members to increase the display of all narratives gathered.

- **Posters** (large format) of the most impactful stories from students and their families to display Gallery Style to have the youth show the work they did in contribution to our campaign to their families (open to the public).

- **Public chalkboard** (notes and draws) Community expressions about COVID 19.
REFLECT & EVALUATE

**STEPS**

1. **Discussion Group.**
   Canal Alliance COVID 19 Response Team.

2. **Zoom Meeting**
   CBO’s Feedback

3. **Zoom Meeting**
   IDEO

4. **Document**
   DATA

5. **Video**
   Process/Reference
PILOT GRANTS AVAILABLE

email
claudia@ideo.org
if interested
Thank You!

Canal Alliance // IDEO.org // NRCRIM
How to Reach Us

- @nrc_rim
- @nrcrim
- nrcrim@umn.edu
- www.nrcrim.org