Agenda

- About NRC-RIM
- Resources for Mothers
- Other Vaccine Resources
- Mothers x Mothers Health Meetups
- Makespace
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
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
Fact Sheet: Fertility + Parenthood

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
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

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

COVID-19 VACCINE
GET THE FACTS.
SAFE AND EFFECTIVE
COVID-19 vaccines are safe for caregivers who are pregnant or breastfeeding.

COVID-19 VACCINE
GET THE FACTS.
SAFE AND EFFECTIVE
COVID-19 vaccines are safe for couples, pregnant women and new parents.
Other 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.

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 your ear-loops fit 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 you can help to protect yourself and your community.
- After getting fully vaccinated, you may still 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.

www.nrcrim.org
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.

Najma
Proud Mother of five
Multi-task Master

Samrawit
Proud mother of three
Great listener

Maryan
Passionate future doctor
Eager to spread healthcare messages in her community

Kalkidan
Proud, Ethiopian Mother
Super-organized
Increasing vaccine confidence among RIM communities

Our methods:
- Role Play
- Make Your Own Campaigns
- Journey Mapping
- Design Critiques + Listening Sessions
- Focus group testing over Zoom, in person and WhatsApp, and Facebook
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.
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.

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.

#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.
INTRODUCING
MOTHERS X MOTHERS
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
**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.
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:
- 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.
INTRODUCING
VACCINATION IS
& MAKESPACE
# MATERIAL LIBRARY

<table>
<thead>
<tr>
<th>LEVEL 1: ENGAGE</th>
<th>Build awareness and inspire confidence to take the COVID-19 vaccine.</th>
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</thead>
<tbody>
<tr>
<td>MATERIALS</td>
<td>Posters, Social media graphics, Stickers</td>
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<tr>
<td>LEVEL 2: INFORM</td>
<td>Give simple, must-know information about the vaccine.</td>
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<tr>
<td>MATERIALS</td>
<td>Social media stories (long-form or graphic), Information cards</td>
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<tr>
<td>LEVEL 3: REASSURE</td>
<td>Explain complex concepts and address local circulating myths.</td>
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<tr>
<td>MATERIALS</td>
<td>Comic strips (paper or social media)</td>
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<tr>
<td>LEVEL 4: PROMOTE</td>
<td>Encourage others to take the COVID-19 vaccine.</td>
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<tr>
<td>MATERIALS</td>
<td>Stickers, Profile Pictures</td>
</tr>
</tbody>
</table>
Welcome to Makespace

Create COVID-19 vaccine campaigns to protect your community today.

This site is a space for you to make customized vaccine messaging that meets the needs of your community. IDeluq has partnered with community leaders, health departments, and COVID-19 experts to make this space and its tools possible so we can all work toward and make space for a brighter healthier future.
DESIGNED FOR EASE

Customizable templates that allow anyone to create materials, quickly.
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.
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.
ROLES

**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.

**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.
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
- Video Examples of Conversations
- Interactive Text Conversation for Practice

**Host Convos**
- Tips for Having a Judgement Free Conversation
- Streamlined the Safety Troubleshooting Guide
- Gathering Tools for Hosting in Person Conversations

**Adopt + Adapt**
- The #nojudgement website includes the CBO voice
- Guides to Support Adoption of Tools
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.
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.
QUESTIONS?
FEEDBACK?