

A blue-tinted photograph of two women carrying children. The woman on the left is smiling and wearing glasses, carrying a young child. The woman on the right is wearing a black face mask and carrying a baby in a white carrier. The background is a blurred outdoor setting with trees.

Mothers x Mothers

NRC-RIM + IDEO.org

April 21, 2022

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

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**

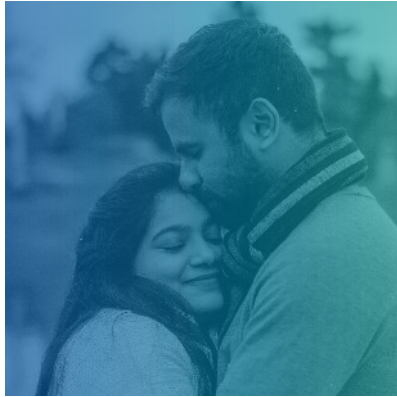
VACCINES ARE

- ✓ **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

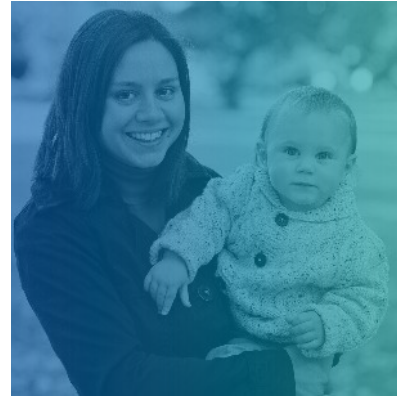
Fact Sheet: Fertility + Parenthood



**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

The graphic is a fact sheet titled "COVID-19 VACCINE" with a red circular badge in the top right corner that says "NOW AVAILABLE FOR AGES 5+". The main heading is "GET THE FACTS." in large white letters on a dark blue background. Below this, it says "PROTECT YOUR CHILD." and "PROTECT YOUR COMMUNITY." with a syringe icon. The text is organized into sections: "Children and youth will be safest when they are vaccinated." followed by explanatory text and a photo of two children. "Vaccinating children and youth protects the whole community." followed by more text and bullet points. "SAFE AND EFFECTIVE" with bullet points. "FREE FOR EVERYONE" with bullet points. The NRC-RIM logo and website are at the bottom.

COVID-19 VACCINE

GET THE FACTS.

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

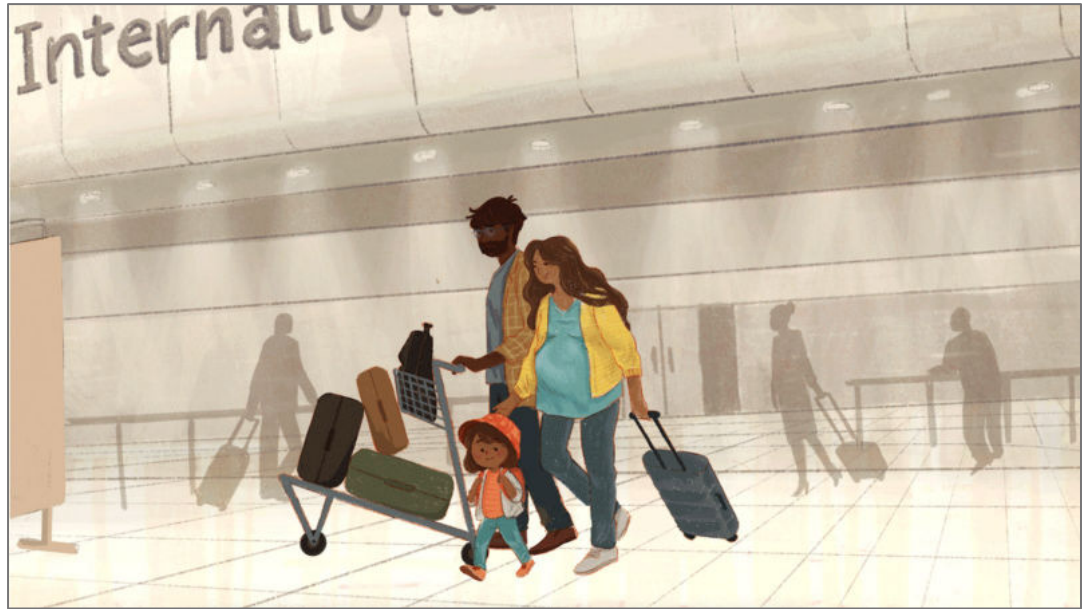
- You and your child can get a free vaccine regardless of immigration status.
- Neither you nor your child need to show an ID or have health insurance to receive a free vaccine.

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

For more information: cdc.gov/coronavirus

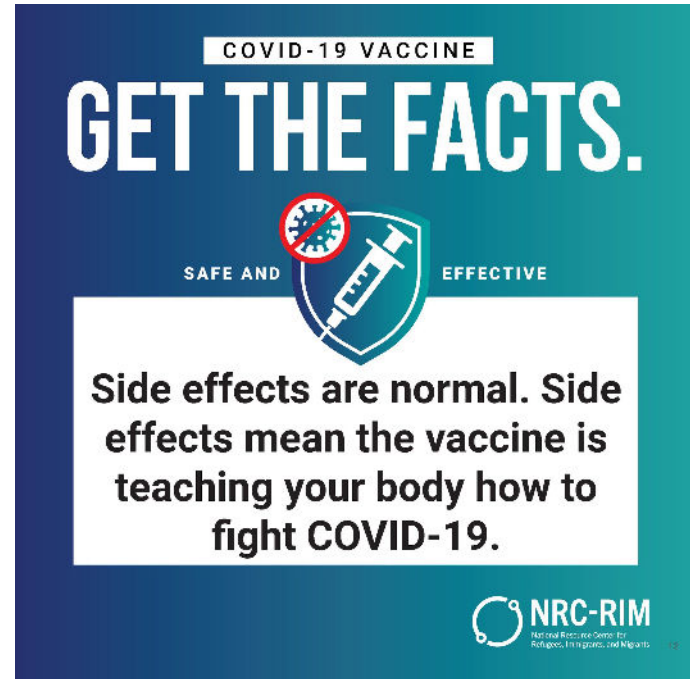
Video: Children Keep Our Community Strong

- 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




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

Other Vaccine Resources

Vaccine Central

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

Guide: Addressing Immigration-Related Concerns

The information presented here is for informational purposes only and is not intended to provide legal advice. The information is subject to change rapidly. Consult with a legal professional for more information.

Immigrants may have concerns about the COVID-19 vaccine. For some, government processes is novel.

- Their information will be shared with electronic registries that authorities use.
- Health departments or vaccine providers may be hostile to immigrants – especially if they have a criminal record.
- Records indicating that they are not eligible for vaccination, will be used to support state and local immigration raids.
- Disclosing health conditions to vaccine providers may be feared as undesirable as US residents.

The National Resource Center for Refugees, Immigrants, and Migrants is pleased to support state and local health departments. Update: 10/2021.

COVID-19 VACCINE FACTS
حقائق عن لقاح كوفيد - 19
ARABIC

The vaccine is safe and effective. It was tested on tens of thousands of people, from different races, ethnic groups, genders, and ages.

اللقاح آمن وفعال، تم اختباره على عشرات الآلاف من الناس من مختلف الأعراق، الجنسيات، الفئات العمرية، ومختلف الأعمار.

The vaccine cannot give you COVID.

Having side effects (flu-like symptoms) FOR A DAY OR TWO is normal and means the vaccine is working.

When eligible, you can get the vaccine. Insurance and immigration status do not matter.

The vaccine does NOT change your DNA.

The vaccine is Halal.

Stay safe after being vaccinated by wearing a mask, staying 6 feet (2 meters) apart, and washing your hands often.

FACT
The vaccine is halal.

PROTECT YOURSELF. PROTECT YOUR LOVED ONES. GET VACCINATED
احمي نفسك، احمي أحبائك، احصل على اللقاح.

- 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

COVID-19 VACCINE

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 step for you to take to 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 uncommon 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 avoid getting sick and spreading COVID-19 to others.

For more information: cdc.gov/coronavirus

VACUNACIÓN ES

ESPERANZA

ABOUT IDEO.org & OUR PROJECTS

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.



Najma

Proud Mother of five
Multi-task Master



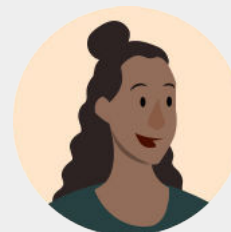
Samravit

Proud mother of three
Great listener



Maryan

Passionate future doctor
Eager to spread healthcare
messages in her community



Kalkidan

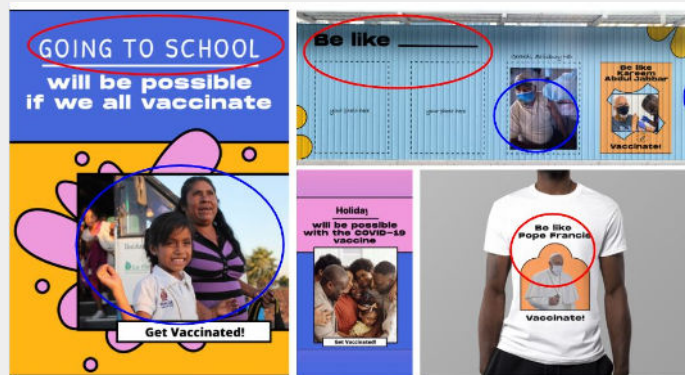
Proud, Ethiopian Mother
Super-organized

OUR WORK

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



OUR WORK

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...

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.

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.

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.

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

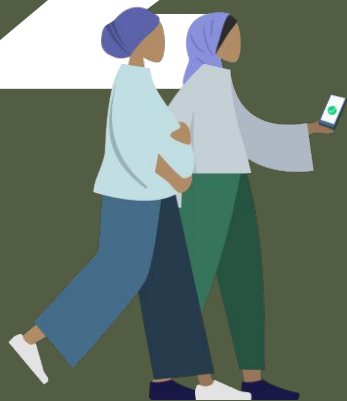
1



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.

DEMO TIME



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.

INTRODUCING VACCINATION IS & MAKESPACE

VACCINATION IS



Vaccinate
against
COVID-19

LOVE

Sign up here
www.vaccinefinder.org

VACCINATION IS



Vaccinate
against
COVID-19

HOPE

Sign up here
www.vaccinefinder.org

VACCINATION



Vaccinate
against
COVID-19

**IS
STRENGTH**

Sign up here
www.vaccinefinder.org

VACCINATION IS



Vaccinate
against
COVID-19

PROTECTION

Sign up here
www.vaccinefinder.org

MATERIAL LIBRARY



LEVEL 1: ENGAGE

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

MATERIALS

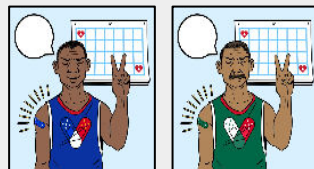
Posters
Social media graphics
Stickers



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



MAKESPACE

Start Here

[Plan Your Campaign](#)

[Make Your Own Campaign](#)

[Check and Launch](#)

[Useful Links](#)

[Contact Us](#)



WELCOME TO MAKESPACE

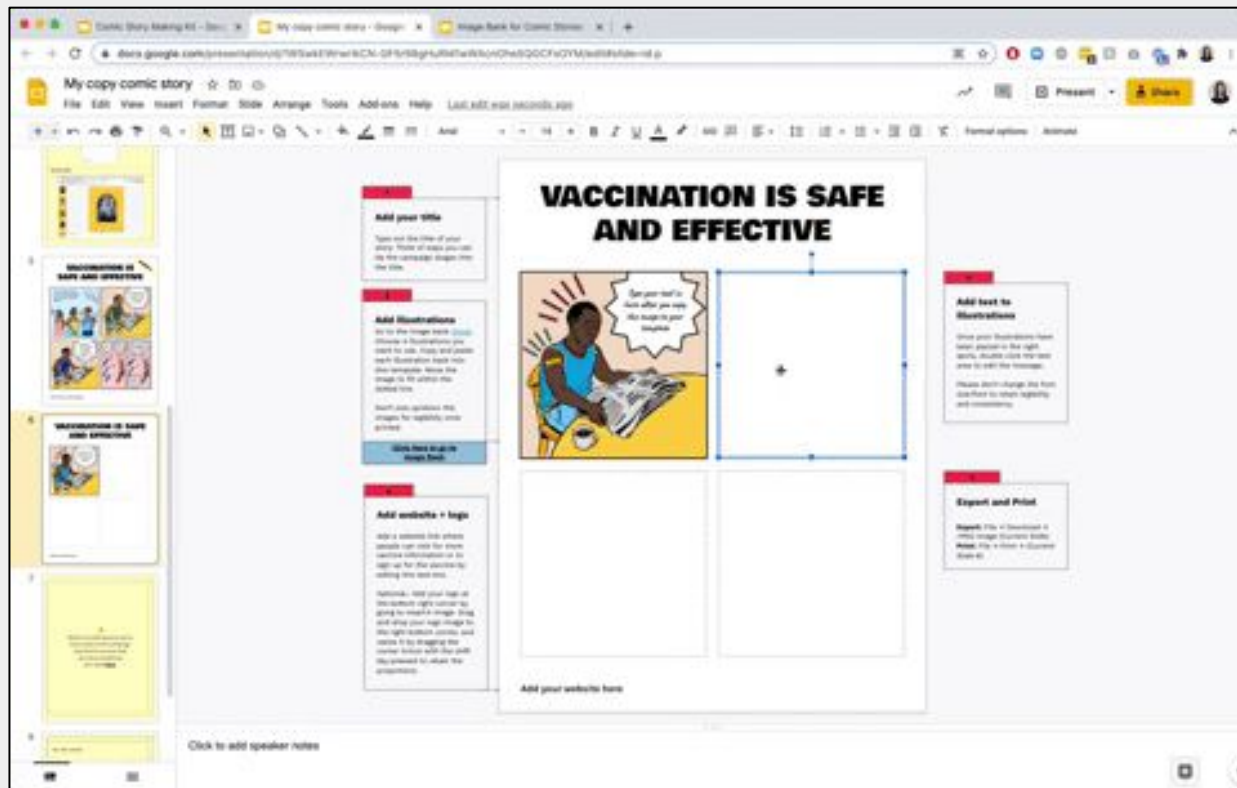
Create COVID-19 vaccine campaigns
to protect your community today.

This site is a space for you to make customized vaccine messaging that meets the needs of your community. IDEO.org has partnered with community leaders, health departments and COVID-19 experts to make this space and its tools possible so we can all look forward 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.**

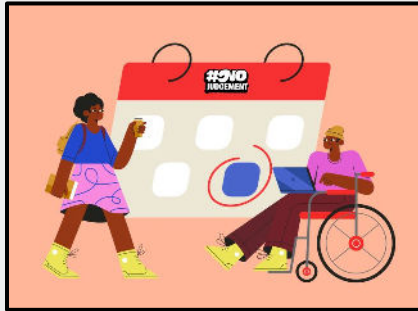
THE CBO ROLE

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:

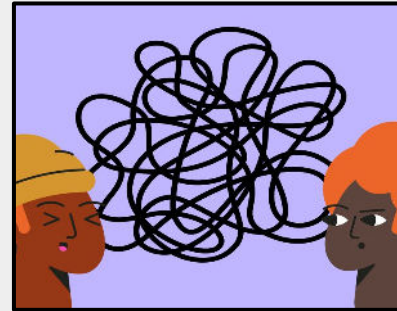
- Using the sparks on social media to create interest.
- hosting a virtual or in-person gathering with young people.

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.

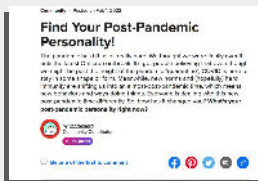
**For Young People****Learn + Practice**

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

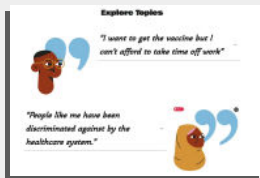


Personality Quiz to support engagement



Social Media posts for CBOs to post

Practice Convos



Converted Conversation Guides to Conversation topics



Video Examples of Conversations



Interactive Text Conversation for Practice

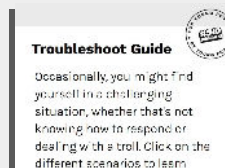


Tips for Having a Judgement Free Conversation

Host Convos

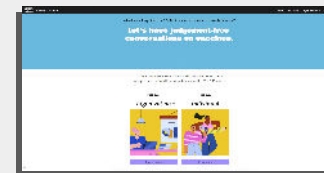


Gathering Tools for Hosting in Person Conversations



Streamlined the Safety Troubleshooting Guide

Adopt + Adapt



The #nojudgement website includes the CBO voice



Guides to Support Adoption of Tools

CONTACT US

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.

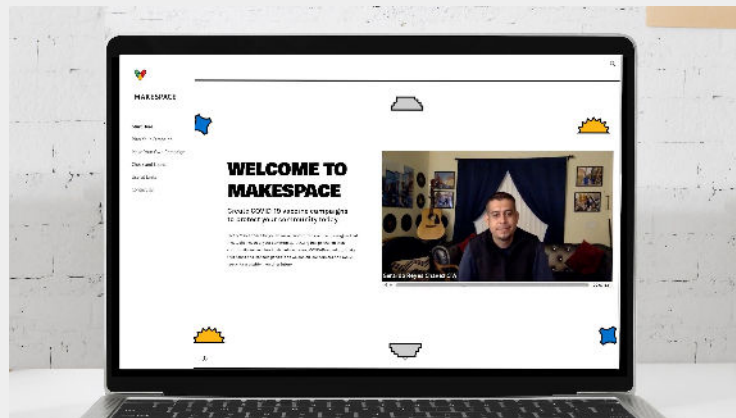


IN PROGRESS

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?**