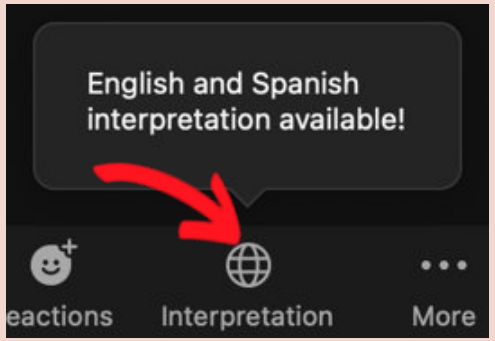
Building capacity in community-based organizations to strengthen the Response to the COVID-19 pandemic in underserved communities

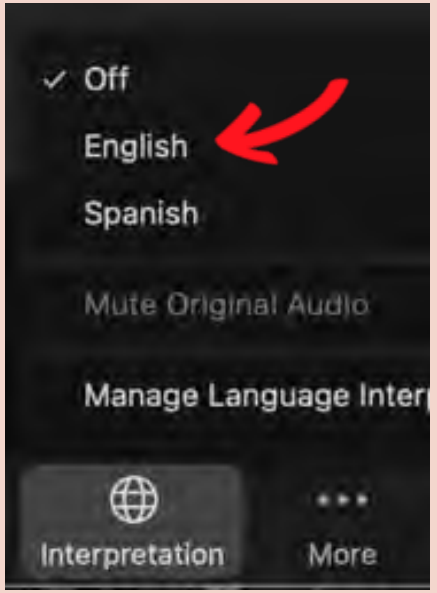
Learning Collaborative

April 27, 2023

Using Zoom Interpretation Function

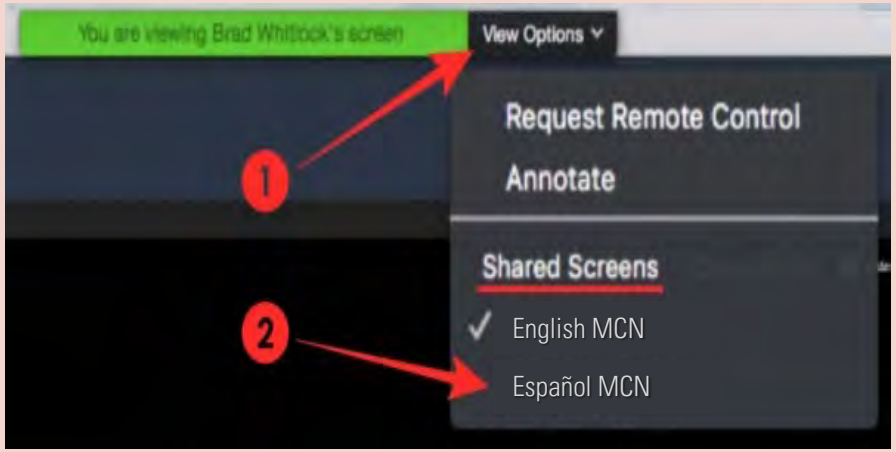
- Find the globe icon at the bottom of your Zoom screen
- If using the Zoom app on your phone, look for the "more" option and "language interpretation"
- Click the globe and select "English"





Selecting your preferred viewing screen in Zoom

- At the top (center) of your screen you will click the “View Options” tab
- In the drop-down menu, please select the desired screen



Session Objectives

Identify resources and needs in the community to develop a culturally competent community-based campaign.

Recognize tools developed by MCN to implement a culturally competent community-based campaign.

Identify educational resources and materials for their work against COVID-19 in migrant and immigrant communities.

Today's Agenda

Zoom Poll

Session Pulse Check Overview

Designing Community-Based Communications Campaigns

Questions and Answers

Resource Corner

Session Pulse Check

Complete a session check and close out

Session Pulse Check

Building Capacity in Communities to Strengthen the Response to the COVID-19 Pandemic (Session 1 Overview)

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Evaluation Results

Total number of participants= 11
Total number of evaluations: 10

The overall learning objectives of this webinar, are, the participants will be able to:

1. Identify the current status of COVID-19 cases in the United States and the populations of interest.
2. Recognize the new variants of the virus causing COVID-19 and the differential symptomatology.
3. Recall the bivalent booster dose and how it differs from the regular booster and vaccine.
4. Examine what frontline clinicians need from CHWs to continue the fight against COVID-19.
5. Receive educational resources and materials for their work against COVID-19 in migrant and immigrant communities.

Figure 2: Overall, how satisfied are you with this webinar

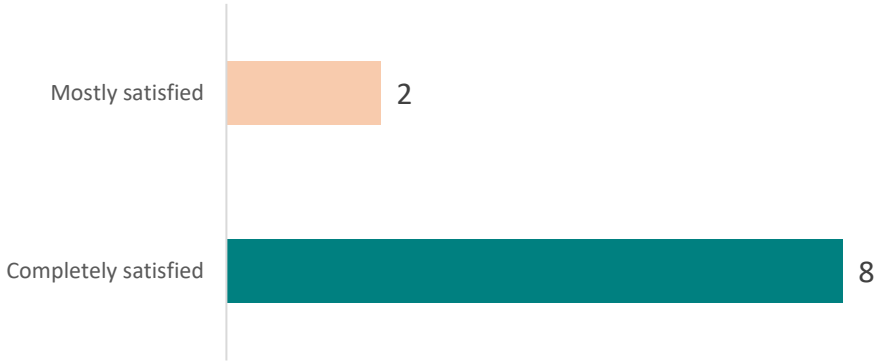


Figure 1: How well the webinar met all the stated learning objectives?

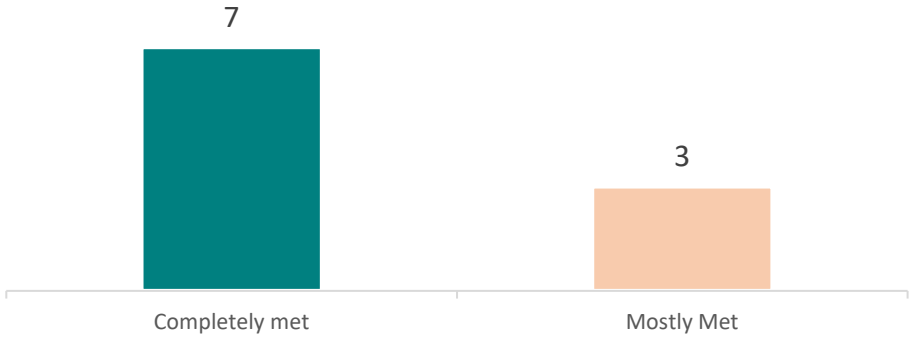
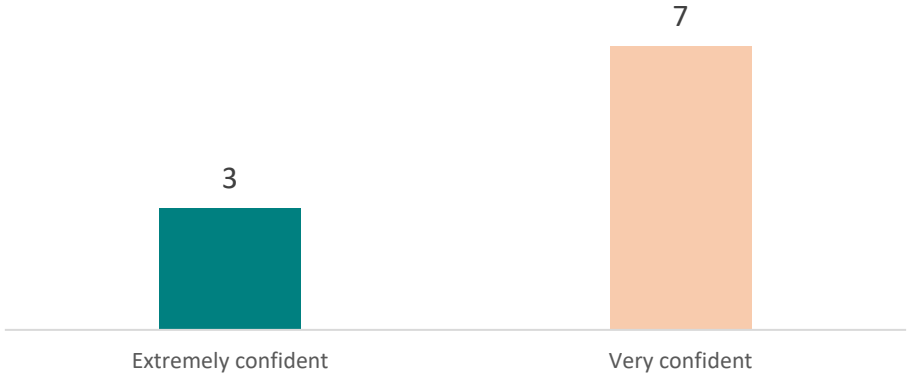


Figure 3: How confident are you that you will be able to apply information from this webinar at your health center or organization?



Evaluation Results

Total number of participants= 11
Total number of evaluations: 10

Figure #4: Based on your level of knowledge prior to this session, how would you rate changes to your knowledge as a result of this webinar?

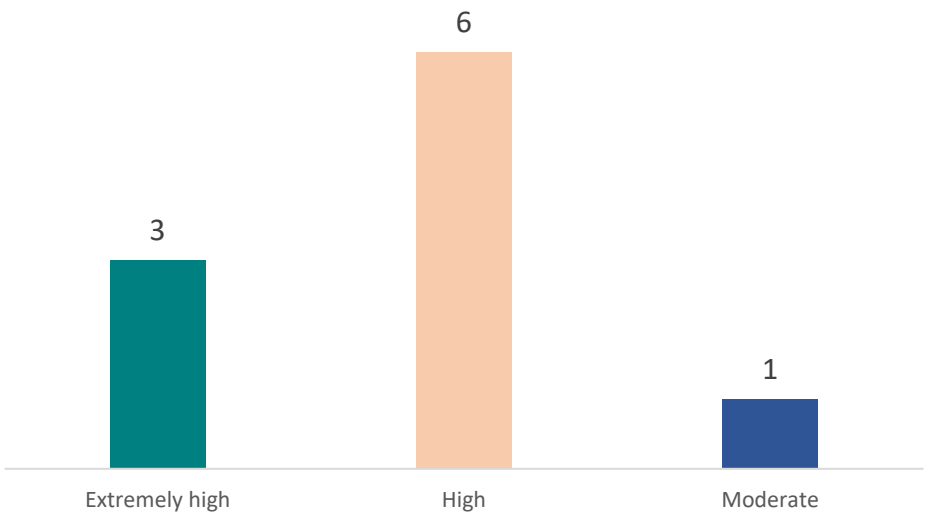
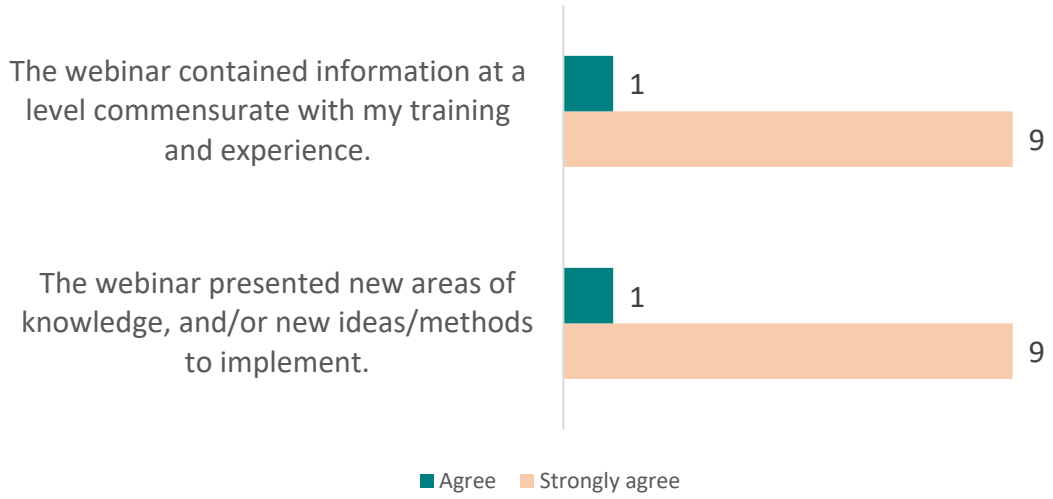


Figure 5:Please indicate your level of agreement with the following statements



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What you learned:

I learned a lot about the difference between the end of the Public Health Emergency vs. the covid-19 Emergency.

Bivalent booster eligibility! This will be helpful to know whenever we do outreach.

Clarity on the second bivalent booster schedules and that unvaccinated people could apply the bivalent booster directly

Importance of Covid19 vaccination

New information about the new bivalent reinforcement.

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Challenges

- Lack of non-English educational materials.
- Covid Fatigue
- Motivate people to make use of these benefits before May 11
- Misinformation on social media
- Keep vaccinating reluctant people
- Covid Taboo

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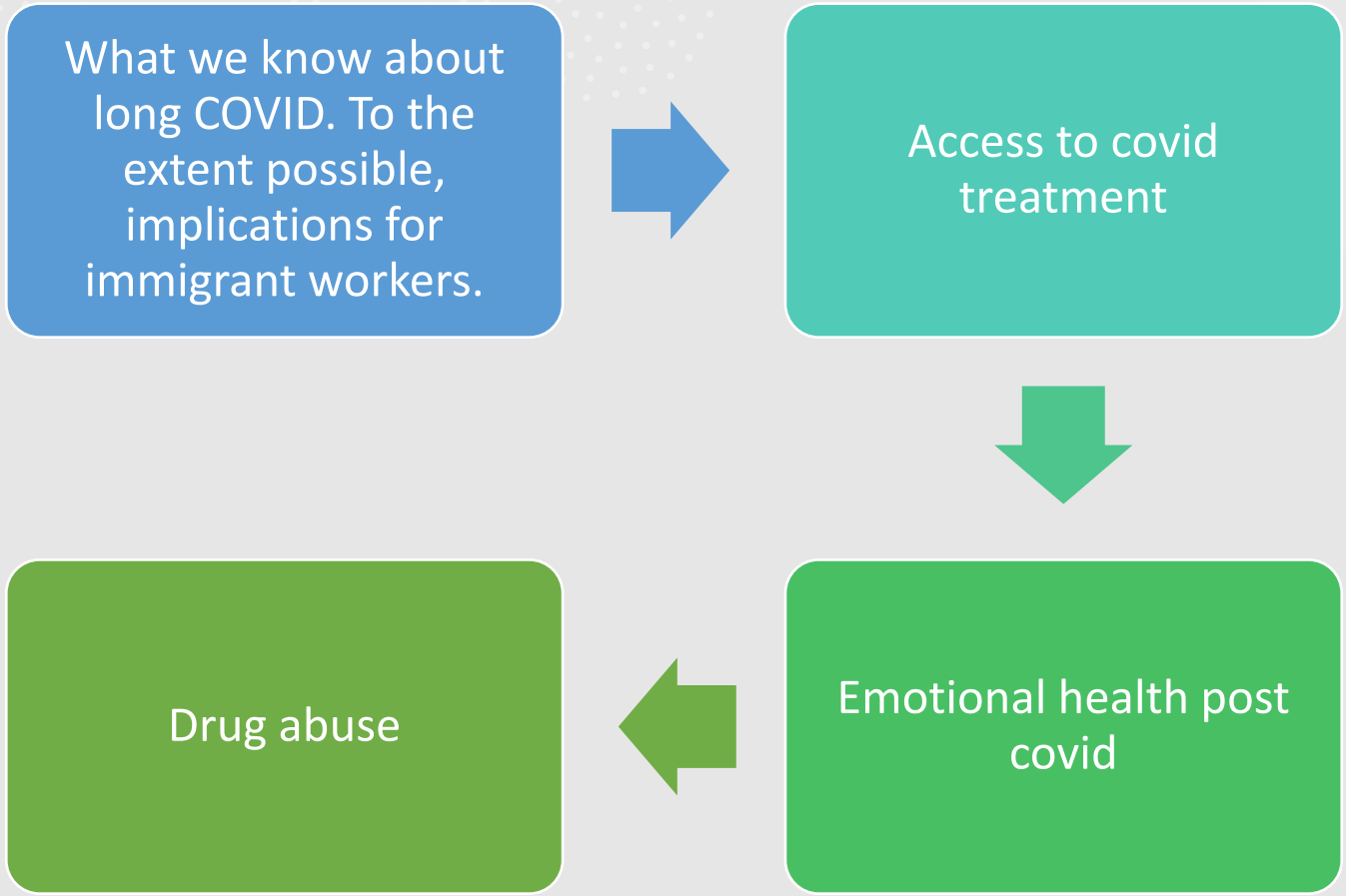
Other topics to address in the second session



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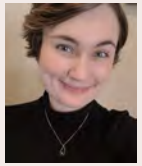
Poll on Resources

1. After reviewing last week's shared resources, how likely are you to use/share the resources? (Choose 1)
    A. Very likely
    B. Not sure
    C. Not likely
2. If you use the resources shared last week, with what population are these resources most useful? (Multiple choice)
    A. Myself, family, and friends
    B. With colleagues at work
    C. With my patients, clients or in outreach
    D. Not sure
    E. None

CHAT: What suggestions or comments do you have to improve the resources presented last week or to make them more understandable?

Designing Community-based Communication Campaigns



Noel Dufrene
Communications Programs Manager

Giovanni Lopez-Quezada
Communications and Graphics Designer

Designing Community-based Communication Campaigns Manual

Originated from MCN's experiences working with communities across the US to address COVID-19.

Developed to:

- **Create culturally and linguistically relevant campaigns and materials**
- **Share best and promising practices for public health campaigns**
- **Reach hyper-local communities**
- **Create ANY local public health, social change, or social action campaign**
- **Provide tools, templates, and editable materials**

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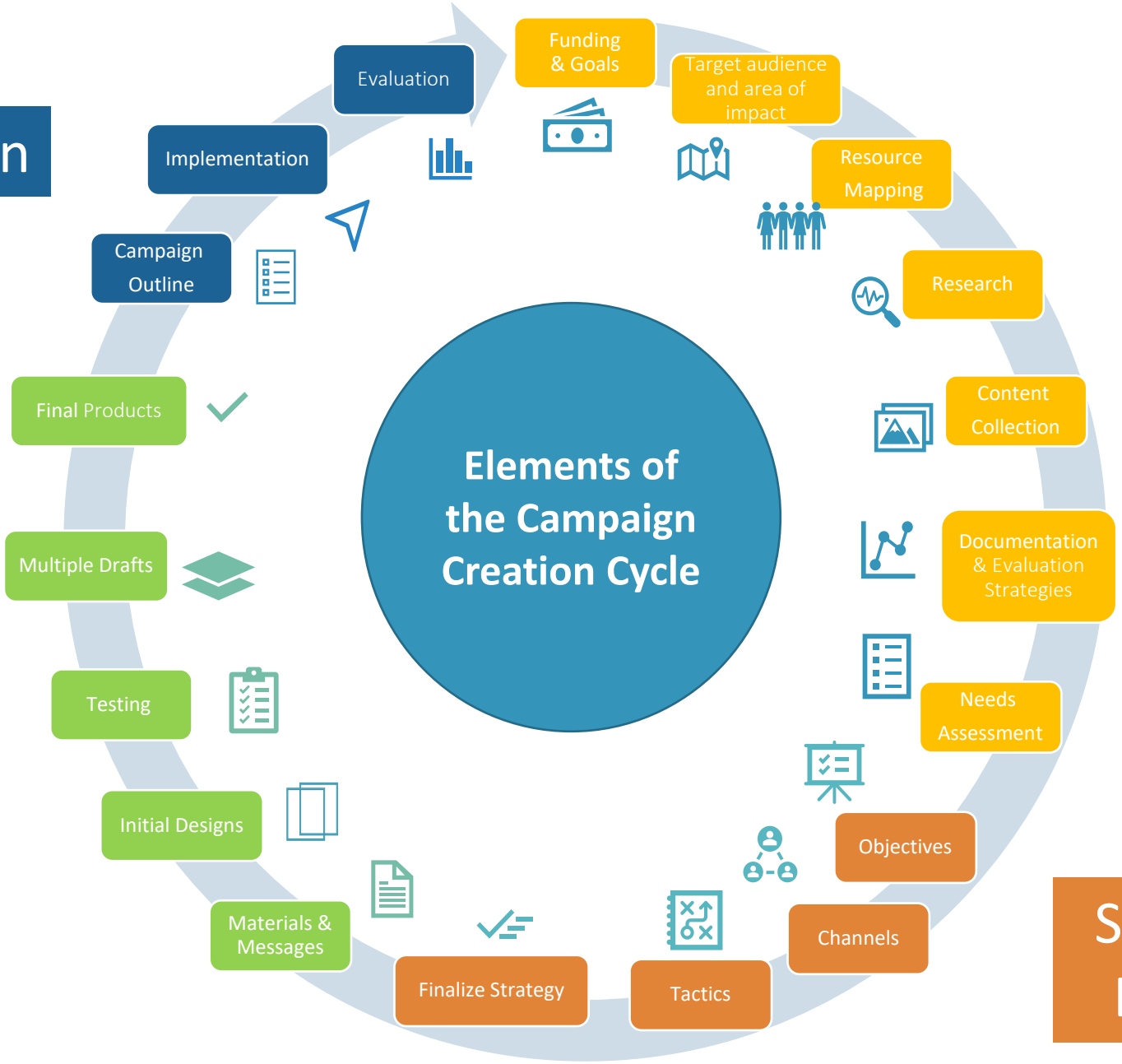

Implementation
Pre-Design
Material Design
Strategy Design
Elements of the Campaign Creation Cycle
Funding & Goals
Target audience and area of impact
Resource Mapping
Research
Content Collection
Documentation & Evaluation Strategies
Needs Assessment
Objectives
Channels
Tactics
Finalize Strategy
Materials & Messages
Initial Designs
Testing
Multiple Drafts
Final Products
Campaign Outline
Implementation
Evaluation

What do I need?

- Clearly defined: Goals, Objectives, Target Audience, and Area of Impact
- Funding
- Community Experts
- Your past experiences
- Campaign design process

Campaign Design Process

Flexible steps that will allow you to examine or re-examine your target audience

- Stay focused
- Reach your Target Audience
- Save money
- Save time
- Maximize impact
- Evaluation focused

Phase 1: Pre-Design

Resource Mapping, Research, Content Collection, and Needs Assessment

Community Resource Mapping

The process of identifying and documenting community assets and resources which can be mobilized to support a campaign.

1. Defining Area of Impact – A Specific Geographic Area	2. Target Community – Specific Demographics	3. Internal Resources	4. External Resources
• County, city, community, or other area	• Gender, age, language, religion, other differentiations, opinions about campaign topic and funders, etc	• Tangible • Intangible	• Tangible • Intangible

The most useful step for community-based organizations for developing campaigns and enhancing other projects

Research: Explore Communication Strategies and Materials

Your Community

- What is already being done
- What is working
- What is not working

Other Similar Communities

- What is being done
- What is working
- What is not working

COLLECTION OF PHOTOS AND VIDEOS FOR CAMPAIGN MATERIALS

Best Practices:

Feature people and environments that look and sound like your target audience and the area they live in.

Testing is critical to ensure relevance.

COLLECTION OF GRAPHICS FOR CAMPAIGN MATERIALS

If featuring community members in photos and videos:

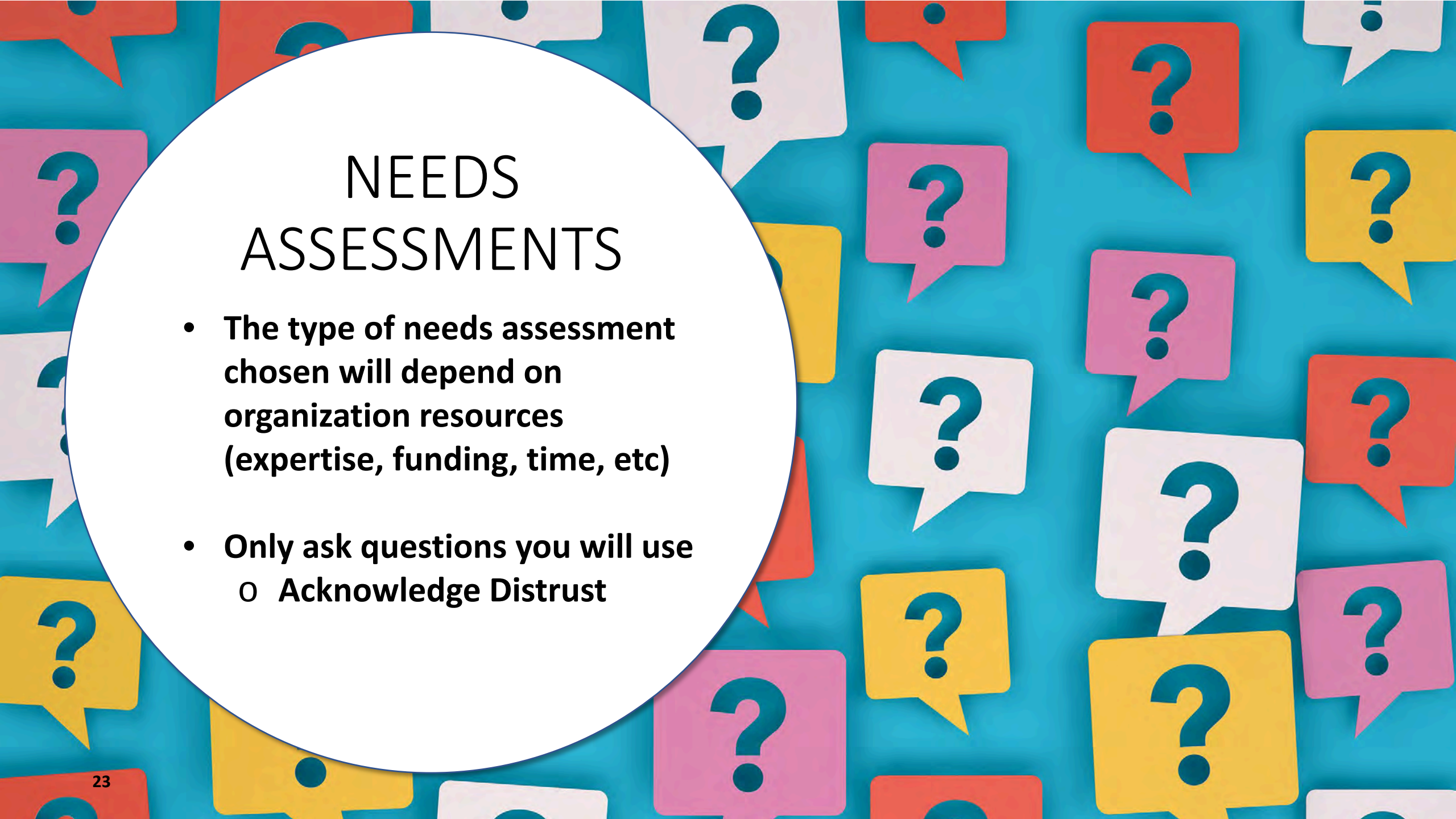
- Include community members in the decision making process
- Are subjects acceptable to the target community (legal and social)
- Consider community leaders
- Get consent!
- Note your subject's views on topic
- Educate on repercussions

NEEDS ASSESSMENT

A formalized way to learn about what your community needs in order to address campaign goals

Variations:

- A set of questions to community leaders and members
- Conducting discussions or focus groups
- A compilation and review of relevant literature or articles on a topic
- Can be formal or rapid
- Etc



NEEDS ASSESSMENTS

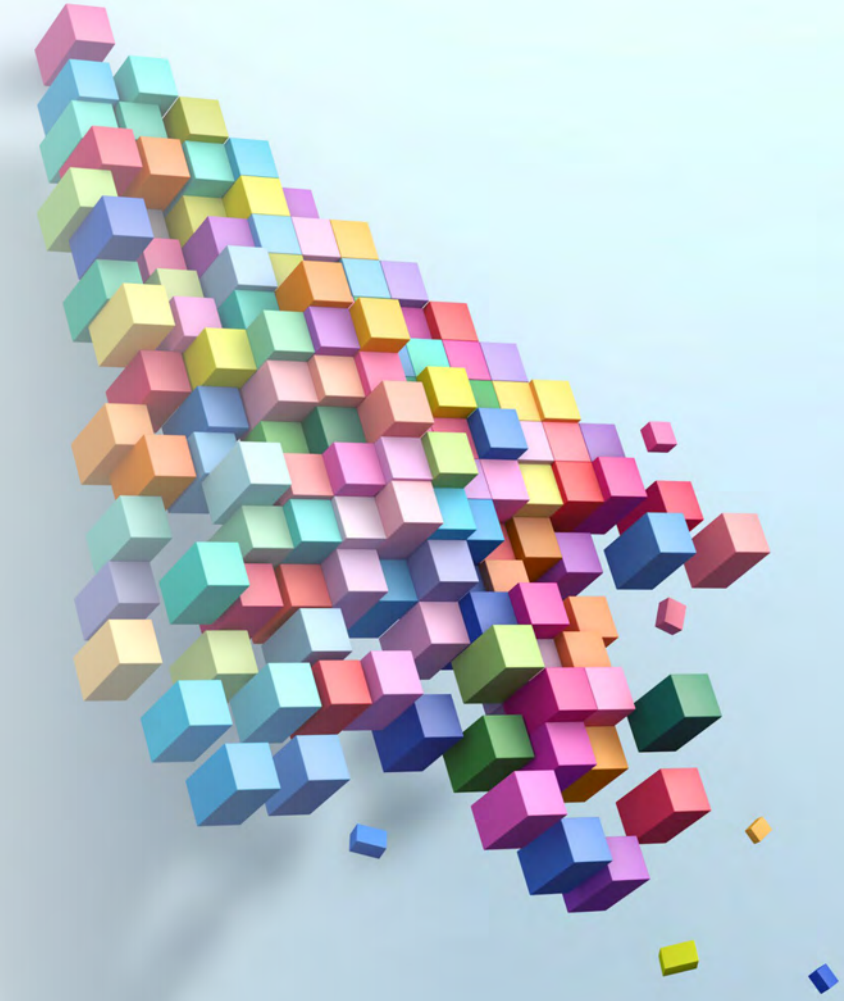
- **The type of needs assessment chosen will depend on organization resources (expertise, funding, time, etc)**

- **Only ask questions you will use**
  - **Acknowledge Distrust**

Well-conducted and analyzed Needs Assessments help to:
Focus campaigns
Identify whether the gap between a community's physical (such as clinics, libraries, stores, etc.) and conceptual environment (such as culture, trends, misinformation, etc.) and the campaign goal is knowledge, awareness, or misinformation based, etc
Clarify strategy elements, including: • Channels • Materials • Language • Education level • Demographics • Networks of trust • Frequented locations • Etc
Base strategy element choices on data

Each of these factors are critical to understand *prior* to campaign design and implementation

Phase 2: Strategy Design



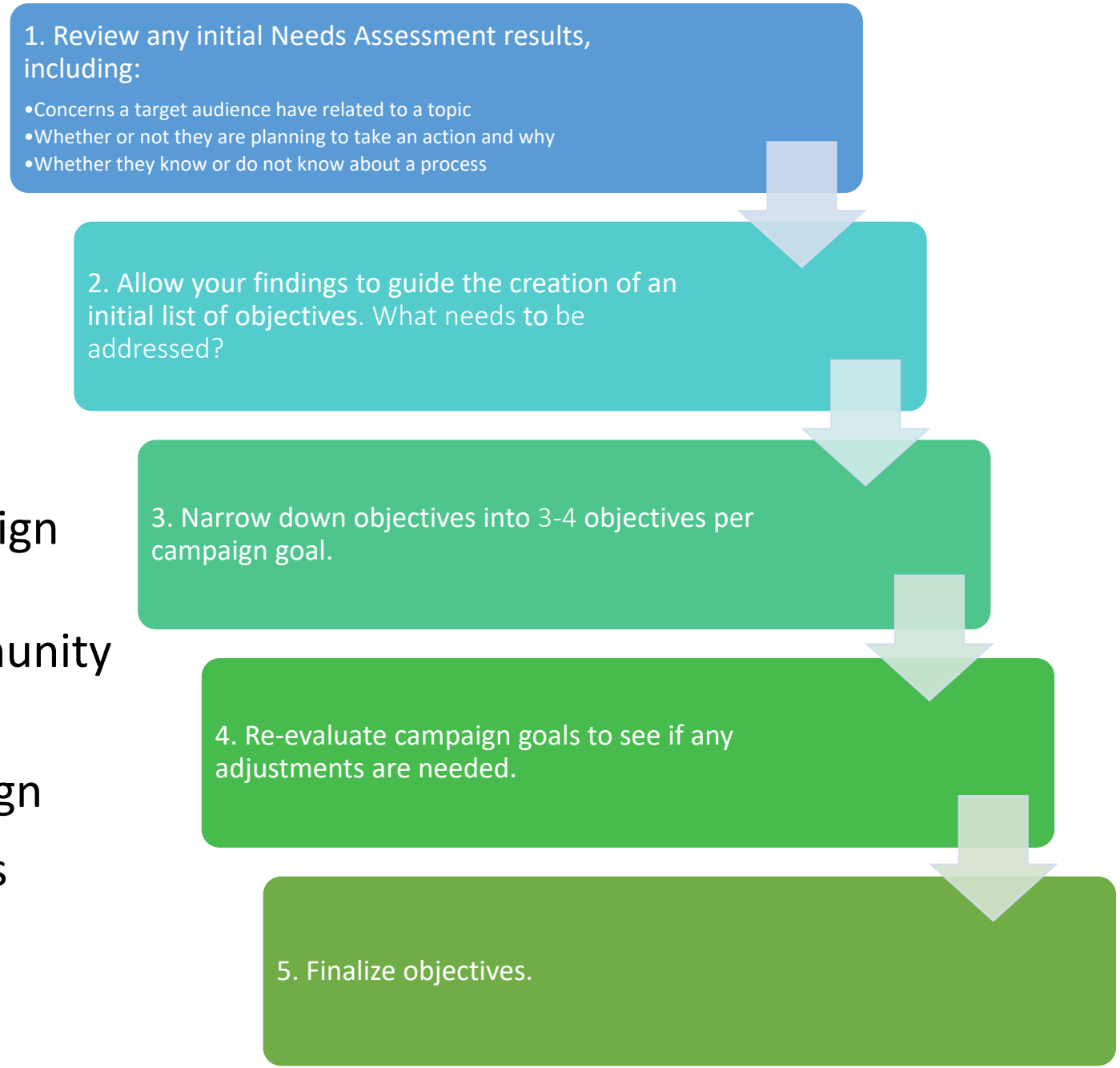
CAMPAIGN OBJECTIVES

Review:

- 3-4 Objectives to accomplish a goal

Objectives:

- Support campaign goals by outlining community needs
- Tailor a campaign
- Keep organizers on target



COMMUNICATION CHANNELS

Choosing channels that fit a community

One-On-One:

- Friends
- Family
- Physicians
- Religious Leaders
- Community Leaders

Social Media:

- Facebook
- WhatsApp
- Twitter
- Instagram
- TikTok

Other:

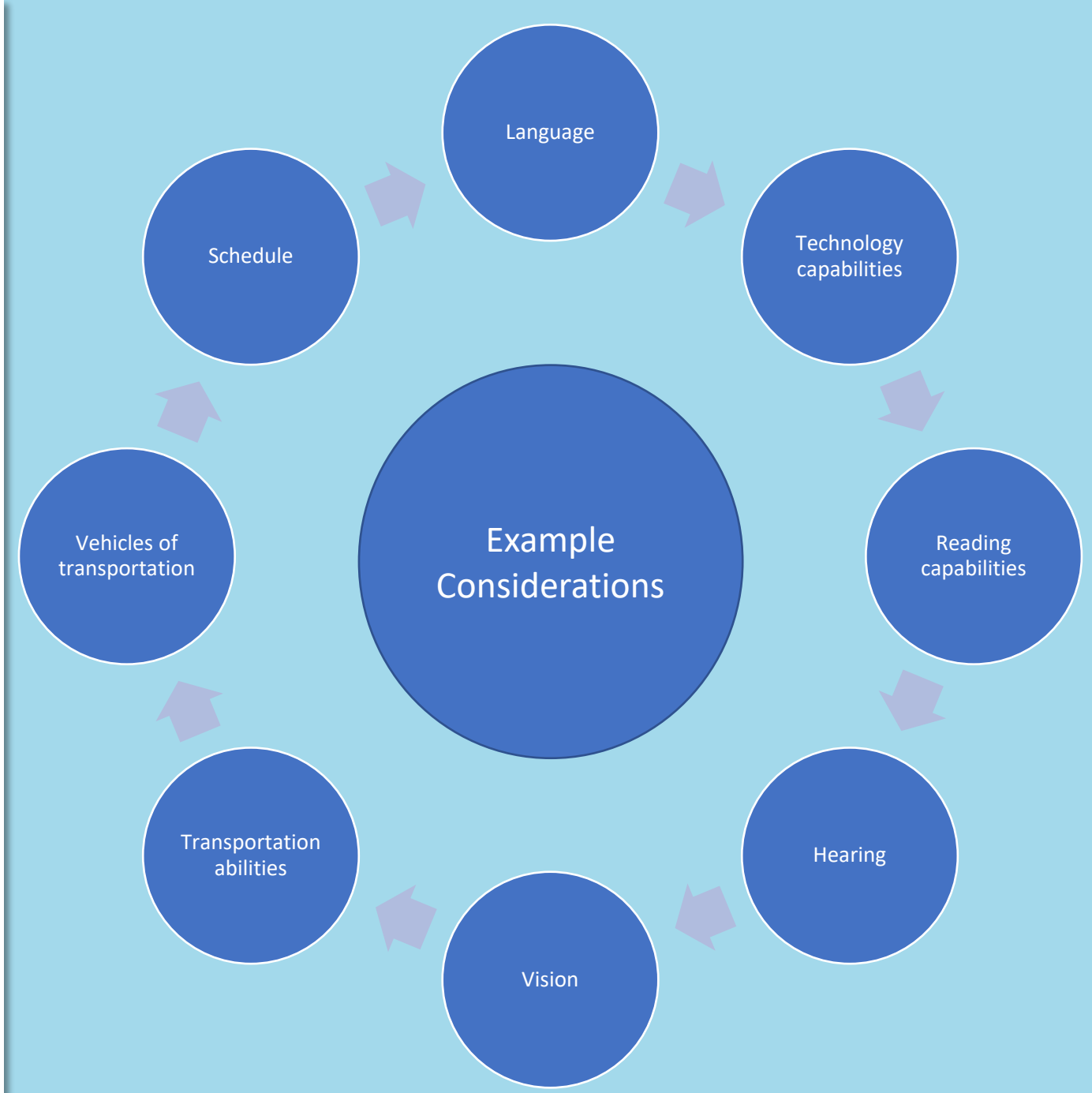
- Flyers
- Newspaper
- TV News Stations
- Radio
- And Many More!

COMMUNICATION CHANNELS THAT FIT A COMMUNITY

Communication channels connect a target audience to campaign content.

- Technology and channels for receiving information change constantly.
- For hot topics: Meet a target audience <u>where they are at</u>.

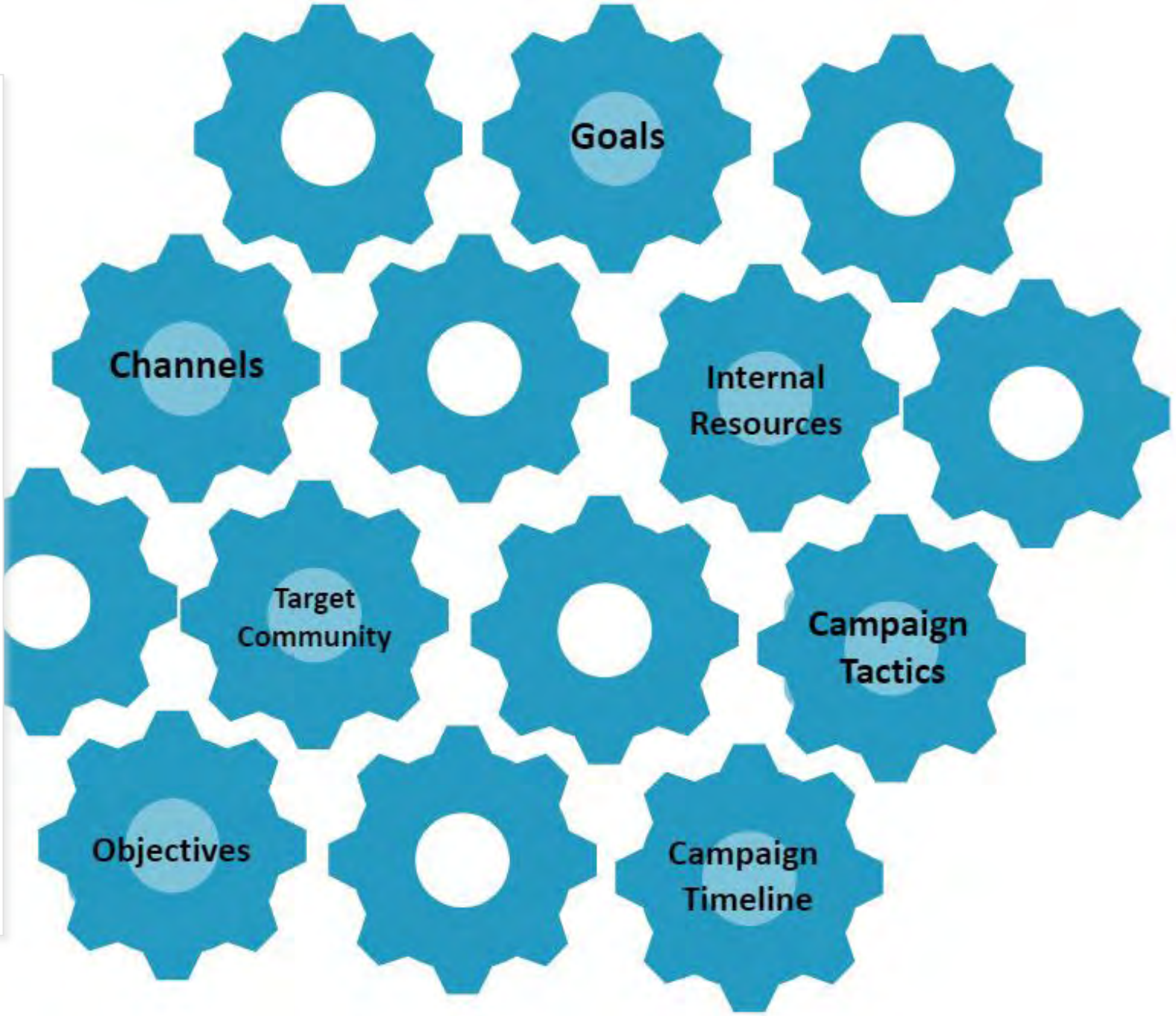
As strategies are chosen both objectives and channels may be adjusted.



How to Think About Strategy

Strategy-Informed Campaigns

- Strategy Elements = Gears
- Elements must 'fit' for machine to do what it was intended to do (Achieve Campaign Goals)



CAMPAIGN TACTICS

Tactics: The activities which support the achievement of campaign objectives

Review:

- 1 or more tactics to accomplish an objective

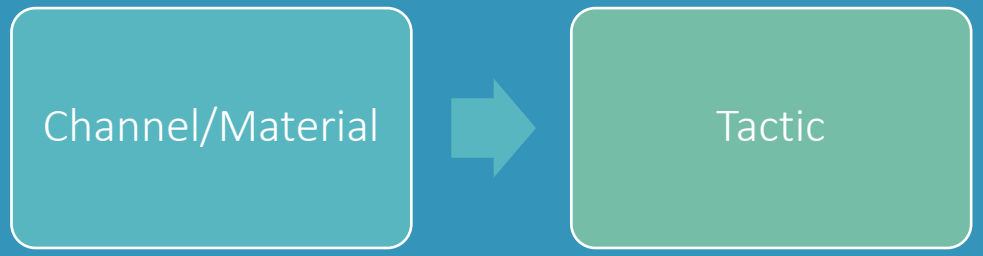
Ideal Tactics Are:

- Achievable
- Viable
- Realistic
- Balanced

Hyper-Local Community Campaigns: Keep in mind message topics and types while choosing tactics and materials

Example: Impactful Tactics

Channel: One-On-One Communications (With Community Health Worker)
Tactic Idea: Tri-folds to compliment conversations between CHWs and target audience



Tactics must be data informed and tailored to your community

Messenger: Who will distribute it?

Information: What information will be on it?

Angle: Will it be informative, persuasive, or myth-busting, etc?

Design: What colors? Will it be welcoming, official, or scientific? Will images relate to your community?

Psychology: How will it be introduced? Phrases? Body language?

Language: What language?

Education: What grade-level?

Phase 3: Material Design

Material Creation

Adapt

Requires less expertise and funding

Material Design

Culturally appropriate colors, symbols, etc,

Use Your Target Audience's Language

Icclude someone

Translated messages should be re-written, not translated verbatim

Message Creation

Base on needs revealed in Needs Assessment

Testing and Evaluation

Test visual designs and messages

Finalize Materials

Incorporate feedback

Phase 4: Campaign Implementation

Campaign Implementation

Assisting Campaign Partners

Organization Communications teams assist campaign partners. If there is no such team then other campaign can assist when able.

Campaign Rollout Outline

A simple or detailed list of steps for a campaign, from start to finish.

“Vaccination Is…” Communication Campaign

MCN has developed fully editable materials to help promote vaccination against COVID-19 in any community

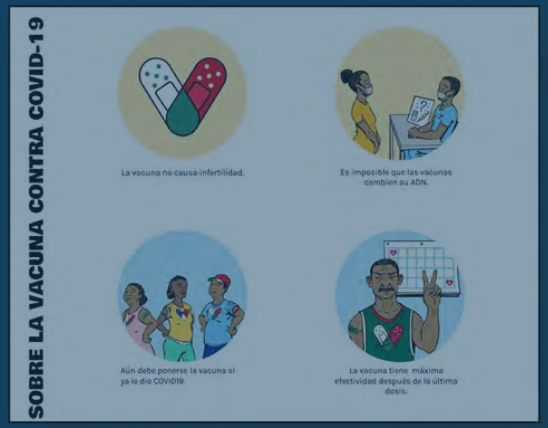
Print | Social Media | Graphics | Videos | Templates

https://www.migrantclinician.org/COVID-19-Vaccine-Awareness-Campaign-Resources

Poll on Resources

1. I have used the “Vaccination Is..” materials previously
    A. Yes
    B. Not sure
    C. No never

CHAT: If yes, please tell us how you used the “Vaccination Is…” materials

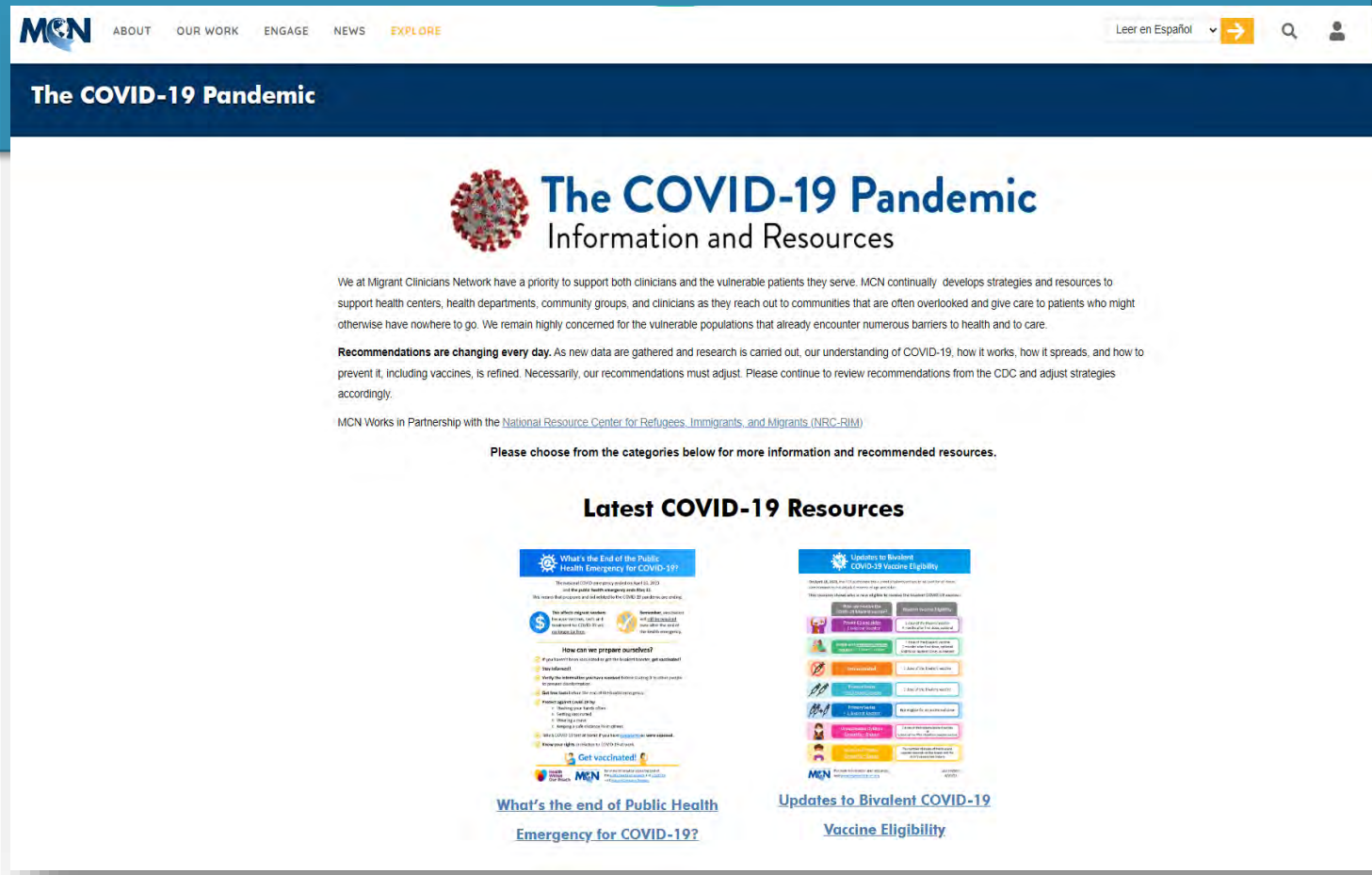


Communication Materials

Material Overview and Editing

COVID-19 Information and Resources

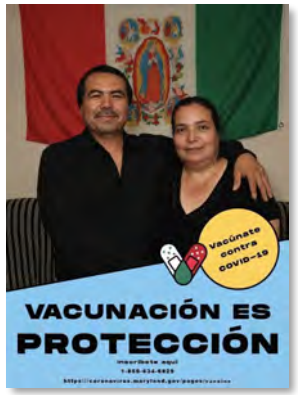
- Latest COVID-19 Resources
- COVID-19 General Resources
- Farmworkers and Essential Workers
- CDC/OSHA Guidance for Employers and Businesses
- Low-Literacy and Multilingual Resources
- COVID-19 Vaccine Resources
- COVID-19 Resources for Pregnant People
- Respirators and Masks
- Emotional Support
- Tools Against COVID-19 Misinformation
- MCN Policy Statements on COVID-19
- Webinars Related to the COVID-19 Pandemic
- MCN's COVID-19 Blog

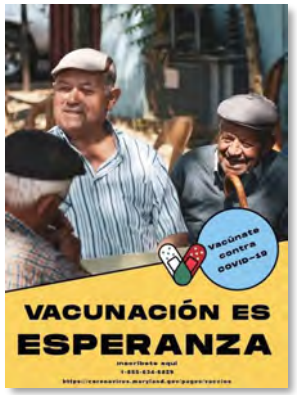


https://www.migrantclinician.org/COVID-19-pandemic

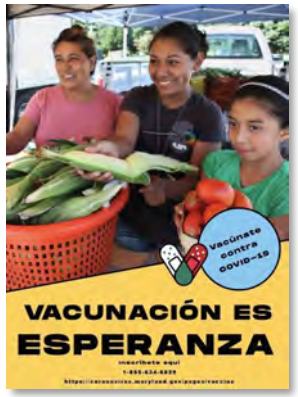
Printing Resources: Posters

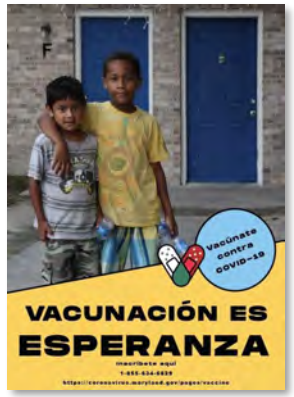
State-Specific Pre-Made Posters Editable (can add link and phone and logo)

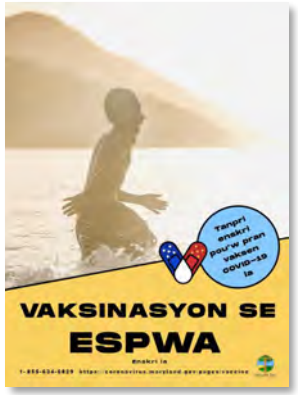




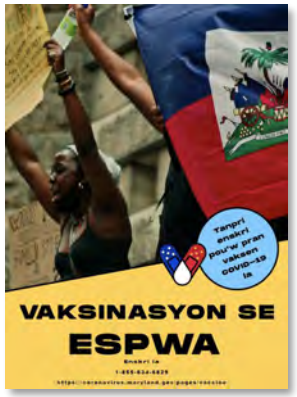
Spanish Posters







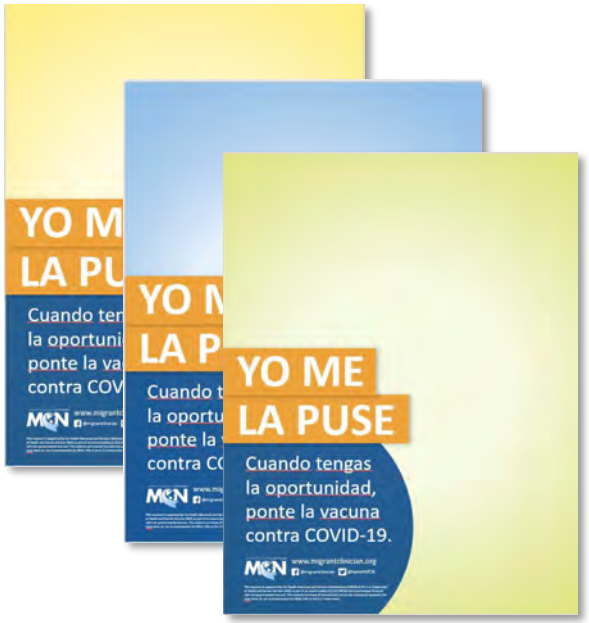
Haitian Creole Posters



Printing Resources: Posters

#YoMeLaPuse Pre-Made Posters

#YoMeLaPuse Posters (Editable)



These posters were developed with HRSA funding

Printing Resources: Fact sheets

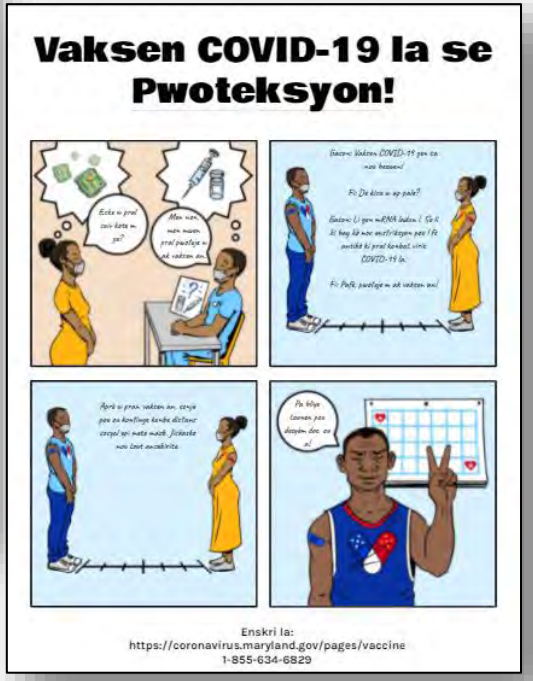
2 Spanish Pre-Made Fact Sheets

2 Haitian Creole Pre-Made Fact Sheets

Printing Resources: Comics (Specific and General)

2 Spanish

2 Haitian Creole



What to Expect When Getting the COVID-19 Vaccine!

Stickers

LAS VACUNAS SON SEGURAS Y EFECTIVAS

Tipos de vacunas disponibles en EUA:

- Pfizer (2 dosis en 21 días)
- Moderna (2 dosis en 28 días)
- J&J (dosis única)

¿Cuánto tarda la vacuna en proteger completamente?

Solo después de **2 semanas** después de completar su vacunación se está completamente protegido.

RECOMENDACIONES

+ Vacúnese lo más pronto posible con la vacuna disponible
+ Siga usando cubrebocas cuando este en presencia de personas no vacunadas (y cuando no sabe si están o no están vacunadas)

Para mujeres migrantes MCN recomienda:

+ Inicie con la serie de dos dosis de la vacuna Pfizer o Moderna para mujeres migrantes de entre 18 y 60 años, siempre y cuando estén disponibles
+ Para mujeres migrantes mayores de 60 años administrar una dosis de J&J si está disponible

¿CÓMO CONSIGO UNA VACUNA CONTRA COVID-19?

Llame a la Coalición de Trabajadores de Immokalee, para saber más sobre los recursos disponibles en el lugar donde se encuentre.

Hable con su patrón de su interés en vacunarse dando sus razones personales y el beneficio que ambos tendrán de estar protegidos y continuar trabajando. Y si necesita apoyo en hacer la llamada, háblenos.

Anime a sus compañeros para que se vacunen para que toda nuestra comunidad esté a salvo.

PARA MÁS INFORMACIÓN

Para respuestas sobre preguntas frecuentes sobre COVID-19 visite **Migrant Clinicians Network** (MCN):

https://bit.ly/2TLJwRP

PROTEJASE CONTRA COVID-19

LA MEJOR PROTECCIÓN ES

- ✓ Usar cubrebocas
- ✓ Distanciamiento social
- ✓ Lavarse las manos
- ✓ ¡VACUNARSE!

Tri-Fold

BENEFICIOS DE VACUNARSE

- ✓ Le protege a usted, a su familia y a sus compañeros de trabajo de enfermarse con COVID-19 grave o ir al hospital
- ✓ El regresar a sus actividades normales con otra gente ya vacunada
- ✓ Entre más gente participemos en la vacunación más rápido podemos vivir sin preocuparnos por COVID-19 o sus nuevas variantes
- ✓ Las vacunas disminuyen los números de casos nuevos y casos más graves en la comunidad
- ✓ Si ya se vacunó y tiene contacto con alguien infectado de COVID-19, no se requiere cuarentena

RIESGOS DE NO VACUNARSE

- X Más peligro de infectarse
- X Enfermarse gravemente, ir al hospital, o morir
- X Si mucha gente **NO se vacuna** seguiremos con más gente que enferme gravemente y con riesgo de que el virus desarrolle mutaciones más peligrosas y más difíciles de controlar

¿QUÉ ESPERAR DESPUÉS DE VACUNARSE?

Es importante vacunarse, aunque ya haya tenido COVID-19.

Es gratis para todos. NO se requiere documentos de identificación.

Hay varias vacunas. Unas requieren dos dosis. Todas son seguras y eficaces.

Después de vacunarse puede tener dolor de brazo, dolor de cabeza, fiebre o escalofríos.

Se sentirá mejor después de unos días.

Pasarán varias semanas antes de que la vacuna le proteja completamente.

Debe seguir usando mascarillas, lavarse las manos y mantener distancia.

¡Felicitaciones, ya hizo su parte para mantenerse a usted y a los demás a salvo!

¿QUÉ HAGO SI SOLO RECIBÍ UNA DOSIS DE PFIZER O MODERNA ANTES DE IR AL NORTE?

¿QUÉ HAGO SI ME PUSE LA PRIMERA DOSIS DE LA VACUNA EN OTRO PAÍS, Y ESA VACUNA NO SE CONSIGUE EN EUA?

- + No todos los países han aprobado las mismas vacunas que en EUA
- + Si ya recibió una dosis de cualquier vacuna contra COVID-19 que no esté aprobada en EUA, entonces le pueden ofrecer la vacuna Pfizer, Moderna o J&J, ya estando en este país. Para ponérsela debe esperar al menos 28 días desde su última dosis. Revise las recomendaciones del **Centro para los Derechos del Migrante:** https://bit.ly/2StoN51
- + **Consulte información de los CDC:** https://espanol.cdc.gov/coronavirus/2019-ncov/index.html

Consulte sus dudas con un proveedor de salud

Tri-Fold

Why should we vaccinate children?

Some children get very sick from coronavirus. COVID-19 is the **6th leading cause of death of children ages 5-11.** Nearly 10,000 children have been hospitalized.

Most children don't become as sick as adults, **but they can still spread it.** COVID-19 vaccines prevent grandparents, younger siblings, and others from infection, hospitalization, or death from severe cases of the virus.

Getting kids vaccinated helps **prevent outbreaks that cause school closures.**

Is the vaccine safe for children?

Yes! In 4,500 children ages 6 months to 11 years, the vaccine was safe and effective in preventing severe cases of the virus in trials. Since December 2021 5.1 million children under 12 received at least one dose.

Risks from COVID-19 greatly outweigh any potential risks from the vaccine.

How do we keep children under five years old safe?

Currently, there is not an approved COVID-19 vaccine for children under 5 years old. But you can protect children from being infected and spreading the virus to others.

+ Ensure all household members aged 5+ are vaccinated.
+ Breastfeeding moms can get vaccinated to help pass antibodies to their baby.
+ Encourage **indoor masking wearing** and **social distancing** especially among the unvaccinated.
+ Wash hands.
+ Look for updates on whether a vaccine will become available for young children.

HOW CAN I GET MY CHILD A COVID-19 VACCINE?

- ✓ **Contact your local health department to make an appointment** or ask them where mobile vaccine clinics are located.
- ✓ **Contact your local community health center to make an appointment.**
- ✓ **Ask your child's pediatrician** if they offer COVID-19 vaccines.
- ✓ **Check with your local pharmacy.** They will likely offer vaccines.
- ✓ **Speak with your child's school** about getting a COVID-19 vaccine. They may offer in-school vaccine clinics.
- ✓ In some places, parents are required to be present when their child is vaccinated. Look for after-hour and pop-up clinics to make it easier for working parents.

FOR MORE INFORMATION

Visit Centers for Disease Control and Prevention:
www.cdc.gov/coronavirus/2019-ncov/index.html

CDC Centers for Disease Control and Prevention

For answers to Frequently Asked Questions, visit **Migrant Clinicians Network** (MCN): https://bit.ly/3ki1xAI

MCN Migrant Clinicians Network

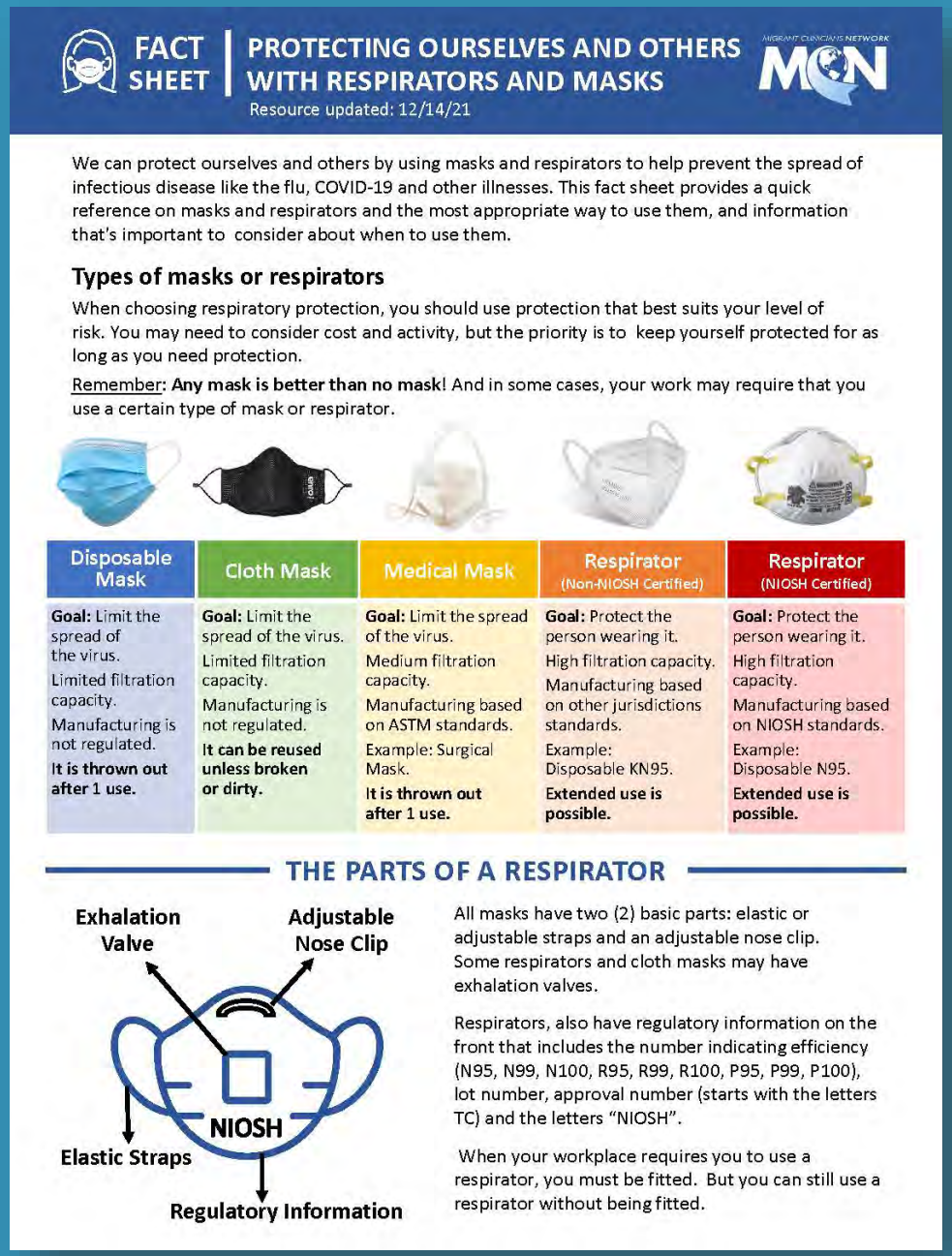
Updated: January 6, 2022

Children and the COVID-19 Vaccine

- ✓ GET VACCINATED!
- ✓ Wear a mask
- ✓ Social distancing
- ✓ Wash your hands

COVID-19 Vaccine Awareness Campaign

Tri-Fold



FACT SHEET | PROTECTING OURSELVES AND OTHERS WITH RESPIRATORS AND MASKS

Resource updated: 12/14/21

We can protect ourselves and others by using masks and respirators to help prevent the spread of infectious disease like the flu, COVID-19 and other illnesses. This fact sheet provides a quick reference on masks and respirators and the most appropriate way to use them, and information that's important to consider about when to use them.

Types of masks or respirators

When choosing respiratory protection, you should use protection that best suits your level of risk. You may need to consider cost and activity, but the priority is to keep yourself protected for as long as you need protection.

Remember: **Any mask is better than no mask!** And in some cases, your work may require that you use a certain type of mask or respirator.

Disposable Mask	Cloth Mask	Medical Mask	Respirator (Non-NIOSH Certified)	Respirator (NIOSH Certified)
Goal: Limit the spread of the virus. Limited filtration capacity. Manufacturing is not regulated. **It is thrown out after 1 use.**	**Goal:** Limit the spread of the virus. Limited filtration capacity. Manufacturing is not regulated. **It can be reused unless broken or dirty.**	**Goal:** Limit the spread of the virus. Medium filtration capacity. Manufacturing based on ASTM standards. Example: Surgical Mask. **It is thrown out after 1 use.**	**Goal:** Protect the person wearing it. High filtration capacity. Manufacturing based on other jurisdictions standards. Example: Disposable KN95. **Extended use is possible.**	**Goal:** Protect the person wearing it. High filtration capacity. Manufacturing based on NIOSH standards. Example: Disposable N95. **Extended use is possible.**

THE PARTS OF A RESPIRATOR

All masks have two (2) basic parts: elastic or adjustable straps and an adjustable nose clip. Some respirators and cloth masks may have exhalation valves.

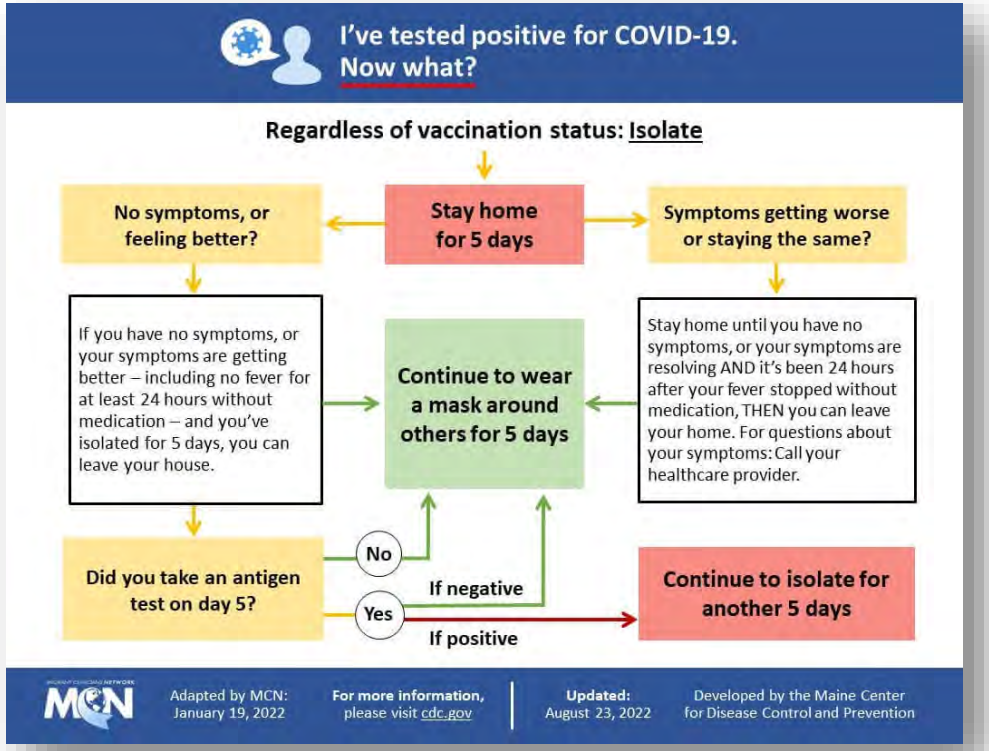
Respirators, also have regulatory information on the front that includes the number indicating efficiency (N95, N99, N100, R95, R99, R100, P95, P99, P100), lot number, approval number (starts with the letters TC) and the letters "NIOSH".

When your workplace requires you to use a respirator, you must be fitted. But you can still use a respirator without being fitted.

Pre-Made Handouts

Printing Resources: Flowcharts

I'm a close contact of someone who has tested postivie for COVID-19. Now what?



Testing Positive for COVID-19. Now What?

Social Media Resources: Pre-Made Posts

Spanish

Haitian Creole

Videos and Radio Spots

Dr. Eva Galvez - Speaks About COVID-19 Vaccines

PSA Video – English
Short Video – Spanish
Long Video - Spanish

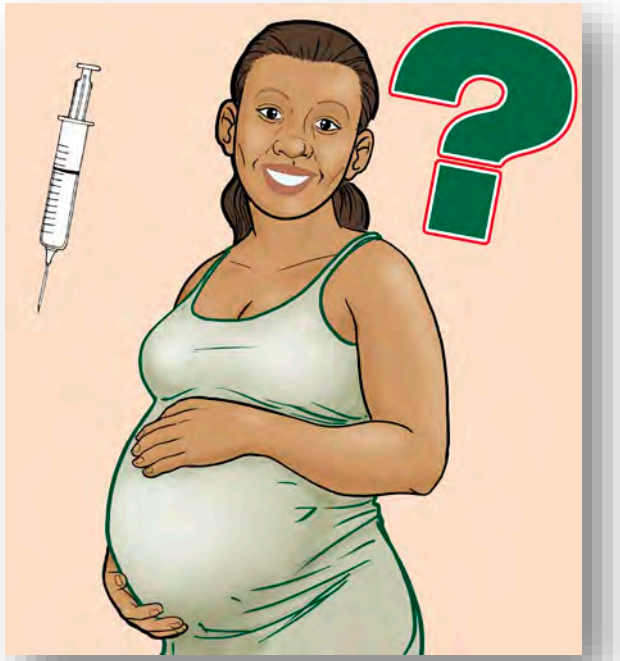
Dr. Eva Galvez – Habla sobre las vacunas contra COVID-19

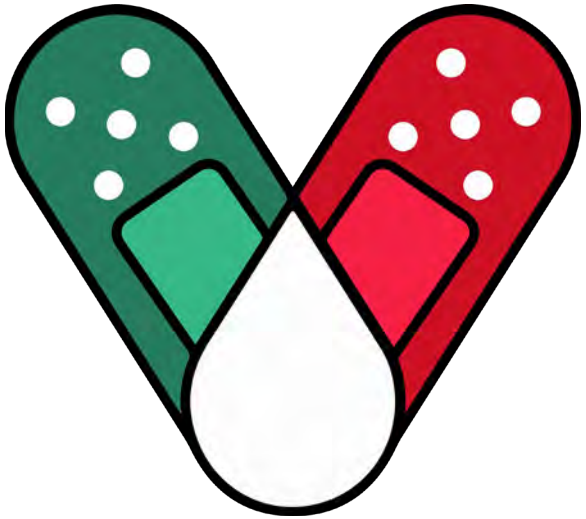
#YoMeLaPuse

Spots sobre uso de cubrebocas

Spanish Vaccine Video: Featuring Community Members (Store Owners and Others) Explaining Why They Got the COVID-19 Vaccine

Video de la vacuna en español: Con miembros de la comunidad (propietarios de tiendas y otros) explicando por qué recibieron la vacuna contra COVID-19





Bank of images

https://www.migrantclinician.org/COVID-Vaccine-Education-Materials-Images

https://www.migrantclinician.org/blog/2022/feb/faq-covid-19-and-migrant-immigrant-and-food-farm-worker-patients.html

Register for the MCN blog here:

http://eepurl.com/dut8EX

Editing resources

How to edit the Vaccination Campaign Poster Template

How to edit the Vaccination Campaign Social Media Template

How to edit the "What to Expect When Getting the COVID-19 Vaccine" **Resource Template**

How to edit the Vaccination Campaign Brochure Template

How to edit the Vaccination Campaign Video Template

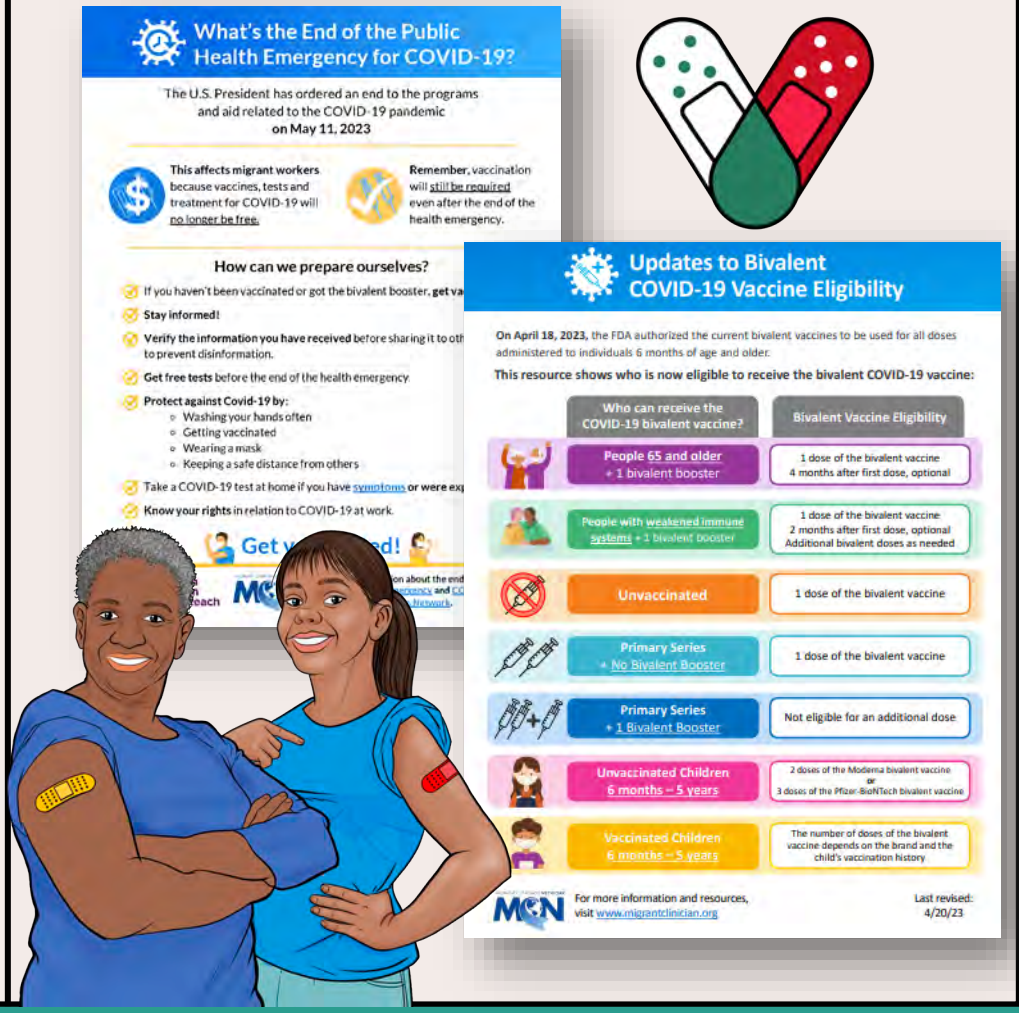
How-To-Edit Resource Videos

Questions?

Resource Corner

Esther Rojas

Project Coordinator



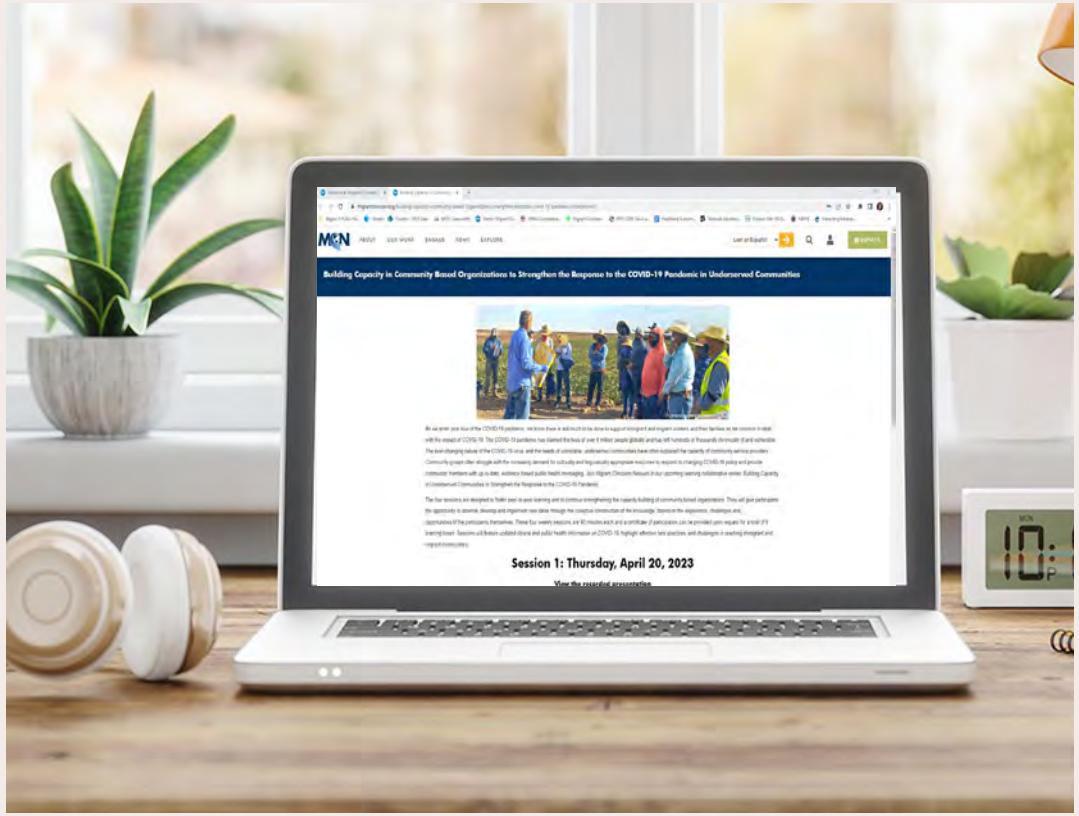
Designing Community-Based Communication Campaigns Manual

- ✓ Community resource mapping
- ✓ Photo and video consent and collection
- ✓ How to build and use a needs assessment
- ✓ Establishing campaign objectives and goals
- ✓ Campaign implementation strategies
- ✓ Evaluation, data collection, and reporting on the campaign and more!

Link: https://www.migrantclinician.org/resource/designing-community-based-communication-campaigns-manual.html

Building Capacity Archive

Link: https://www.migrantclinician.org/building-capacity-community-based-organizations-strengthen-response-covid-19-pandemic-underserved



Recordings, Resources, and More!

Session Pulse Check

URL Link:
https://forms.office.com/Pages/ResponsePage.aspx?id=NxtHHtibck6Zgif1TJY38hGOu3d_o-BGroBv3Zlnks9UQ1JFOFNZS1hEOE9NM0cxQ1gwRTA3VkJRVC4u

Thank you!

Our next session:

May 4, 2023

2:00 PM ET/ 1:00 PM CT/
12:00 PM PT