Resources for COVID-19 Vaccine Education and Communication for Immigrant, Refugee, and Migrant Communities

This list compiles resources produced by various agencies and organizations related to the equitable distribution of COVID-19 vaccines, communication and outreach strategies, and calls to action in supporting local immigrant, refugee, and migrant communities.

Have something to add to the list? Please send it to Communications@welcomingamerica.org for consideration.

Welcoming America Resources

- As the COVID-19 crisis continues to evolve around the world, communities may seek alternative ways to remain welcoming places for all people. At Welcoming America, we have compiled resources for the public and members alike. Visit our COVID-19 website to learn more.
- Language Access Coaching Sessions - Welcoming America is again offering one-on-one 30 and 60-minute language access consultations for members with language access expert, Mary Jayne McCullough. Questions? Please email Anthony Salas at anthony@welcomingamerica.org.
- Establishing and Maintaining Inclusive Emergency Management with Immigrant and Refugee Populations - Welcoming America has partnered with the Institute for Diversity and Inclusion for Emergency Management (I-DIEM) to create this tool. Each section has a list of actionable steps you can incorporate in our plan to ensure all diverse members of your community are considered in emergency management, with specific checklist items related to immigrants and residents.
COVID-19 Resiliency Network

- COVID-19 Resiliency Network (HHS) - The Office of Minority Health is working with the Morehouse School of Medicine to develop and share important messages and linkages to healthcare and social services in communities across the nation and in areas hardest hit by the pandemic. Webinars and resources will address COVID-19 public health concerns, including vaccine rollout, for immigrant and multilingual communities. Join the network by signing up here.

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

The NRC-RIM is funded by the CDC to provide assistance and resources to state and local health departments working with refugee, immigrant, and migrant communities that have been disproportionately affected by COVID-19. The NRC-RIM has curated a Vaccine Central landing page with the following resources:

**Key Resources:**
- Checklist for COVID-19 Vaccine Roll-out among Refugees, Immigrants, and Migrants - A list of actions to take when implementing vaccination campaigns among these communities.
- Translated Materials Library - This page offers fact sheets, posters, videos, audio recording, and other resources in English and more than 100 languages free of charge.
- COVID-19 Vaccination Toolkits (CDC) - The CDC has developed a series of audience-specific toolkits related to COVID-19 vaccination.
- Pfizer-BioNTech COVID-19 Vaccine Fact Sheets in Multiple Languages (FDA) - Translated fact sheets for vaccine recipients/caregivers and providers administering the vaccine have been posted on the FDA website.
- Moderna COVID-19 Vaccine Fact Sheets in Multiple Languages (FDA) - Translated fact sheets for vaccine recipients/caregiver and providers administering the vaccine have been posted on the FDA website.
- A Communicator’s Tip Sheet for COVID-19 Vaccination (NIH) - The National Institutes of Health has developed a one-page tip sheet with a list of “do’s” and “don'ts” for COVID-19 communication.

**Promising Practices:**
- Vaccine Campaign Partnerships with Faith-Based Organizations - Learn more about involving faith-based organizations in vaccine campaigns.
- **Convenient Vaccine Access for Communities** - Learn more about bringing vaccines to communities, rather than relying on community members to find their way to medical services.
- **Vaccines Listening Sessions with Communities** - Learn more about effective ways to hear directly from communities about COVID-19-related topics, including vaccines.
- **Short Video: Promising Practices** - The IRC has compiled six promising practices related to COVID-19 based on their partnership with health departments.

**Vaccine Education:**
- **Community Engagement** - Learn more about how to involve members of your community and why it’s a central element to any COVID-19 response.
- **Culturally Relevant Messaging** - Learn more about how to cater to the community’s needs and preferences with regard to trusted messenger, literacy level and format.
- **What to Expect Handout (COVID-19)** - This resource is available in 11 languages, and more can be found on the Translated Materials Library.

**More Resources:**
- [COVID Vaccination Communication](https://www.nih.gov) (NIH)
- [Videos and Scripts that can be Adapted](https://www.nrc-rim.org) (NRC-RIM)

**COVID-19 Vaccine Education Initiative**

The Ad Council (partner on the Belonging Begins with Us Campaign) and the COVID Collaborative have launched a COVID-19 Vaccine Education Initiative. Here are a few resources they have developed already:

- Webinar presentation
- Messaging Recommendations
- Audience Insights - General
- Audience Insights - Black Americans
- Audience Insights - Hispanics
- FAQs
- Healthcare Provider Videos

In a few weeks, they will launch an online toolkit that will have all of the information and more (PSAs, briefs, etc). It’s intended for community based organizations, local governments, and public health actors. As they develop these resources, they’d like to hear from you. You can complete this brief [survey](https://www.surveymonkey.com) to let Ad Council know what you’d find most helpful for your efforts. For specific partner inquiries, please reach out to [COVIDVaccines@AdCouncil.org](mailto:COVIDVaccines@AdCouncil.org).
General COVID-19 Vaccination Resources

Equitable Vaccine Delivery & Rollout:

- How Counties Can Prepare for Equitable and Efficient Vaccine Distribution (National Association of Counties)

Further Data on Vaccine Hesitancy, Access, and COVID-19 Vulnerability by Race and Ethnicity:

- Racial Differences in COVID-19 Vaccine Views & Hesitancy (The Undefeated Survey on Race and Health from KFF/The Undefeated)
- The CDC’s Social Vulnerability Index (SVI) determines an area’s social vulnerability based on 15 social factors, including racial/ethnic distribution.
- Vaccine Coverage, Pricing, and Reimbursement in the U.S.
- As Vaccine Rollout Expands, Black Americans Still Left Behind (KHN)