

# PROJECT HEALINGS

VOL 1, NUM 2, JANUARY 2022



## NEWSLETTER

MONTHLY E-MAGAZINE  
[WWW.PROJECTHEALINGS.INFO](http://WWW.PROJECTHEALINGS.INFO)

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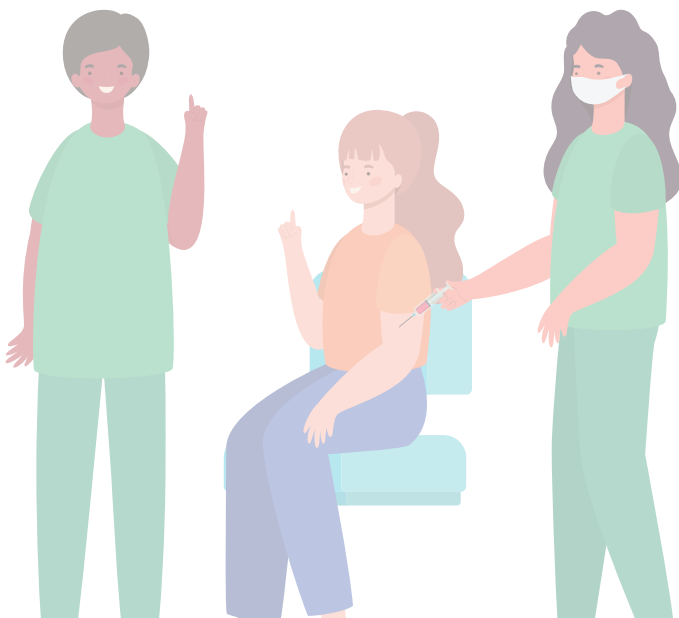


# INTRO

**Project HEALINGS** was created as a HUB for improved health and wellness among Minnesotans disenfranchised by identity and circumstance, facing disparities in both healthcare access and health outcomes, and impacted disproportionately by the COVID-19 pandemic.

HEALINGS is about vaccination, but it is also about connectivity, trust, and systemic change designed intentionally to end inequities for Black, Indigenous, and other persons of color (BIPOC) living here in Minnesota, with below strategies:

- **Strategy #1:** Detailing Barriers to Vaccine Uptake - ASSESSMENT.
- **Strategy #2:** Equipping Cultural Influential Messengers - TRAINING.
- **Strategy #3:** Increased Vaccination Sites' Overall Understanding of Cultural Hesitancy toward Vaccination - INFORMATION SHARING.
- **Strategy #4:** Developing Culturally/Linguistically Appropriate Communication Products - MESSAGE CREATION.
- **Strategy #5:** Campaigns to Promote Vaccinations - CAMPAIGNS FOR TARGETED BIPOC COMMUNITIES.
- **Strategy #6:** Developing New Cultural Events - EVENTS.
- **Strategy #7:** Developing Partnership with other Community-based Organizations (CBOs) and Healthcare Providers to Increase Vaccination Opportunities - PARTNERSHIP DEVELOPMENT.



# PARTNER'S CORNER

## COVID-19 AND DOUBTS AGAINST VACCINATION

by Rodolfo Gutierrez

We are to start a brand-new year, which is always exciting news. New projects, new goals, new perspectives are coming to us, and all who are around us. We plan on traveling, on visiting our close ones, taking our children out to play and to interact with other children. Many look for new adventures. We all want to go back to a scenario without restrictions, strict measures and no COVID. Many are tired of learning something different every day, and sometimes even scary. The variants are among that information, and the most current variant, the Omicron, appears to be easy to be spread, faster than any previous variants of COVID-19. A friend of mine pointed out that the name Omicron (the O in the Greek alphabet) sounded like the name for a Transformer... quite like COVID!

As much as we might be tired of bad news accumulating along these last two years, we must also pay attention to the ways we can protect ourselves against the virus, and its potential lethal outcomes. We must follow the news and further information that documents the benefits of being vaccinated, in response to our doubts about, and the misinformation that can lead to such hesitancy. Once and again, it has been proven that the vaccine has a positive effect in our lives.

Even though the vaccine doesn't offer full immunization against the virus, it has proven that it helps in avoiding being hospitalized, and even showing mild symptoms whenever people have been infected with the virus.

The CDC has followed up closely with several research organizations, and has documented that "once fully vaccinated, people can start doing more." (Visit the CDC site with information about the vaccinations [here](#)) Furthermore, a recent study has shown that nonvaccinated people are twice as likely to be infected with the disease, then people who have been vaccinated ([Cavanaugh, et al, 2021](#)). After reading this article, we learned that being infected, without vaccination, generates no immunization to our bodies, and that the effects of second or further contagion, are equally severe. Interestingly, if people have not been vaccinated, the chance of being reinfected is 2.4 times compared to those who have received the vaccine.

The idea of natural infection derived immunity is still being used as an argument against the vaccine, but it has also been proven to be wrong. Beyond the 90 days auto-immune response that can be documented, the effects are no warranty of not being reinfected once that period passes, and the virulence of the infection has been observed to be the same, or worse, among those who had a previous experience with the illness.

Now, the CDC remarks the need to promote vaccination to most of the population, including children. These population groups are highly exposed to being infected as they are schooling ages. The idea that the virus would not affect younger people is now proven to be wrong, as variants are affecting younger ages violently. We must continue focusing on reaching out to our populations that are still exposed to the virus without protections against the worst effects of it.

It is now the time to dismantle the myths and misinformation that makes us hesitate on the decision of being vaccinated, and to act consequently with our basic duties: to protect our loved ones, children and elders, against death, and we must start with ourselves. That way, we will be able to go out again, and to share time with them, knowing that we are all protected. We can do our part in making the return to certain normality sooner rather than later. It is time to act, and to protect ourselves against the worst of COVID-19. For us all to be able to interact with confidence, but still observing the precautions suggested by our health authorities. Let's get fully vaccinated this new year. Make it a new good purpose!

**Let's have a happy new year!**

Sincerely,  
Rodolfo Gutierrez,  
Executive Director, HACER.



Hispanic Advocacy and Community Empowerment through Research

[hacer-mn.org](http://hacer-mn.org)





## I. PROJECT HEALINGS HAS STARTED THE CULTURAL BROKER LAB TO MOBILIZE IMMIGRANT AND REFUGEE YOUTH TO UTILIZE CULTURAL ASSETS TO MOBILIZE THEIR HERITAGE GROUPS TO GET VACCINATED.

Since Nov., 2021, Project HEALINGS partner Asian Media Access has hosted a Multimedia Lab and worked with a group of 27 bilingual/bicultural youth as paid-internship to be the Cultural Brokers to mobilize more Limited English Proficiency (LEP) groups to get vaccinated. The Team has split into 2 groups, one group of older young adults has already obtained sufficient multimedia skills to work with IDEO's "#NoJudgement" movement to mobilize their peers to get vaccinated at the national level. Other younger teens work with AMA to sharpen up their multimedia skills weekly and produce heritage language materials to support their cultural groups to get accurate and timely information.

**A. "#NoJudgement" movement** - a campaign to create depolarized conversations about the COVID-19 vaccine among young people.

AMA youth have been guided by the human-centered design process by IDEO.org to develop a tool kit to better start the COVID-19 Vaccination conversation. They have provided valuable guidance in the national conversation about COVID-19 vaccines in a way that centers the perspectives of refugees, immigrants, and migrants.

Many young adults are tired of having the same unproductive conversations, so our Team has developed simple tools and evidence-based techniques to help kick-start some conversations that can feel less polarized and lead to better outcomes. They are developing:

**1) Starter Kits with #NoJudgement:** It can be hard to start a conversation with people who may think differently. The Team has provided feedback to develop social media posts that can help raise awareness and engage a vaccine hesitant audience.

**2) Navigating with Talking Points about the COVID-19 vaccine.** There are some tough attitudes young adults might encounter in conversations. Our Team has assisted in developing a guide that can help others facilitate an engaging, judgment-free dialogue with a vaccine hesitant audience.

**Check our youth effort at:** [sites.google.com/ideo.org/nojudgment/home](https://sites.google.com/ideo.org/nojudgment/home)

**#NoJudgement Live Prototyping Guide (PDF):** [drive.google.com/drive](https://drive.google.com/drive)





**B. Cultural Broker Lab.** Every week, Project HEALINGS partner AMA has trained Cultural Brokers in graphic design, messaging development and video and animation programs to equip our young ambassadors to develop multimedia messages in English and their heritage languages, in order to mobilize COVID-19 vaccination throughout immigrant and refugee groups. Creations have included information about vaccine hesitancy, booster shots, vaccinations for children under 12, etc. and many Cultural Brokers 'multimedia/multilingual messages have been distributed online through Project HEALINGS and cultural influencers' social media platforms, as well as made available for presentation and community forums.

These young Cultural Brokers not only get paid to learn long-term employable skill sets through multimedia education, to:

- Attain a superior level of competency in layout design and written communication (Writing Learning);
- Achieve the ability to communicate through multiple media (Multimedia Learning); and
- Promote understanding, compassion, and action for the common good through their media creations (Social Justice Learning) focused on promoting vaccination.

But also, Cultural Brokers help in spreading the messages with their civil actions in dissemination of vaccine messages through their internal networks, and throughout their internal cultural gatekeepers, to create ripple effects.

**Project HEALINGS is proud of what our young people have done for vaccination mobilization, and call for others to amplify their efforts and get vaccinated to protect every one of us away from the COVID-19.**



## Covid-19 Vaccine Clinic December 4th, 2021 Rochester Cambodian Church Vaccination Events

**DECEMBER 4, 2021 (SAT.) 10AM-2PM** ROCHESTER CHURCH OF THE NAZARENE/LIGHTBRIDGE CHURCH  
3343 EAST CIRCLE DRIVE NE  
ROCHESTER, MN 55906  
FMI: KEVIN32077@HOTMAIL.COM


**VACCINATION POP UP CLINIC**

FREE 1ST/2ND DOSE & BOOSTER PFIZER COVID19 VACCINES FOR 5 YEARS & UP: [SIGN UP FOR COVID VACCINATION HERE](#)


**Members received the 1st vaccine dose will get a \$50 gift card for adult & a \$20 gift card for children**

**NO INCENTIVE FOR 2ND DOSE AND BOOSTER SHOT**

ALL COVID-19 PRECAUTIONS PRACTICES - WEARING MASKS AND KEEP SOCIAL DISTANCE



Diversity Council





# DECEMBER EVENTS



## Minneapolis Holiday Vaccination Pop-up Clinic

December 18th



## Bloomington Asian Restaurant Workers Vaccination Pop-up Clinic

December 19th



**FREE COVID-19 VACCINE CLINIC**

Supermercado Loma Bonita  
512 MN-25  
Monticello, MN 55362

December 5th  
2-5pm


**Pfizer ONLY Vaccination**  
1st, 2nd Dose & Booster Available!




**GET VACCINATED AND GET \$50 FOR EACH DOSE**

APPOINTMENTS ARE KINDLY REQUESTED

Please call:  
**651-304-6145**

Walk-Ins will be accommodated only if time allows.





Hispanic Advocacy and Community Empowerment through Research

**Covid-19 Vaccine Clinic**  
**December 5th, 2021**  
Supermercado Loma Bonita



Hispanic Advocacy and Community Empowerment through Research

**Covid-19 Vaccine Clinic**  
**December 13th, 2021**  
Consulate of Ecuador

HACER y el Consulado de Ecuador invitan:

**EVENTO DE VACUNACIÓN CONTRA EL COVID-19**

Edades 12 en adelante

**1<sup>o</sup>, 2<sup>o</sup> y Dosis de Refuerzo de Pfizer y Moderna**  
Vacúnese y Obtenga \$50 Por Cada Dosis

Bonificación de \$25 por Referido Confirmado

13 de Diciembre y 3 de Enero  
**10am - 1pm**

2310 Central Ave. NE Minneapolis, MN 55418

Favor de hacer su cita al:  
**651.304.6145**

Las personas sin cita previa serán acomodadas solo si el tiempo lo permite.

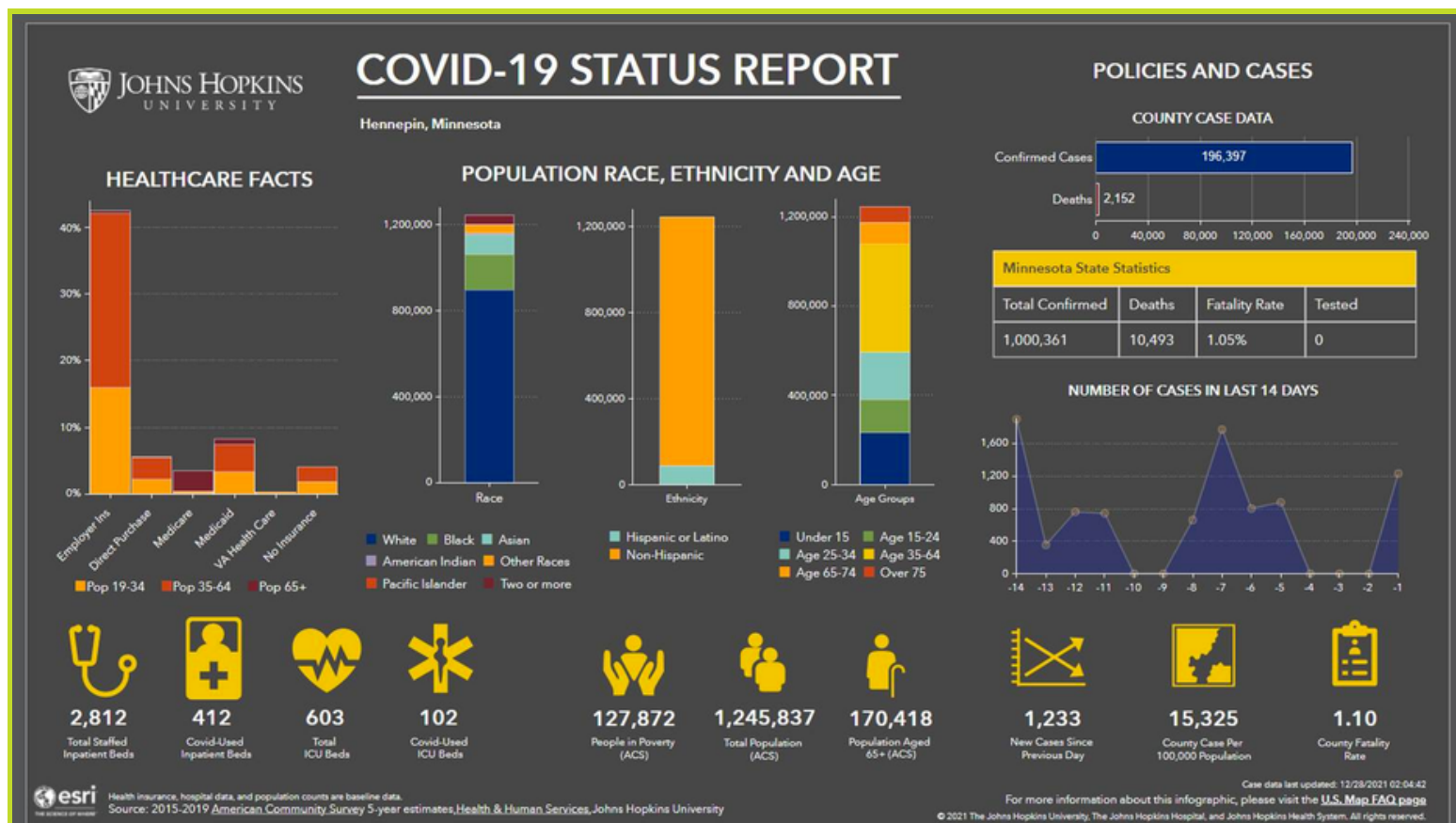







# MINNESOTA COVID-19 DATA

## COVID-19 STATUS REPORT BY RACE/ETHNICITY



During the pandemic, Hispanics have been at a higher risk of hospitalization or death from COVID-19 than some other racial and ethnic groups in the U.S., in part due to large numbers who lack access to health care and have jobs that put them at greater risk of exposure to the virus.

Click here to learn more: [bao.arcgis.com/covid-19/jhu/county](https://bao.arcgis.com/covid-19/jhu/county)

# MINNESOTA COVID-19 DATA

## CASES BY RACE/ETHNICITY

Race/Ethnicity	Number of Cases	Percentage of Total	Percentage of total population 2021 estimates	Number of Deaths	Death Rate
White, non-hispanic	692179	69.48%	79.10%	8713	1.26%
Black, non-hispanic	72097	7.24%	6.00%	494	0.69%
Asian, non-hispanic	38340	3.85%	5.20%	382	1.00%
American Indian/Alaska Native, non Hispanic	12162	1.22%	1.40%	173	1.42%
Native Hawaiian/Pacific Islander, non Hispanic	1229	0.12%	0.10%	12	0.98%
Multiple races, non Hispanic	20008	2.01%	2.60%	102	0.51%
Other, non Hispanic	18464	1.85%		31	0.17%
Hispanic	72294	7.26%	5.60%	316	0.44%
Unknown/missing	69451	6.97%		83	0.12%
<b>Total Cases</b>	996224				

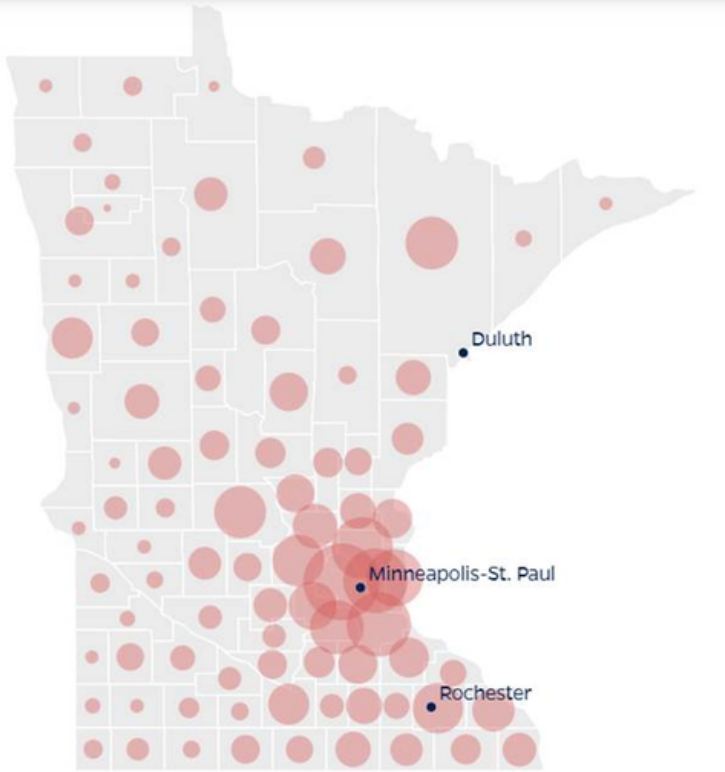
The difference between percentage of cases and population distribution evidences unequal access to resources.

(Credits for R. Gutierrez, with census data, Census Bureau, Population Estimates, 2021).



# MINNESOTA COVID-19 DATA

## NEW DAILY CASES:



**Click here to learn more:**  
[Minnesota - COVID-19 Overview - Johns Hopkins \(jhu.edu\)](https://www.jhu.edu/COVID-19/Minnesota-Overview)

### DAILY COVID CASES / DOSES ADM IN MN

## Minnesota

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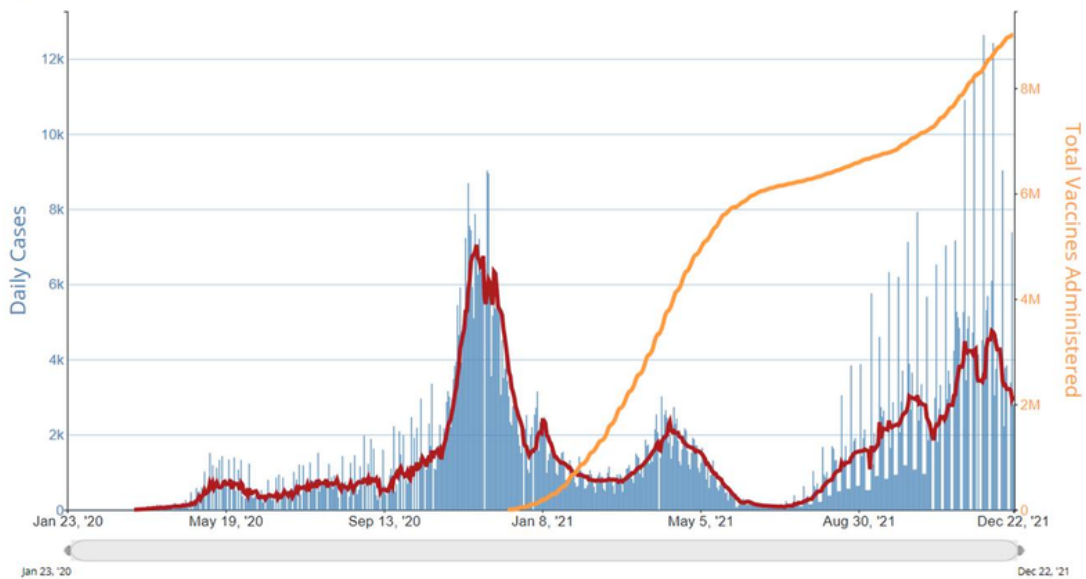
**New Cases:** 2,804

**7-day Moving Avg Cases:** 3,026

**Total Vaccines Administered:** 9,006,530

**Date:** December 22, 2021

Daily Trends in Number of COVID-19 Cases and Cumulative Count of Total Doses Administered in Minnesota Reported to CDC



**Click here to learn more:**  
[covid.cdc.gov/covid-data-tracker](https://www.covid.cdc.gov/covid-data-tracker)

## GENERAL STATUS OF COVID-19 IN MINNESOTA

### Status of COVID-19 in Minnesota:

Updated Wednesday, Dec. 30, 2021

- Total positive including reinfections: **1,022,212**
- Total positive people: **1,007,990**
- Newly reported cases: **6,780**
- Total deaths: **10,516**
- Newly reported deaths: **48**
- Total cases requiring hospitalization: **50,908**
- Total cases hospitalized in ICU: **9,970**

Numbers are cumulative since Jan. 20, 2020.

The number of lab-confirmed positive tests among Minnesota residents will be updated daily on [Situation Update for Coronavirus Disease 2019 \(COVID-19\)](#) with test results from the previous day. The page also includes a map of counties with confirmed cases, and more.

This total reflects only the results from laboratory testing. There are more cases in Minnesota, and the virus is circulating in communities. It is important for everyone to follow advice on community mitigation and social distancing to help us flatten the case curve.

The Governor has launched a public dashboard which includes race data of cases: [Minnesota COVID-19 Public Dashboard](#).

### Vaccine Data:

Updated Monday, Dec. 27, 2021

- People with at least one vaccine dose: **3,746,193**
- People with completed vaccine series: **3,511,708**

### Vaccination Breakthrough Weekly Update:

Updated weekly, on Mondays at 11 a.m.

Updated Monday Dec. 27, 2021

- Total number of fully vaccinated Minnesotans (as of 11/21/21\*): **3,399,501**
- Total number of vaccine breakthrough cases: **133,065**
- Percent of fully vaccinated people: **3.914%**
- Total cases hospitalized\*\*: **5,292**
- Percent of fully vaccinated people: **0.156%**
- Total deaths\*\*\*: **1,011**
- Percent of fully vaccinated people: **0.30%**

# THE PARTNERSHIP

The heart of this proposal is our commitment to Multi Cultural Community Alliance (MCCA) Coalition that we will be culturally responsive and adaptive to the unique attributes of diverse population groups. Because our work is community-informed, we entrust cultural organizations and liaisons with developing and implementing diverse outreach and engagement activities, honoring their unique cultural knowledge and relationships.

## MCCA Partners include:



Alliance of Chicanos, Hispanics, and Latin Americans



# COMMUNITY RESOURCES

**Covid-19 variants are affecting everyone.**

**Stay safe. Get your booster.**

**GET VACCINATED**

thank you

HELP PROTECT YOURSELF AND EVERYONE AROUND YOU  
IF YOU FEEL SICK, STAY HOME AND GET A TEST  
USE A MASK WHEN AT PUBLIC PLACES EVEN WHEN NOT REQUIRED

Visit the CDC for more information

让我们一起结束这场疫情吧!

#接种疫苗

COVID-19疫苗是安全的, 包括对于5岁及以上的儿童。COVID-19疫苗采用已有数十年经验的科学方法研发。今天就去预约接种疫苗

**Get Vaccinated!**

By getting the Covid-19 vaccine, you are one of many who help prevent the spread of the disease. You also build your own defenses by creating immunities to Covid-19.

Visit: <https://www.wisconsin.gov/emergencies/diseases/novel-coronavirus-2019>

**Tiv thaiv koj tus kheej & koj tsev neeg**

Pab ua kom tsis txhob sib kis. Mus txhuj tshuaj tiv thaiv kab mob Khauv Viv-19.

మీరు మునుపటి దేనినూ, అది ఇతరులకు చేర్చేయండి

లేదు, నేను దీనిని చూడడం ఇష్టం లేదు

దేవుడిని అలా భజించండి దేవుడిని అనుభవించండి

6 Ft

**Get vaccinated and become safer**

Stealth protection

**FREE COVID-19 TESTING CLINIC**

Central Offices of St. Mary Health Clinic - Carolanville Center  
Carolanville Center 1890 Randolph Ave. St. Paul 55105

Dec. 16th | 1-5pm  
Dec. 21st | 1-5pm

**PCR Saliva Test**  
Results in 48-72 hours

Call us at 651.304.6145 for more information or to set up an appointment.

Walk-in's will be accommodated only if time allows.

**Need A Ride?**

Free **UBER** rides are available to those needing transportation to Vaccine Clinics or other health related appointments

**Please call, to set up a free ride: 651.304.6145**

This service is not available for those needing to go to a COVID-19 testing site

**MIRA and the Central Education Center** invites you to a vaccination event against COVID-19

Ages 12 and up  
Booster, 1st and 2nd Dose of Pfizer and Moderna Available

**Receive \$50 per Dose\***

\*Available for 1st and 2nd doses and for ages 12 and up

**Location:** 7145 Harriet Avenue S. Richfield, MN 55423  
- New drive through window on 32 Street and enter through door 2

**Date:** December 17th | 4-6pm  
January 7th | 4-6pm  
January 20th | 4-6pm  
February 18th | 4-6pm

Masks Required  
By appointments only. For more information or to make an appointment, call: **651.304.6145**

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**FREE COVID-19 VACCINE CLINIC**

Supermercado Loma Bionta  
312 MN-25 Monticello, MN 55362

December 5th  
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**Pfizer ONLY Vaccination**  
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HACER y ACMN ASOCIACIÓN DE COLOMBIANOS EN MINNESOTA INVITAN A TODOS LOS LATINOAMERICANOS A UN EVENTO DE VACUNACIÓN CONTRA EL COVID-19

1ra y 2da Dosis de Pfizer y Vacunas de Refuerzo (Booster) **GRATIS**

Vacúnese y Obtenga \$50 Por Cada Dosis  
Bonificación de \$25 por Referido Confirmado

**Viernes, 3 de Dic | 2-5pm** 5301 Industrial Blvd Suite #3 y #4, Edina MN 55439

Favor de hacer su cita al: **651.304.6145**  
Las personas sin cita previa serán acomodados solo si el tiempo lo permite.

**TOP 4 THINGS TO KNOW ABOUT COVID-19 AND OMICRON VARIANT**

#1 - Omicron Variant is much more contagious

#2 - Getting vaccinated prevents severe illness, and death; it also helps reduce the spread of the virus in families and communities.

**WHAT YOU NEED TO KNOW ABOUT THE COVID-19 VACCINATION**

COVID-19 vaccines are effective at helping protect against severe disease and death from variants of the virus that causes COVID-19 currently circulating, including the **Delta** variant.

If you are fully vaccinated you can resume many activities that you did before the pandemic.

You may have side effects after vaccination. These are normal and should go away in a few days.

- 1
- 2
- 3

**IF YOU HAVE HAD CLOSE CONTACT WITH SOMEONE COVID-19 POSITIVE**

**IF YOU ARE FULLY VACCINATED**

- 1 Get tested five to seven days after exposure.
- 2 Wear a mask in public, indoor settings for 14 days following exposure or until you receive a negative test result.
- 3 Consider wearing a mask at home for 14 days or until you receive a negative test result if you live with someone who is immunocompromised, at increased risk of severe disease, or unvaccinated.
- 4 You do not need to quarantine if you do not have any symptoms of COVID-19. You should watch for symptoms for 14 days.

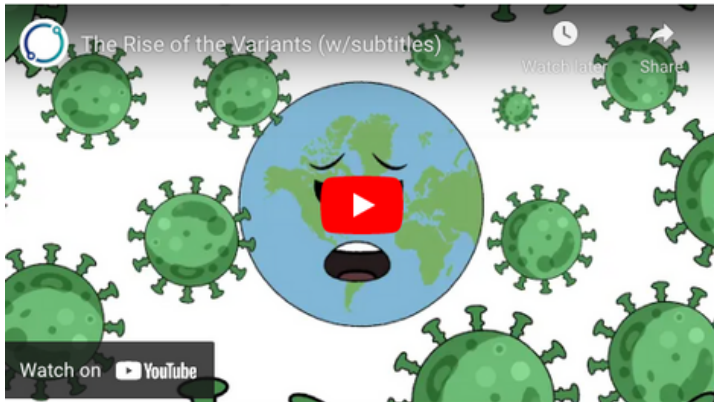
**Click here to learn more:**  
[projecthealings.info/toolkits](https://projecthealings.info/toolkits)



# COMMUNITY RESOURCES

## VIDEOS

Click to interact



**GET VACCINATED!**