

PROJECT HEALINGS

VOL 1, NUM 3, FEBRUARY 2022



NEWSLETTER

MONTHLY E-MAGAZINE
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.



PREGNANCY AND COVID VACCINE

by Rodolfo Gutierrez

We are still talking about COVID-19.

And we will continue learning about this virus, its effects and how to live with it and survive from it. It is clear that the virus arrived at our lives to stay with us. Every time we start listening to the news, we are hoping we can learn that the virus is under control, and that we can go back to the previous normal, not the “new normal” that we are getting in to.

As time passes, we are no longer able of maintaining that hope, and we see each other tired and overwhelmed with the way we must walk around and protecting from being infected with COVID-19. And we also witness others talking against the measures that health officials and organizations continuously recommend. Many are still talking about risks associated with the vaccine, or “benefits” of contracting the illness. Even promoting to get infected, as, they say, they got immune.

One important myth, and which has tremendous effect among our communities, refers to the potential negative effects that the vaccine could have among pregnant women. The say insists in damages to the women, but more so to the babies in the womb. As a consequence, we have witnessed cases of pregnant women being infected and not counting with the protection that the vaccine offers, ending in severe condition and even needing to go to the hospital, putting in risk their own lives, and their babies' lives.

Recent published articles have reported about the safety that carry the vaccine and how it is rather strongly recommended to be vaccinated when women are pregnant. (Lipkind, Vazquez-Benitez, et al, 2022; Skirrow, Barnett, et al, 2022). In the first article, authors conclude that “COVID-19 vaccines are recommended during pregnancy to prevent severe maternal morbidity and adverse birth outcomes.” And they recognize that, in the US, the vaccination coverage among those pregnant women, has been low. This is a wide study, data collected form women with less than 37 weeks of gestation, reported over 56,000 women, including some who received the vaccine, and those who did not.

After analyzing the data, there were enough evidence that there is no association with low weight at birth and the vaccine, nor with preterm birth. Evidence of the benefits of taking the vaccine along the pregnant period, showed that the benefit of the vaccine, to avoid serious conditions if COVID-19 is contracted, work well for all women who were breastfeeding. Even, it can be said that having the vaccine along the time of pregnancy or while breastfeeding is a great idea to protect the babies, who are not yet eligible for their own vaccines.

The other study was centered in experiences recorded in the United Kingdom. Through an online survey and semi-structured interviews, the authors investigated around vaccine acceptability for the women when pregnant, when they were not pregnant, and for their babies, when the vaccine becomes available.

The results were impressive: “The majority of women (81.2%) reported that they would ‘definitely’ or were ‘leaning towards’ accepting a COVID-19 vaccine when not pregnant. COVID-19 vaccine acceptance was significantly lower during pregnancy (62.1%) and for their babies (69.9%).” It is important to note that women from different ethnic groups, nonwhites, were twice as likely to reject a COVID-19 vaccine “for themselves when not pregnant, pregnant and for their babies...”

The conclusions of this second study pointed to the same conclusion as the first one: after analyzing from both, non-vaccinated and vaccinated pregnant and breastfeeding women, the second group presented a very low incidence of cases that required hospitalization and, when sick, their cases were not as severe as among those who were unvaccinated.

A vulnerable group of our communities, pregnant and breastfeeding women, are showing low rates of vaccination against COVID-19, putting in risk their own lives and that of their babies. The cases seem to be worst among diverse populations, and we must work on that. Let's document the benefits of receiving the vaccine against the virus, and particularly if women are pregnant, as it has been proven that it is safe for them and for their babies.

We should act soon.

Sincerely,

**Rodolfo Gutierrez,
Executive Director, HACER.**



Hispanic Advocacy and Community Empowerment through Research





HOW TO COMBATING MIS-INFORMATION ABOUT VACCINATION

If we look at the U.S. stats compared to the rest of the world, it is obvious something is wrong here. We were the first to have mass availability of vaccines, yet **74.3 million infected and over 884,000+ dead** The most deadly contagious disease in our country's history. Many of those death were preventable with vaccination. But even after months of vaccinations, and nearly **536 Million** - Americans have received at least one dose, myths and misinformation surrounding the COVID-19 vaccines still abound, through misinformation and threaten languages:

- **COVID-19 just like the common flu;**
- **Nature Immunity Preferred;**
- **Not Knowing Vaccine's long term impacts;**
- **Misinformation about Vaccination, ex. altered the DNA, or impacting on fertility;**
- **Joking about people who get vaccinated;**
- **Providing another research data to indicate the unnecessary;**
- **No matter what you said – It's my RIGHT to not get vaccinated; and**
- **Attacking the vaccination host with threaten languages.**

At **Project HEALINGS**, many of our partners are at the frontline to combat these misinformation, our partner – Asian Media Access has offered a fresh perspective, instead of continuing dismiss or argue about the misinformation, AMA encourages our partners to think about using **“VALUE PROPOSITION”** to give us the best chance and tools to convert prospects to get vaccines. Such using **“VALUE PROPOSITION”** links the VALUES to prospects' daily lives, addresses their needs and makes clear why they should change their behaviors and would be benefitted from vaccination.

AMA breaks down in 5 major strategies:

- **Value Proposition #1** – Consideration – “Thanks, but here is the FACT.....” – provide correct information to replace the misinformation without arguments.
- **Value Proposition #2** – Diversion – “Do you happen to know....” - providing another historical fact about vaccination, instead of focusing on dead-end arguments.
- **Value Proposition #3** – Immersion – Providing Context and “WE ARE IN THIS TOGETHER.....”
- **Value Proposition #4** – Progression - Emphasizing the Future – “better protect you, your children and family through vaccination....”.
- **Value Proposition #5** – Repetition - Like a broken record – repeating the messages again and again from different angles and channels – Make correct information more memorable.

Many **Project HEALINGS** partners have already practiced just that, for example:

- 1) Providing many accurate information, ex. an Infographic to show the death of flue vs. COVID;
- 2) empowering members to be the cultural influencers to share correct information; and
- 3) developing messages from diverse angles and channels to connect with anti-vaxxers to remind them the importance of vaccines and their collective role in human history. Please join us at this critical time to share **RIGHT INFO** with **GOOD ATTITUDE** about vaccination.

Q & A Box 1: We've spoken to many people in our community who have decided not to get vaccinated because they feel protected by natural infection after recovering from COVID. What do we know about their protection level against COVID vs. someone who has been vaccinated?

ANS: It is an understanding that natural immunity can protect people, but the speed in gaining herd natural immunity cannot compete with the speed of the current virus spreading. At this urgent stage, we can't wait, we need everyone to get vaccinated, and VACCINE IS SAFE.

Q & A Box 2: Can anyone explain why COVID treats individuals differently? I work at a nursing home and take care of a lady over 100 years that had covid for a few weeks and didn't die from it, including most of the residents who had it and survived (a small amount died).

ANS: Because every person is unique in DNAs and physical features. That's why every person shouldn't gamble and every person needs a vaccine to protect and lower the risk of severe illness and even death.

Q & A Box 3: Where can I find resources talking from these different angles you just mention to mobilize others?

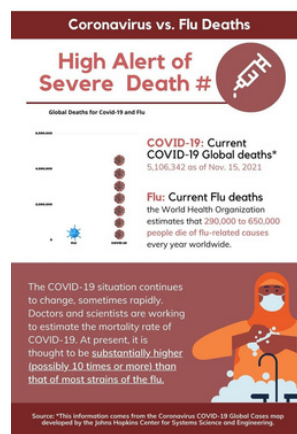
ANS: check our site – projecthealings.info and below sites for good examples:
themanufacturinginstitute.org
sites.google.com/ideo.org/nojudgment/home



Testing remains important.
For Everyone.

Vaccinated + Unvaccinated.

STAY SAFE MN



Vaccination Clinic COVID-19
Vaccines for ages 5 and up

Middle School West

Booster, 1st, and 2nd Dose of Pfizer Available


Receive \$50 per dose*
*Available for 1st and 2nd doses only for ages 12 and up

December 20th | 4pm-8pm
January 11th | 4pm-8pm

140 Engler Blvd,
Chaska MN 55318

Appointments are kindly requested. Please call:
651.304.6145
or scan this QR code

Walk-ins will be accommodated only if time allows.




HACER
Hispanic Advocacy and Community Empowerment through Research

Covid-19 Vaccine Clinic

JAN 11
Middle School West
140 Engler Blvd,
Chaska MN 55318



Hispanic Advocacy and Community Empowerment through Research

Covid-19 Vaccine Clinic

JAN 21

LEDC

804 Margaret Street
Saint Paul 55106

COVID-19 VACCINATION EVENT

Receive \$50 for 1st & 2nd dose!
Receive \$25 per referral (4 referrals max)

804 Margaret Street
Saint Paul 55106

Jan 21st (1st dose) | 2-5pm
Feb 11th (2nd dose) | 2-5pm

Appointments are preferred, walk-ins are welcome if time allows.

Please call us at:
651.304.6145
To set up an appointment or for more information

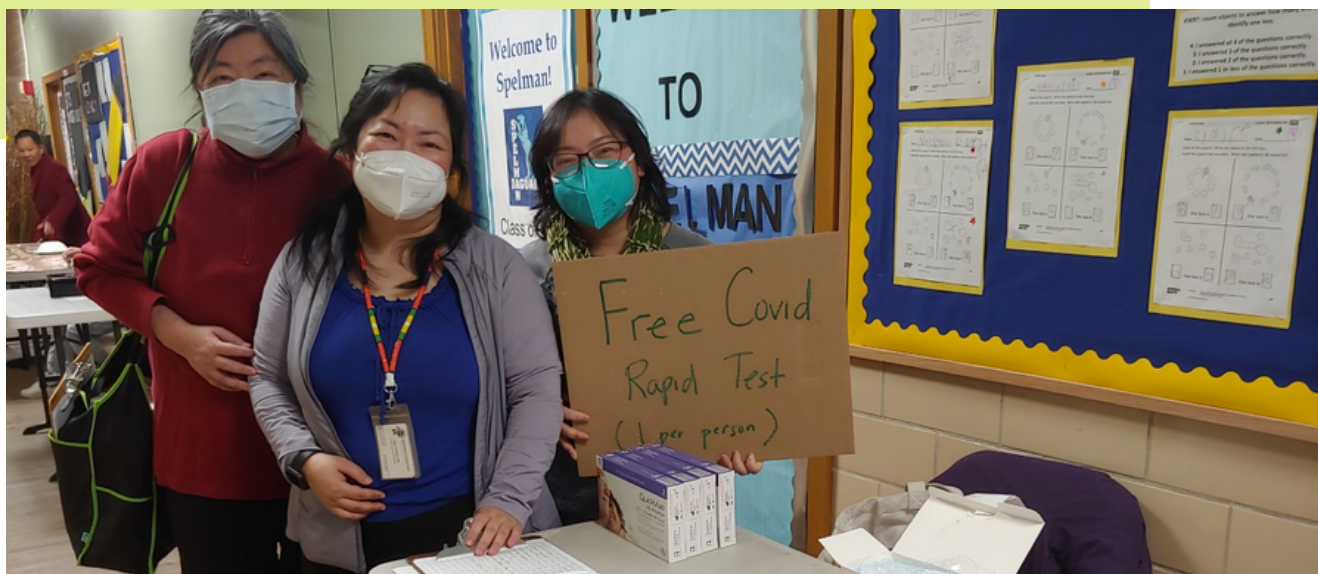
LEDC Latino Economic Development Center Specialists **STAY SAFE MN**




Jan. 22



Vietnamese New Year Event - passing out COVID-19 Testing kits at the St Anne-St Joseph Hien Vietnamese Church



JANUARY EVENTS

Jan. 26

Shiloh Temple COVID-19 VACCINE

1201 West Broadway Avenue N
Minneapolis, MN 55411




Let's Get Vaccinated

Shiloh Cares Food Shelf
1201 West Broadway
Minneapolis, MN 55411

****FREE on-site covid-19 vaccinations for ages 5 and older.**

- Wednesday January 26
Time: 10:00am-2pm
- Wednesday February 16
Time: 10:00am-2pm

****\$50 GIFT CARDS will be given to each person who chooses to get vaccinated.**

- Ages 17 and younger must have guardian present for consent.

COVID-19 VACCINE

Minneapolis City of Lakes

NEIGHBORHOOD healthsource



Asian Media Access' Wellness Child Check Up and Vaccination Clinic

Urban Research and Outreach-Engagement Center (UROC) at
2001 Plymouth Ave N, Minneapolis, MN 55411

Jan. 29

 Asian Media Access



Free Child Wellness Checkup & Vaccination

Sign Up for Wellness Checkup and Vaccination [here](https://www.infoasiamedia.org)

Due to capacity, we provide vaccinations only to the wellness checkup families.

\$50 incentive per family for free child wellness checkup

\$50 incentive given to first 80 youth, ages 5-18-year-old who registered for 1st/2nd doses and booster shots

\$200 State incentive for fully vaccinated 5-18-year-olds

Free 1-15-year-olds wellness checkup (vision, hearing, and general health) and COVID-19 vaccines for 5-18 year-olds

Saturday, January 29, 2022, 8:30am-12:30pm, at Urban Research and Outreach-Engagement Center (UROC) at 2001 Plymouth Ave N, Minneapolis, MN 55411

FMI: [infoasiamedia.org](https://www.infoasiamedia.org)

Asian Media Access

All of Us RESEARCH PROGRAM

Asian Health Coalition

ARC
Urban Research & Engagement & Recruitment Core

UPCOMING EVENTS

Hispanic Community Townhall Facebook Live

February 5th, 2022
from 12:00p – 1:30pm

AYUNTAMIENTO CON LA COMUNIDAD HISPANA

Fecha: 5 de febrero de 2022 12:00PM – 1:30PM

Únase en línea en: Facebook del Diversity Council
<https://www.facebook.com/diversitycouncilrochester/>



TOWNHALL WITH THE HISPANIC COMMUNITY

When: February 5, 2022 12:00pm-1:30pm

Join online: Diversity Council's Facebook
<https://www.facebook.com/diversitycouncilrochester/>



TOWNHALL WITH THE HISPANIC COMMUNITY

Representatives from Project HEALINGS, Olmsted County Public Health, Rochester Public Schools, HACER, Contigo Life Path Counseling, and Mayo will join a virtual townhall with Diversity Council's Community Mobilization Resource Coalition, Unidos MN, Vecinos Unidos of Rochester, and ACHLA.

Information related to COVID-19 data, vaccinations, and the Omicron variant will be shared. There will also be information for resources and how to reduce misinformation, the impact on mental health faced by both adults and children, and challenges faced by the school systems.

You will have the opportunity to ask any questions you have about COVID-19 or other topics. If you would like to send your questions in ahead of time, email info@diversitycouncil.org.

Professional interpreters will be joining. The event will be livestreamed onto Diversity Council's Facebook page. Please share widely!

When: February 5th, 2022 12:30pm - 1:30pm

Join online: Diversity Council's Facebook
<https://www.facebook.com/diversitycouncilrochester/>



Indian Cultural Association of Minnesota (ICAM) HEALTH SEMINAR

Please join us to learn and interact with a panel of health experts

SUNDAY FEB. 06 2022 3:00 PM

Virtual only
<https://us02web.zoom.us/j/9766602626>
(Meeting ID: 976 660 2626; Passcode: ICAM2022)

3:00 - 3:15 pm	Opening Remarks Santia Kumar, M.D. ICAM Health committee chair Moderator: Sandhya Pruthi, M.D.
3:15 - 3:45 pm	COVID-19 Vaccination and Your Child? Balancing the Risks against the 24 Letters of the Greek Alphabet? Followed by GSA Ravi Chakraborty, M.D., D.Phil.
3:45 - 4:15 pm	Menopause-Facts and Myths, followed by GSA Richa Sood, M.D., M.S.
4:15 - 4:45 pm	Depression-A Common and Treatable Illness: A South Asian Perspective, followed by GSA Bhargava, M.D., Sandhya Pruthi, M.D., and Nisha Kurup, LSW
4:45 - 5:00 pm	GSA and Open Discussions

Organizers
ICAM Health committee members: Santia Kumar, M.D., Kavita Prasad, M.D., Anjali Bhargava, M.D., Sandhya Pruthi, M.D., and Nisha Kurup, LSW
Technical and communication support: Ankit Sahrawat, Ph.D. and Ram Kishore, Ph.D.

Register at www.icam.org for navigation assistance to receive free COVID vaccine

contact@icam.org | www.icam.org | www.facebook.com/icam

Virtual Health Seminar

WHEN

3:00 - 5:15 pm. Sunday, **February 06, 2022**

WHERE

Virtual - Zoom (meeting ID: 976 660 2626; Passcode: ICAM2022)

Please [register here](#) for navigation assistance to free COVID vaccine and booster, \$25 reward to people who are getting their first dose by our assistance, need to register for that. We will follow up to schedule an appointment



UPCOMING EVENTS

HACER Vaccination Events



COVID-19 Vaccination Event
Ages 5+

Booster, 1st & 2nd Dose of Pfizer Available!

Aurora Charter School

☒ SATURDAY FEB. 5TH | 11am-2pm
☒ SATURDAY FEB. 26TH

☒ 2103 East 26th, Minneapolis MN 55404

Please call us to schedule your appointment or for more information:
651.304.6145
Appointments are preferred, walk-ins are welcome if time allows.

Register Online:

FREE COVID-19 VACCINE EVENT

SUPERMERCADO LOMABONITA
512-MN-25 Monticello, MN 55362

February 6th
March 6th
April 3rd
May 1st
June 5th | 2-5pm

Booster, 1st and 2nd Dose of Pfizer Available
Vaccines for ages 12+

Appointments are preferred, walk ins are welcome if time allows.
Please call us at:
651.304.6145
To set up an appointment or for more information

Register Online:

Connect with HACER at

COVID-19 VACCINATION EVENT
Ages 5+

1st & 2nd Dose of Pfizer and Booster Available!

Receive \$50 for 1st & 2nd Dose
A Grocery Gift Card available for Booster

Receive \$25 per Confirmed Referral (maximum of 4 referrals)
*Incentives available only for ages 12+

Riverside Central Elementary School

506 5th Ave SE Rochester, MN 55904

☒ 1st: February 19th | 10am-1pm
☒ 2nd: March 12th

Register Online:

If you need assistance registering, please call:
Spanish and English: 507.405.4447
507.254.7775
507.328.3690
Somali: 507.405.0448

Link: my.primary.health/r/riverside-central-elementary

[Learn More](#)

Happy Lunar New Year - the Year of Tiger.

Six life-sized Tigers will be publicly displayed around San Francisco, from **January 17 - February 19**, to help ring in the Lunar new year at the Feb. 1st, 2022

chineseparade.com/tiger-on-parade

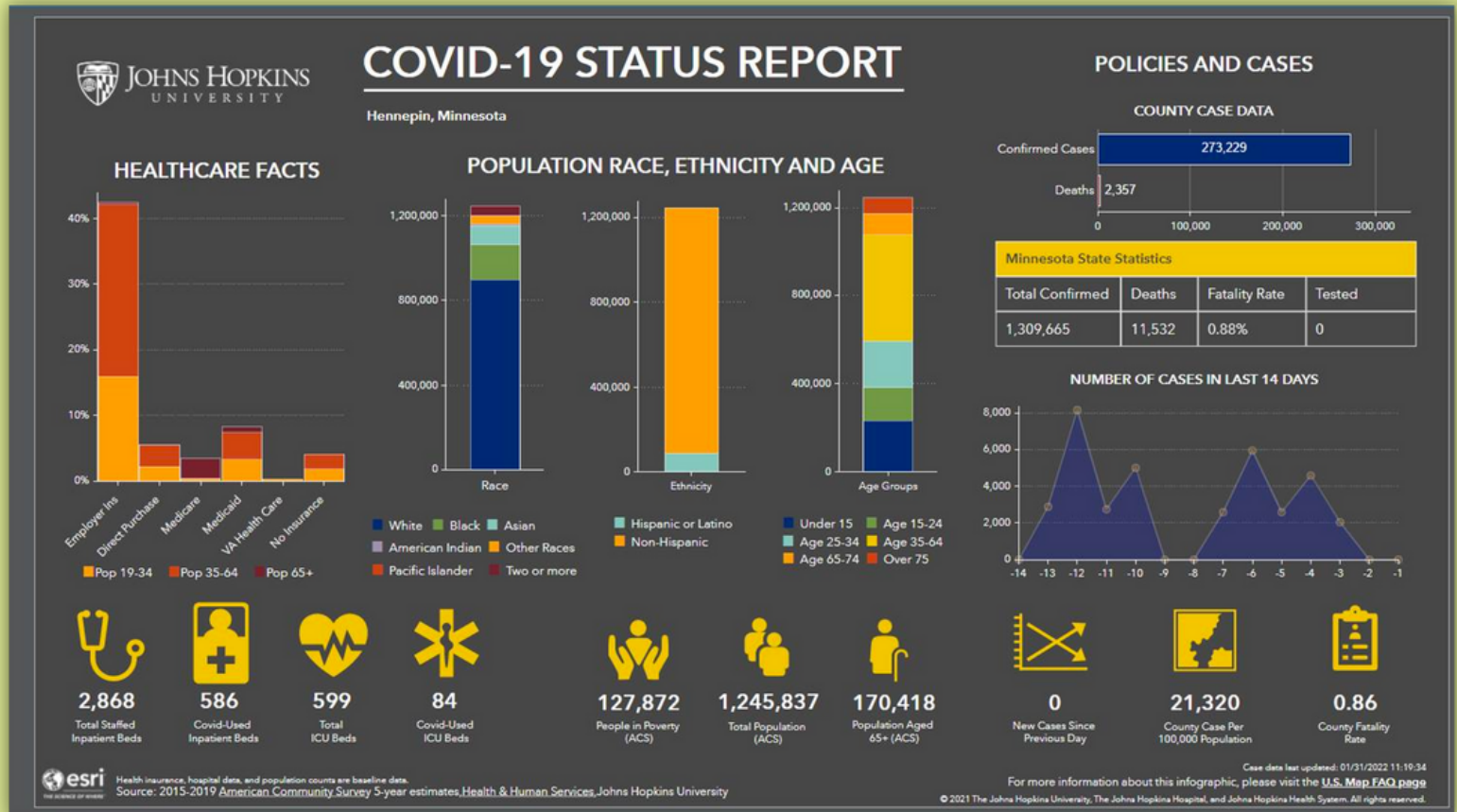
The Tiger statues spotlight local artists as well as reflect upon the culture, people, and traditions surrounding Lunar New Year.

Which one you like the best?



MINNESOTA COVID-19 DATA

COVID-19 STATUS REPORT BY RACE/ETHNICITY



Minnesota's peak infection rate in the latest wave has fallen below the predictions, but that could be because many Minnesotans are discovering infections through home tests that aren't included in the state's count.

Click here to learn more: bao.arcgis.com/covid-19/jhu/county

MINNESOTA COVID-19 DATA



STATE OVERVIEW

PAST MONTH

Click here to learn more:

[Minnesota - COVID-19 Overview - Johns Hopkins \(jhu.edu\)](https://minnesota.covid19.jhu.edu/)

New Cases
287,453

Record high:
287,453 January, 2022

New Deaths
876

Record high:
1,730 December, 2020

Test Results
1,284,785

Record high:
1,347,489 November, 2020

Testing Positivity
18.35%

Record high:
18.35% January, 2022



VACCINE TRACKER

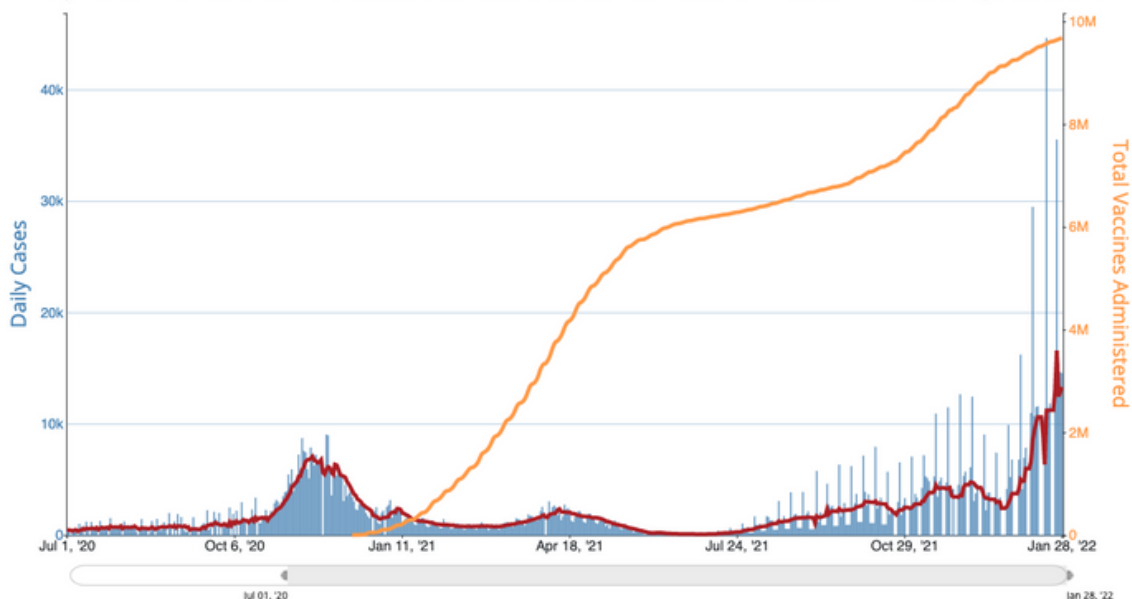
[Learn more about vaccines >](#)

Doses Administered
9,677,709

People Fully Vaccinated
3,782,546

% of Population Fully Vaccinated
67.99%

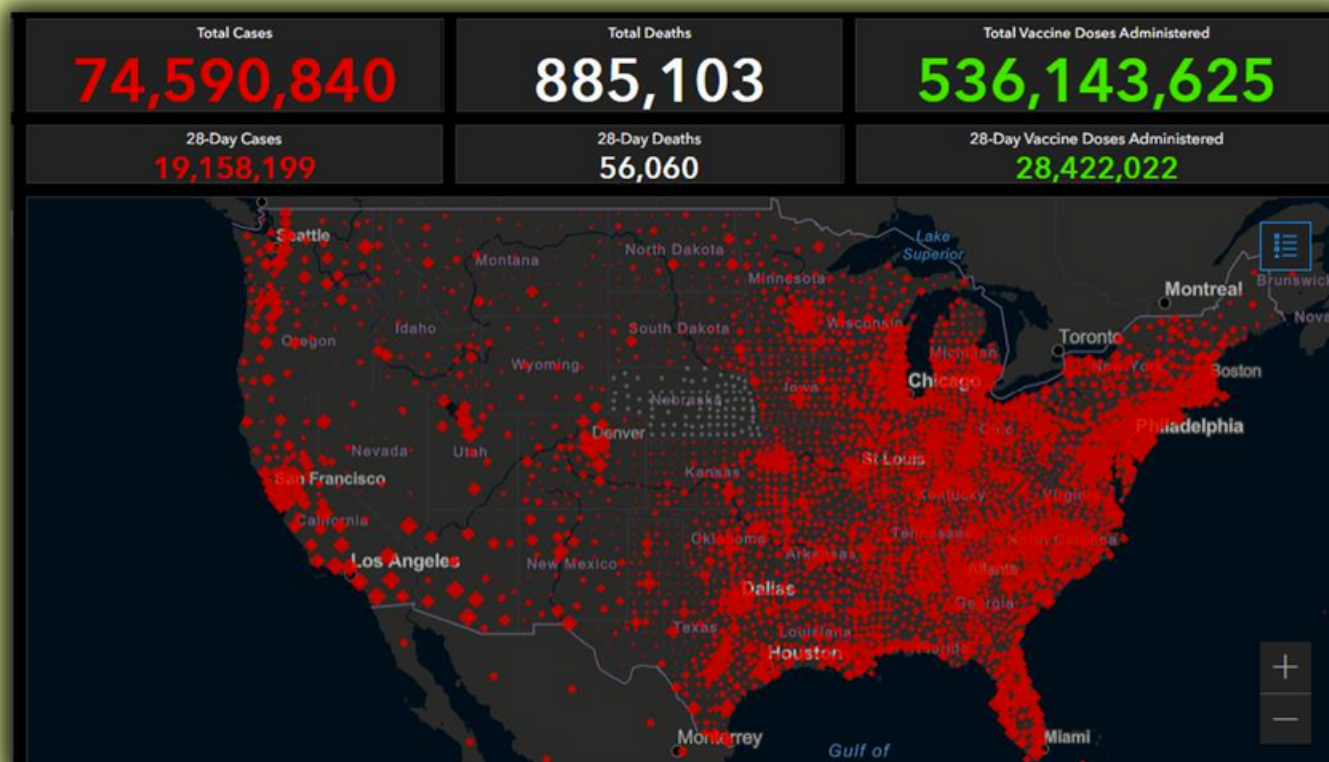
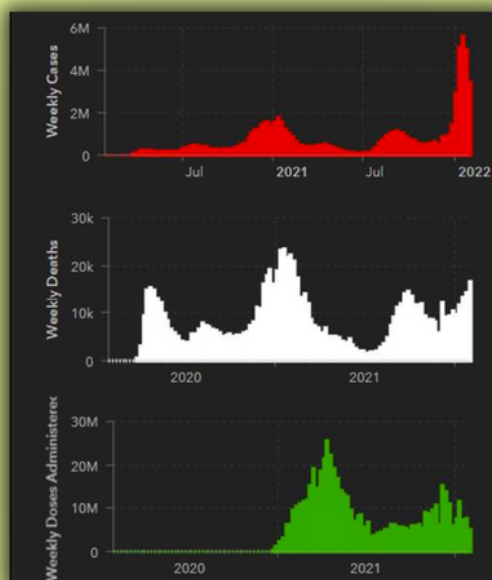
Daily Trends in Number of COVID-19 Cases and Cumulative Count of Total Doses Administered in Minnesota Reported to CDC



Click here to learn more:
covid.cdc.gov/covid-data-tracker

MINNESOTA COVID-19 DATA

TOTAL CASES IN THE U.S.



Click here to learn more:

[COVID-19 Map - Johns Hopkins Coronavirus Resource Center \(jhu.edu\)](https://coronavirus.jhu.edu/map-series)

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:

DiversityCouncil



明州华人商业联合总会
Chinese American Chamber of Commerce MN



Asian Media Access



Alliance of Chicanos, Hispanics, and Latin Americans



Teach | Connect | Opportunity



LEAD MN

COLLEGE STUDENTS
CONNECTING FOR CHANGE



1130 1/2 7th Street NW Ste 204 Rochester, MN 55901
(507) 282-9951 | info@diversitycouncil.org



A PROGRAM OF
DiversityCouncil



UNIDOS MN



KADO

ICAM
Culture, Education
Collaboration



Journee
preparing youth for life and leadership



CHW Solutions
Community Health Worker services made easy



Hmong
Shaman &
Herb
Center



NURSING
IS THE ANSWER



Ethiopian Community
ECRM
Since 2020



Afro American
Development
Association



MIS
MINNESOTA
INDONESIA SOCIETY



ZITKALA - LUTA



Project Healing Vhs
HÀNG CAO NHÊN THỰC
VỀ TIỀN PHONG



Korean Dance & Drum

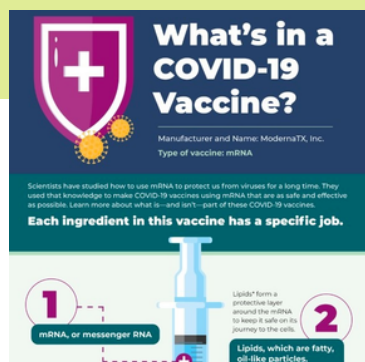


Hispanic Outreach
of Goodhue County
Servicio a los Hispanos



COMMUNITY RESOURCES

We encourage all Minnesotans, individuals, and businesses to share our collected materials. We only include materials that are copy-right Free.



What's in a COVID-19 Vaccine?

Manufacturer and Name: ModernaTX, Inc.
Type of vaccine: mRNA

Scientists have studied how to use mRNA to protect us from viruses for a long time. They used that knowledge to make COVID-19 vaccines using mRNA that are as safe and effective as possible. Learn more about what is – and isn't – part of these COVID-19 vaccines.

Each ingredient in this vaccine has a specific job.

1 mRNA, or messenger RNA

2 Lipids, which are fatty, oil-like particles.

Lipids form a protective layer around the mRNA to keep it safe on its journey to the cells.



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



LEARN ABOUT COVID-19

and arm yourself with



Covid-19 variants are affecting everyone.

Stay safe. Get your booster.



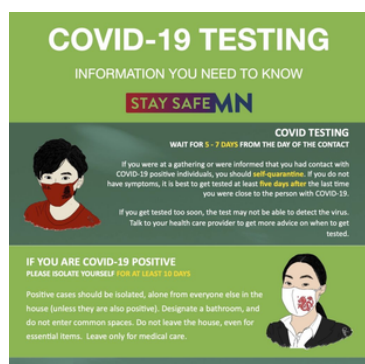
Protect yourself. Protect your community. Get vaccinated.



No matter who you are, where you work, wearing masks is as honorable as wearing your traditional attires.

SHOW YOUR PRIDE

Protect yourself, families, and the communities



COVID-19 TESTING

INFORMATION YOU NEED TO KNOW

STAY SAFE MN

COVID TESTING

WAIT FOR 5 - 7 DAYS FROM THE DATE OF THE CONTACT

If you were at a gathering or were informed that you had contact with COVID-19 positive individuals, you should self-quarantine. If you do not have symptoms, it is best to get tested at least five days after the last time you were close to the person with COVID-19.

If you get tested too soon, the test may not be able to detect the virus. Talk to your health care provider to get more advice on when to get tested.

IF YOU ARE COVID-19 POSITIVE

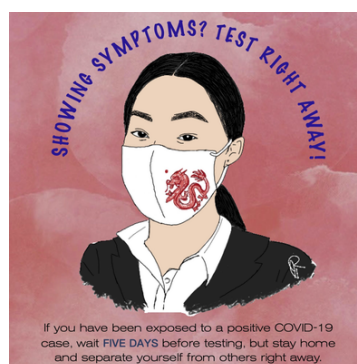
PLEASE ISOLATE YOURSELF FOR AT LEAST 10 DAYS

Positive cases should be isolated, alone from everyone else in the house (unless they are also positive). Designate a bathroom, and do not enter common spaces. Do not leave the house, even for essential items. Leave only for medical care.



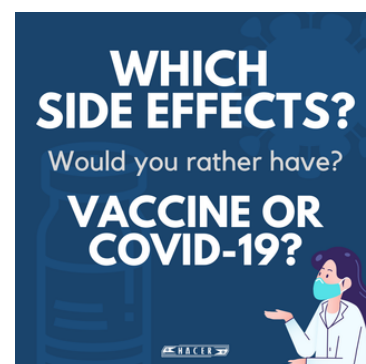
FREE AT-HOME COVID-19 TESTS NOW AVAILABLE

COVIDtests.gov



SHOWING SYMPTOMS? TEST RIGHT AWAY!

If you have been exposed to a positive COVID-19 case, wait FIVE DAYS before testing, but stay home and separate yourself from others right away.



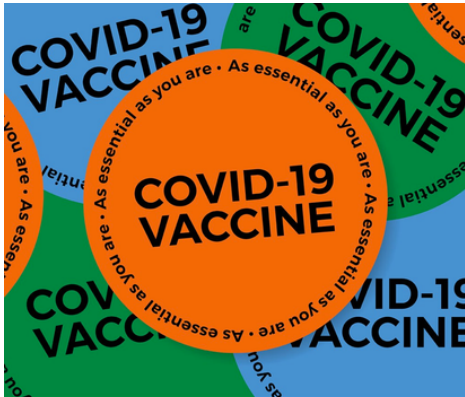
WHICH SIDE EFFECTS? VACCINE OR COVID-19?

Would you rather have?

VACCINE OR COVID-19?

[Learn More](#)

COMMUNITY RESOURCES



Learn how you can get a COVID-19 vaccine. www.cdc.gov

CDC's Communication Resources for COVID-19 Vaccines

On January 21, 2020, CDC launched its agency-wide response to the COVID-19 pandemic. It has been the largest response to any disease outbreak in CDC's history. Find out more for their Communication Resources for COVID-19 Vaccines.

[Learn More](#)

MDH's Communication Resources for COVID-19 Vaccines

The purpose of Minnesota's COVID-19 Vaccination Plan is to provide a framework for the effective distribution and use of the pandemic COVID-19 vaccine.

[Learn More](#)



University of MN Resources for COVID-19 Vaccines

The National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM) is funded by the U.S. Centers for Disease Control and Prevention to support health departments and community organizations working with refugee, immigrant, and migrant communities that have been disproportionately affected by COVID-19.

[Learn More](#)

VIDEOS

Click to interact



GET VACCINATED!