

INTER-TRIBAL COUNCIL OF MICHIGAN COVID-19 TRIBAL VACCINE EQUITY PROJECT

ABOUT THE PROJECT

American Indian and Alaska Native (AI/AN) communities across the country have faced disproportionate rates of COVID-19 infections, hospitalizations, and deaths, and their susceptibility to the virus is rooted in long-standing, systemic health inequities.

Despite seeing an uptick in vaccinations, there is still a large segment of American Indians and Alaska Natives (Al/ANs) who are not vaccinated (40%) or need to get a booster to protect themselves and their families from the virus.

The Tribal Vaccine Equity Project, led by the Inter-Tribal Council of Michigan in collaboration with the National Native Network and funded by the National Network of Public Health Institutes, provides resources for tribal and public health organizations and community members they serve through

- A culturally appropriate communications campaign, Care for Us by Us, to provide encouraging, accurate information on vaccines
- Training and technical assistance for tribal health care providers
- · Webinars to share best practices and successful vaccination strategies

Care for Us by Us is a campaign focused on increasing vaccine confidence and uptake of the COVID-19 vaccine by overcoming barriers and providing fact-based messaging with the use of trusted messengers.



As part of this campaign, we need YOUR help spreading the word about these services and the importance of getting vaccinated and boosted to protect Native communities from COVID-19. Please use the content in this toolkit to share this life-saving information with your networks.

Visit <u>Tribal Vaccine Equity Project website</u> for additional resources, trainings, and event guidance. If you have questions, please contact Mike Willette, Communications Specialist at <u>mwillette@itcmi.org</u>.

CAMPAIGN GRAPHICS, PHOTOS AND VIDEOS

Campaign Branding

To download the campaign logo and brand guidelines, click here.

Social Media Graphics

- · View/download Facebook graphics here.
- · View/download Instagram graphics here.
- · View/download Twitter graphics here.

PSA Video and Photos

We created a 30-second PSA video to promote the campaign. The PSA features Richard Snake, an elder of the Leni Lenape Tribe, and Dr. Frank E. Animikwam, M.D., medical director at the Little Traverse Bay Bands of Odawa Indians Health Center.

- · View/download our campaign video here.
- · View/download our campaign photos here.

NEWSLETTER GRAPHIC AND BLURB

Native communities look out for one another. We embrace and protect our families and communities above all. Caring for our community is embedded in our culture, and COVID-19 has kept us apart and put our cultures and loved ones at risk for far too long. **Now is the time to take charge of our health and our collective future.**



Watch our PSA!



Download the graphic here.

The Inter-Tribal Council of Michigan's Care for Us by Us campaign was created to overcome barriers to vaccination for Native Americans. The <u>Care for Us by Us</u> resource center has everything you need, including culturally appropriate communications materials to provide encouraging, accurate information on vaccines; trainings and technical assistance for tribal health care providers; and webinars to share best practices and successful vaccination strategies.

Visit keepitsacred.itcmi.org/vaccineequity to learn how you can help keep your community safe!

SOCIAL MEDIA TOOLKIT

National Native Network Social Platforms

The National Native Network, a program administered by The Inter-Tribal Council of Michigan will be sharing the Care For Us By Us communications.

Please tag the following pages when posting about the campaign:

Twitter: @KeepItSacred

Facebook: @KeepItSacred

O Instagram: @NNNKeepItSacred

Suggested Hashtags

Please consider using the following hashtags to help us measure our success and increase your posts' reach and engagement.

Campaign Hashtag: #CareForUsByUs #TribesUnited

Supporting Hashtags:

#VaccineEquity

#COVID19

#NativeYouth

#NativeTwitter

#IndigenousTwitter

Sample Social Media Posts

Given the specific cultural context and inequities that American Indian and Alaska Native (AI/AN) communities have faced and continue to face, in addition to overall COVID-19 and public health messaging best practices, the messaging for the campaign and in our social media content uses the following approach:

- Centers community and family and uses a communal instead of individual lens to motivate.
- · Leads with positivity and an aspirational future.
- · Grounded in protection and resilience medically and culturally.
- Highlights local/tribal health providers and leaders as helpful and trusted resources.
- Acknowledges, but doesn't lead with, anxiety and fear of the vaccine; the historical and systemic health inequities and harms that American Indian and Alaska Native (AI/AN) communities have/continue to face; and geographic/transportation barriers.



To reach American Indian and Alaska Native (AI/AN) community members:

Use these sample posts to reach community members through your own social media channels.

ELDERS

Facebook



CAPTION

It's on us to keep our tribes and families safe during times like these. We must be the guardians of each other's health and safety. By getting vaccinated against #COVID19, you are protecting yourself, your culture, and your traditions, and creating safer spaces to spend time with loved ones. Tribal health centers can help you schedule your vaccine appointment today. #CareForUsByUs

Download graphic

O Instagram



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<u>Download graphic</u>





CAPTION

It's on us to protect our tribes and families. We must be the guardians of each other's health and safety. By getting vaccinated against #COVID19, you are protecting yourself and your traditions, and creating safer spaces to spend time with loved ones. #CareForUsByUs

Download graphic

Facebook



CAPTION

When it comes to the health and safety of our tribal communities, it's vital that each one of us gets vaccinated so we can protect our elders and more vulnerable community members and preserve our way of life. Do your part by learning more about #COVID19 vaccines and setting up an appointment today. #CareForUsByUs

Download graphic



VIDEO CAPTION

Have questions about the COVID-19 vaccine? You're not alone. Find out why tribal members like @OhKairyn chose to get vaccinated. The #COVID19 vaccine is safe and our best form of protection against severe illness and death. Vaccines can help us get back to powwows, gatherings, and community celebrations. #CareForUsByUs #NativeYouth

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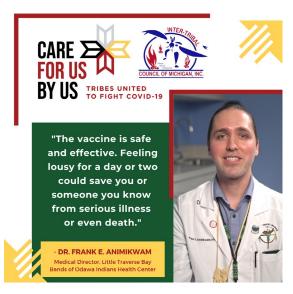
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#CareForUsByUs

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Share influencer's video www.instagram.com/p/Cc0rtGZpaQV/

🔘 Instagram



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Download graphic



Visit the COVID-19 Information Center for vaccine resources.

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YOUNG PEOPLE





CAPTION

When it comes to the health & safety of our tribal communities, it's vital that each one of us gets vaccinated so we can protect our elders & more vulnerable community members to preserve our way of life. Do your part by getting vaccinated & boosted. #CareForUsByUs #NativeTwitter

Download graphic



VIDEO CAPTION

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Share influencer's video: www.instagram.com/p/Cc0rtGZpaQV/

GENERAL

Facebook



CAPTION

Do your part by joining the nearly 60% of #NativeAmericans who are already vaccinated against #COVID19. Tribal health organizations are here for you every step of the way - from answering your questions to helping you set up your vaccine appointments. Learn more about #CareForUsByUs and a find local clinic at: www.ihs.gov/findhealthcare/ [Or insert other relevant link]

Download graphic



VIDEO CAPTION

Dr. Animikwam explains that getting the #COVID19 vaccine can save someone you love from severe illness or death. Will you join the 60% of American Indians and Alaska Natives who have protected their communities by getting vaccinated? #CareForUsByUs

www.youtube.com/watch?v=EfFIBMCf5cA

O Instagram

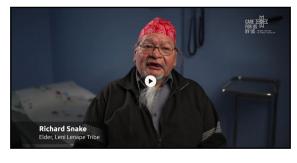


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Use this link: www.ihs.gov/findhealthcare/ [Or other relevant link]

Download graphic



VIDEO CAPTION

Dr. Animikwam explains that getting the #COVID19 vaccine can save someone you love from severe illness or death. Will you join the 60% of American Indians and Alaska Natives who have protected their communities by getting vaccinated? #CareForUsByUs

Download video





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