



# Tribal Vaccine Equity Project



A Project of Inter-Tribal Council of Michigan, Inc.

# VacciNative: Vaccination Information for Natives by Natives



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# Faculty Disclosure Statement

- This project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$5,177,000 with 100 percent funded by CDC/HHS through NNPHI. The contents of this activity are those of the author(s) and do not necessarily represent the official views of, nor and endorsement, by CDC/HHS, or the U.S. Government.
- No commercial interest support was used to fund this activity.



# Accreditation

The Indian Health Service (IHS) Clinical Support Center is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The IHS Clinical Support Center designates this live activity for 1 hour of *AMA PRA Category 1 Credit*™ for each hour of participation. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The Indian Health Service Clinical Support Center is accredited with distinction as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This activity is designated 1.0 contact hour for each hour of participation.

# CE Evaluation and Certificate

- Continuing Education guidelines require that the attendance of all who participate be properly documented.
- To obtain a certificate for continuing education, you must be registered for the course, participate in the webinar in its entirety, and submit a completed post-webinar survey.
- The post-webinar survey will be emailed to you after the completion of the course.
- Certificates will be presented digitally upon completion of evaluation.

# Learning Objectives/Outcomes

As a result of participating in this activity, the healthcare team will:

1. Identify areas where vaccine confidence is lacking (ex: hesitancy of COVID-19 vaccines).
2. Utilize resources for Natives by Natives to increase vaccine confidence with staff, patients, and community members.
3. Examine the Northwest Portland Area Indian Health Board's collaboration with other TECs across the country to identify potential collaboration opportunities.







# Vaccinative: Vaccination Information for Natives by Natives



Tam Lutz, MPH, MHA, CPST  
Lummi Tribal Member



LaKota Scott, ND  
Diné (Navajo)

# Your Presenters

Vaccine Programs  
VacciNative and Native Boost  
NPAIHB

# Introductions

**Share your:**

- Name
- Pronouns
- Tribal Nation(s)
- Community Roles





# Agenda

1. Vaccine hesitancy
2. Vaccine confidence
3. How to build vaccine confidence
4. Conversational tips
5. Accurate sources of information



The slide features a central purple band with the title 'Vaccine Hesitancy' in white. Above and below this band are decorative borders with organic, leaf-like patterns in olive green and teal colors.

# Vaccine Hesitancy

**What have you been hearing  
about vaccines in your area?**



**What are some reasons people in your community might be hesitant to get vaccinated?**

# Reasons for Vaccine Hesitancy

**Some common reasons for vaccine hesitancy may include:**

- Misinformation
- Pressure from family
- Fear of needles
- Concern of vaccine safety



# Historical Trauma

**Indigenous communities have resisted:**

- Colonization
- Boarding schools
- Forced sterilization
- Medical racism







# Vaccine Confidence

# Vaccine Confidence is...

## The trust people have in:

- Recommended vaccines
- Professionals who administer vaccines
- Processes and policies





# Building Vaccine Confidence

# Conversational Tips for Building Vaccine Confidence

**To increase vaccine confidence:**

- 1. Set the tone** before you begin the conversation
- 2. Ask open-ended questions** to promote conversation
- 3. Listen to their concerns** about vaccination



# Conversational Tips for Building Vaccine Confidence

To increase vaccine confidence:

4. Show empathy and understanding
5. Share your reasons for getting vaccinated
6. Ask for permission to share more information

# Conversational Tips for Building Vaccine Confidence

**To increase vaccine confidence:**

- 7. Respond with facts** about vaccination
- 8. Help them find their why**
- 9. Share accurate sources of information**
- 10. Help them make a plan** to get vaccinated

# Set the Tone

**To create an environment of respect and partnership:**

- Use positive body language
- Speak in a friendly, calm tone
- Listen and don't interrupt



# Ask Open-Ended Questions

**Asking open-ended questions can help you understand:**

- What the individual is worried about
- Where they learned any troubling information
- Sources they've used to get answers to their questions



# Sources to Find Information

- VacciNative
- Native Boost
- The local health department
- Healthcare providers
- The Centers for Disease Control and Prevention





**What open-ended questions might you ask to understand someone's concerns about vaccines?**

# Listen to Their Concerns

## Listen without judgment

- Be calm, open, and ready to listen
- Use positive body language
- Be respectful
- Don't interrupt



# Show Empathy and Understanding

Showing empathy and understanding can go a long way

1. “I can understand your concern...”
2. “It’s understandable that you see things that way...”

# Show Empathy and Understanding

Use empathy and understanding to make them feel heard

For example, say:

- “That does sound stressful. I’m sorry to hear your vaccine concerns are causing you more stress.”

# Show Empathy and Understanding

Don't tack on "but" to your words

Instead of:

"I hear what you're saying, but I don't agree."

Try saying:

"I hear what you're saying."



# Show Empathy and Understanding

**Don't directly challenge something the other person says that you think is wrong.**

**Instead of:**

“No, that's not true.”

**Try saying:**

“What I've learned from [trusted source] is [share factual information].”

**What can you say to show  
someone empathy even if you  
may not agree with what they are  
saying?**

# Share Your Reasons for Getting Vaccinated

## Use phrases like:

1. “My family and I stay up to date on our vaccines. We want to be protected from illness. We also want to do what we can to protect everyone in our community – including our Elders.”

# Share Your Reasons for Getting Vaccinated

**Use phrases like:**

2. “I get a lot of comfort knowing that this vaccine has been safely given to millions of people.”

# Share Your Reasons for Getting Vaccinated

**Use phrases like:**

3. “Because I’m vaccinated, I can safely spend time with my grandparents and participate in ceremonial practices.”



# Ask for Permission to Share More Information

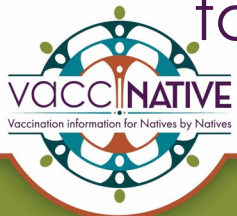
Once you understand the other person's concerns, ask if you can share information about vaccines.

**If they say “no”:**

Respect their decision, and let them know you will be there for them in the future if they want to discuss vaccines.

**If they say “yes”:**

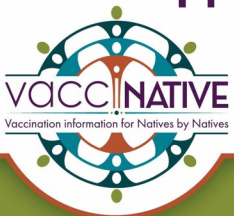
Share accurate sources of information.



# Respond with Facts About Vaccination

**Get accurate facts about vaccination so you respond with them.**

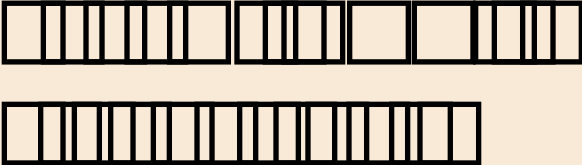
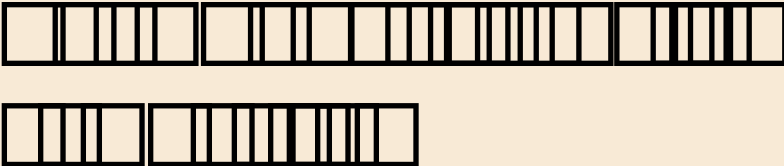


- VacciNative
- Native Boost
- CDC
- Tribal Epi Centers
- Tribal clinics
- Health providers
- Local health dept



# Help Them Find their Why

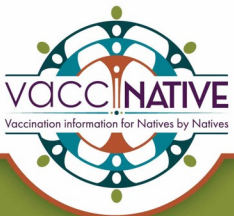
***What positive things can you and your family do when everyone is vaccinated and healthy?***



1. 
2. 
3. 
4. D 

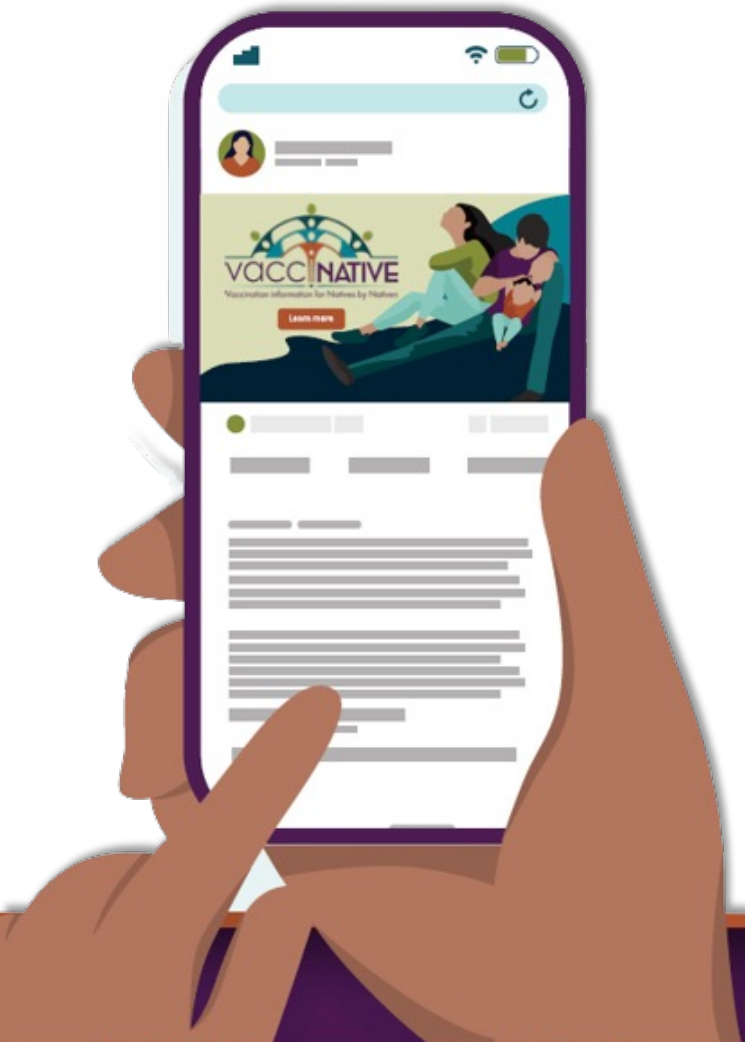
# Share Accurate Sources of Information

- Native Boost – [NPAIHB.org/Native-Boost](http://NPAIHB.org/Native-Boost)
- VacciNative – [IndianCountryEcho.org/Vaccinative](http://IndianCountryEcho.org/Vaccinative)



# VacciNative

**A national campaign that offers accurate vaccine information for Native people by Native people**



# Vaccinative

## Designed to:

- Support health providers and health educators in having vital conversations with AI/AN clients

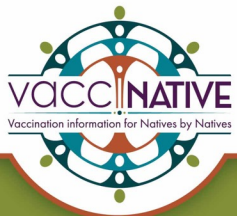




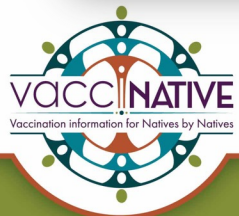
# Our Process

To develop culturally resonant materials, VacciNative gathers info from:

- Trusted Elders
- Native health professionals
- Other experts



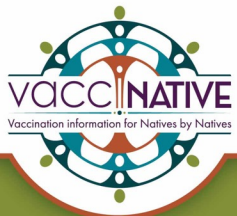
# Our Process



## Vaccinative Alliance



# Our Process



## Vaccinative Alliance

# Share Accurate Sources of Information



The screenshot shows the VacciNative website. At the top is a teal header with the "VacciNative" logo. Below the header, on the left, is the text "Protecting One Another" followed by a paragraph about community protection and vaccination. To the right of this text is the VacciNative logo, which features a circular design with stylized human figures in various colors. Below the text and logo, there are five buttons with icons: "Handouts" (heart and hand icon), "Videos" (film strip icon), "PowerPoints" (P icon), "Social Media Toolkits" (share icon), and "Are you a health provider?" (stethoscope icon). A small red speech bubble icon is located to the left of the "Social Media Toolkits" button. A small grey speech bubble icon is located to the right of the "Are you a health provider?" button.

**VacciNative**

**Protecting One Another**

To thrive our communities have worked hard to protect each member, including our most vulnerable. Today, one way we can protect ourselves and others is by getting vaccinated.

This site contains materials by VacciNative – a national alliance of Elders, clinicians, and public health professionals dedicated to sharing accurate vaccine information for Native people by Native people.

To learn more about the [VacciNative Alliance](#) or if you have questions, email us at [VacciNative@npsihb.org](mailto:VacciNative@npsihb.org).

**VACCINATIVE**  
Vaccination information for Natives by Natives

Handouts

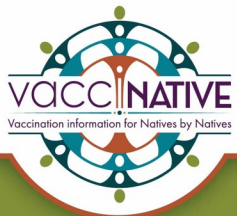
Videos

PowerPoints

Social Media Toolkits

Are you a health provider?

[IndianCountryEcho.org/VacciNative](https://IndianCountryEcho.org/VacciNative)



# Handouts



Vaccination information  
for Natives by Natives

## Overcoming Vaccination Fears



Getting vaccinated protects you and your community from many serious illnesses. However, some of us have fears about vaccines. These fears are normal, and it's okay to ask questions.

This handout is designed to help you address vaccination fears so you can take care of yourself and your community.

 **"Being vaccinated allows me to safely visit my Elders and create a safe environment for my children."**

- M'Kya Bertrigo, Round Valley Indian Tribes, Mother and Public Health Student

### Common Vaccination Fears

For some people, getting a vaccine is a simple task. For others, it might be difficult. Common fears about vaccination include fears about safety and fears about needles.


### To Overcome Fears About Safety

**Learn the facts** - Each vaccine goes through several rounds of testing, which may take years and includes thousands of volunteers. Vaccines are approved for public use only after they are shown to be safe and effective. Once a vaccine is approved, everyday people who get the vaccine can share how it made them feel. This testing and continued monitoring ensure that vaccines are safe for everyone.

**Be mindful of what you read online** - The best sources of vaccine information are: current, updated regularly, reviewed by medical professionals, and based on scientific research. It's also important that the authors are listed (along with their credentials), and they say where their information comes from. Too often, the vaccine-related stories that become popular on social media spread false information.


### To Overcome a Fear of Needles

**Numb your arm** - To help with any potential discomfort, use ice or over-the-counter lidocaine cream to numb your arm. If using a cream, be sure to apply it at least 30 minutes before the procedure.




Vaccination information  
for Natives by Natives

## Vaccine Ingredients



Our ancestors had limited resources to fight serious illnesses. As a result, many of our relatives passed on. However, today we have vaccines that work with our body's natural defenses to protect us and others.

This handout is designed to help you weigh important decisions about vaccine ingredients so you can take care of yourself and your community.

 **"My father told me we have been through a pandemic before. He said when he was about 3 years old sickness came to the Crow reservation. During this time, my father lost his brother who was just an infant. He told me 'There was a lot of death, but we survived. Don't be fearful. Just protect yourself.' His sharing that story with me was very powerful. We don't have much we can control in life, but we can protect ourselves and others."**

- Lana Schenderline, Elder and Crow Tribal Member

### Vaccines

Vaccines protect us from diseases like the flu and measles. In combination with natural supplements, ceremonies, and traditional medicine, vaccines help us improve our overall health.

### How Vaccines Work

Within our bodies, each of us has warrior cells that stand guard against diseases. Vaccines help our warrior cells see and fight disease. For example, when we get the flu shot, the ingredients in the shot tell our warrior cells how to recognize and fight the flu.

That is why if you get a flu shot, you are less likely to get sick with the flu. Getting vaccinated can also reduce the seriousness of illness if you happen to get sick.

**"Vaccines are not to be feared but to be embraced. Vaccines are a protective warrior shield against the monsters of infection and disease. Slay the monster by getting vaccinated and boosted to keep the healing strength within us and for all."**

- Michelle Singer, Navajo Elder and Public Health Professional





Vaccination information  
for Natives by Natives

## Vaccine Safety



Vaccine safety is a hot topic these days. And many of us want to know more. This handout is designed to help you weigh important vaccine safety decisions so you can take care of yourself and your community.

 **"Vaccines save lives in Tribal communities every day. When I think of not having access to vaccines and all of the precious Indigenous knowledge that could be lost, I find this unacceptable! Our people are sacred."**

- Dr. Maurna Brings-Hen Black-Jones, Ed.D., MPH, RDH, Oglala Lakota, Professor and Heritage University President's Liaison on Native American Affairs

### Vaccines

Within our bodies, each of us has warrior cells that stand guard against diseases. Vaccines help our warrior cells see and fight disease. For example, when we get the flu shot, the ingredients in the shot tell our warrior cells how to recognize and fight the flu. That is why if you get a flu shot, you are less likely to get sick with the flu. Getting vaccinated can also reduce the seriousness of illness if you happen to get sick.

### Vaccine Testing

Each vaccine goes through many rounds of safety tests, which may take years and thousands of volunteers. During vaccine testing, important questions are considered, like "Is the vaccine safe?" and "How does the body react to it?"

### Vaccine Side Effects

Vaccine testing also helps us learn about possible side effects. Most vaccines have mild side effects, like fever or soreness, that go away in a few days. Mild side effects are a sign that your warrior cells are preparing to be able to recognize and fight disease.

If side effects from a vaccine are found to be serious during testing, the vaccine will not be approved.

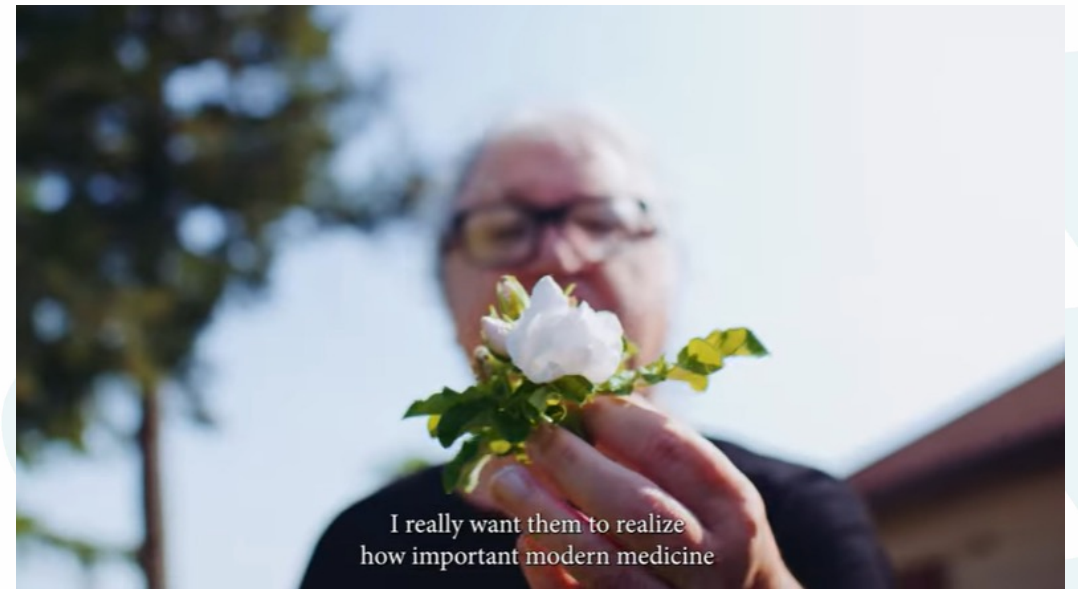
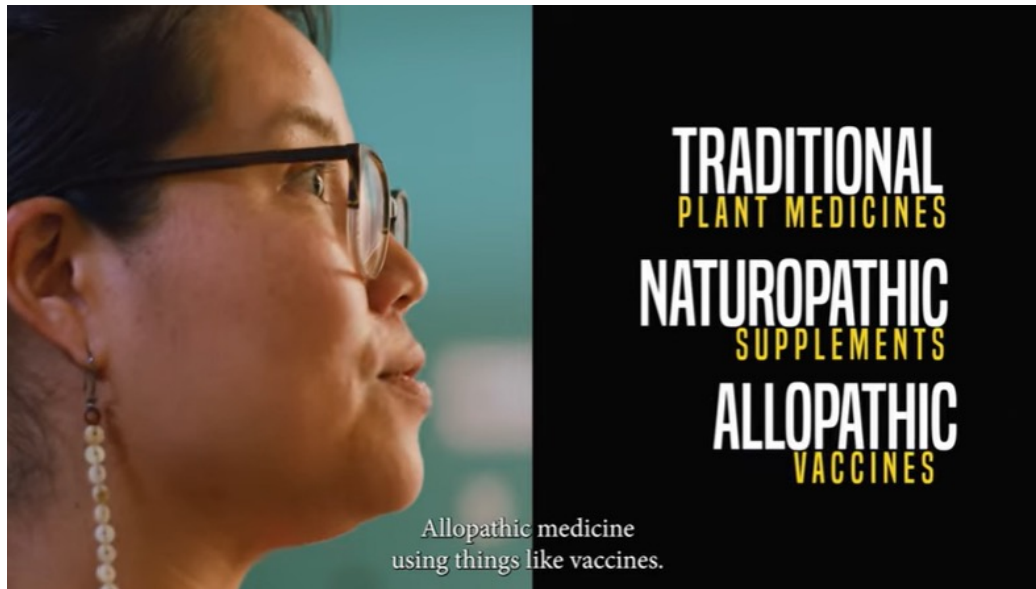
**"The simplest way to help each other and the community is by getting vaccinated. Vaccinations are protective. They also allow our bodies to overcome disease in a shorter amount of time. This, in turn, lowers the risk of spreading diseases to our most vulnerable - like our Elderly or infants."**

- Dr. Craig Vande, MD and United Houma Nation Tribal Member

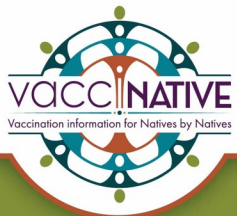
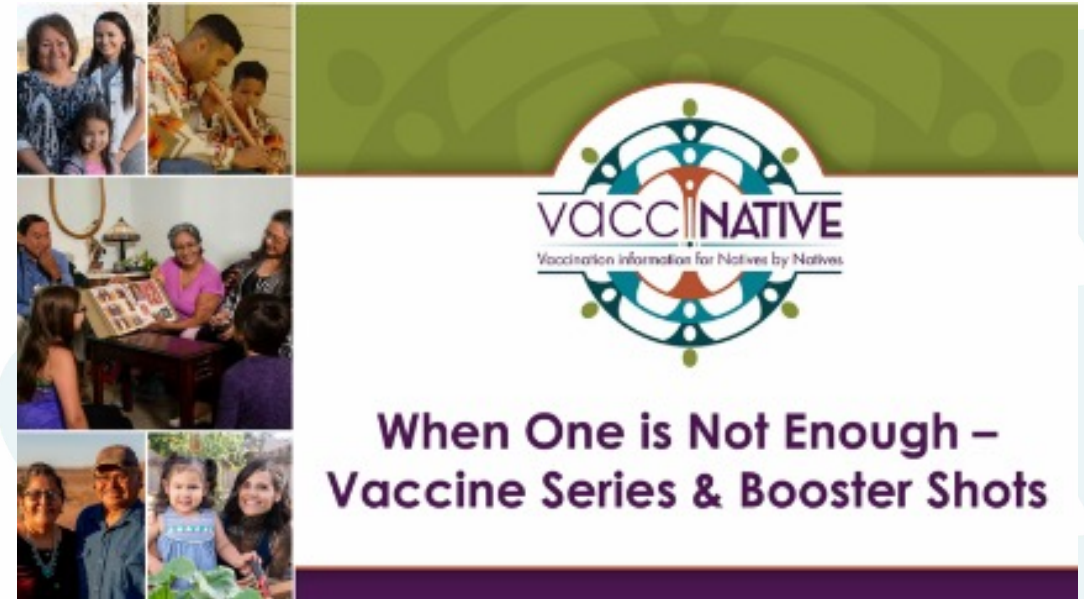
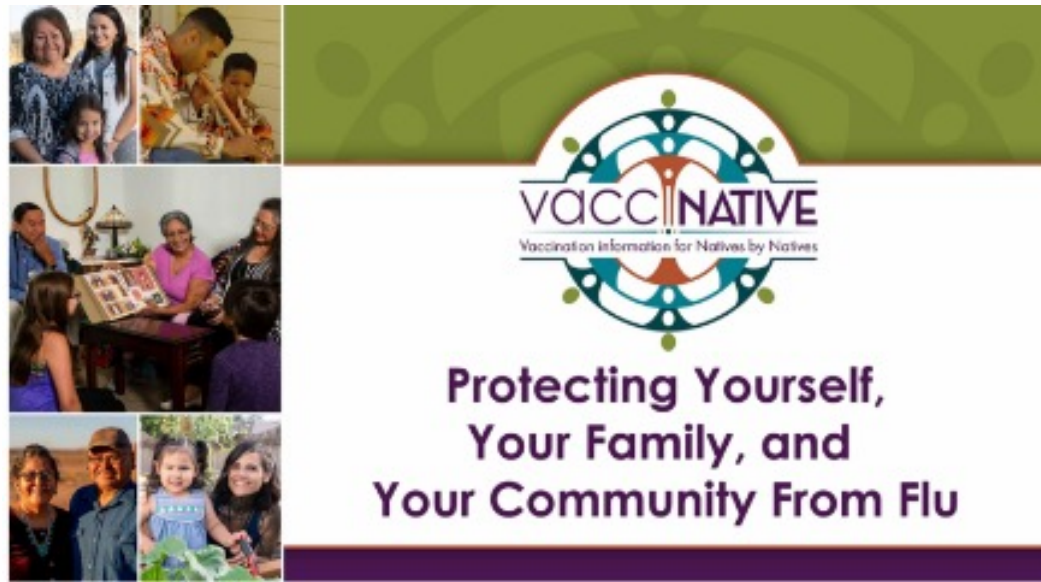




# PSA Videos



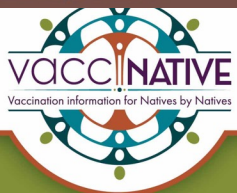
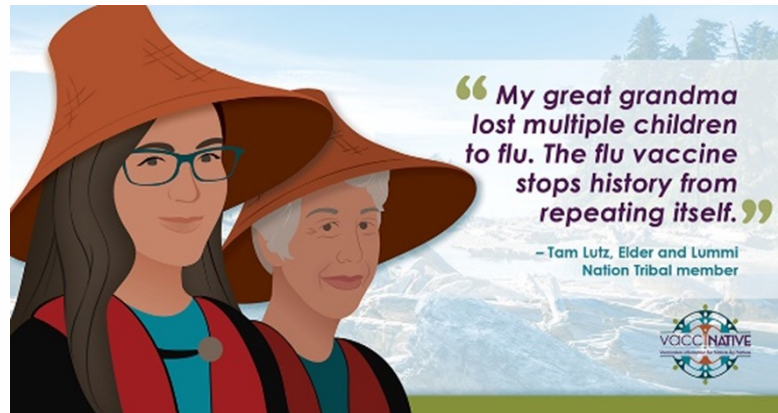
# Presentations



[IndianCountryEcho.org/Vaccinative](http://IndianCountryEcho.org/Vaccinative)

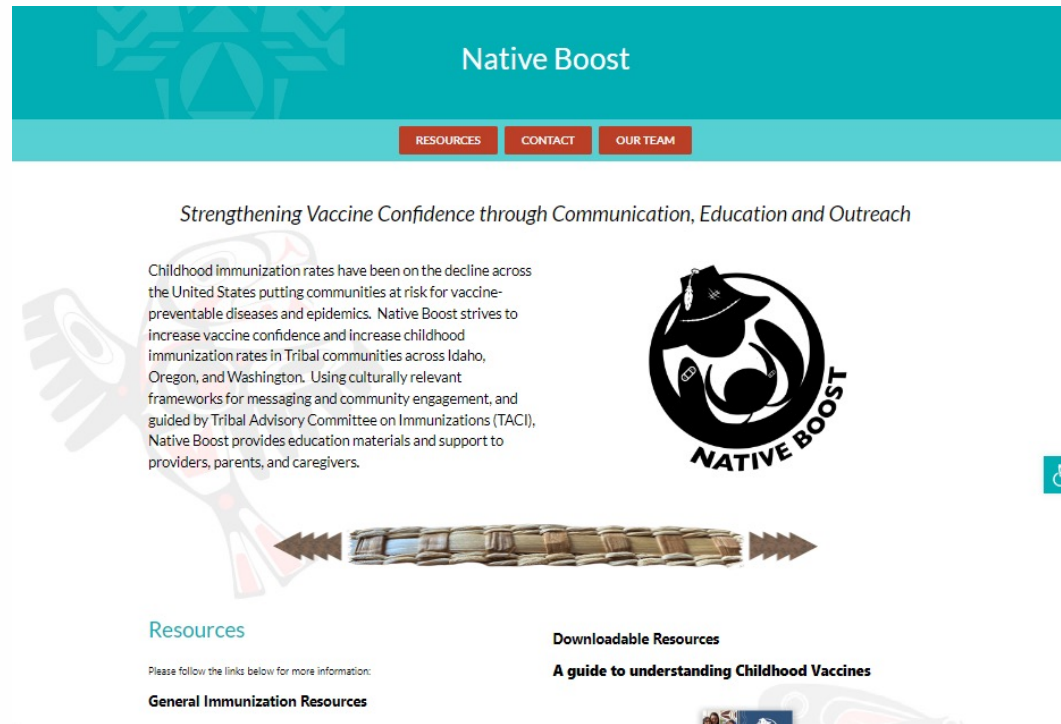


# Social Media Toolkits



[IndianCountryEcho.org/Vaccinative](https://IndianCountryEcho.org/Vaccinative)

# Share Accurate Sources of Information



The screenshot shows the Native Boost website. At the top is a teal header with the text "Native Boost" and three buttons: "RESOURCES", "CONTACT", and "OUR TEAM". Below the header is a section titled "Strengthening Vaccine Confidence through Communication, Education and Outreach". The text in this section describes the organization's mission to increase vaccine confidence and childhood immunization rates in Tribal communities across Idaho, Oregon, and Washington. To the right of the text is the Native Boost logo, which features a circular design with a Native American headdress and the words "NATIVE BOOST". Below the text and logo is a decorative horizontal line with a woven pattern. At the bottom of the screenshot, there are two sections: "Resources" and "Downloadable Resources". The "Resources" section includes a link to "General Immunization Resources". The "Downloadable Resources" section includes a link to "A guide to understanding Childhood Vaccines".

Native Boost

RESOURCES CONTACT OUR TEAM

*Strengthening Vaccine Confidence through Communication, Education and Outreach*

Childhood immunization rates have been on the decline across the United States putting communities at risk for vaccine-preventable diseases and epidemics. Native Boost strives to increase vaccine confidence and increase childhood immunization rates in Tribal communities across Idaho, Oregon, and Washington. Using culturally relevant frameworks for messaging and community engagement, and guided by Tribal Advisory Committee on Immunizations (TACI), Native Boost provides education materials and support to providers, parents, and caregivers.

**NATIVE BOOST**

**Resources**

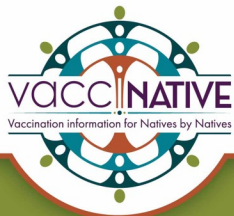
Please follow the links below for more information:

**General Immunization Resources**

**Downloadable Resources**

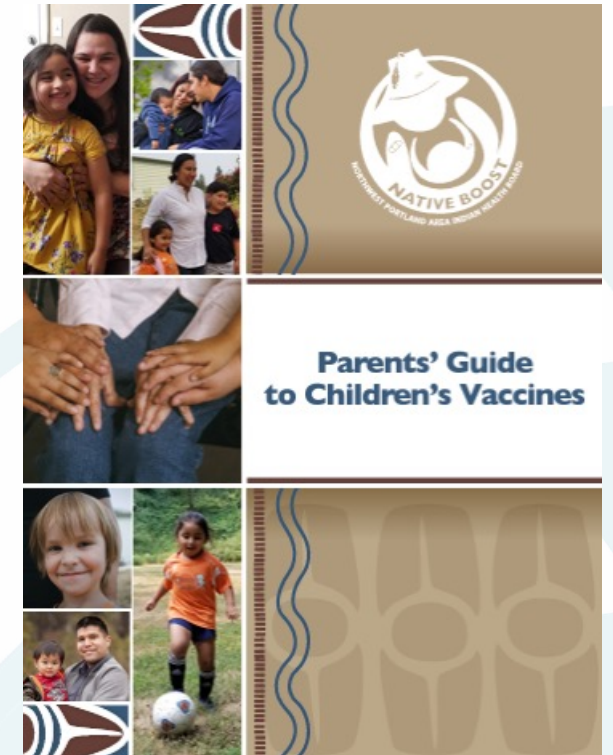
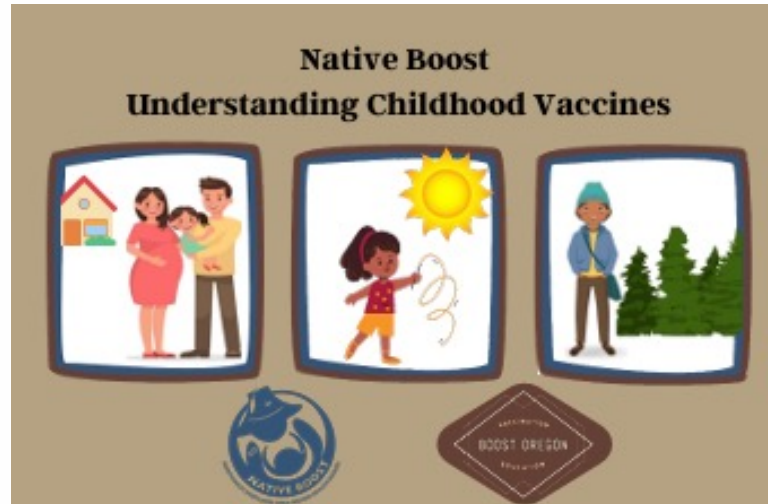
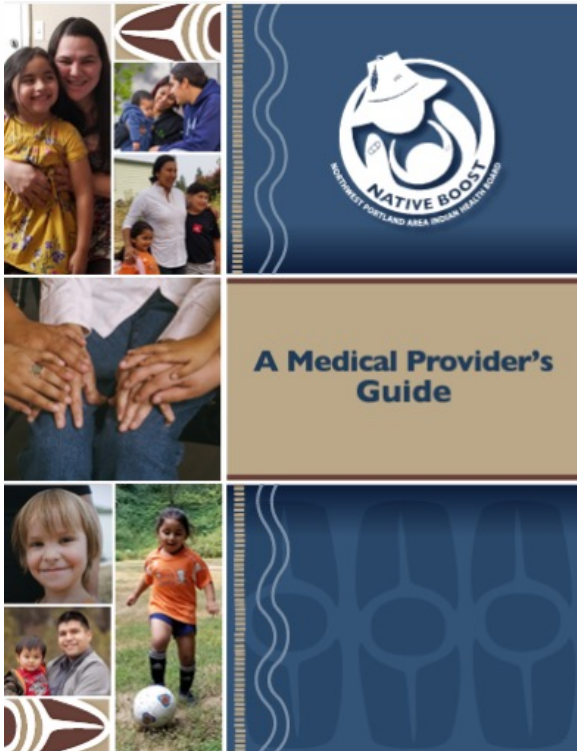
**A guide to understanding Childhood Vaccines**

[NPAIHB.org/Native-Boost](https://NPAIHB.org/Native-Boost)

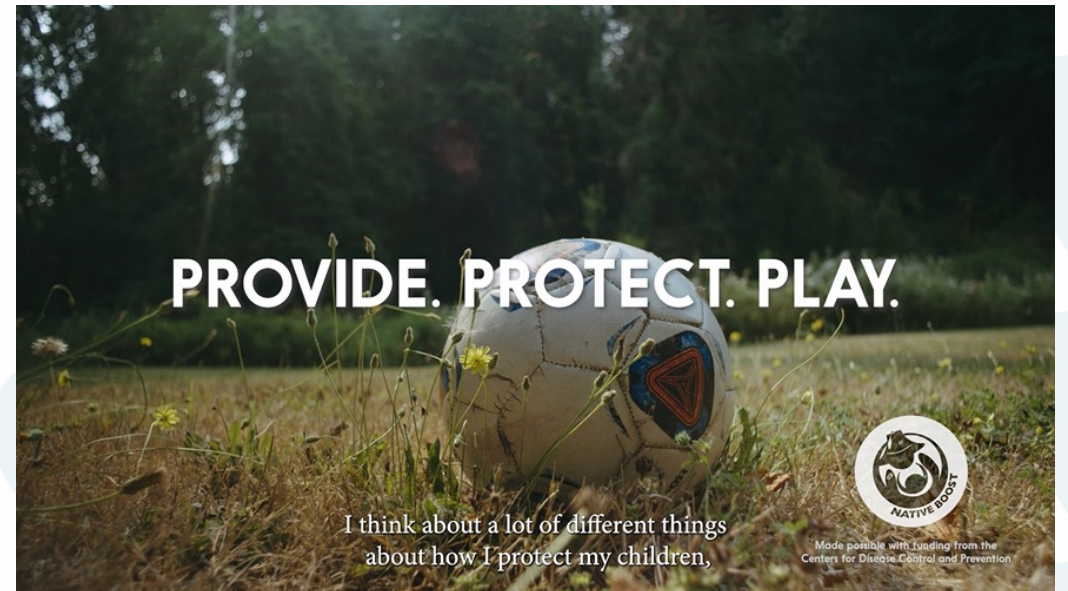




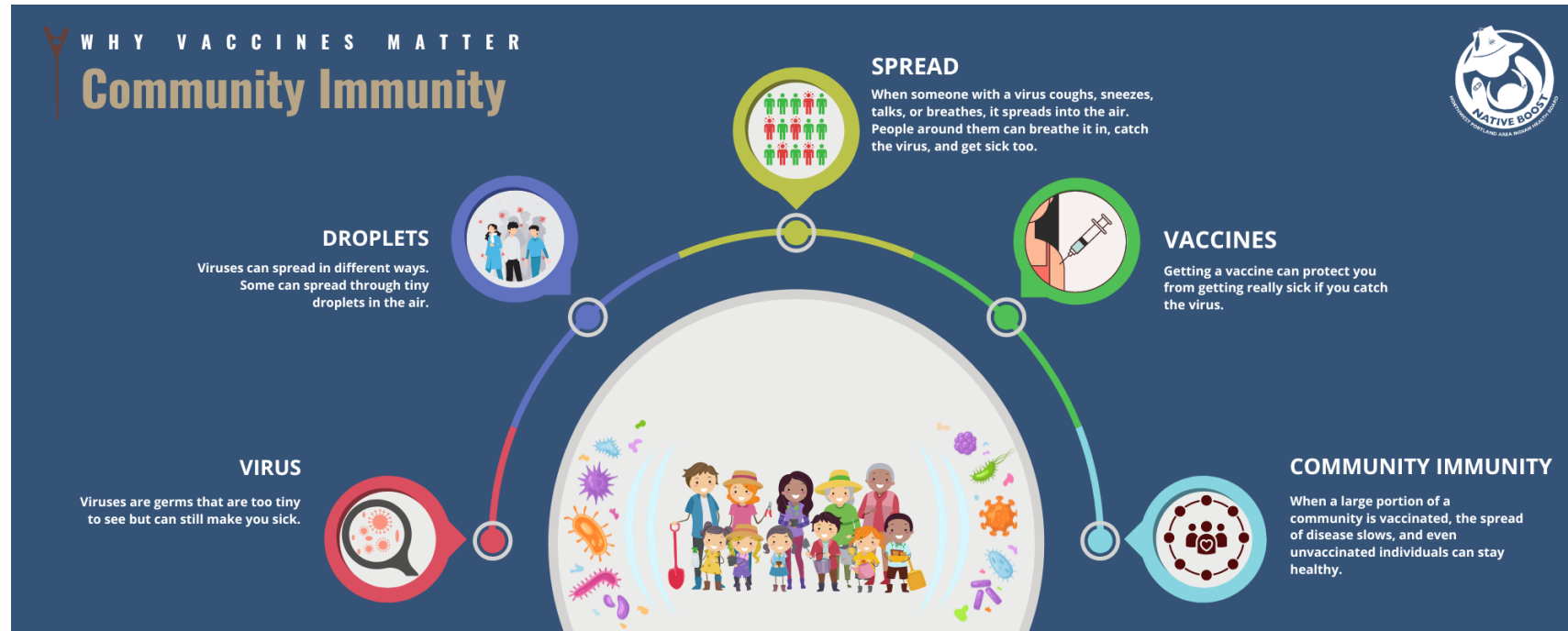
# Guides & Booklets



# PSA Videos



# Educational Videos



# Peer Advocate Training

ROLEPLAYING

Every time I've gotten the flu shot, I've gotten sick.

ROLEPLAYING

**FACTS**

- The flu shot can **cause mild** side effects, but you can't "catch" the flu from the vaccine.
- You may **experience** soreness, redness, or swelling from the shot, headache, fever, muscle aches, and nausea.
- These **side effects** are not the flu and shouldn't last more than a **day or two**.
- Minor side effects are much better than a full round of flu symptoms.

Source: Great Plains Quality Innovation Network

**TIPS**

Patience is key.  
Focus on what you hear.  
Show empathy and build trust.  
Be direct.  
Debunk misinformation and myths.  
Know when to walk away.

AGENDA						
ACTIVITY						
INTRODUCTIONS & WARM-UP GAME	INDIGENOUS COMMUNITIES & VACCINATION DATA	HOW VACCINES WORK	SNACK BREAK	MAKING VACCINES & PANDEMICS	ROLE PLAYING	CLOSING & LUNCH
DETAILS						
Welcome and introductions. Participants get to know each other by physically moving around the space.	Talk about Indigenous medical trauma and current vaccination data. First sticky board activity.	Video, sticky board activity, and conversation card activity for participants to raise concerns, get valuable information, and discuss.	Break time and Native Boost PSA.	Videos, sticky board activity, and conversation card activity for participants to raise concerns, get valuable information, and discuss.	Present motivational interviewing tips. Role-play activity for participants to practice.	Final Sticky board activity and share resources. Set expectations for follow-up and for virtual gatherings.
DURATION: 90 MINUTES TOTAL						
20 minutes	40 minutes	30 minutes	10 minutes	40 minutes	20 minutes	20 minutes

CONVERSATION CARDS

Are vaccines safe for pregnant people or people that are breastfeeding?

**ANSWER**

Yes. It is safe for pregnant and lactating people to receive **non-live** vaccines. The vaccine **protects birthing people** from getting infections, and birthing people also **pass on** some **protection** through the **umbilical cord** and **breastmilk**.

**FACTS**

Pregnant people should **not receive live** vaccines – MMR or smallpox.

Breastfeeding people should **not** be given **Yellow fever, Monkeypox, or Smallpox** vaccines.

**LET'S DISCUSS THIS**

How **do you feel** about the fact that **birthing people pass along protection** to their babies? Had you heard this before?



What **concerns** do you have about **getting vaccinated** while pregnant or breastfeeding?

Source: CDC  
Last updated November 2022



# Educator Support

## Elementary Lesson Plan

Topic	Ages
Community Immunity	5-11 yo
Learning Objectives	
To learn how viruses spread by droplets and establish a need for vaccines.	
Time	Materials
5 min Set-up	<ul style="list-style-type: none"> <li>Bubble board #1</li> </ul> 
10 min Activity	
5 min Check-in	
20 min Total time	
	<ul style="list-style-type: none"> <li>Bubble board #2</li> </ul> 
Background Information	
<ol style="list-style-type: none"> <li>1. Tell students that today, they will learn about viral droplet spread.</li> <li>2. Ask students to get in groups of two or ask for two volunteers to come to the front of the class.               <ol style="list-style-type: none"> <li>a. Each group of 2 student we receive bubble boards and instructions (Appendix B &amp; C).</li> <li>b. Read the directions while the students follow along.</li> </ol> </li> </ol> <p>How can a vaccine help you protect other people? Let's play with a bubble board toy to find out.</p>	



## Procedure

**Step 1: Identify the lime green plastic ball** - the body of a virus is like a shell. Let's pretend that this plastic ball is the shell of the virus.



**Step 2: Identify the white shoelace** - The last important part of the virus is the instructions. The instructions tell how to make more copies of itself once it is inside your cells. Then it can spread throughout your body to make you sick. Let's pretend that white shoelace is the instructions for building the shell.



**Step 3: Insert the white shoelace into the lime green plastic ball** - The virus carries the instructions inside the shell, so let's put the shoelace inside the plastic ball.



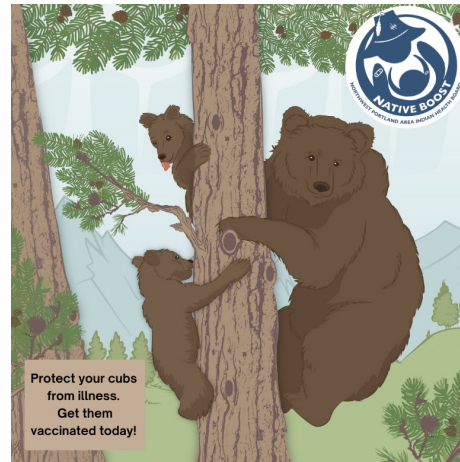
Now that we have built a virus, let's see how we make a vaccine.

**Step 4: Identify the red paper and place the virus on the paper** - Inactivated vaccines are made by exposing the virus to chemicals or heat to kill the virus. This process stops the virus from reproducing itself and causing disease.

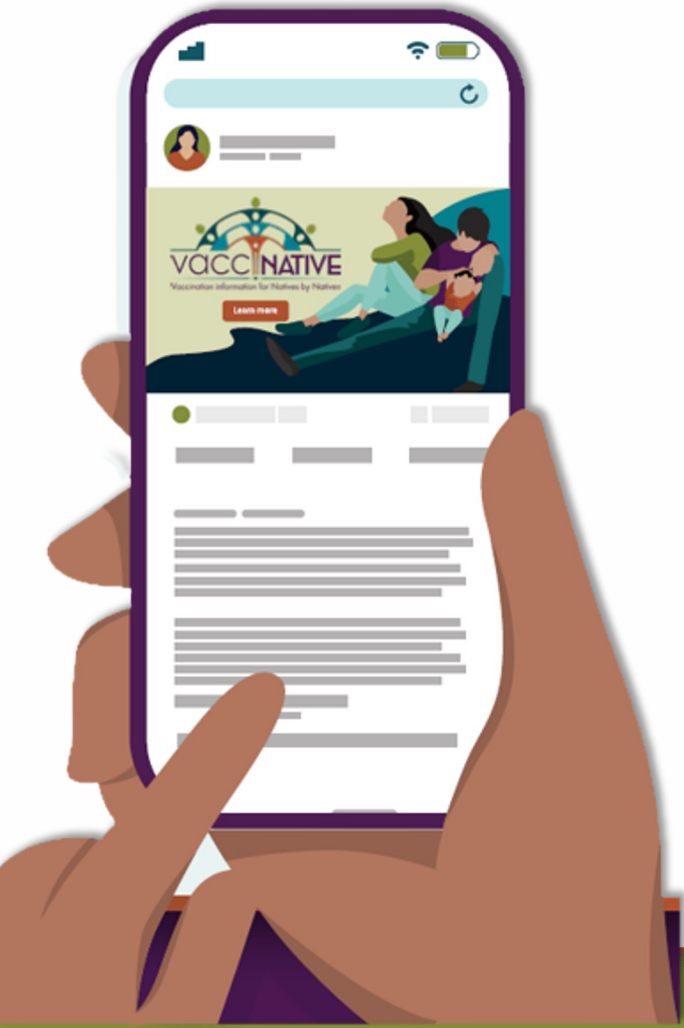




# Social Media Toolkit



# Share Accurate Sources of Information



- The local or tribal health department
- Healthcare providers
- Indian Health Service
- The Centers for Disease Control and Prevention

# When Finding Information...

Be mindful of what you read online

**The best sources of vaccine information are:**

- Current
- Updated regularly
- Reviewed by medical professionals, and
- Based on scientific research

# When Finding Information...

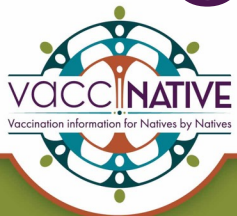
## It's also important that:

- The authors are listed (along with their credentials) and
- Authors say where their information comes from

# Help Them Make a Plan to Get Vaccinated

Once someone decides why they should get vaccinated, offer to help them make a plan.  
What's in their plan?

- An appointment
- Transportation
- Childcare





**Any Questions?**



**Thank you to  
VacciNative!**





**For More Information**

# For More Vaccine Information

Visit



[TribalEpiCenters.org](https://TribalEpiCenters.org)



[IHS.gov](https://IHS.gov)



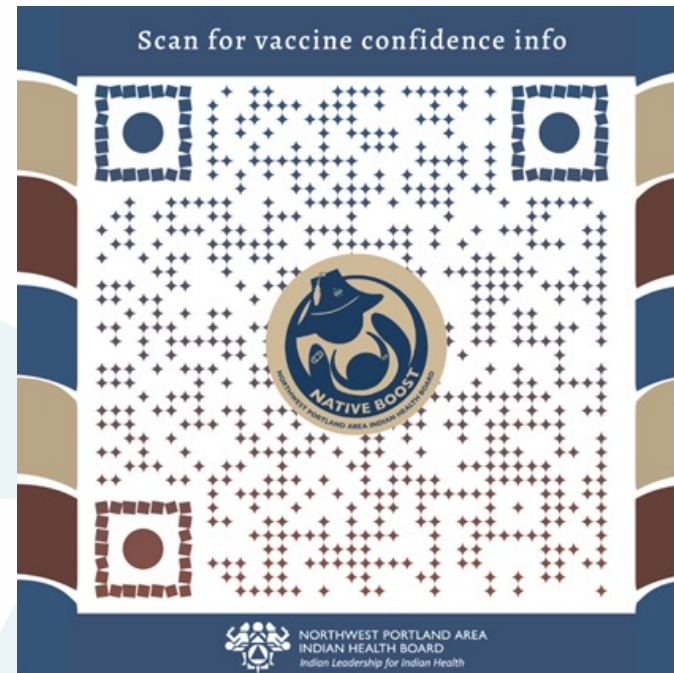
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