

Creating Engaging Vaccine Educational Materials for Native Americans



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Albuquerque Area Indian Health Board/Albuquerque Area SW Tribal Epidemiology Center

Acknowledgements



AASTEC COVID-19 Health Communications Team

- Cody St. Arnold (Jicarilla Apache/Keweenaw Bay Ojibwe)
 - Sixtus Dominguez (Raramuri/Apache)
 - Michele Suina (Cochiti Pueblo)
 - Reiko Yazzie (Navajo)
- 

Special thanks to...

Family, friends, colleagues, AAIHB/AASTEC staff, AASTEC Executive Council, SFIS Leadership Institute, Tewa Women United, and UNM Native American Budget and Policy Institute who helped us to create cultural values-based messages early in the pandemic and when COVID-19 vaccines first became available.

W.K. Kellogg Foundation and Northwest Portland Area Indian Health Board TEC-IVAC/VacciNative Alliance for opportunities to expand our vaccine health communications and network.

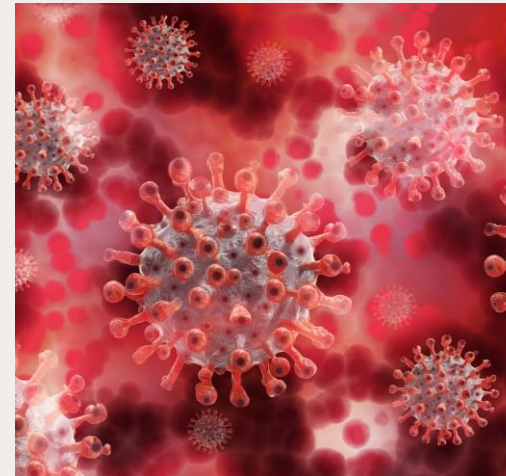
Today's Objectives

1. Examine socio-cultural strategies for creating engaging vaccine educational materials for American Indians and Alaska Natives.

2. Access culturally tailored COVID-19 and other vaccine resource for American Indians and Alaska Natives.

Think back to 2020

What COVID-19 messages were we seeing and hearing?



Common Strategies for Enhancing Cultural Appropriateness

1. Peripheral Strategies -
Use of symbols/fonts

2. Evidential Strategies -
Use of data to show problem

3. Linguistic Strategies -
Use of language

4. Constituent Strategies -
Hiring people that reflect group

5. Socio-cultural Strategies-
Reinforcement of cultural values,
beliefs, behaviors

Spitfire Strategies Messaging Tips



Sharing knowledge

- People need basic knowledge on an issue before acting on it.
- Make the issue relevant to them by appealing to their values and lifestyles.
- Be careful not to overwhelm with too much information.

Building the will to act

- Offer doable action
- Make the reward greater than the risk.
- Offer hope.
- Make them the hero, not the villain



Weaving Native Worldview Into Health Education

Reclaiming Native Health

- What values were passed on to you that help sustain your health and well-being?
- What does health mean to Native people?
- What has impacted Native health?
- Sensitivity is required in how information is delivered as well as what is delivered.

Suina, M. (2016). Reflections of a Pueblo Indian health educator: Weaving Pueblo worldview into health education. *Journal of American Indian Education*, 55(3), 72-90.

Information to audio story, "Indigenous thinking combats heart disease and stroke..." that inspired heart fact sheet on the right developed in February 2023.
<https://www.abc.net.au/listen/programs/healthreport/indigenous-wisdom-combats-heart-disease-and-stroke/13947788>

LOVE, connectedness & belonging
Expressing love & gratitude for self & others, knowing you matter to others, giving from the heart

Native teachings
Prayer & spirituality, sacredness of everything, connection to our ancestors & traditions, importance of harmony & balance, traditional plants & foods

Self-care
Doing things you enjoy, self-acceptance, seeing your own goodness, taking care of stress, talking about what is bothering you, seeking routine care & when needed

Healthy body
Caring for the whole body, moving our bodies, eating healthy foods, drinking water, getting enough sleep, avoiding commercial tobacco, limiting alcohol, learning symptoms of heart disease (see below)

Heart Disease Symptoms
Some women have no symptoms, others may have:
• Dull & heavy or sharp chest pain or discomfort.
• Pain in the neck, jaw, or throat.
• Pain in the upper abdomen or back.
These symptoms may happen when resting or doing regular activities.
• Nausea
• Vomiting
• Fatigue

Heart disease may be "silent" & not diagnosed until other symptoms or emergencies take place like:
• **Heart attack:** Chest pain or discomfort, upper back or neck pain, indigestion, heartburn, nausea or vomiting, extreme fatigue, upper body discomfort, dizziness, & shortness of breath.
• **Arrhythmia:** Fluttering feelings in the chest (palpitations)
• **Heart failure:** Shortness of breath, tiredness, or swelling of the feet, ankles, legs, abdomen, or neck veins
If you have any of these symptoms, call 9-1-1 right away.

4-21-20

CULTURALLY TAILORING COVID-19 MESSAGES FOR NATIVE PEOPLE

STRATEGIC CONVERSATIONS THEMES

Protection

Building on other concepts that have become popular like water protectors—Community Protectors?

We have a tradition of protecting that which is most precious. Continue that tradition.

Possible themes I can think of—protecting elders; elders as our "national treasures."

Our elders are our "national" treasures.

Protect your elders, protect your language

Protect your elders, protect your songs

Protect your elders, protect your dances.

Protect your elders, protect your stories.

Protect your elders, protect your history.

We all have a responsibility to protect our treasures.

Stay home!

RECIPROCITY/GIVING BACK

Reciprocity --giving health back to community;

History/Heros

Modeling selves after "heros" or "events" relevant to community—for Pueblo's maybe Pueblo Revolt or Pope?

SOCIAL DISTANCING?

LOVE

Love one another, love your elders" or "protect our grandmas and grandpas" show them how much you care... maybe offer to shop for them but stay a safe distance away. Set tables outside to deliver groceries or clean them (the groceries) for them

What does it mean to love your community? Show future generations how much you care for them.

What will future generations think of you?

TogetherNESS

We are all tied together. When one of us falls, we all fall. When we get up, we all get up together. Let's keep standing together as one.

CONTEXT KEY

I was thinking that most people understand these concepts inherently and want to do the right thing but I'm wondering if how to do the right thing is unclear. So when you talk about social distancing-maybe explaining what this means exactly in concepts communities can understand and visualize. Like explains what 6 ft. looks like—the length of two Rez dogs (lol), the length of an oven. The length of X sacks of flour (lol). For example:

Continuance/Responsibility

Maybe something to the effect of it's our turn to ensure the continuation of the Cochiti tribe. Maybe say something like, our elders fought for our futures through relocation, wars, disease. It's our turn to take the lead.

Empowerment/Power

Empowering—you have the power to design your future! (Maybe with something art related—designs). Pride-ideas that promote this. We have a history of protecting our community. Continue this history.

What if I told you have the power to save your language, dances, songs, and stories? You do. Protect your elders. Stay home.

Cycles

Importance of cycles (this being part of a cycle—this will not last forever)

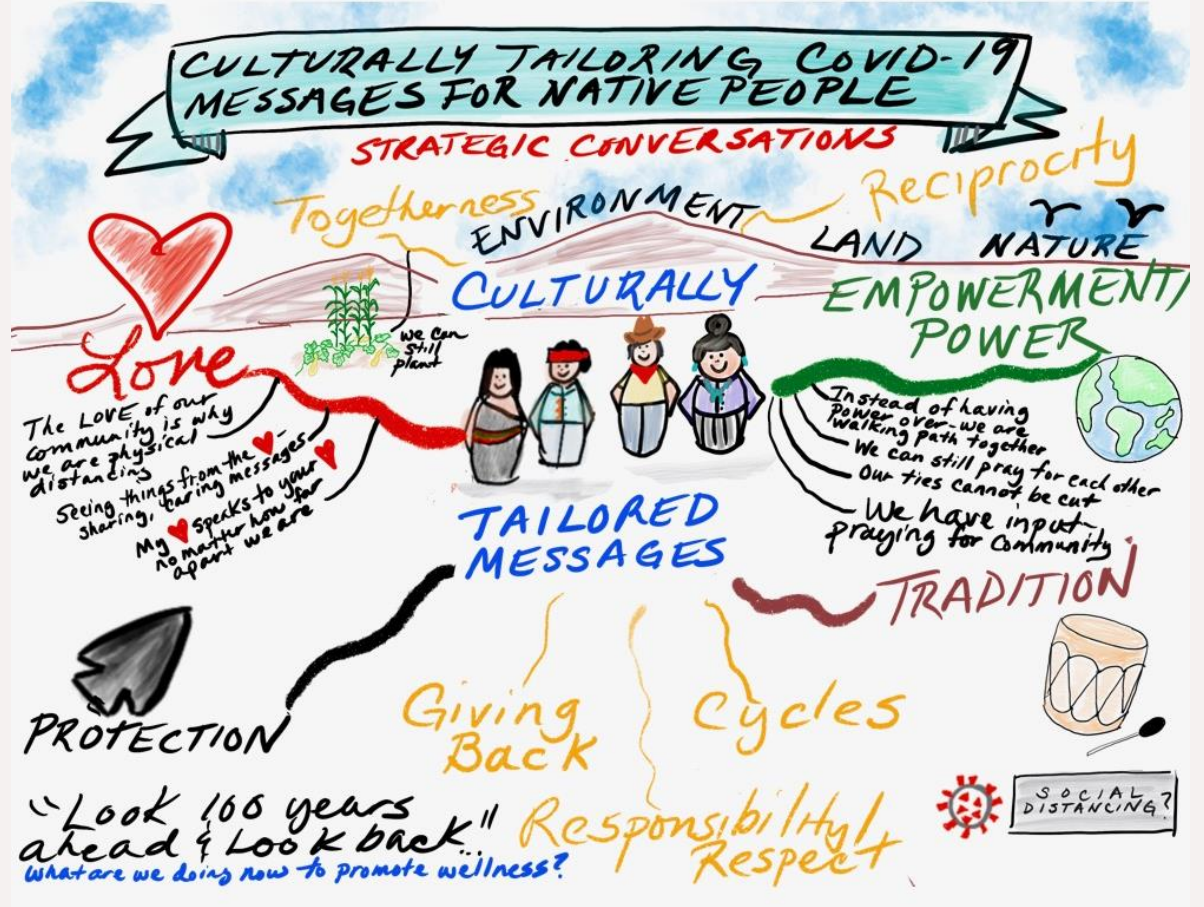
We are all part of the cycle. You're grandmas and grandpa's sacrificed for you. What

Traditions

"We can still dance, sing and pray, as long as it's 6 feet away" or you can put play. Use traditional pictures like boy beating a drum someone praying with cornmeal and someone dancing alone.

Put some info on the bottom of the poster as to why.

What about practicing social distancing to stay healthy for future buffalo dancers, drummers-grandkids (maybe older audience). Maybe show a baby crawling or playing with a rattle or a young kid beating a drum imagining themselves as adults dancing/singing.



2020 COVID-19 Message Themes

From text/phone conversations with family/friend/colleagues to virtual strategic conversations with partner tribal serving organizations in April 2020.

March 2020 (Before strategic conversations)

Social Distancing During COVID-19

The best way to prevent COVID-19 is to avoid being exposed to the virus altogether. By staying home, we can distance from people who may be sick, and avoid exposing ourselves to others if we possibly are carrying the virus.

You have probably heard the terms **Social Distancing**, **Self-Quarantine**, and **Isolation** used a lot lately to talk about staying safe from COVID-19. This fact sheet explains these terms and ways we can still stay connected even while physically apart.

WHAT IS SOCIAL DISTANCING?

Deliberately increasing the physical distance between people to minimize the spread of illness during infectious disease outbreaks



Maintain 6 feet or more of distance between yourself and others to lessen the spread of germs



If possible, work from home and transition to online coursework for school.



Avoid unnecessary errands. Complete essential outings at non-peak times.



Avoid large gatherings and cancel in-person meetings or gatherings.

WHAT IS SELF-QUARANTINE?

Staying home or away from others after either being exposed to someone known to be infected or after leaving an area with a high density of cases. For COVID-19 it is recommended individuals self-quarantine for 14 days unless symptoms develop. If symptoms develop, contact your healthcare provider over the phone, as well as the state department of health.

WHAT IS ISOLATION?

Staying home and away from others for those individuals who have a confirmed case of COVID-19. This can take place either at home or in a healthcare facility. Individuals who are isolating due to illness should communicate with their healthcare provider and health department to determine when they can stop isolating.

Even though we may have to be physically distant from others at this time, it does not mean we can not stay connected in different ways.

THE DOS AND DON'TS OF SOCIAL DISTANCING

DO

- Stay at home
- Work from home if you can
- Read a book
- Watch a movie
- Cook a meal
- Video chat with friends/family
- Do a puzzle
- Listen to music
- Do yoga
- Exercise at home
- Craft with kids/family
- Call/text people to check in
- Share pictures with friends/family
- Write letters
- Drum over video chat
- Pray with friends/family over call
- Tell stories
- Draw pictures or color
- Write or journal

USE CAUTION

- Go grocery shopping if necessary
- Take a walk outside
- Go for a run
- Pick up medications
- Get take-out from a restaurant
- Take dog on a walk

Note: "Use caution" applies to activities that remove you from your home and increase exposure. When engaging in these activities, take extra precaution by remaining 6 feet away from others and washing your hands frequently, especially after returning home.

DON'T

- Work out at gym
- Host/attend playdates
- Attend community meetings
- Invite visitors into your home
- Host/attend house parties
- Shop at malls
- Attend church services
- Dine in at restaurants
- Hang out in groups
- Attend public gatherings
- Work in groups
- Travel if not necessary
- Visit crowded outdoor spaces
- Attend plays or concerts

RESOURCES USED

-Johns Hopkins Medicine. "Coronavirus, Social Distancing, and Self-Quarantine" <https://www.hopkinsmedicine.org/health/conditions-and-diseases/coronavirus/coronavirus-social-distancing-and-self-quarantine>

-University of Alabama. "What is Social Distancing" uab.edu/coronavirus

-Centers for Disease Control and Prevention. "Coronavirus - COVID-19" <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

WHERE SHOULD I GO FOR THE MOST UP-TO-DATE INFORMATION?



www.cdc.gov/coronavirus



1-855-600-3453
Coronavirus Hotline



www.coronavirus.gov



www.ihs.gov

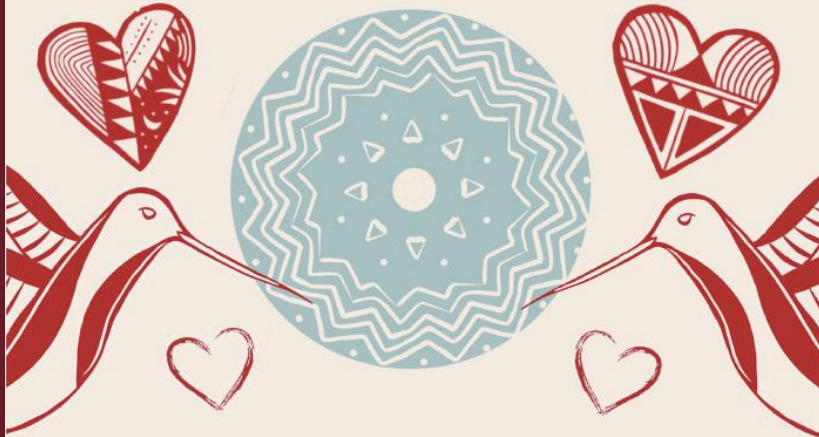


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WWW.AASTEC.NET

May 2020

LOVE

My heart speaks to your heart, even though we are far apart. We will be together again.



We still need to stay home & away from crowded spaces to keep COVID-19 from spreading & harming our Peoples.



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 www.cdc.gov/coronavirus	 1-855-600-3453 Coronavirus Hotline
 www.coronavirus.gov	 www.ihs.gov

ACKNOWLEDGEMENTS: Developed in collaboration with SFIS Leadership Institute, Tewa Women United, and UNM Native American Budget & Policy Institute

May 2020

LOVE

I wear this face mask every time I leave my home TO PROTECT MY LOVED ONES



CLOTH FACE COVERINGS DO'S AND DON'TS

- Make sure you can breathe through it
- Wear it whenever going out in public
- Make sure it covers your nose and mouth
- Wash after using
- Do not use on children under two years old
- Do not use surgical masks or other PPE intended for healthcare workers



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WHERE SHOULD I GO FOR THE MOST UP-TO-DATE INFORMATION?

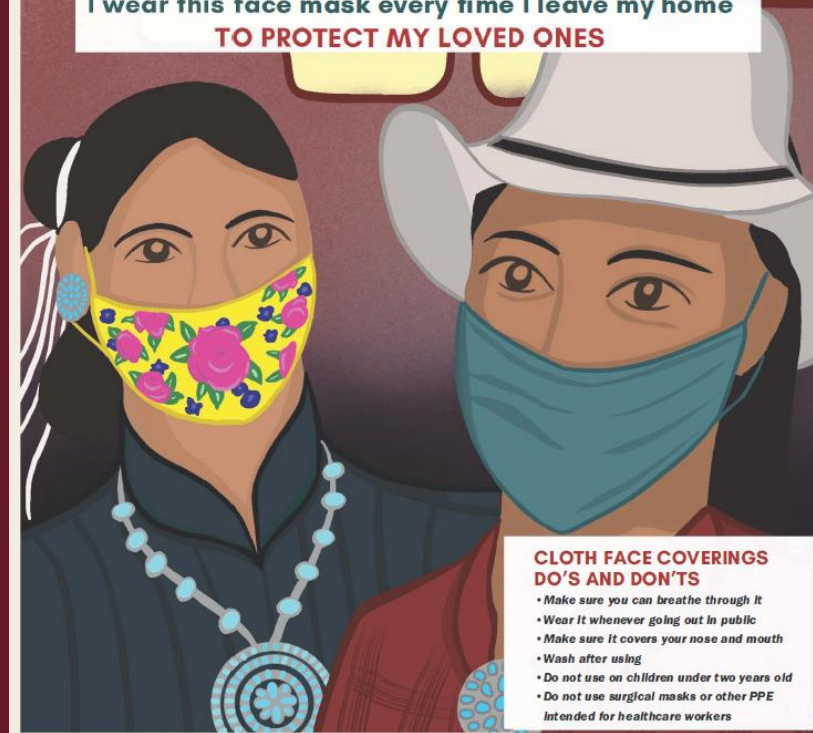
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June 2020

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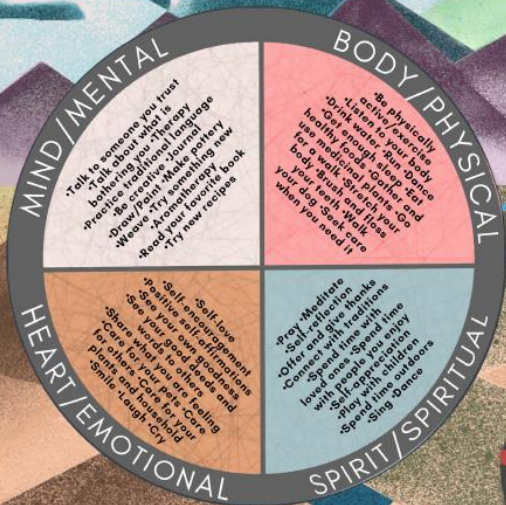
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June 2020

LOVE

Self-Care is community care for **OUR** collective wellness

HOLISTIC SELF-CARE TIPS. Self-care is more than bubble baths, it is about how you approach all aspects of your life—mind, body, spirit, and heart. Here are some tips to try:



BREATHE FOR SELF-CARE. Simple breathing exercises daily can strengthen and soothe the mind, body, spirit, and heart, and can increase your immunity. Try this exercise:

When doing your regular daily activities, be aware of breathing through your nose.

Next, try and expand your stomach outward on the inhaled breath, then on the exhaled push your stomach in gently.

Practice a few times a day in your favorite relaxed position. Try it standing, or try it sitting down on the edge of a chair with your back straight and with slightly open legs.



July 2020

PROTECTION

We all have a responsibility to protect our community. Continue to stay home, avoid crowds, mask up, and wash your hands.



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WHERE SHOULD I GO FOR THE MOST UP-TO-DATE INFORMATION?

 www.cdc.gov/coronavirus
 1-855-600-3453
 www.coronavirus.gov
 www.nm.gov

ACKNOWLEDGEMENTS: Developed in collaboration with SFIS Leadership Institute, Tewa Women United, and UNM Native American Budget & Policy Institute

July 2020

PROTECTION

We all have a responsibility to protect our community

Even as states and tribes reopen, we all must still be careful. COVID-19 is still here.

Ways to Protect Our Community from COVID-19:

-  Always wear face coverings when in public settings
-  Frequently wash hands with soap and water for 20 seconds or use hand sanitizer that contains at least 60% alcohol
-  Don't touch your face
-  Maintain physical distance of at least 6 feet from other persons outside of your home
-  Always avoid large gatherings
-  Self-quarantine for 14 days if you come in close contact with someone who is known to have COVID-19.



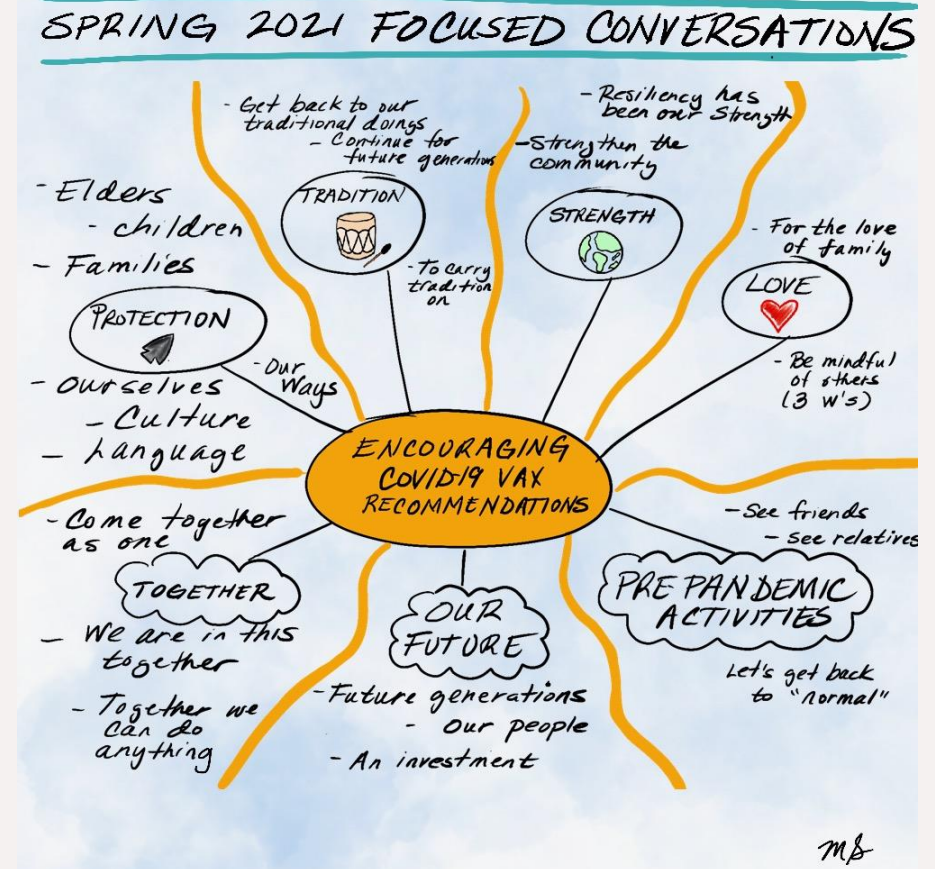
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 1-855-600-3453
 www.coronavirus.gov
 www.nm.gov

Questions

- What messages would be helpful to encourage people to get vaccinated for COVID-19?
- What do you tell people to encourage them to get the COVID-19 vaccine?
- What COVID-19 myths have you heard?



March/April 2021 Focused Conversations

Building on original 2020 themes with AASTEC's Executive Council and staff to encourage COVID-19 vaccine uptake

December 2020

PROTECTION

We all have a responsibility to protect our community.

COVID-19 VACCINES ARE HERE!

Due to limited supply, COVID-19 vaccines will be given first to health care workers and nursing home residents, followed by other high risk groups such as essential workers, elders, and adults with high-risk medical conditions (e.g., cancer, heart disease, kidney disease, diabetes, etc.).

Vaccines may be given to other priority groups as determined by local tribal governments. Contact your local healthcare facility. Learn more about the vaccine at [cdc.gov](https://www.cdc.gov).



ACKNOWLEDGEMENTS: Developed in collaboration with SFIS Leadership Institute, Tewa Women United, and UNM Native American Budget & Policy Institute

January 2021

STRENGTH

If we look 100 years ahead and back...what did we do to ensure our community stayed healthy?

We washed our hands.
We wore a face mask.
We watched our distance.
We got vaccinated.



COVID-19 vaccines are important to help stop the pandemic. The vaccine will not give you the virus. For more information, visit [CDC.gov/vaccines/covid-19](https://www.cdc.gov/vaccines/covid-19)

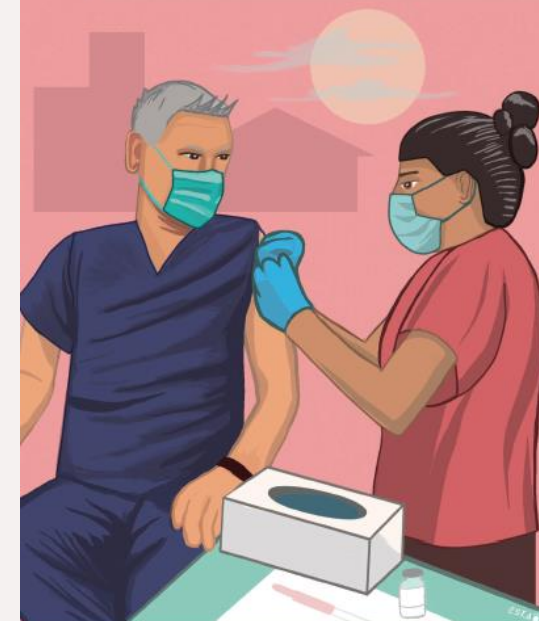


ACKNOWLEDGEMENTS: Developed in collaboration with SFIS Leadership Institute, Tewa Women United, and UNM Native American Budget & Policy Institute

January 2021

PROTECTION

Protect yourself. Protect your loved ones. Together we can overcome this pandemic.



All vaccines have some side effects. COVID-19 Vaccine side effects may include:

- Muscle Pain
- Arm Soreness/Pain
- Headache
- Body Aches
- Chills
- Fatigue
- Fever

Vaccinate with confidence. These side effects are signs that your immune system is doing exactly what it is supposed to do. It is working and building up protection to the disease.

Most people who have been vaccinated report having some side effects, regardless of which vaccine they receive. Generally, *side effects went away after a day or two and they are much less harmful than having COVID-19.*

For more information, visit [CDC.gov/vaccines/covid-19](https://www.cdc.gov/vaccines/covid-19)




ACKNOWLEDGEMENTS: Developed in collaboration with SFIS Leadership Institute, Tewa Women United, and UNM Native American Budget & Policy Institute



May 2021

PROTECTION

COVID-19 vaccines are now available for children 12 years and older. Vaccinating our youth is an investment in our present and in our future.



COVID-19 Vaccines

- Are safe and effective for children.
- Undergo intensive safety monitoring.
- Can keep your child from getting seriously sick from COVID-19.
- Bring us all one step closer to enjoying activities together.

Prepare for your Child's Vaccination

Your child:

- Will need a second shot arranged some weeks after the first dose.
- May have some side effects (tiredness, headache, chills, sore arm) which are normal signs that their body is building protection.

Remember, by getting you and your children age 12 and over vaccinated, you also protect your younger children against COVID-19.

Contact your local IHS, tribal, or urban Indian health care facility for more information.

Scan QR code to learn more about CDC recommendations for vaccinations for children 12 years and older.

May 2021


PROTECTION

What does it mean to be FULLY VACCINATED?


It has been at least two weeks since:

- Your second shot of a 2-dose vaccine (Pfizer or Moderna), OR
- Your first shot of a single-dose vaccine (Johnson & Johnson)


People who are FULLY VACCINATED can:




Visit with other fully vaccinated people indoors without wearing masks or physical distancing.



Do outdoor activities (exercise, eat at an outdoor restaurant, attend small gatherings) without wearing a mask.



Skip testing and self-quarantine before or after domestic/international travel (subject to national/state/tribal regulations).



Even when we get vaccinated for COVID-19, we must continue to wear a mask in public places (indoors or in crowded outdoor settings), wash our hands, and watch our distance.

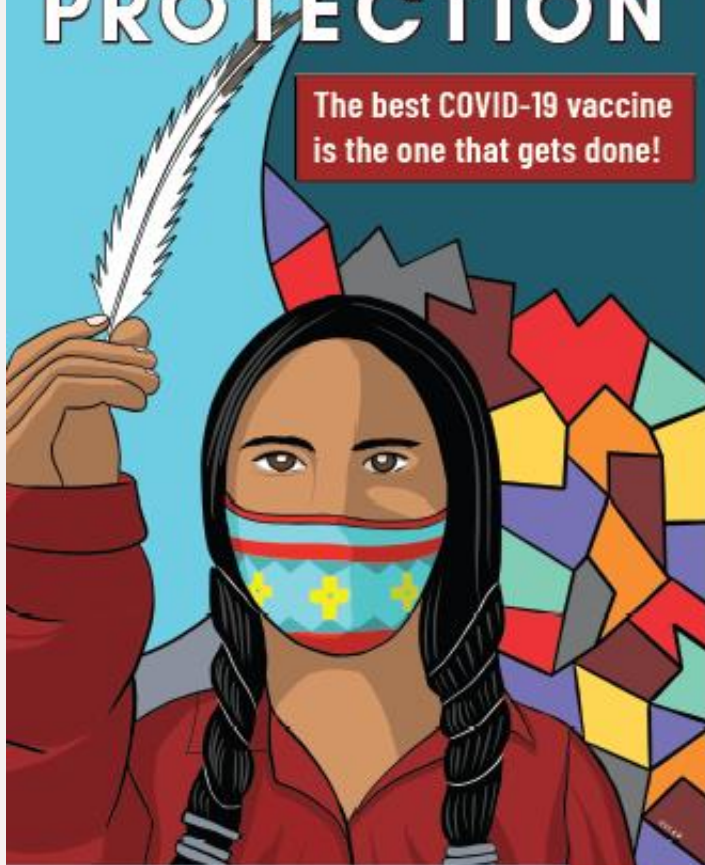
COVID-19 vaccines are important to help stop the pandemic. The vaccine will not give you the virus. For more information, visit [CDC.gov/vaccines/covid-19](https://www.cdc.gov/vaccines/covid-19)

Scan QR code to learn more about CDC recommendations for After You're Fully Vaccinated

May 2021

PROTECTION

The best COVID-19 vaccine is the one that gets done!



All available COVID-19 vaccines are effective and safe. Contact your tribal, state, or IHS health facility to get vaccinated & save lives!

February 2022

BOOSTED ★ FOR OUR ★ FUTURE

Getting a COVID-19 Booster shot is the best defense against severe illness from the virus. Protect yourself and protect your loved ones by getting vaccinated!

Ask your provider, pharmacy, or community health programs if you are due for a booster shot, and where and when you can get one.

Scan this QR code for more information on COVID-19 Booster Shots:



July 2022

STRENGTH

Resiliency has always been our Strength, we shall continue to adapt!

1ST DOSE + 2ND DOSE + BOOSTER(S) (WHEN ELIGIBLE)
= UP-TO-DATE ON COVID-19 VACCINES

If you are 5 years or older & completed the COVID-19 vaccine primary series, you may be eligible to get boosted.

Contact your local IHS, tribal, or urban Indian health care facility or pharmacy to get vaccinated. Scan this QR code for more info:



Being fully up-to-date with COVID-19 vaccines is the best defense against severe illness from the virus.

July 2022

PROTECTION

Vaccinations are an invisible layer of protection for our communities.

All people 50 years and older & people 12 years and older who have weakened immune systems can get a 2nd COVID-19 booster.

You can get your 2nd COVID-19 booster 4 months after your initial booster.

Contact your local IHS, tribal, or urban Indian health care facility or pharmacy for more information to get vaccinated. Scan this QR code for more info:



June 2023

ONE SHOT

GET UP TO DATE WITH ONE SINGLE SHOT

For those ages 6-65, if you are unvaccinated or have not gotten the updated booster, just 1 dose of the COVID-19 vaccine will bring you up to date.

Scan this QR Code for more information on COVID-19 Vaccines

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September 2023

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DON'T MISS YOUR SHOT

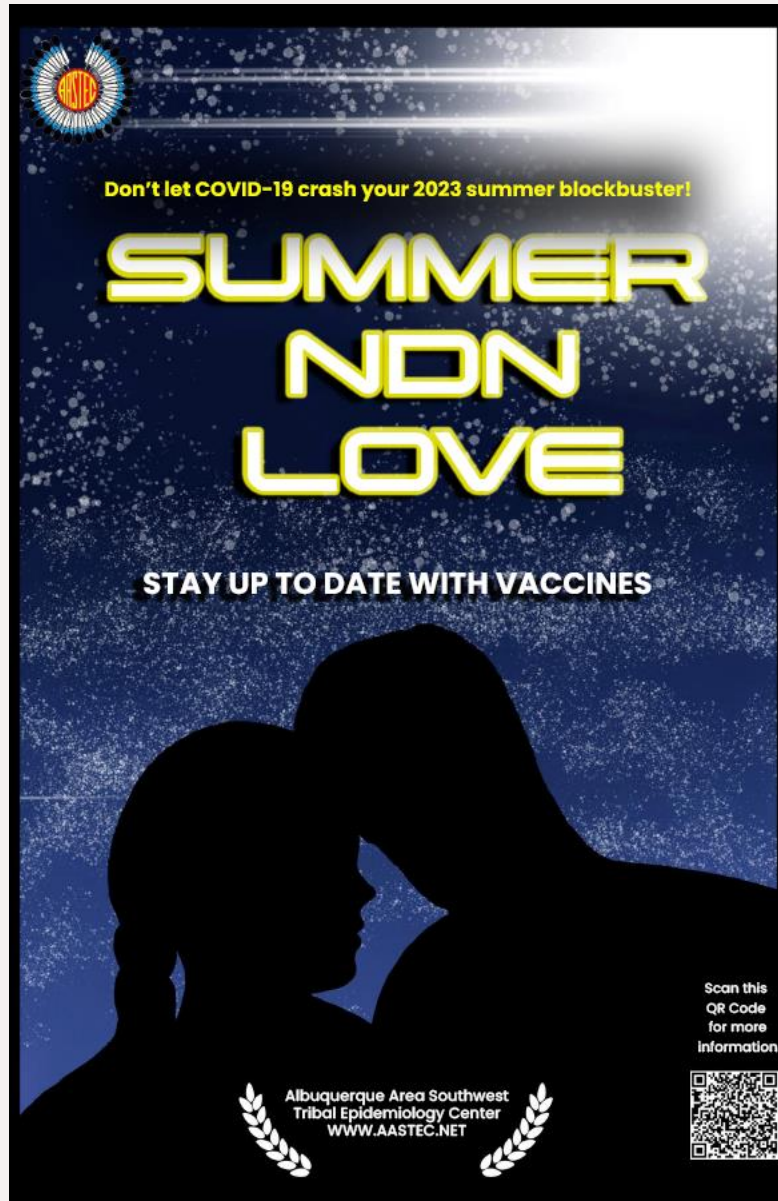
The updated COVID-19 vaccine is here!

- Just 1 shot of the updated vaccine will bring you up to date.
- Some people may need extra doses.
- Vaccines help to protect people from severe illness caused by COVID-19.

Scan this QR code for more info

10/04/2023

July 2023



Don't let COVID-19 crash your 2023 summer blockbuster!

SUMMER NON LOVE

STAY UP TO DATE WITH VACCINES

Scan this QR Code for more information

Albuquerque Area Southwest Tribal Epidemiology Center
WWW.AASTEC.NET

October 2023



STAY AHEAD OF COVID!

- JUST 1 SHOT OF THE UPDATED COVID-19 VACCINE WILL BRING YOU UP TO DATE!
- SOME PEOPLE MAY NEED EXTRA DOSES.
- VACCINES HELP TO PROTECT PEOPLE FROM SEVERE ILLNESS CAUSED BY COVID-19.

SCAN TO LEARN MORE ABOUT COVID-19 VACCINES:

Everyone aged 5 years and older should get 1 dose of the updated Pfizer-BioNTech or Moderna COVID-19 vaccine to protect against serious illness from COVID-19.

People who are moderately or severely immunocompromised may get additional doses of updated COVID-19 vaccine.

Children aged 6 months–4 years need multiple doses of COVID-19 vaccines to be up to date, including at least 1 dose of updated COVID-19 vaccine.

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Product Released 10/04/2023

LAZ SAINT ARNOLD

November 2023

PROTECT OUR GENERATIONS

Getting vaccines for COVID-19, RSV, and Flu protects you and your loved ones.



- Flu, COVID-19, and RSV are caused by different viruses that are easily spread from person to person.
- People vaccinated against these viruses greatly reduce their chances of getting seriously sick.
- All persons age 6 months and over should get the updated flu and COVID-19 vaccines.
- CDC recommends the RSV vaccine for all pregnant people.
- Adults age 60 years and older have the option to get the RSV vaccine based on discussions with their health care provider.



Scan here for more information on vaccines for COVID-19, Flu, and RSV



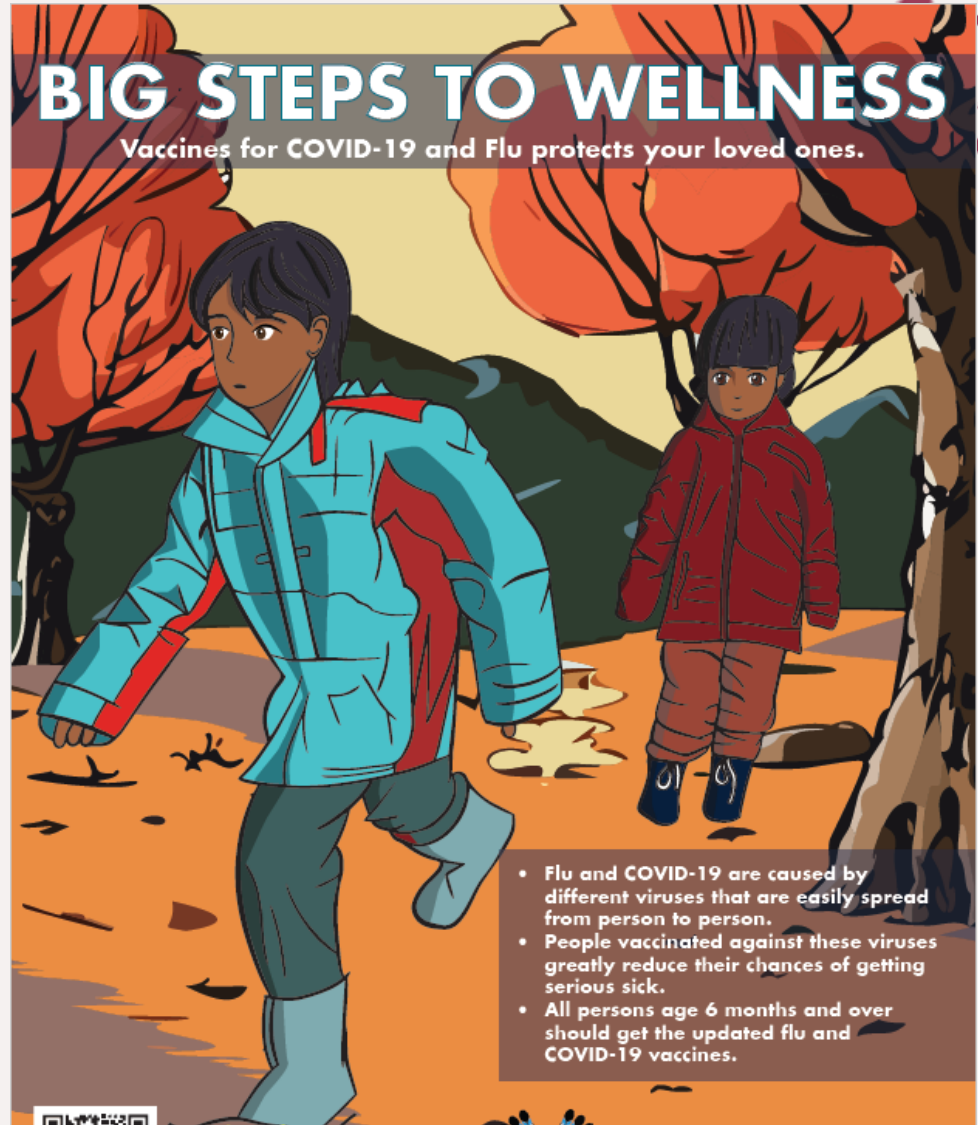
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November 2023

BIG STEPS TO WELLNESS

Vaccines for COVID-19 and Flu protects your loved ones.



- Flu and COVID-19 are caused by different viruses that are easily spread from person to person.
- People vaccinated against these viruses greatly reduce their chances of getting serious sick.
- All persons age 6 months and over should get the updated flu and COVID-19 vaccines.



Scan here for more information on vaccines for COVID-19 and Flu



THE ALBUQUERQUE AREA SOUTHWEST TRIBAL EPIDEMIOLOGY CENTER

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@CopsAndARhino

COVID-19 educational materials ordered from aastec.net

2020	2021	2022	2023
31,956	9,648	8,086	2,817

TOTAL 52,507

Where to access COVID-19 and other vaccine resources for American Indians and Alaska Natives

Albuquerque Area Southwest Tribal Epidemiology Center

- Serves all 27 American Indian communities in the IHS Albuquerque Area in NM, Southern Colorado, West Texas, and Southeastern Utah.
- Resources include COVID-19 vaccine information (posters, post cards, handouts, coloring pages).
- <https://db.aastec.net/covid-19/edumat.html>

VacciNative Alliance

- VacciNative is a national alliance of Elders, clinicians, and public health professionals dedicated to sharing accurate vaccine information for Native people by Native people.
- Resources include handouts, videos, PowerPoints, Social Media Toolkits, Educational flip chart.
- <https://www.indiancountryec ho.org/vaccinative/>

Partnering for Vaccine Equity Resource Hub

- Hub was developed to support individuals and organizations to increase adult immunization.
- Resources include infographics, toolkits, videos, messaging, etc.
- <https://vaccinresourcehub.org/resources>

Thank you

Michele Suina

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aastec.net

A festive holiday-themed poster with a blue background, white snowflakes, and a string of colorful lights. It features a list of health tips, a QR code, and an illustration of a woman with long grey hair holding a red mug. The text is in white and yellow, with some tips in bold. The QR code is in the bottom left, and the organization's name and website are in the bottom right.

HAVE A JOYOUS HOLIDAY SEASON!

We wish you happy holidays full of LOVE, PEACE and HEALTH!

Tips to help you stay healthy during the holiday season:

- Get all recommended vaccines for COVID-19, flu, and RSV as soon as possible.
- Wash your hands often or use hand sanitizer.
- Wear a mask around others when in crowded spaces.
- Cover coughs and sneezes.
- Avoid touching your eyes, nose, and mouth.
- If you are sick, stay home.
- Get tested if you are sick or feeling sick.
- Stay away from others who are sick, if possible.

Scan QR to learn more about staying healthy during the holidays.



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