



Ensuring your Message Lands: Reaching Tribal Communities with Multimodal Media Campaigns

KEEP IT SACRED
NATIONAL NATIVE NETWORK

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

Ensuring your Message Lands: Reaching Tribal Communities with Multimodal Media Campaigns



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Faculty Disclosure Statement

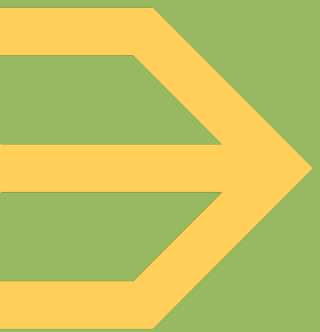
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No commercial interest support was used to fund this activity.

Learning Objectives/Outcomes

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

1. Identify steps to carry out a culturally responsive media campaign.
2. Identify potential challenges and barriers for the media campaign to address vaccine hesitancy.
3. Identify steps to start planning their own media campaign.



Ensuring Your Message Lands:

Reaching tribal communities with multimodal media campaigns

Hannah Swartz, Inter-Tribal Council of Michigan
April 10, 2024

Inter-Tribal Council of Michigan

ITCM is a consortium of the twelve federally recognized tribes of Michigan and is governed by a board of Tribal Chairmen. ITCM's mission is:

- To act as a forum for member tribes.
- To advocate for member tribes in the development of programs and policies which will improve the economy, education, and quality of life for Michigan's Native Americans.
- To provide technical assistance to member tribes, assisting in the development of tribal regulations, ordinances, and policies applicable to health and human services.

What is National Native Network (NNN)?

- A program of the Inter-Tribal Council of Michigan
- A 'network of networks' consisting of Tribes, Indian/Tribal/Urban (I/T/U) organizations and tribal-serving programs across the U.S.
- Goal: Decrease the burden of cancer and commercial tobacco health disparities in American Indian and Alaska Native (AI/AN) communities.



Culturally Responsive Communications Strategies

Strategy #1: Tailor message content, mediums, and messengers to communities

- Speak to community-specific concerns
- Use visuals to convey cultural relevance
- Consider cultural context



Little Traverse Bay Bands of Odawa Indians health care provider, Dr. Frank Animikwam, discussing vaccine concerns with tribal elder, Richard Snake.

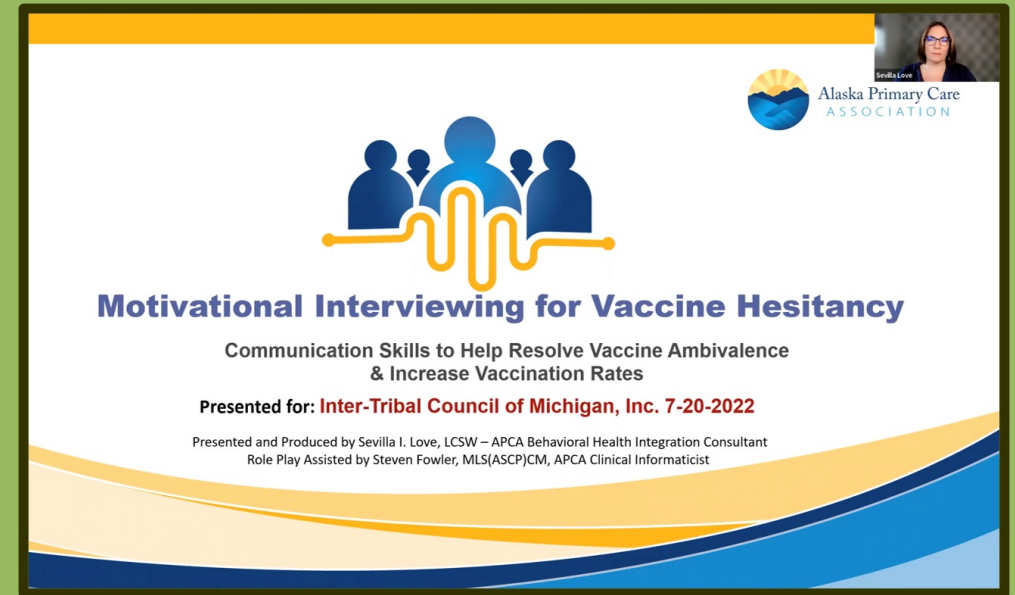
COVID-19 Vaccine Messaging



Culturally Responsive Communications Strategies

Strategy #2: Fulfill language needs and preferences

- Incorporate traditional language
- Leverage and build staff capacity
- Partner to expand translation capacity



Virtual motivational interviewing training for tribal serving healthcare providers facilitated by the Alaska Primary Care Association

Culturally Responsive Communications Strategies

Strategy #3: Recognize diversity within communities

- Convene focus groups and listening sessions with diverse subpopulations
- Recruit trusted messengers with multiple, intersectional identities
- Use stories to add depth to data



Bay Mills Indian Community tribal member, Bernice Biron, ceremonially smudging

The Tribal Vaccine Equity Project

WHAT IS IT?

- A grant funded by National Network of Public Health Institutes (NNPHI)
- To build national infrastructure for mitigating the impact of COVID-19 within racial and ethnic minority communities

GOALS



Reduce COVID-19 vaccine hesitancy



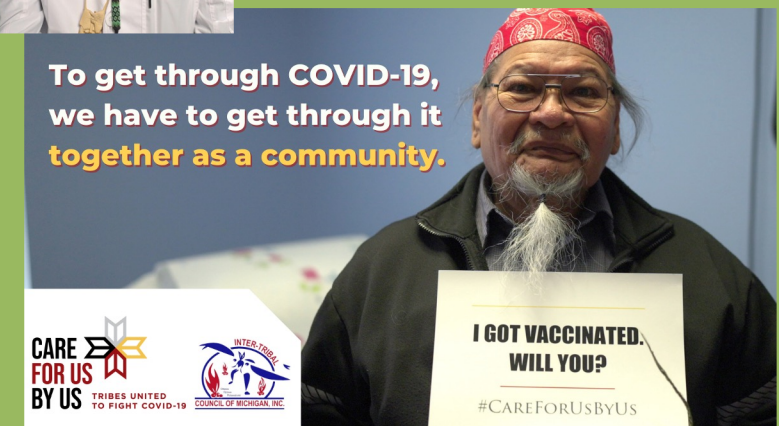
Increase access to COVID-19 vaccines



Increase COVID-19 vaccine uptake

Media Campaigns – Effective Health Education Tools

The influence of group identity is tied to individual vaccination behavior and attitude. Several vaccination studies provide support that individuals are more willing to be immunized if they perceive their peers are also likely to do so either through social normative acceptance or through imitation.



Campaign Creation



Paid Media

Television:

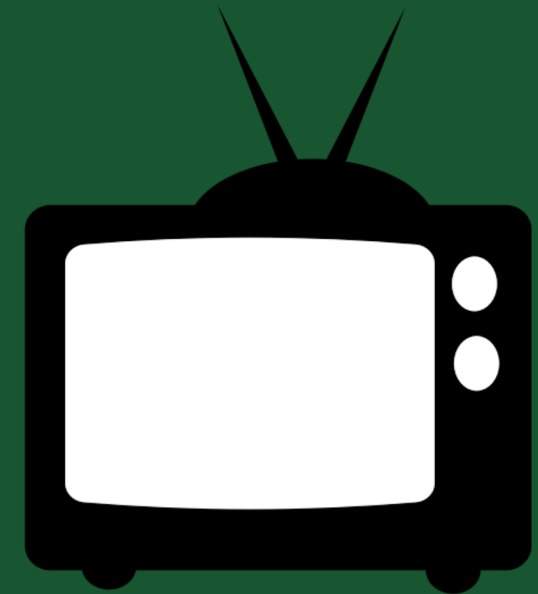
- Spectrum Reach
- Streaming TV (Sling, Philo, Fubo, etc.)
- GoodHealth TV

Radio:

- SXM Media(SiriusXM, Pandora, Stitcher, Soundcloud)

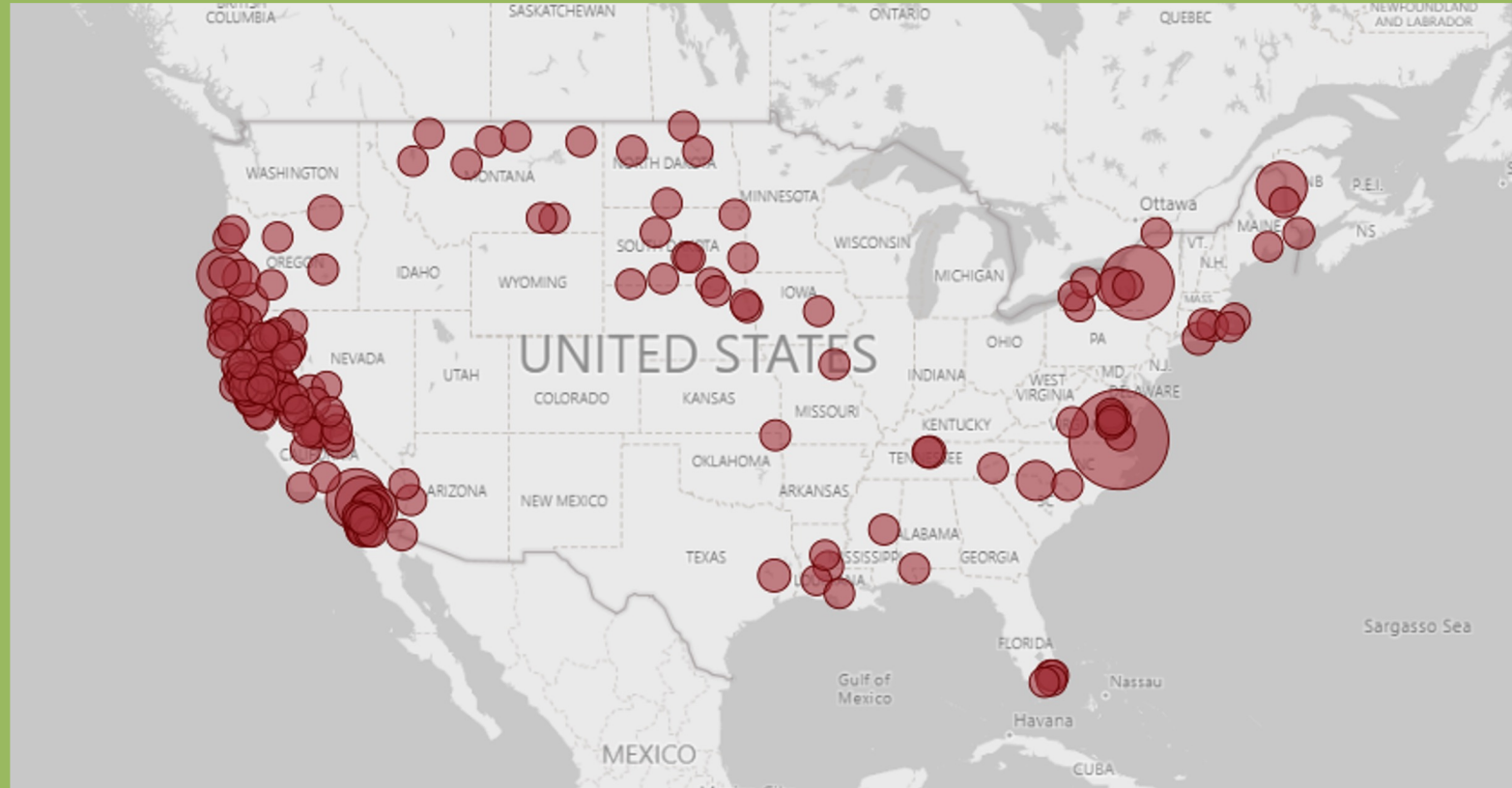
Social Media (boosted):

- Facebook
- Instagram
- YouTube



Impact

TV ads reach: Size of the bubble is relative to the size of impression



Trusted Messengers & Social Media Influencers



“ Vaccine education is so important, too many people think it’s an end all solution, or don’t understand what a vaccine means and does beyond the frightening word and Facebook basement doctors.

Thank you for speaking and sharing! We need to keep our loved ones as safe as we can, and a start is understanding how these things work, the benefits, and the cons as a whole. Sending love!

- Instagram follower



1.3K+
Likes



17K+
Views



50+
Comments

Social Media Influencers

1. Determine your goals
2. Find the right social media influencer for you
3. Reach out
4. Discuss terms
5. Provide guidance
6. Monitor and measure results

A GUIDE TO WORKING WITH INFLUENCERS FOR PUBLIC HEALTH PROMOTION



Working with social media influencers can be a powerful way to reach those you're trying to serve. Here are some tips to help you get started!

DETERMINE YOUR GOALS

Decide what you hope to achieve by working with a social media influencer. Are you looking to increase awareness, change attitudes, or encourage behavior change? This will help you get a clear vision for your influencer campaign.

FINDING THE RIGHT SOCIAL MEDIA INFLUENCER OR CONTENT CREATOR



Look for influencers who align with your organizations values and have a strong following in your target audience. Consider what they are normally posting and promoting, their age, and location.

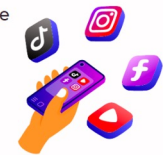
Try searching relevant key words or hashtags related to your project or target audience on social media platforms. Alternatively, use a free service such as *Aspire* or *Upfluence* to find influencers.

Ask: Are they are trusted messenger who fully supports my cause?

REACH OUT

Send a personalized message to each influencer via direct message or email. Explain what you hope to achieve and how they can partner with your organization to work together toward that goal. Highlight how their leadership can benefit the community and expand their platform as well.

[Check out a sample recruitment message here!](#)

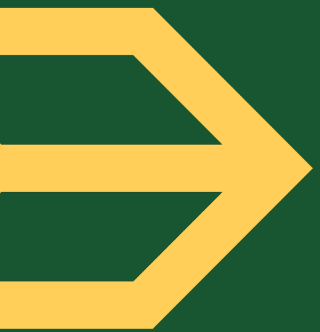


DISCUSS TERMS

You may want to meet virtually to discuss more details about your project, vision, and get an idea of what skills or platform they have to benefit your project. Social media influencers have a good understanding of their audience and what resonates with them. Use their expertise to create effective content.

Questions?





Thank you for attending!



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