



COVID-19 Vaccines Toolkit: Update 5

Communications resources for Indigenous communities and organizations

Last updated: Tuesday, June 15, 2021

Including:

- Key messages on COVID-19 for youth/ young adults
- New resources for kids
- Community messages
- Messages in partnership with Turtle Lodge

All new or updated content is marked in green.



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For more information:
Canada.ca/coronavirus

Information for Indigenous communities:
Canada.ca/coronavirus-info-indigenous



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About this toolkit

COVID-19 is having a serious impact on First Nations, Inuit and Métis communities. Our top priority is the health and safety of all Canadians, including Indigenous peoples.

We have heard the concerns from First Nations, Inuit and Métis communities and organizations. We are aware that you are receiving enquiries from people who have questions about the vaccines and the measures to contain the virus.

This toolkit may help you answer some of those questions and direct people to the right sources of information.

We will update this toolkit regularly over the next few months. Check the updated date on the cover to be sure you are using the most recent one.

This toolkit:

- contains information and communication resources that you could share with your community on two topics:
 - COVID-19 vaccines
 - the importance of keeping up with public health measures
- could help individuals who are responsible for sharing information with First Nations, Inuit and Métis people, such as:
 - a volunteer who is the administrator of a community social media
 - a communications specialist
- complements information shared by local public health, community health directors and other trusted sources within your community

Each community is unique in the way it shares information with its members. The advice and examples provided here have been developed with this in mind.

Each community may wish to customize the messages and strategies so they will be effective locally.

Sharing information with your community

These tips may be helpful:

1. Identify your audience

General messages about vaccines do raise awareness, but consider tailoring your messages for particular audiences, such as:

- Elders and seniors

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- parents
- individuals who have chronic conditions, such as diabetes or asthma

2. Identify spokespersons

You may also want to consider who is the most appropriate spokesperson for a particular message.

Local Indigenous leadership, Elders or health staff such as doctors or nurses are examples of trusted sources of information in communities.

There may be others, depending on the community.

3. Identify ways to share your message

Many Indigenous communities and organizations are active on social media with Facebook as the primary platform. Although social media can be effective, consider what works best in your community. You are the expert.

This could also include:

- posters
- home visits (if safe)
- telephone trees
- direct mail

4. Share often

For the most impact, messages should be shared multiple times in order for people to recognize them and act accordingly.

Consider sharing information more than once and with different messages on the same theme over a period of time.

Ultimately, your own experience in your community or organization will guide you as you decide how to plan your campaign. Keep in mind:

- the audience
- the spokesperson
- the message
- the best platform to deliver the message

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Public service announcements for radio

Here is a radio script that you may wish to use as is, or adjust for your community.

It could be read or recorded by someone in your community (such as an Elder, a Knowledge Keeper or a health professional) to use on local radio.

To personalize the message, consider adding an introduction and sign off.

Script: COVID-19 public health guidelines

100 words, about 30 seconds in length (without introduction and sign off)

Introduction (if you wish)

"Hello, I am ... and I am here to talk to you about..."

Indigenous leaders and healthcare providers look to traditional knowledge for wisdom and guidance to protect our communities against COVID-19.

COVID-19 vaccines complement this approach and help protect our communities from the virus, especially our Elders.

Until everyone is fully vaccinated, COVID-19 is still a health threat to our families and our communities.

To keep each other safe, we all need to do our part and follow public health guidance:

- Wash our hands often
- Wear a mask
- Stay 2 meters apart
- Avoid gatherings
- And if you have symptoms, get tested and stay home

Sign off (if you wish)

"Together, we can do this."

To learn more about the best ways to protect yourself and others and get the facts about COVID-19 vaccines please visit Canada.ca/coronavirus or call 1-833-784-4397."

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Key message – COVID-19 for youth/young adults

Please note the Key Messages wording below can be adapted to better resonate with your target age group

Objective #1: Raise awareness/optimism that the vaccine is available or soon to be available for younger age groups so everyone can get back to normal life

KEY MESSAGES:

- Vaccine roll-out for younger age groups is ramping up across the country.
- The COVID-19 vaccines protect against the virus and will help everyone return to normal activities like playing sports, going to school, participating in ceremonies and seeing friends and family.
- COVID-19 has taken so much from us. Vaccines are an important step to help us safely return to seeing people outside of our household, meeting up with friends and visiting our communities.
- More restrictions will be lifted in Canada if 75% of those eligible for vaccines receive a full COVID-19 vaccination series—let's keep the vaccination momentum going!

Objective #2: Build confidence and trust in the available vaccines to increase uptake

KEY MESSAGES:

- The Pfizer-BioNTech COVID-19 vaccine has been tested and proven to be safe and effective for youth as young as 12 years old. ([link](#))
- Vaccines are safe and will help protect you, your family and your community from COVID-19.
- By getting a COVID-19 vaccine, you will help protect those who may be more likely to contract the virus, such as Elders and Knowledge Keepers within your family or community.
- By getting a COVID-19 vaccine, you will help protect your children and grandchildren.
- Getting vaccinated is your personal choice. Make an informed decision based on reliable sources of information, like the Government of Canada's website Canada.ca/vaccines, or your local public health authority office.
- COVID-19 vaccines have been rigorously tested and then carefully reviewed by Health Canada experts. Only vaccines that are proven to be safe, effective and of high quality are authorized for use in Canada.
- COVID-19 vaccines were authorized quickly, but safely, in Canada. Here's how: Health Canada had dedicated teams only reviewing one COVID-19 vaccine at a time and working 24/7. They looked at the same amount of data and using the same type of review as they would for any vaccine. ([link](#)).

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- Similar to the regular flu vaccine, COVID-19 vaccines work by telling your body to build a defense to the virus. This defense will help you fight the COVID-19 infection if it enters your body in the future.
- Vaccine side effects are generally mild and only last a few days. Serious side effects, like anaphylactic reactions, are uncommon and closely watched for.
- Most vaccine side effects are a sign of your healthy immune system building a defense to the virus.
- A two-dose vaccine means you need to get vaccinated twice. The first dose triggers your body to start building protection, but the second dose is required to boost your immune system for the best protection.
- Wanting to protect your body and make informed choices is natural. There is no evidence that getting the vaccine will affect your ability to have children in the future ([link](#)), if anything it protects you now from COVID-19 and keeps you healthy.
- For pregnant people, the risk of severe outcomes is much greater if you catch COVID-19 than the risks of a severe reaction after getting the vaccine. If you want to be vaccinated during your pregnancy, the National Advisory Committee on Immunization recommends you get an [mRNA vaccine](#) (Pfizer or Moderna). ([link](#))
- The [Canadian Society of Obstetrics and Gynecology \(SOGC\)](#), the [National Advisory Committee on Immunization](#) and public health experts all advise that pregnant and breastfeeding women be offered the COVID-19 vaccine. If you are pregnant, planning to become pregnant or are breastfeeding, speak to your health care provider about COVID-19 vaccines. ([link](#))

Objective #3: Increase knowledge of COVID-19 risks and adherence to public health measures

KEY MESSAGES:

- Risk of severe complications or even death are much greater if you catch COVID-19 than the risks of a severe reaction after getting the vaccine, especially with the new variants.
- More people need to be vaccinated before restrictions can be lifted. Continue following local public health advice and maintain individual protective measures whether or not you have been vaccinated to keep yourself, your family and your community safe.
- Especially with the variants of concern in circulation, limiting in-person interactions with people outside your immediate household, avoiding crowded places, wearing a mask and washing your hands frequently are still important, even after you get vaccinated.
- COVID-19 does not see age, especially the variants of concern. Protect yourself, get vaccinated.

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- Even if you are young and healthy, vaccination is still an important step to get back to normal activities like playing sports, going to school and hanging out with friends.
- Variants of concern are mutations of the virus that cause COVID-19. Variants are still considered to be COVID-19, but just different versions of the original virus. Some can spread more quickly and easily than the original virus. The best way to protect yourself from COVID-19 variants is the same way you protect yourself from the original virus:
 - wear a multi-layered mask that fits well
 - wash your hands with soap and water often and for at least 20 seconds
 - minimize in-person interactions with people from outside your household
 - avoid closed spaces and crowded places
 - stay home if you feel sick
 - and get vaccinated
- If you have tested positive for COVID-19 in the past, you can still get vaccinated.
- Being pregnant during the COVID-19 pandemic can be stressful. It's natural to worry. The Government of Canada is still learning how COVID-19 affects pregnancy. However, evidence shows that it's rare to pass COVID-19 to your baby during pregnancy and that the best way to protect you and your baby is vaccination. ([link](#))

Social media posts

You can visit our website for social media resources regarding COVID-19, including a Facebook frame! [Click here: COVID-19 resources for social media](#)

Here are examples of messages that you may wish to adapt for your own campaign.

You could also:

- record the radio scripts on a cell phone video to share on social media
- find additional subjects of interest in the Narrative section

Some of these messages have been translated into 17 Indigenous languages, click here to access them: [Social media messages](#)

Messages as of June 15, 2021

Message #1

Learn about the #COVID19 vaccines that have been approved in Canada:
<https://www.canada.ca/en/health-canada/services/drugs-health-products/covid19-industry/drugs-vaccines-treatments/vaccines.html>

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Message #2

Wondering if vaccines are safe? Watch this video: <https://www.canada.ca/en/public-health/services/video/vaccine-safety.html> #COVIDwise #COVIDvaccine

Message #3

Find out about Canada's #COVID19 Immunization Plan and how the Government of Canada is working with First Nations, Inuit and Métis leaders to rollout vaccination in communities: <https://www.canada.ca/content/dam/phac-aspc/documents/services/diseases/2019-novel-coronavirus-infection/canadas-reponse/canadas-covid-19-immunization-plan-en.pdf>

Message #4

All #COVID19 vaccines used in Canada go through many tests to make sure they are effective and safe. Find out more about the process: <https://www.canada.ca/en/health-canada/services/drugs-health-products/covid19-industry/drugs-vaccines-treatments/vaccines/development-approval-infographic.html>

Message #5

Building up immunity against #COVID19 will take time. Follow public health measures so we can protect each other until we have community immunity.
<https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/awareness-resources/vaccinated-against-covid-19.html>

Message #6

Vaccination is a personal choice. By choosing to get the #COVID19 vaccine, you will protect yourself, your family and your community. Learn more: <https://www.sac-isc.gc.ca/eng/1606941379837/1606941507767>

Message #7

A lot of people are involved in the planning of the #COVID19 vaccine distribution to Indigenous people. This includes: Indigenous organizations and Indigenous leaders. Learn about the approval process for new vaccines: <https://www.canada.ca/en/health-canada/services/drugs-health-products/covid19-industry/drugs-vaccines-treatments/authorization.html>

Message #8

Some Indigenous populations in remote and urban communities are prioritized to receive the # COVID19 vaccines. This depends on the amounts available and prioritization in their province or territory. Learn more about which groups are eligible to receive the vaccine first: <https://www.sac-isc.gc.ca/eng/1606941379837/1606941507767>

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Message #9

First Nations living off reserve, Inuit and Métis can receive #Covid19 vaccination through provincial/territorial health services, or local Indigenous health care organizations working in collaboration with local public health services. <https://www.sac-isc.gc.ca/eng/1606941379837/1606941507767>

Social media trusted sources

When creating your own content, it is always best to use information from trusted official sources.

The resources that we are providing in this toolkit have been reviewed and approved by health experts and are considered trusted official sources.

You may also want to consider following and sharing content from provincial and territorial public health social media accounts, in addition to these Government of Canada social media accounts:

Twitter

Account name	Handle name
GC Indigenous	@GCIndigenous
GC Autochtones	@GCAutochtones
Health Canada and PHAC	@GovCanHealth
Santé Canada et l'ASPC	@GouvCanSante
Dr. Theresa Tam	@CPHO_Canada
Dre Theresa Tam	@ACSP_Canada
Official account of Prime Minister	@CanadianPM
Compte officiel du premier ministre	@PMcanadien

Facebook

Account name	Handle name
Healthy First Nations and Inuit	@GCIndigenousHealth
Premières Nations et Inuits en santé	@GCAutochtonesEnSante
GC Indigenous	@GCIndigenous
GC Autochtones	@GCAutochtones
Healthy Canadians	@HealthyCdns
Canadiens en santé	@CANenSante

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Instagram

Account name	Handle name
GC Indigenous	@gcindigenous
GC Autochtones	@gcautochtones
Healthy Canadians	@healthycdns
Canadiens en santé	@CANensante

YouTube

Account name	Handle name
GC Indigenous	@GCIndigenous
GC Autochtones	@AADNCanada
Healthy Canadians	@HealthyCdns
Canadiens en santé	@CanenSante

Use of images

- All visuals, including photos, stock photography, video and live streams should respect provincial, territorial and federal health and safety guidelines with regards to COVID-19. This includes:
 - physical distancing
 - wearing a mask
 - other proper health precautions
- Avoid photos of people touching, shaking or holding hands. Photos that take place outdoors are preferable.
- For indoor photos, we recommend pictures of objects instead of people.
- If you are using visuals of a pre-pandemic situation, you may want to consider identifying them as such to avoid people mistaking it as a current visual.

To help you create your social media content, we've developed [a simple guide for shooting a video and taking a photo \(click here for the French version\)](#).

Use of Canada symbols

- When creating your own original content, please keep in mind that you cannot use the Government of Canada symbols displayed on Government of Canada material. These include:
 - Canada wordmark
 - flag symbol
 - Canada's coat of arms

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- These symbols cannot be cropped, modified or removed and are not allowed to be used on materials that are not produced from, or in partnership with, the Government of Canada

Hashtags

You may want to consider including hashtags to help your message reach a broader audience, particularly those specific to your community or organization.

Here are other hashtags that you may want to use to help reach your target audience:

English	French
#COVIDvaccine	#VaccinCOVID
#COVIDwise	#COVIDavisé
#COVID19	#COVID19
#PublicHealth	#SantéPublique
#crushCOVID	#ÉcrasonslaCOVID

Posters, videos and webpages

If you wish, you may download and share these materials through your social media channels.

This content has been reviewed and approved by health experts. It is considered to be from trusted official sources.

These websites are continuously updated with new content.

Resources about COVID-19 vaccines

Resource in English and link	Also available in	Link
<i>Info sheet:</i> Fraudulent offers of vaccines for sale outside Government process	French	Offres frauduleuses de vente de vaccins en dehors du processus gouvernemental
<i>Poster:</i> How COVID-19 vaccines are distributed in Canada	French	Distributions des vaccins contre la COVID-19 au Canada
<i>Poster:</i> Stop COVID-19 one arm at a time	7 Indigenous languages	Eastern Ojibway Inuktitut Michif Mohawk Ojicree Swampy Cree

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Resource in English and link	Also available in	Link
<ul style="list-style-type: none"> • COVID-19 Vaccines and Indigenous Communities: Get the facts 	French	<ul style="list-style-type: none"> • Vaccins contre la COVID-19 dans les communautés autochtones • Groupes prioritaires autochtones et les vaccins contre la COVID-19
Poster: What you need to know about the COVID-19 vaccine for Canada	10 Indigenous languages	Cree Dene Eastern Ojibwe Innu-Aimun Inuinnaqtun Inuktitut (Nunavik) Michif Mi'kmaq Oji-Cree Western Ojibwe
	French	Ce qu'il faut savoir
Video: How vaccines are developed	French	Comment les vaccins sont créés
Poster: Vaccine development and approval in Canada	French	Approbation et développement
Poster: Canada's COVID-19 immunization plan	French	Plan de vaccination

To find other vaccine-related resources online:

- [COVID-19 vaccines and Indigenous peoples](#) (Indigenous Services Canada)
- [COVID-19 vaccines](#) (Government of Canada)

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Resource in English and link	Also available in	Link
	French	Protégez votre communauté
<i>Webpage:</i> Get email updates on COVID-19	French	Mises à jour par courriel
<i>Webpage:</i> Download the COVID-19 app	French	Télécharger Alerte COVID
<i>Video:</i> How to prevent the spread of COVID-19	16 Indigenous languages	Denesuline Eastern Ojibway Inuktitut (North Baffin) Inuktitut (South Baffin) Michif Cree Michif French Mi'kmaq Mohawk (Eastern dialect) Mohawk (Western dialect) Nunatsiavummiutut OjiCree (Roman orthography) OjiCree (syllabics) Plains Cree Stoney Swampy Cree Western Ojibway
	French	Maintenez la propreté
<i>Poster:</i> Go out safely	10 Indigenous languages	Cree Dene Eastern Ojibwe Innu-Aimun Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe Oji-Cree
	French	Sortez en toute sécurité
<i>Poster:</i> Help stop the spread of COVID-19 (information)	8 Indigenous languages	Cree Denesuline Eastern Ojibwe

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Resource in English and link	Also available in	Link
for Indigenous communities)		Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe
	French	Contribuer à réduire la propagation
<i>Poster: About COVID</i>	10 Indigenous languages	Cree Denesuline Eastern Ojibwe Innu-Aimun Inuinnaqtun Inuktitut Michif Mi'kmaq Oji-Cree Western Ojibwe
	French	À propos de la COVID-19
<i>Poster: Facts about COVID</i>	8 Indigenous languages	Cree Denesuline Eastern Ojibwe Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe
	French	Renseignez-vous sur les faits au sujet de la COVID-19
<i>Poster: How to use a mask safely</i>	French	Affiche Masque

To find other resources developed by either Indigenous organizations or in Indigenous languages: [Awareness videos and resources](#)

To find all resources developed by the Government of Canada:

- [Awareness resources](#)
- [In Plains Cree: Coronavirus âhkosiwin \(COVID-19\): Aswêyhtamowin âpacihcikana](#)

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Resource in English and link	Also available in	Link
<i>Webpage:</i> Kids Help phone – Get info for First Nations, Inuit and Métis	French	Jeunesse, J'écoute – Information pour les Premières Nations, Inuits et Métis

Community messages

Resource in English and link	Also available in	Link
<i>Webpage:</i> Indigenous Community Resources – BC Centre for Disease Control	N/A	N/A
<i>Videos:</i> FHQTC Quick Cuts Dr Ibrahim Khan - Variants of Concern Dr Ibrahim Khan - 15 Months Into The Pandemic Personal Impacts of the COVID-19 Pandemic	N/A	N/A
<i>Video:</i> Testimonial from Charles Philippe Vincent	French	Témoignage de Charles Philippe Vincent
<i>Video:</i> Six Nations Covid-19 Podcast Series Vaccine Webinar	N/A	N/A

Partnership with Turtle Lodge

Resource in English and link	Also available in	Link
<i>Video:</i> Facebook : Elder Dr. Courchene Twitter : Elder Dr. Courchene	French	Facebook : Aîné Dr Courchene Twitter : Aîné Dr Courchene
<i>Video:</i> Facebook : Grandmother Mary Maytwayashing Twitter : Grandmother Mary Maytwayashing	French	Facebook : Grand-mère Mary Maytwayashing Twitter : Grand-mère Mary Maytwayashing

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<i>Video: Facebook : Elder Chief Dr. Harry Bone Twitter : Elder Chief Dr. Harry Bone</i>	French	Facebook : Aîné Chef Dr Harry Bone Twitter : Aîné Chef Dr Harry Bone
<i>Video: Facebook : Grandmother Florence Paynter Twitter : Grandmother Florence Paynter</i>	French	Facebook : Grand-mère Florence Paynter Twitter : Grand-mère Florence Paynter
<i>Video: Facebook : Knowledge Keeper Robert Maytwayashing Twitter : Knowledge Keeper Robert Maytwayashing</i>	French	Facebook : Gardien du savoir Robert Maytwayashing Twitter : Gardien du savoir Robert Maytwayashing
<i>Videos: COVID 19 and the Vaccine - A Message from the National Turtle Lodge Council of Knowledge Keepers - YouTube</i>	French	Turtle Lodge: Une Déclaration sur la COVID-19, ses implications, ses défis & la question des Vaccins - YouTube

COVID-19 vaccine narrative

Each community is unique and has its own specific needs and concerns. This is especially true for Indigenous communities. Below you will find key messages that you may wish to adapt for your own requirements.

Use these at your discretion, to:

- adjust the radio scripts we provided or to write your own
- create your own social media posts
- create a virtual Q&A meeting

... whatever suits you best.

Theme 1: COVID-19 is a health threat, please continue to observe public health measures

COVID-19 fatigue has set in and some have relaxed their attention to public health measures, which has given rise to increases in COVID-19 cases.

You may wish to provide a reminder of what to do and the reasons for doing so. Some examples:

- COVID-19 threatens the health of our people, our Elders, our knowledge keepers

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- Please follow public health measures and if you must gather, please make sure you:
 - limit the size of the gathering to comply with local, provincial and territorial public health guidelines
 - maintain physical distancing at all times possible
 - wear a mask
 - avoid close contact (such as hugs, kisses and handshakes)
 - consider outdoor or virtual options
 - stay home if you are sick
- Please help spread the word and encourage your loved ones to practice safe behaviours
- Even though the COVID-19 vaccines are available, the virus is still a threat
- Until the COVID-19 vaccines have been given to a large part of the population to ensure collective immunity, it is important to keep following public health guidelines:
 - wash your hands
 - wear a mask
 - physical distance from others
 - stay home
 - avoid gatherings
 - get tested if you have symptoms

Theme 2: COVID-19 vaccines and Indigenous peoples

- Indigenous leaders have been and continue to work closely with the Government of Canada to address COVID-19. The COVID-19 vaccines complement traditional approaches to protect our Elders and the people most at risk.
- Traditional healing and modern medicine can work hand in hand.
- Indigenous traditions and knowledge systems are sources of strength, wisdom and guidance.

Thank you

We would like to thank you for using this toolkit and hope that you find it useful.

Your efforts in promoting public health advice and information related to the vaccines against COVID-19 have a significant impact on peoples' lives.

We recognize that each community is unique in the way it shares information with its members.

It's a collective effort. Together we can do this. Thank you.