

COVID-19 Update



For more information:
Canada.ca/coronavirus

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



COVID-19 and Vaccines

Information and communication resources for Indigenous communities and organizations

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Introduction

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 are at a turning point in our fight against COVID-19. Health Canada has now authorized the first vaccine for use in Canada.

We have heard the concerns from First Nations, Inuit and Métis communities and organizations. And we are aware that you are receiving enquiries from people who have questions about the measures to contain the virus, and of course the vaccine. The purpose of this toolkit is to help you answer some of those questions, and direct people to the right sources of information.

This is the first version of the toolkit. We will be adding to it and keeping it up-to-date over the next several weeks. It contains information and communication resources for you to share with your community on two topics:

- The COVID-19 vaccine
- The importance of keeping up with public health measures

Please feel free to use this material as part of your communications with your community and with anyone who requests information on this crucial matter.

Using this Toolkit to Share Information with your Community

This toolkit is designed to support individuals who have responsibility for sharing information with First Nations, Inuit and Métis people. This could be a volunteer who is the administrator of a community social media page or a person whose job is communications. This tool will complement information shared by local public health, community health directors and other trusted sources within your community. In addition, it may assist Indigenous communities and organizations in locating further trusted sources of information about COVID-19 vaccines and examples of how this can be shared through a variety of channels.

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, and with the goal of enabling communities to customize the messages and strategies so they will be effective locally.

Some thoughts on preparing to share vaccine information with your community

Identify your audience

General messages about vaccines do raise awareness, but consider tailoring your messages for particular audiences. Elders and seniors, parents, individuals who have chronic conditions, such as diabetes or asthma may respond to messages tailored for them.

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.

Identify ways to share your message

Many Indigenous communities and organizations are active on social media with Facebook as the primary platform. The advice outlined in this document largely focuses on the use of social media to raise awareness about vaccinations. Although social media can be effective, consider what works in your community: posters, home visits (if safe), telephone trees, or direct mail are also effective ways to share information. Use whichever method works best in your community or organization.

Share often – message frequency

Generally, messages should be shared multiple times for people to recognize them and then act accordingly. It would be ideal to provide information about vaccination 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 help guide you as you decide how best to plan your campaign, but do keep in mind: the audience, the spokesperson, the message and the best platform to deliver the message.

Updates and Support

As more information emerges, we will update this toolkit to provide you with additional information and communication resources.

Public Service Announcements Radio Scripts

Here are two radio scripts that you may want to use as is or adjust. These scripts could be used by someone in your community – an Elder, a Knowledge Keeper, a health professional – to record a message for local radio. They could also record it as a cellphone video to share on social media.

- Script 1: COVID-19 Public Health Guidelines
- Script 2: COVID-19 Vaccines – Priority Key Facts

To personalize the message, you may add an introduction and sign off. Some examples:

Example of an introduction

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

Example of a sign off

“Together, we can do this. To learn more about the best ways to protect yourself and others and/or get the facts about vaccines please visit Canada.ca/coronavirus or call 1-833-784-4397 for more information.”

Currently available in English and French, the scripts are in translation and will be ready in the following languages in January:

- Blackfoot
- 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

SCRIPT 1: COVID-19 Public Health Guidelines

100 words - roughly 0.5 minute in length (without introduction and sign off)

Example introduction

"Hello, I am ... and 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.

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

We will soon get (more) vaccines but for now, 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.

Example sign off

"Together, we can do this.

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

SCRIPT 2: COVID-19 Vaccines – Priority Key Facts

149 words – roughly 1minute in length (without introduction and sign off)

Example introduction

“Hello, I am ... and here to talk to you about...”

During the COVID-19 pandemic, Indigenous leaders and healthcare providers have a key role.

They look to traditional knowledge for wisdom and guidance. The new COVID-19 vaccines will complement this approach.

We must all support them.

We can all help by following public health guidelines and getting vaccinated. COVID-19 vaccines are free.

Those who are most at risk will get the vaccine first:

- front-line healthcare workers
- people living in long-term care facilities
- and some adults in our community

Indigenous leaders are helping determine who will be vaccinated first. COVID-19 vaccines will help protect everyone, especially our Elders and the people most at risk.

Even when the vaccines arrive in our community, the virus is still a threat. We need to continue keeping 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

Example sign off

“Together, we can do this. To learn more about the best ways to protect yourself and others and or get the facts about vaccines please visit Canada.ca/coronavirus or call 1-833-784-4397 for more information.”

Social Media Posts and Tips

We recommend that you develop your own social media messages to tailor communications to your audience. To assist you, following are examples of messages that you may want to adapt for your own campaign. You will also find additional subjects of interest in the Narrative section of this toolkit.

Message #1

Securing safe and effective vaccines to prevent #COVID19 is key to stopping the spread of COVID-19 and resuming normal life. #COVIDvaccines #crushCOVID

Message #2

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

Message #3

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

Message #4

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 #5

All 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/content/dam/phac-aspc/documents/services/diseases/2019-novel-coronavirus-infection/canadas-reponse/canadas-covid-19-immunization-plan-en.pdf>

Message #6

Vaccines will be given to at-risk groups first as vaccines are received in Canada, including Indigenous adults: <https://www.sac-isc.gc.ca/eng/1606941379837>

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 the below 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

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 and COVID-19

- 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, including social distancing, wearing a mask and/or other proper health precautions.
- Please avoid photos of people touching, shaking hands and/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.

Hashtags

Include hashtags in your social media posts to help your message reach a broader audience. Following are some hashtags that you may want to use to help reach your target audience:

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

There may be additional hashtags that are more specific to your community that you may also want to follow.

Downloadable Videos and Posters

On Public Health Measures and available in several Indigenous Languages

Through these links you will find various videos and posters as well as general information. If you wish, feel free to download and share the material through your social channels. The content from these sites has been reviewed and approved by health experts and is considered trusted official sources.

Resource	Language	Link
<i>Video</i> on 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
	English	Keep it Clean Video
	French	Vidéo Maintenez la propreté
<i>Poster</i> : What you Need to Know about COVID-19 vaccine for Canada	10 Indigenous Languages	Cree , Dene , Eastern Ojibwe , Innu-Aimun , Inuinnaqtun , Inuktitut (Nunavik) , Michif , Mi'kmaq , Oji-Cree , Western Ojibwe
	English	What you need to know Poster
	French	Affiche Ce qu'il faut savoir
<i>Poster</i> : Go out Safely	10 Indigenous Languages	Cree , Dene , Eastern Ojibwe , Innu-Aimun , Inuinnaqtun , Inuktitut , Michif , Mi'kmaq , Western Ojibwe , Oji-Cree
	English	Go out safely tips
	French	Sortez en toute sécurité
<i>Poster</i> : Stop the spread of COVID-19 (information for Indigenous communities)	8 Indigenous Languages	Cree , Denesuline , Eastern Ojibwe , Inuinnaqtun , Inuktitut , Michif , Mi'kmaq , Western Ojibwe
	English	Stop the spread
	French	Arrêter la propagation

Resource	Language	Link
<i>Poster: About COVID</i>	10 Indigenous Languages	Cree, Denesuline, Eastern Ojibwe, Innu-Aimun, Inuinnaqtun, Inuktitut, Michif, Mi'kmaq, Oji-Cree, Western Ojibwe
	English	About COVID-19 Poster
	French	Affiche 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
	English	Facts about COVID-19
	French	Les faits au sujet de la COVID-19
Additional resources (many available in Indigenous Languages)	English	Indigenous Services Canada: Resources
	French	Services aux Autochtones Canada : Ressources

Other Links for Resources and Information

Not available in Indigenous languages

Resource	Language	Link
<i>Video on how the National Microbiology Laboratory tests for Covid-19</i>	English	COVID-19 tests
	French	Tests COVID-19
<i>Video on how vaccines are developed</i>	English	How Vaccines are developed
	French	Comment les vaccins sont créés
<i>Poster: How to use a mask safely</i>	English	Masks Poster
	French	Affiche Masque
<i>Poster: Vaccine development and approval in Canada</i>	English	Development and approval Poster
	French	Affiche Approbation et développement

Resource	Language	Link
<i>Poster: Canada's COVID-19 immunization plan</i>	English	Immunization plan
	French	Plan de vaccination
COVID-19 vaccine and Indigenous peoples	English	Information
	French	Information
Coronavirus and Indigenous communities	English	More information
	French	Plus d'information
General information on COVID-19	English	General information
	French	Information générale
General information on COVID-19 Vaccines	English	Information on vaccines
	French	Information au sujet des vaccins
Coronavirus disease: Awareness resources	English	Awareness resources
	French	Ressources de sensibilisation
Provincial and territorial resources	English	Provincial and territorial resources
	French	Ressources des provinces et territoires

COVID-19 Vaccine Narrative

Each community is unique and has its own specific needs and concerns. This is especially true for Indigenous communities. The following is a set of messages that you may want to repurpose for your own requirements. Use these at your discretion, to adjust the radio Public Service Announcements we provided or to write your own, to create your own social media posts, for 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 want 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
- Please follow public health measures during the holiday season 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 (i.e. hugs, kisses or handshakes)
 - Consider outdoor or virtual options; and
 - 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 vaccine has arrived, the virus is still a threat
- Until the COVID-19 vaccine has been given to a large part of the population to ensure we have enough immunity, it is important to keep practicing safe behaviours
- Safe behaviours: Wash hands, wear a mask, stay 2 meters apart, stay home, avoid gatherings and 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. A number of priority groups have been identified, in part as a result of this work. *Here is some information you may wish to share.*

- Several groups have been identified as priorities – i.e. those who will be vaccinated first. These include, among others:
 - Front-line healthcare workers
 - People living in long-term care facilities
 - Some adults in Indigenous communities
- The COVID-19 vaccines will complement traditional approaches to protect our Elders and those 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.

Using Government of Canada Material

You may freely share material from the Government of Canada that has been made public, which includes the resources provided in this toolkit. New material is added continually to these various government websites, so do visit them more than once.

When creating your own original content, please keep in mind that you cannot use the Canada wordmark or symbols.

The Canada wordmark is displayed on Government of Canada material. These symbols include Canada wordmark, flag symbol and Canada's coat of arms. They cannot be cropped, modified or removed. Government of Canada symbols are not to be added to materials that are not produced from, or in partnership with, the Government of Canada.

Thank You

We would like to thank you for using this toolkit and trust that you find it useful. Your efforts in promoting public health advice and information related to the vaccine against COVID-19 have a significant impact on peoples' lives. Remember that each community is unique in the way it shares information with its members. This toolkit can serve as a guide to create messages tailored to your community. Please share the message, connect with your community and with anyone who requests information on this vitally crucial matter. It's a collective effort. Together we can do this. Thank you.