



COVID-19 Vaccines Toolkit: Update 1

Communications resources for Indigenous communities and organizations

Last updated: Friday, January 22, 2021

Including:

- new sample social media posts related to vaccines
- links to provincial and territorial COVID-19 vaccination rollout plans
- a few additional resources

All new or updated content is marked in green.

COVID-19 Vaccines Toolkit

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 tool kit:

- 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.

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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
- 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

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

Public service announcements for radio

Here are two radio scripts that you may wish to use as is, or adjust for your community.

They 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 1: 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.

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

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 vaccines please visit Canada.ca/coronavirus or call 1-833-784-4397."

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Script 2: COVID-19 Vaccine priority: Key facts

149 words, about 60 seconds in length (without introduction and sign off)

Introduction (if you wish)

"Hello, I am ... and I am 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
- 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 vaccines please visit Canada.ca/coronavirus or call 1-833-784-4397."

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As of early February, these scripts will also be available in these Indigenous languages:

- 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

The links to the radio scripts will be added to the toolkit when available.

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Social media posts

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

New messages as of January 22, 2021

Message # 7

Some Indigenous populations are prioritized to receive the #COVID19 vaccines because of the limited quantities available. For more details on which groups are eligible to receive the vaccine first: <https://www.sac-isc.gc.ca/eng/1606941379837/1606941507767>

Message #8

Building up immunity against #COVID19 will take time. Follow public health measures so we can protect each other until we have community immunity.

Message #9

#COVID19 vaccines will be available for all Canadians as more are made and distributed. Those vaccines will be free for all Canadians. For more information on vaccines: <https://www.sac-isc.gc.ca/eng/1606941379837/1606941507767>

Message #10

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 #11

Vaccines help protect the persons that are more likely to contract #COVID19. Elders, older adults, residents & staff of long-term care homes and people with certain medical conditions are part of this group. Learn more on how you can help protect them: <https://www.sac-isc.gc.ca/eng/1606941379837/1606941507767>

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Message #12

A lot of people are involved in the planning of the #COVID19 vaccine distribution to Indigenous people. Among them are: 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>

Messages from December 23, 2020

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>

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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

Instagram

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

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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:
 - social 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.

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
- 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

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

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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
Poster: Make sure you have the facts about COVID-19 vaccination	French	Assurez-vous de connaître les faits concernant la vaccination contre la COVID-19
Webpage: Moderna vaccine: What you should know	French	Vaccin de Moderna
Webpage: Pfizer-BioNTech vaccine: What you should know	French	Vaccin de Pfizer-BioNTech
Poster: 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
	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

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Resource in English and link	Also available in	Link
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)

To find provincial and territorial vaccine roll-out plans:

- [British Columbia](#)
- [Alberta](#)
- [Saskatchewan](#)
- [Manitoba](#)
- [Ontario](#)
- [Quebec](#)
- [New Brunswick](#)
- [Prince Edward Island](#)
- [Newfoundland and Labrador](#)
- [Yukon](#)
- [Northwest Territories](#)
- [Nunavut](#)

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Other key COVID-19 public health resources

Resource in English and link	Also available in	Link
Webpage: Get email updates on COVID-19	French	Mises à jour par courriel
Webpage: Download the COVID-19 app	French	Télécharger Alerte COVID
Video: 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) Nunatsiummiutut OjiCree (Roman orthography) OjiCree (syllabics) Plains Cree Stoney Swampy Cree Western Ojibway
	French	Maintenez la propreté
Poster: 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

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Resource in English and link	Also available in	Link
Poster: Help stop the spread of COVID-19 (information for Indigenous communities)	8 Indigenous languages	Cree Denesuline Eastern Ojibwe Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe
	French	Contribuer à réduire la propagation
Poster: About COVID	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
Poster: Facts about COVID	8 Indigenous languages	Cree Denesuline Eastern Ojibwe Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe
	French	Les faits au sujet de la COVID-19
Poster: How to use a mask safely	French	Affiche Masque

To find other resources developed by either Indigenous organizations or in Indigenous languages:

- [Awareness videos and resources](#)

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To find all resources developed by the Government of Canada:

- [Awareness resources](#)

To find provincial and territorial resources:

- [Provincial and territorial resources for COVID-19](#)

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
- 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

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- 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
 - stay 2 meters apart
 - 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. 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: they 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 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.

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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.