

EMBRACE

COVID-19 NATIVE ELDER VACCINE COMMUNICATION TOOLKIT

UPDATED MAY 2024



INTERNATIONAL ASSOCIATION FOR
INDIGENOUS AGING



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INDIGENOUS AGING

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IA² received federal funding to support effective community outreach centered on communities of Black, Indigenous, and People of Color (BIPOC) to share accurate, culturally appropriate information about the COVID-19 and influenza vaccines and to link adults to vaccine services. IA²'s goal is to engage community members, public health professionals, and community leaders. IA² has spoken with many tribal community members, including tribal elders from across the country about vaccination outreach and educational materials. IA² has incorporated this information to create this toolkit.

The toolkit includes culturally tailored fact sheets, flyers, social media content, and more. Which can be used as is or be personalized to your individual community.

Protect Your Community.

Protect Your Elders.

Stay Vaccinated.



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11 x 17 Fact Poster

*Click the image to download (*including editable version)*

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**“Let’s take care of our little ones
and our elders...
they’re worth the fight”**
- Oglala Sioux Tribal Citizen

**What is the best way to protect
your elders and community from
COVID-19?**

Stay up to date on your vaccines. The COVID-19
vaccination is recommended for everyone
ages 6 months and older for the
prevention of COVID-19.

You should also:


- Improve ventilation when indoors and spend more time outdoors.
- Follow CDC recommendations for what to do when you’ve been exposed.
 - Stay home when you’re sick.
- Avoid contact with people who have suspected or confirmed COVID-19.
 - Wear a mask or respirator.
- Avoid crowded areas and keep a safe distance from others.

What are the symptoms of COVID-19
Possible symptoms include:

- Fever or chills • Cough • Shortness of breath or difficulty breathing
- Fatigue • Muscle or body aches • Headache
- New loss of taste or smell • Sore throat • Congestion or runny nose
- Nausea or vomiting • Diarrhea

Get more information at:
www.iasquared.org/vaccines
www.cdc.gov

Funding for this effort is made possible through a subaward from the CDC Foundation and is part of the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) financial assistance award totaling \$246,004.88 with 100 percent funding from CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HHS or the U.S. Government.

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Call: _____
to schedule your vaccine today.

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**Edit by adding phone number*

11 x 17 Fact Poster

Click the image to download

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**Protect Your Community
Protect Your Elders**



Stay Vaccinated

American Indians and Alaska Natives adults are less likely than others to get the COVID-19 vaccination or booster vaccinations and are more likely than others to have a severe COVID-19 outcome requiring hospitalization or resulting in death.

COVID-19 is a virus that spreads mainly when infected people cough, sneeze, or talk. The best way to prevent yourself and others from COVID-19 is by staying up to date with vaccination boosters.

COVID-19 symptoms may take 2 to 14 days to appear after exposure to the virus, and symptoms may include:

- Fever or chills • Cough • Shortness of breath or difficulty breathing • Fatigue
- Muscle or body aches • Headache • New loss of taste or smell • Sore throat
- Congestion or runny nose • Nausea or vomiting • Diarrhea

Fight COVID-19!

This project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$20,007,444 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

11 x 17 Fact Poster

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COVID-19 VACCINATION CAMPAIGN

PROTECT YOUR COMMUNITY. PROTECT YOUR ELDERS. STAY VACCINATED.



INTERNATIONAL ASSOCIATION FOR
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CLEAN HANDS

FOR A HEALTHIER COMMUNITY

Viruses, like the flu and COVID-19 can spread when hands touch people or surfaces. Regular handwashing with soap and water can help prevent you and others from getting sick.

WHEN TO WASH YOUR HANDS:

<ul style="list-style-type: none">  After coughing, sneezing, or blowing your nose  When caring for someone who is sick  Before, during and after you prepare food  Before eating 	<ul style="list-style-type: none">  After toilet use, or changing diapers  When hands are visibly dirty  After handling animals or animal waste  Returning home after being in public
---	---

HOW TO WASH YOUR HANDS PROPERLY:

<p style="font-size: 2em; font-weight: bold; margin: 0;">1.</p>  <p style="font-size: small; margin: 0;">Wet your hands.</p>	<p style="font-size: 2em; font-weight: bold; margin: 0;">2.</p>  <p style="font-size: small; margin: 0;">Apply soap.</p>	<p style="font-size: 2em; font-weight: bold; margin: 0;">3.</p>  <p style="font-size: small; margin: 0;">Rub hands, wrists, and between fingers rapidly, and scrub under fingernails.</p>
<p style="font-size: 2em; font-weight: bold; margin: 0;">4.</p>  <p style="font-size: small; margin: 0;">Scrub for at least 20 seconds, or sing "Happy Birthday!" twice.</p>	<p style="font-size: 2em; font-weight: bold; margin: 0;">5.</p>  <p style="font-size: small; margin: 0;">Rinse your hands.</p>	<p style="font-size: 2em; font-weight: bold; margin: 0;">6.</p>  <p style="font-size: small; margin: 0;">Dry with air or a paper towel. Turn off the water with a towel.</p>

SKIN PROTECTS THE BODY AGAIN VIRUSES. TAKE CARE OF THE SKIN ON YOUR HANDS BY

-  Applying water-based hand cream.
-  Contacting your doctor if your skin becomes irritated or infected.
-  Using gloves during daily tasks, like when washing dishes, cooking, gardening, working on cars, or house repairs.

ADDITIONAL WAYS TO PREVENT VIRUSES FROM SPREADING:

-  When you cough or sneeze, cover your mouth and nose with your elbow or a tissue.
-  Don't touch your eyes, nose, or mouth.
-  Avoid close contact with those who are sick.
-  Wear a mask.
-  Use hand sanitizer if you are unable to wash your hands.
-  Get yearly vaccinations and stay up to date with vaccination boosters.

FOR MORE INFORMATION ON HANDWASHING, visit: <https://www.cdc.gov/handwashing/index.html>

FIND A VACCINATION SITE TODAY!

To find out more about the available vaccines near you, contact your local:

- Indian Health Services, tribal, or urban health clinics, and doctor's offices (even if you don't have a regular doctor or nurse),
- Community Health Representative or Community Health Aide,
- Mobile and community-based immunization clinics, or
- Pharmacies, or grocery stores.

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Half Page Flyer

Click the image to download (including editable version)

EMBRACE 

“Let’s take care of our little ones and our elders...they’re worth the fight”

Oglala Sioux Tribal Citizen



Don’t forget to stay up to date on your COVID-19 vaccine.

Funding for this effort is made possible through a subaward from the CDC Foundation and is part of the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) financial assistance award totaling \$25,660,048 with 100 percent funding from CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HHS or the U.S. Government.

EMBRACE 

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Don’t forget to stay up to date on your COVID-19 vaccine.

Call: _____ to schedule your vaccine today.

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**Edit by adding phone number*

2-Page Fact Sheet

Click the image to download

EMBRACE THE FACTS
SARS-CoV-2 (COVID-19)

COVID-19 is a virus that spreads mainly when infected people cough, sneeze, or talk. The best way to prevent yourself and others from COVID-19 is by staying up to date with vaccination boosters.¹

COVID-19 symptoms may take 2 to 14 days to appear after exposure to the virus, and symptoms may include:²

- ♦ Fever or chills ♦ Cough ♦ Shortness of breath or difficulty breathing ♦ Fatigue
- ♦ Muscle or body aches ♦ Headache ♦ New loss of taste or smell ♦ Sore throat
- ♦ Congestion or runny nose ♦ Nausea or vomiting ♦ Diarrhea

Post-COVID conditions (PCC) are when an individual experience new, returning, or ongoing health problems after being infected with COVID-19. Typically, individuals feel better a few days to weeks after infection.³

Get vaccinated, including boosters

Some people are at a higher risk of health complications from COVID-19, including:⁴

- ♦ Adults 50 years and older ♦ Cancer
- ♦ Chronic kidney disease ♦ Chronic liver disease
- ♦ Chronic lung diseases (such as asthma, bronchiectasis, bronchopulmonary dysplasia, chronic obstructive pulmonary disease [COPD], idiopathic pulmonary fibrosis, pulmonary embolism, or pulmonary hypertension)
- ♦ Cystic fibrosis ♦ Dementia or other neurological conditions
- ♦ Diabetes (type 1 and type 2) ♦ Disabilities ♦ Heart conditions
- ♦ HIV infection ♦ Immunocompromised conditions or weakened immune system ♦ Mental health conditions
- ♦ Overweight and obesity
- ♦ Physical inactivity ♦ Pregnancy ♦ Sickle cell disease or thalassemia ♦ Smoking, current or former
- ♦ Solid organ or blood stem cell transplant
- ♦ Stroke or cerebrovascular disease
- ♦ Substance use disorders ♦ Tuberculosis

COVID-19 is a vaccine-preventable disease

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Protect Your Community Against COVID-19

actions including, tested if you have symptoms, ♦ stay home if you suspect or lose contact with people who are sick ♦ wear a mask or gloves and sneezes, washing your hands often with soap and water, ♦ touching your eyes, nose, and mouth, and ♦ cleaning and disinfecting surfaces.⁷

3 Prescription medications called antiviral medications can be used to treat mild to moderate COVID-19 in individuals who are more likely to get very sick.⁹

Added protection to individuals who are vaccinated against being hospitalized

Today! **Protect Your Community. Protect Your Elders. Stay Vaccinated.**

Given at any time, the flu vaccine provides added protection to individuals who are vaccinated against being hospitalized. health don't

and Prevention of the U.S. Department of Health and Human Services totaling \$20,007,444 with 100 percent funding and do not necessarily represent the official position of the U.S. Department of Health and Human Services.

Risk for COVID-19 Infection, Hospitalization, and Death By Race/Ethnicity | CDC

8. Prevent the Spread of COVID-19 | CDC

9. COVID-19 Treatments and Medications | CDC

10. Benefits of Getting A COVID-19 Vaccine | CDC

11. 2021-2022 Flu Season | 2021 Announcements (hhs.gov)

Social Media

Click the Image to Download

THESE MESSAGES
INCORPORATE THE
THEMES OF,

- Community
- Culture
- Multi-generational
- Native Elders
- Staying Vaccinated



FACEBOOK:

- Community is a way of life for Native people. You can protect your community against COVID-19 by protecting yourself and getting your booster. The fight against the COVID-19 pandemic is not over. Learn more: <https://iasquared.org/vaccines/>
- Your mind, body, and spirit are sacred. The well-being of your community is sacred. Our wisdom carries through generations. You can protect yourself and your loved ones from COVID-19 by getting your booster. Learn more: <https://iasquared.org/vaccines/>

Social Media

Sample Language Continued

FACEBOOK: (CONTINUED)

- Native people have the strength and wisdom to protect ourselves from COVID-19. Getting boosted can protect you, your community, your family, and your elders. Be strong. Get boosted. Learn more: <https://iasquared.org/vaccines/>
- Native elders are important to our communities. As an elder, protect yourself against COVID-19 by getting your booster. Your wisdom and strength will carry through generations. Protect yourself and your loved ones. Learn more: <https://iasquared.org/vaccines/>
- Your mind, body, and spirit are sacred. Take care of your body to ensure a balanced life. Get the COVID-19 booster to protect yourself and others from the spread of COVID-19. Learn more: <https://iasquared.org/vaccines/>

INSTAGRAM:

- Community is a way of life for Native people. You can protect your community against COVID-19 by protecting yourself and getting your booster. The fight against the COVID-19 pandemic is not over. Click the website in our bio for more information!



Social Media

Sample Language Continued

INSTAGRAM: (CONTINUED)

- Your mind, body, and spirit are sacred. The well-being of your community is sacred. Our wisdom carries through generations. You can protect yourself and your loved ones from COVID-19 by getting your booster. Click the website in our bio for more information!



- Native people have the strength and wisdom to protect ourselves from COVID-19. Getting boosted can protect you, your community, your family, and your elders. Be strong. Get boosted. Click the website in our bio for more information!
- Native elders are important to our communities. As an elder, protect yourself against COVID-19 by getting your booster. Your wisdom and strength will carry through generations. Click the website in our bio for more information!

- Your mind, body, and spirit are sacred. Take care of your body to ensure a balanced life. Get the COVID-19 booster to protect yourself and others from the spread of COVID-19. Click the website in our bio for more information!

Social Media

Sample Language Continued

LINKED-IN:

- Community is a way of life for Native people. Protect our communities from the spread of COVID-19! Getting boosted can protect you, your community, your family, and your elders. Your wisdom and strength will carry through generations. Learn more about how to protect yourself and others from the spread of COVID-19 here: <https://iasquared.org/vaccines/>

TWITTER:

- Community is a way of life for Native people. You can protect your community against COVID-19 by protecting yourself & getting boosted. The fight against COVID-19 is not over.
<https://iasquared.org/vaccines/>
- Your mind, body & spirit are sacred. The well-being of your community is sacred. Our wisdom carries through generations. You can protect yourself & your loved ones from COVID-19 by getting boosted.
<https://iasquared.org/vaccines/>
- Native people have the strength & wisdom to protect ourselves from COVID-19. Getting boosted can protect you, your community, your family, & your elders. Be strong. Get boosted.
<https://iasquared.org/vaccines/>



Social Media

Sample Language Continued

TWITTER: (CONTINUED)

- Native elders are important to our communities. As an elder, protect yourself against COVID-19 by getting boosted. Your wisdom & strength will carry through generations. Protect yourself & your loved ones. <https://iasquared.org/vaccines/>
- Your mind, body & spirit are sacred. Take care of your body to ensure a balanced life. Get the COVID-19 booster to protect yourself & others from the spread of COVID-19. <https://iasquared.org/vaccines/>



For more free vaccination health education or promotion content visit,

- <https://iasquared.org/vaccines/>
- <https://vaccineresourcehub.org/>

Social Media

Click the Image to Download

LEARN MORE ABOUT GETTING VACCINATED AGAINST COVID-19

“
This isn't done,
and our population
is most vulnerable.
Anonymous Tribal Member

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PROTECT YOUR COMMUNITY. PROTECT YOUR ELDER. STAY VACCINATED.

LEARN MORE ABOUT GETTING VACCINATED AGAINST COVID-19

“
The well-being of our
community's mind, body,
and spirit is sacred.

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“
Don't stop. Keep
pushing for better health
outcomes for our elders.
Anonymous Tribal Member

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“
Help our "early elders"
achieve
"older elders" status
Anonymous Tribal Member

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Our wisdom
carries through
generations.

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Tribal Leader Letter

*Copy and Paste onto Letterhead.
Download 'EMBRACE' Letterhead Here.*

Dear Community Members of [Insert Tribe]

I am reaching out to the members of [Insert Tribe] on behalf of the [Tribal Council] to promote vaccinations and boosters for COVID-19. Our local clinics will serve [Insert Tribe] and surrounding communities with vaccine materials and support. It is an opportunity for our community to collaborate and be safe together for all our loved ones. We want all generations of our community to be able to come together and thrive with one another. We want our elders to feel safe, connected, and cared for. We want our people to feel safe to gather with each other for social events or ceremonies. We encourage our people to spread the word through our voices, share on social media or newsletters, and not allow misinformation to deter you from moving towards a healthier community.

Here are some Fast Facts about COVID-19:

- COVID-19 is a virus that spreads mainly when infected people cough, sneeze, or talk. Symptoms may take 2 to 14 days to appear after exposure to the virus.
- American Indian COVID-19 infection rates are over 3.5 times higher than non-Hispanic whites, and are over 4 times more likely to be hospitalized due to COVID-19.
- COVID-19 vaccines can offer added protection to individuals who had COVID-19, including protections against being hospitalized from a new infection.
- Increasing COVID-19 vaccination through more targeted outreach can help lower disparities.

We look forward to each one of you keeping our community safe and vaccinated.

Sincerely,

[Tribal Signature]

[Tribal Leader & Title]

[Tribe]

Newsletter

*Copy and Paste onto Newsletter.
Click the Image to Download.*



[Insert Tribal Nation], our community's health is important to us. We need to take care of ourselves to take care of the ones we love: our elders, our youth, our families, and our friends. Protect yourself and others from COVID-19 by getting vaccinated. Let's keep up the fight against illness in our community. Please call your healthcare provider today to find out where to get vaccinated and boosted. Keep [Insert Tribal Nation] safe and healthy for all generations.

Here are some **Fast Facts** for COVID-19 for reference:

- COVID-19 is a virus that spreads mainly when infected people cough, sneeze, or talk. Symptoms may take 2 to 14 days to appear after exposure to the virus.
- American Indian COVID-19 infection rates are over 3.5 times higher than non-Hispanic whites, and are over 4 times more likely to be hospitalized due to COVID-19.
- COVID-19 vaccines can offer added protection to individuals who had COVID-19, including protections against being hospitalized from a new infection.
- Increasing COVID-19 vaccination through more targeted outreach can help lower disparities.

[Insert Social Media/Flyer/Fact Sheet or other link]
Learn more:

Radio or Television PSA

Share this PSA language with your local radio or television station and customize it to your location.

[Insert Tribal Nation], our community's health is important. We need to take care of ourselves to take care of the ones we love - our elders, youth, families, and friends. Protect yourself and others by getting the COVID-19 vaccination and booster shots. Let's keep up the fight against COVID-19. Please call your healthcare provider today to find out where to get vaccinated and boosted. Keep [Insert Tribal Nation] safe and healthy for all generations. This has been a message from The International Association for Indigenous Aging.

Email Campaign Footers

Click the Images to Download

A campaign footer is typically an image with information located at the bottom of an email. It can also be embedded with a hyperlink.

CUSTOMIZABLE BLANK SPACE FOR EVENT INFORMATION



JUST THE CAMPAIGN



Appendix

Social Media Platforms

Facebook is a great social media platform to share information with others that follow your content.

- You can have longer messages on Facebook than on other platforms.
- On Facebook, you can “boost” your posts through ads (additional fees may apply).

Instagram is a great tool to catch the eye of users through photos, videos, and graphics.

- This platform can allow people who follow you to view your gallery and express your branding for yourself or your organization.

LinkedIn is a professional networking platform.

- LinkedIn provides a web space for professionals to network, share content, webinars, research, job postings among other things.

Twitter is best for short posts as there is a character limit.

- Most tweets (Twitter posts) include a hashtag.
- Twitter is a conversation-style platform.



Appendix

Hashtags

Hashtags are words or phrases that can be used to track topics on social media platforms such as Facebook, Twitter, Instagram, and other platforms. This allows users to navigate a topic or theme by referring to the hashtag. Please feel free to use any of the following hashtags in your desired posts.

#AlaskanNative

#AmericanIndian

#COVIDBooster

#HealthyTribes

#IndigenousHealth

#IndigenousPeople

#NativeAmerican

#NativeAmericanHealth

#NativeHealth

#NativesDoingTheirPart

#NativeElders

#NativesStopTheSpread

#NativesVaxUp

#TribalHealth

#VACCINation

#VacciNative



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