# EMBRACE

# COVID-19 NATIVE ELDER VACCINE COMMUNICATION TOOLKIT

**UPDATED MAY 2024** 







### **EMBRACE**

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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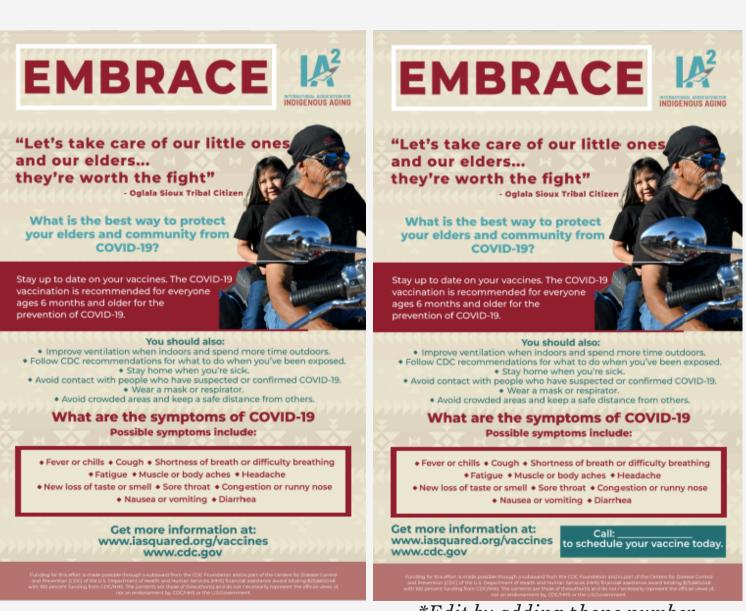
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### 11 x 17 Fact Poster

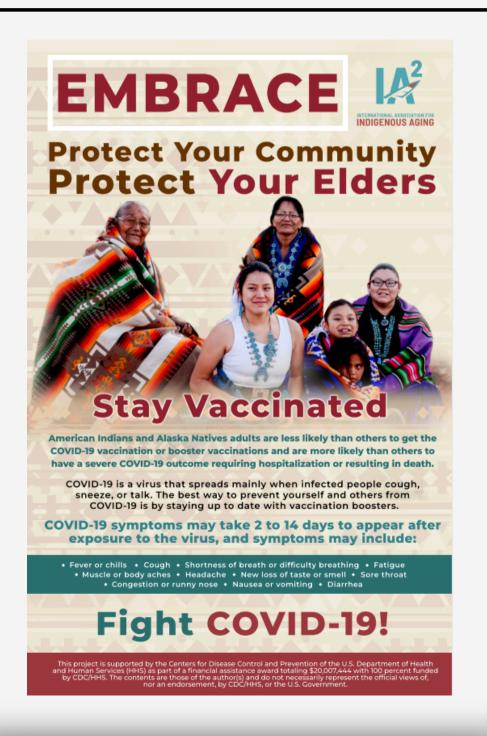
Click the image to download (\*including editable version)



\*Edit by adding phone number

### 11 x 17 Fact Poster

Click the image to download



### 11 x 17 Fact Poster

#### Click the image to download



# Half Page Flyer

Click the image to download (including editable version)





\*Edit by adding phone number

# 2-Page Fact Sheet

Click the image to download

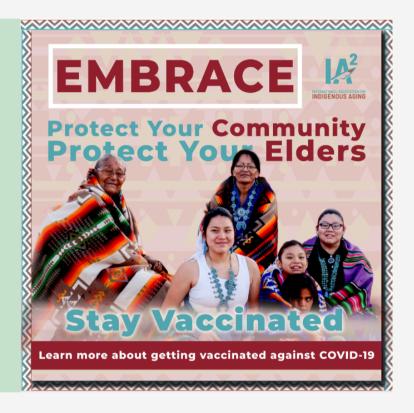


## Social Media

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

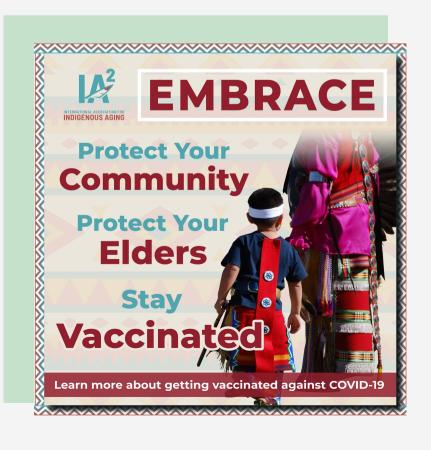
#### Sample Language Continued

#### **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!

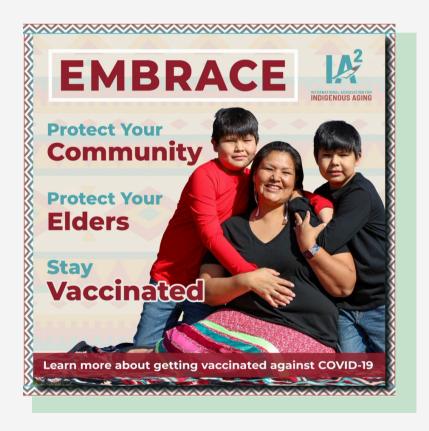


# Social Media

#### 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

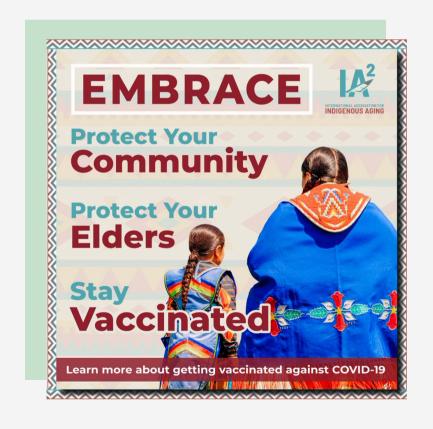
#### Sample Language Continued

#### 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/



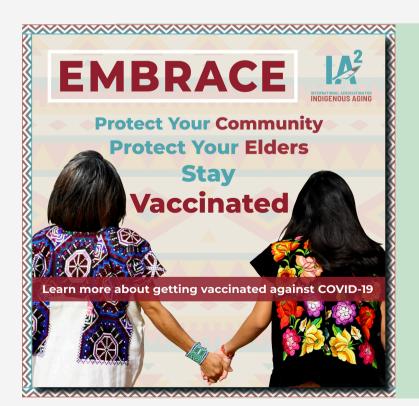
 Native people have the strength & wisdom to protect ourselves from COVID-19. Getting boosted can protect you, your community, your family, & your elders. Be strong. Get boosted. https://iasquared.org/vaccines/

## 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. <a href="https://iasquared.org/vaccines/">https://iasquared.org/vaccines/</a>
- 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.
   <a href="https://iasquared.org/vaccines/">https://iasquared.org/vaccines/</a>

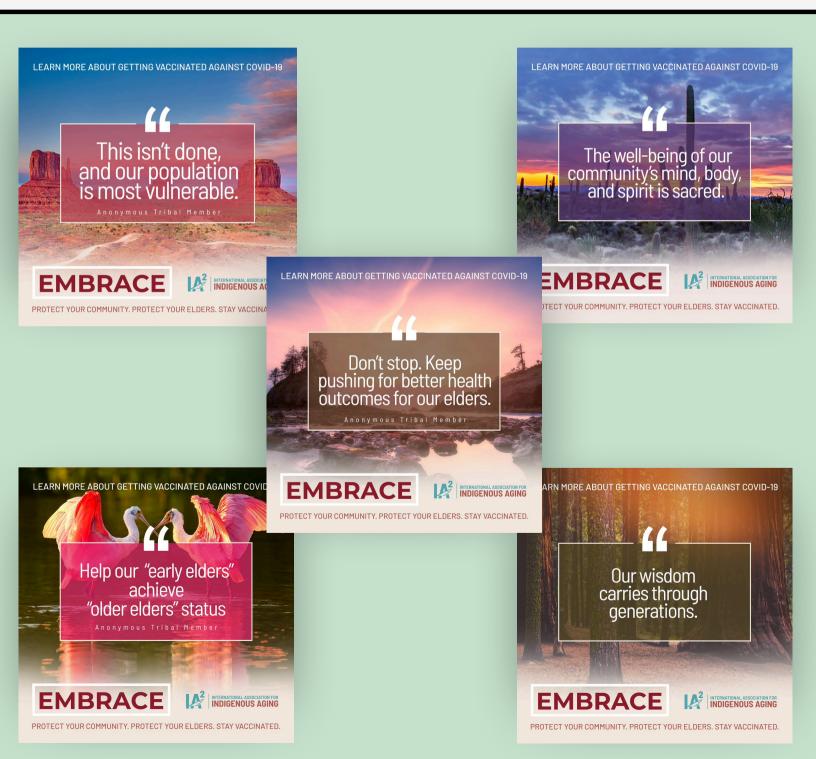


For more free vaccination health education or promotion content visit,

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

# Social Media

Click the Image to Download



# 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



PROTECT YOUR COMMUNITY, PROTECT YOUR ELDERS, STAY VACCINATED.

#### **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

#HealthyTribes

**#NativeAmerican** 

#NativesDoingTheirPart

#NativesVaxUp

#AmericanIndian

#IndigenousHealth

#NativeAmericanHealth

**#NativeElders** 

#TribalHealth

#COVIDBooster

#IndigenousPeople

**#NativeHealth** 

#NativesStopTheSpread

**#VACCINation** 

**#VacciNative** 

