

EMBRACE

COVID-19 & FLU NATIVE ELDER VACCINE COMMUNICATION TOOLKIT

UPDATED MAY 2024





INTERNATIONAL ASSOCIATION FOR
INDIGENOUS AGING

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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11 x 17 Fact Poster

Click the image to download (including editable version)

EMBRACE **IA²**
INTERNATIONAL ASSOCIATION FOR INDIGENOUS AGING

“If you’re not going to do it for yourself, do it for your family... do it for your community”
- Navajo Tribal Citizen

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

Stay up to date on your COVID-19 and Flu vaccines.

You should also:

- ◆ Avoid close contact with people who are sick.
- ◆ Stay home when you’re sick to prevent spreading your illness to others.
 - ◆ Cover your mouth and nose when coughing or sneezing.
 - ◆ Wash your hands often.
- ◆ Avoid touching your eyes, nose, or mouth.
- ◆ Clean and disinfect frequently touched surfaces.
- ◆ Get plenty of sleep, be physically active, manage stress, drink plenty of fluids, and eat nutritious food.
- ◆ 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.

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 \$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.

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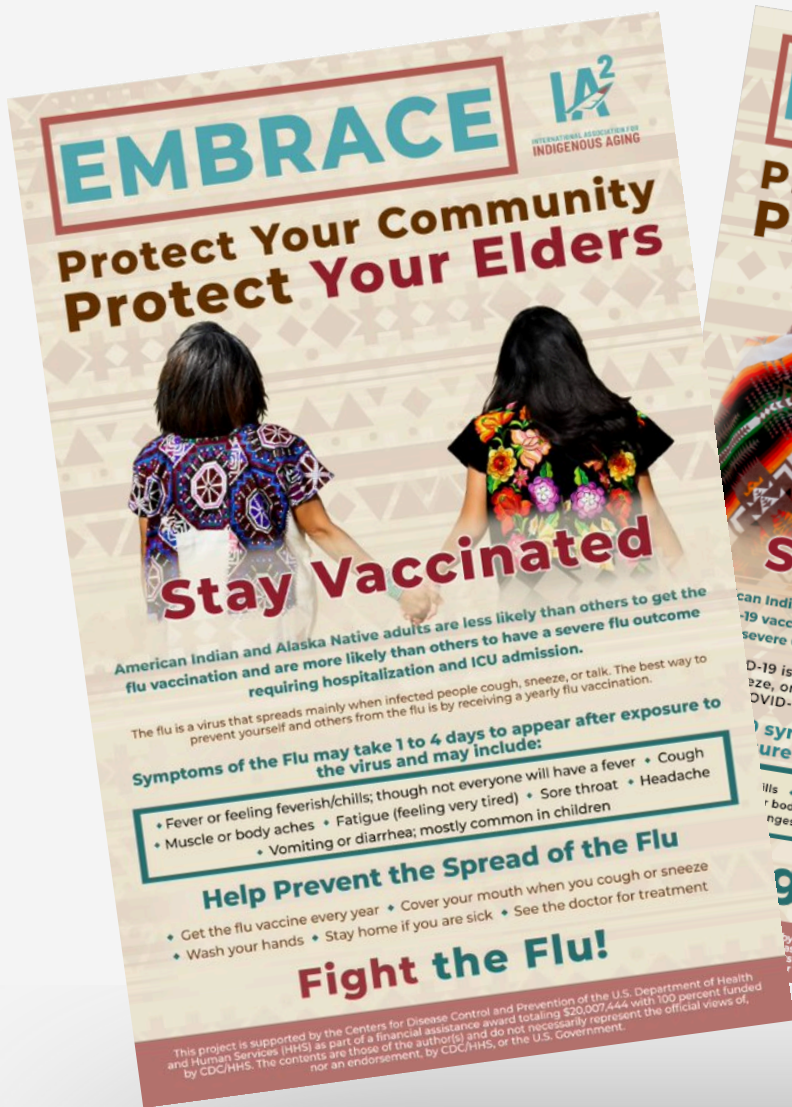
Call: _____ to schedule your vaccine today.

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**Edit by adding phone number*

11 x 17 Fact Poster

Click the images to download



11 x 17 Fact Poster

Click the images to download



PROTECT YOUR COMMUNITY. PROTECT YOUR ELDERLY. STAY VACCINATED.



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>1.  Wet your hands.</p>	<p>2.  Apply soap.</p>	<p>3.  Rub hands, wrists, and between fingers rapidly, and scrub under fingernails.</p>
<p>4.  Scrub for at least 20 seconds, or sing "Happy Birthday!" twice.</p>	<p>5.  Rinse your hands.</p>	<p>6.  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:

<ul style="list-style-type: none"> <input checked="" type="checkbox"/> When you cough or sneeze, cover your mouth and nose with your elbow or a tissue. <input checked="" type="checkbox"/> Don't touch your eyes, nose, or mouth. <input checked="" type="checkbox"/> Avoid close contact with those who are sick. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Wear a mask. <input checked="" type="checkbox"/> Use hand sanitizer if you are unable to wash your hands. <input checked="" type="checkbox"/> 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.

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.

Half Page Flyer

Click the image to download (including editable version)

EMBRACE  INTERNATIONAL ASSOCIATION FOR INDIGENOUS AGING

Don't forget to stay up to date on your COVID-19 and Flu vaccines.

"We are all connected in one way or another"
- talking circle participant

Call: _____ to schedule your vaccine today.

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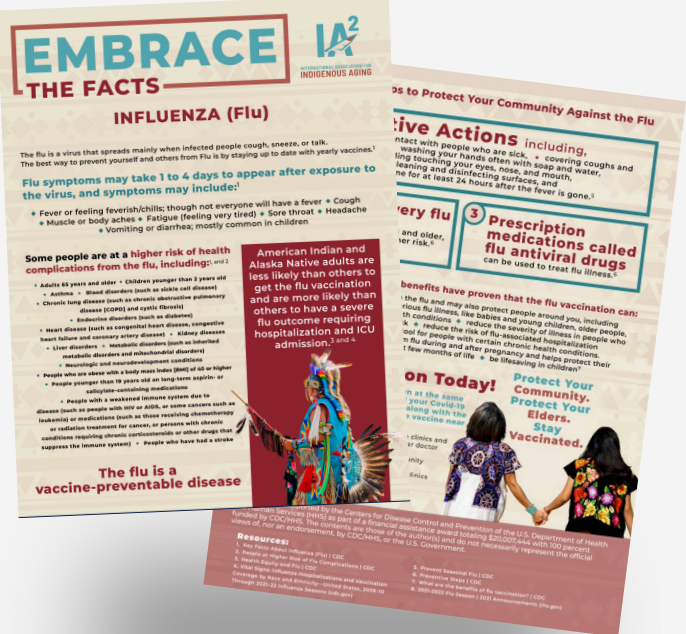
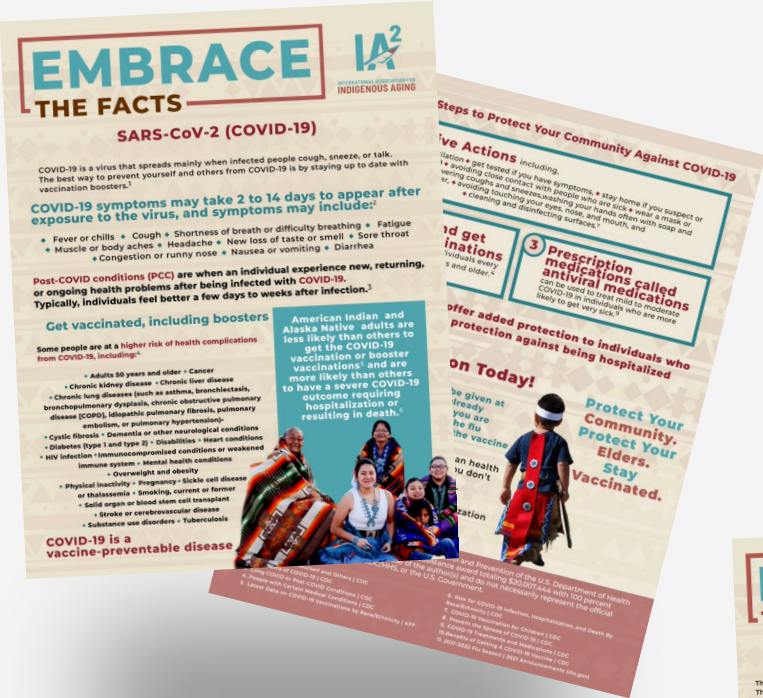
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**Edit by adding phone number*

2-Page Fact Sheet

Click the images 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 and the flu by being up to date on your vaccinations. The fight against the COVID-19 pandemic and flu 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 and the flu by getting vaccinated. 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 and the flu. 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 and the flu 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 and flu vaccine to protect yourself and others from the spread of COVID-19 and the flu. Learn more: <https://iasquared.org/vaccines/>

INSTAGRAM:

- Community is a way of life for Native people. You can protect your community against COVID-19 and the flu by protecting yourself and getting your boosters. 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 and the flu by getting your boosters. Click the website in our bio for more information!



- Native people have the strength and wisdom to protect ourselves from COVID-19 and the flu. 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 and the flu by getting your boosters. 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 and flu vaccine to protect yourself and others from the spread of COVID-19 and the flu. 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 and the flu! 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 and the flu here:

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

TWITTER:

- Community is a way of life for Native people. You can protect your community against COVID-19 and the flu by protecting yourself & getting boosted.

<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 and the flu by getting boosted.

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

- Native people have the strength & wisdom to protect ourselves from COVID-19 and the flu. 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 and the flu 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 and flu vaccine to protect yourself & others from the spread of COVID-19 and the flu. <https://iasquared.org/vaccines/>



For more free vaccination health education or promotion content visit,

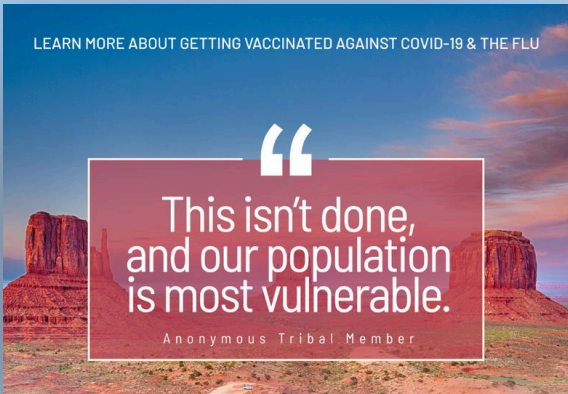
- <https://iasquared.org/vaccines/>
- <https://vaccineresourcehub.org/>

Social Media

Click the Image to Download

LEARN MORE ABOUT GETTING VACCINATED AGAINST COVID-19 & THE FLU

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



LEARN MORE ABOUT GETTING VACCINATED AGAINST COVID-19 & THE FLU

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



LEARN MORE ABOUT GETTING VACCINATED AGAINST COVID-19 & THE FLU

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PROTECT YOUR COMMUNITY. PROTECT YOUR ELDERLS. STAY VACCINATED.



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LEARN MORE ABOUT GETTING VACCINATED AGAINST COVID-19 & THE FLU

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

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Our wisdom
carries through
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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 for COVID-19 and Influenza, or the flu. 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 for COVID-19 and the flu:

- During most seasons from 2009 to 2022, AI/AN adults were 30% more likely to be hospitalized with flu than their white adult counterparts. During the 2021 - 2022 season, 41% of AI/AN adults received the flu vaccination.
- Native COVID-19 infection rate is over 3.5 times higher than non-Hispanic whites, and are over 4 times more likely to be hospitalized due to COVID-19.
- Increasing flu and 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

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 and the flu 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 the Flu and COVID-19 for reference:

- During most seasons from 2009 to 2022, AI/AN adults were 30% more likely to be hospitalized with flu than their white adult counterparts. During the 2021 - 2022 season, 41% of AI/AN adults received the flu vaccination.
- Native COVID-19 infection rate is over 3.5 times higher than non-Hispanic whites and are over 4 times more likely to be hospitalized due to COVID-19.
- Increasing flu and 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 to us. 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 from the COVID-19 and the flu 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. This has been a message from The International Association for Indigenous Aging.

Email Campaign Footers

Click the Image 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.

General Hashtags: [#AlaskanNative](#) [#AmericanIndian](#) [#HealthyTribes](#)
[#IndigenousHealth](#) [#IndigenousPeople](#) [#NativeAmerican](#) [#NativeHealth](#)
[#NativeAmericanHealth](#) [#NativesDoingTheirPart](#) [#NativesDoingTheirPart](#)
[#NativeElders](#) [#NativesVaxUp](#) [#TribalHealth](#) [#VacciNative](#) [#VACCINATION](#)
[#Vaccine](#) [#Vaccines](#) [#GetVaccinated](#) [#StayHealthy](#) [#StaySafe](#)
[#StopTheSpread](#) [#Immunization](#) [#Virus](#)

COVID-19 Hashtags: [#COVID19Vaccine](#)
[#COVIDBooster](#) [#Coronavirus](#) [#COVID19](#)

Flu Hashtags: [#Flu](#) [#FluVaccine](#)
[#FluShot](#) [#FluSeason](#)



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