



COVID-19 EMERGENCIES

and First Nations communities

This package provides critical communications resources to support your community's emergency response during a COVID-19 outbreak.

Emergency communications saves lives.



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How to use this package

- This package contains communications products for staff to repurpose and use as they see fit.
- Products and templates come with recommendations on how to use them.
- All information pertaining to health has been approved by the office of Indigenous Services Canada's Chief Medical Officer of Public Health.
- Save images and templates from the Google Drive by **clicking the download link**. You can also **right click** the image and choose **"save as"**.

In this package

1) Key messages for First Nations Chiefs and Leadership during a COVID-19 outbreak

- General messaging
- Radio scripts
- Social media templates

2) Emergency response and health promotion products to inform community members

- Emergency poster alerts
- How to use Rapid Antigen Tests
- Community travel advisory template
- Non-Insured Health Benefits travel information
- Posters promoting ways to manage the risk of COVID-19
- Social media posts

3) Emergency communications products for households in isolation

- How to isolate and care for a sick household member
- How to get supplies and assistance when you can't leave your home
- Window signs to request assistance
- Activities for kids to stay engaged while isolating

Key messages for First Nations Chiefs and Leadership during a COVID-19 outbreak

What it is: These key messages can be adapted by Chiefs and First Nations leadership according to the local community context to address their community during an outbreak situation.

How to use: Key messages can be used for social media posts on the Chief's account, during a Facebook Live event, as radio scripts, and if appropriate, to address local media.

Purpose: To provide Chiefs and First Nations leadership with messages that can assist in informing community members about an outbreak in the community. These messages have been confirmed by medical officers of health.

- Our community is experiencing a COVID-19 outbreak. As of (DATE), there are XX confirmed active cases in the community.
- Right now, the best thing you can do is stay home if you're sick or infected. Even if you don't feel sick, reduce the amount of people you see each other and stay distanced from one another. Wear masks in indoor places.
- If you need supplies or assistance brought to your home, you can call (CONTACT NUMBER).
- If you need to get tested, you can pick up a rapid test at (LOCATION OR NUMBER). Testing is also available at (LOCATION).
- If you need masks or hand sanitizers, we have those for you too.
- Get your COVID-19 vaccine and your booster shots. It will protect you and build your immunity to the virus and prevent future outbreaks in our community.
- This community is strong and resilient. We must protect our elders, the very young and our most vulnerable. Make decisions right now for your health, the health of your family and the health of our community. Your efforts will save lives.

Emergency response and health promotion products to inform community members

Resources in this section can be used to communicate with members of your community about active COVID-19 cases, community restrictions or guidelines, and how they can get help if they need it. All resources developed by Indigenous Services Canada are unbranded. They can be shared as they are, or changed to better suit your community needs and redesigned to add your community or organization branding.

EMERGENCY POSTER ALERTS

- **What it is:** This poster alerts community members about a COVID-19 emergency and provides direction on what they should do next and how to get help.
- **How to use:** Customize this template using Microsoft Word and hang it up in residential areas and community spaces. It could also be distributed to each household.
- **Purpose:** To alert community members about the emergency in the community and communicate about the required action needed from everyone to reduce the number of cases and stop the outbreak. Provides contact information for those who need help.

COVID Community Emergency poster.doc

Download here

Download using the [link](#).

SOCIAL MEDIA POSTS PROMOTING WAYS TO MANAGE THE RISK OF COVID-19

- **What it is:** These are social media posts and templates that you can use on your channels.
- **How to use:** Copy and paste the text into a social media platform of your choice that would reach the most people in your community. This text is only a suggestion and optional; you can change or add information as necessary. Use the attached picture or choose one specific to your community.
- **Purpose:** To quickly share information about the emergency in the community and what community members should do next.

Social media topic 1: To first alert the emergency to the community

POST:

(INSERT NAME OF FIRST NATION/COMMUNITY) is currently experiencing a COVID-19 outbreak. As of (DATE), there are XX confirmed and XX active cases, including XX hospitalizations.

To help protect our community, members should physical distance right now, avoid gathering indoors and stay home if you feel sick.

Call XX if you need medical attention.

Call XX if you are unable to leave home and need help with supplies. We will continue to update you here as the situation progresses.

Visit the (LOCATION) or call XX if you need a rapid test, masks or hand sanitizers.

Social media topic 2: To encourage continued safety efforts

POST:

(INSERT NAME OF FIRST NATION/COMMUNITY) is still working to manage the COVID-19 outbreak.

Call XX if you need medical attention.

Your efforts are helping to reduce the spread of COVID-19. Don't stop now.

Call XX if you are unable to leave home and need help. We will continue to update you here as the situation progresses.

Visit the (LOCATION) or call XX if you need a rapid test, masks and hand sanitizers.

Social media topic 3: Reminder of public health guidelines for reducing transmission of COVID-19

POST :

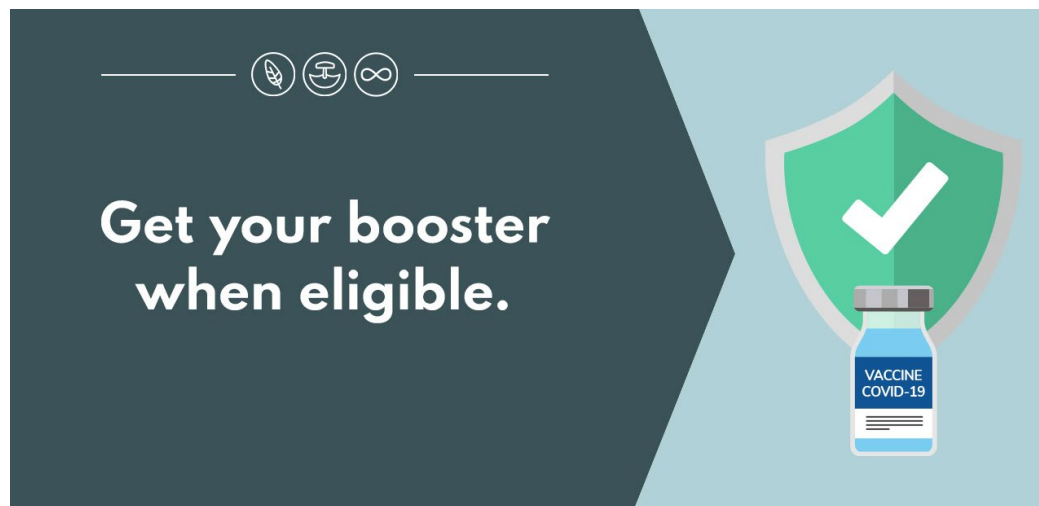
As COVID-19 continues to spread, remember to:

1. stay home and away from others if you feel sick
2. wear a mask
3. keep physical distance
4. wash your hands
5. stick to a small and consistent social circle

How a booster shot can help:

For more information, please visit

<https://www.sac-isc.gc.ca/eng/1606941379837/1606941507767#s4>



Download here

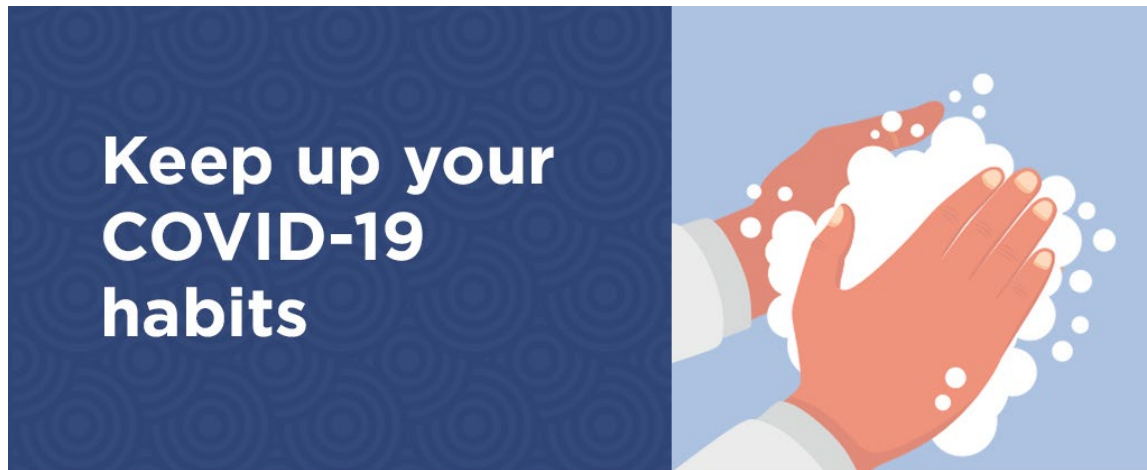
Download using the **link** or **right click** and **save as**.

POST :

Wash your hands often with soap and warm water for 20 seconds or use hand sanitizer with at least 60% alcohol.

For more information, please visit

<https://www.sac-isc.gc.ca/eng/1602687607793/1602687693606>



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POST :

Following our community's health measures is the best way to keep your loved ones safe today and every day.

For more information, please visit

<https://www.sac-isc.gc.ca/eng/1602687607793/1602687693606>



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Download using the **link** or **right click** and **save as**.

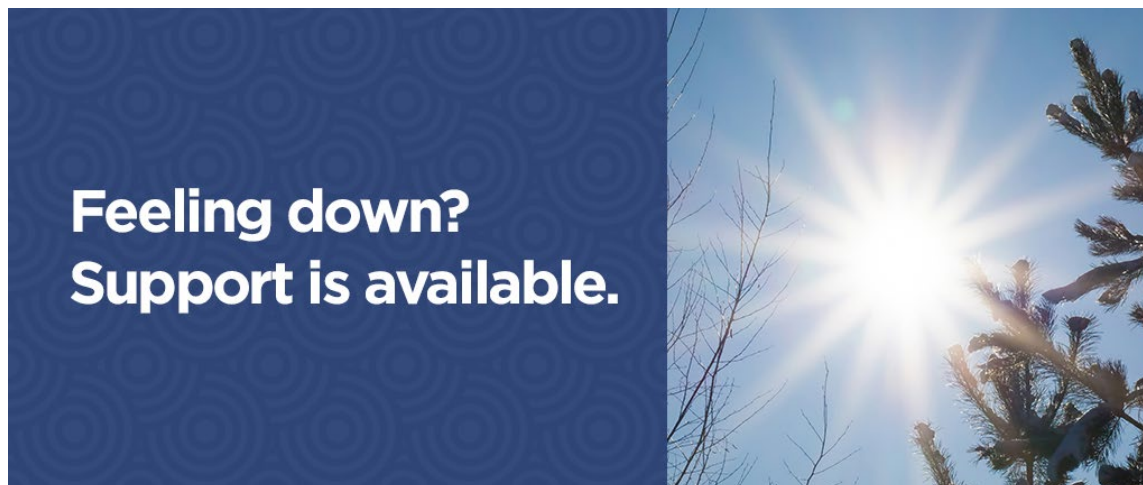
Social media topic 4: Promotion of mental health supports

POST:

If you're feeling down or need to talk, call the Hope for Wellness Help Line at 1-855-242-3310 or chat online at [hopeforwellness.ca](https://www.hopeforwellness.ca) anytime.

For more information, please visit

<https://www.sac-isc.gc.ca/eng/1576089519527/1576089566478>



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Social media topic 5: Promoting boosters

POST:

As COVID-19 continues to spread now is the time to get your booster shot if you are eligible. Avoid crowded places and close contact as much as possible.

For more information, please visit

<https://isc.gc.ca/eng/1602687607793/1602687693606#avoid>



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POST:

You should get your COVID-19 booster for the same reasons you got your 1st and 2nd doses:

- To build your immunity against COVID
- To keep your family and Elders safe
- To protect yourself from variants of concern

Check your eligibility and book your booster today!

For more information, please visit

<https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19/vaccines/how-vaccinated.html#a1>



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POSTERS PROMOTING WAYS TO MANAGE THE RISK OF COVID-19

- **What it is:** Emergency communications posters
- **How to use:** Print and post around the community
- **Purpose:** To promote safe practices to prevent spreading and contracting COVID-19
 - **A layered approach to protect against COVID-19:** this poster explains that using multiple public health measures at once – like staying home or wearing a mask – offers us more protection, just like how wearing more layers of clothing in the winter keeps us warmer.

A Layered Approach en.pdf

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- **Public health measures that prevent COVID-19 poster:** overview of recommended public health measures to protect against COVID-19. [Let's stop COVID-19:](#) Also available in [Eastern Ojibway](#), [Western Ojibway](#), [Oji-Cree](#), [Swampy Cree](#), [Mohawk](#), [Michif](#) and [Inuktitut](#).
- **Vaccine promotion posters**

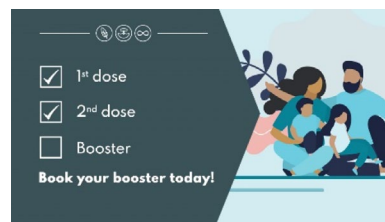
Download using the **link** or **right click** and **save as**.



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INSTRUCTIONS FOR USING RAPID TESTS

- **What it is:** A video and infographic that contains instructions on how individuals can correctly and safely administer self-swab rapid antigen tests.
- **How to use:** Print and share to individuals and households who think they have COVID-19. Package with rapid antigen tests when distributing to community members.
- **Purpose:** To instruct community members on how to self-test for COVID-19 and ensure accuracy in their result.
 - [Ontario Ministry of Health instructional video](#) on how to use multiple brands of rapid antigen tests
 - [Ontario Ministry of Health written instructions](#) on how to self-swab for a rapid antigen test

Emergency communications products for households in isolation

Resources in this section support individuals and households who may need to isolate due to a confirmed or suspected case of COVID-19.

HOW TO ISOLATE AND CARE FOR A SICK HOUSEHOLD MEMBER

1. Infographics from Public Health Ontario
 - **What it is:** Infographics on how to self-isolate or care for someone who is self-isolating
 - **How to use:** Print and drop off individually or as a package at the doorstep of homes in the community.
 - o [How to self-isolate](#)
 - o [Self-isolation guide for caregivers, household members and close contacts](#)
 - o [How to care for a child who needs to self-isolate](#)
2. Videos from Sioux Lookout First Nations Health Authority
 - **What it is:** Videos on how to self-isolate or care for someone who is self-isolating
 - **How to use:** Share on social media channels or email to members of households who are self-isolating.
 - o [How to self-isolate](#)
 - o [How to care for a loved one with COVID-19](#)

HOW TO GET SUPPLIES AND ASSISTANCE WHEN YOU CAN'T LEAVE YOUR HOME

- **What it is:** A flyer that provides guidance on how to get supplies and assistance when you can't leave your home
- **How to use:** Edit this document using Microsoft Word and insert phone numbers and community-specific protocols and supports. Distribute to all households during an outbreak. Post around the community or on social media, or read out as a script on local radio.

How to access food, medication and other.doc

Download here

WINDOW SIGNS TO REQUEST ASSISTANCE

- **What it is:** In the event of a mass outbreak that requires individuals to stay at home, households can put a colour-coded sign in their window to communicate their needs to community support personnel.
- **How to use:** Distribute coloured construction paper to each household and the legend, included in this document, that explains what each colour means.
- **Purpose:** This system allows support personnel to identify which households need help and how that help should be prioritized.
- **Background:** This strategy, developed by the Sioux Lookout First Nations Health Authority (SLFNHA), was used very effectively in a community that was experiencing an outbreak.

Index Card -English.pdf

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Index Card Eng_Ojicree_blank.pdf

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ACTIVITIES FOR KIDS TO STAY ENGAGED WHILE ISOLATING

What it is: Activities for children to learn about COVID-19

How to use: Print off and distribute as part of an isolation resource package for households during an outbreak. Share on social media with the following message:

POST:

It's important to talk to kids about why getting the vaccine will help protect them and those around them. Explain how vaccines work to help them stay healthy so that they can get back to the things they miss and love. Check out our colouring pages to help you get the conversation started.

- [Children's colouring activity](#)
- [Children's activity kit](#)