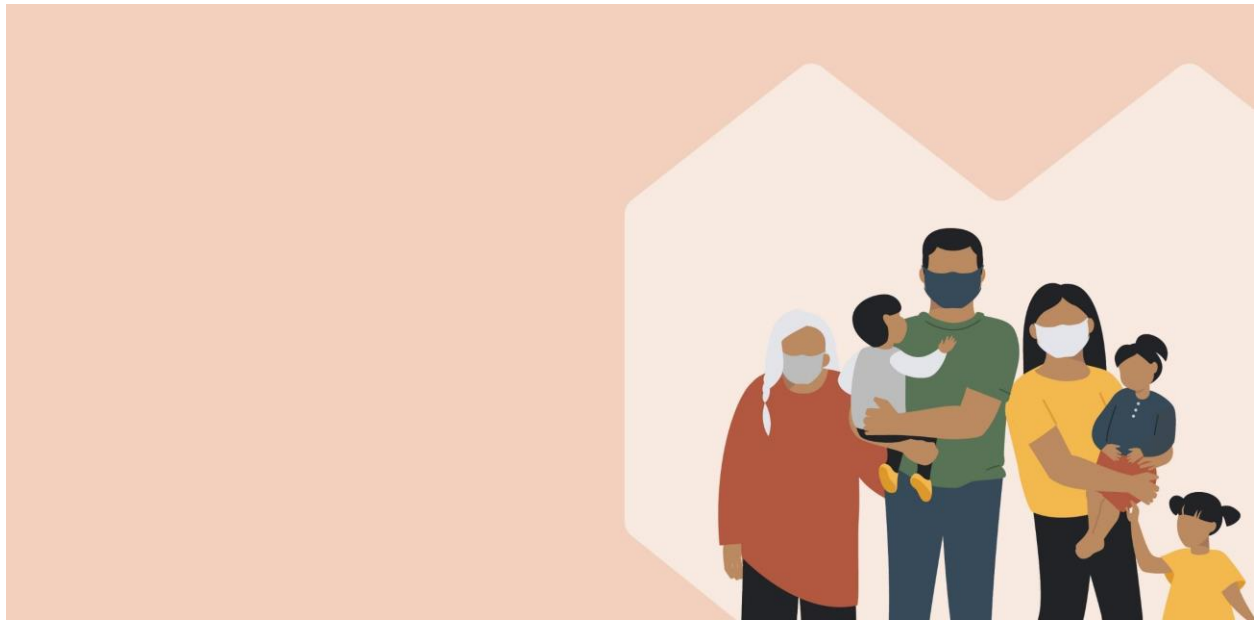




COVID-19 Resources: Update 13

Communications resources for Indigenous communities and organizations

Last updated: Monday March 28, 2022

Including:

- [New social media posts on the importance of getting a booster dose](#)
- [New resources on vaccination for children 5-12](#)
- [New poster on boosting your immunity with a booster dose](#)
- [New resources on fertility and vaccination](#)

All new or updated content is marked in green



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Information for Indigenous communities:
Canada.ca/coronavirus-info-indigenous



Table of contents

About this toolkit.....	2
Public service announcements for radio	2
Pre-recorded radio PSA on mental health	3
Social media posts	3
Social media trusted sources.....	6
Posters, videos and webpages	7
Resources on kid's vaccination	7
Resources about COVID-19 vaccines	8
Other key COVID-19 public health resources.....	12
Mental wellness resources	14
Community messages.....	14
Partnership with Turtle Lodge.....	16
Partnership with the Assembly of 7 Generations	17
Thank you	17

COVID-19 Vaccines Toolkit

For more information:
Canada.ca/coronavirus

Information for Indigenous communities:
Canada.ca/coronavirus-info-indigenous



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 toolkit:

- 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
 - mental health resources
- 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.

Public service announcements for radio

Pre-written radio scripts

- [Public service announcements for the radio about layering public health measures](#)
([French version here](#))

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Pre-recorded radio PSA on mental health

- [Click HERE](#) to download the English version recorded by Crystal Lapenskie, former President of National Inuit Youth Council
- [Click HERE](#) to download the Inuktitut version recorded by Crystal Lapenskie, former President of National Inuit Youth Council
- [Click HERE](#) to download the English version recorded by the singer and songwriter Garret T. Willie
- [Click HERE](#) to download the French version recorded by the rapper Samian

Social media posts

NEW: Posters on boosters that can be used on any social media platforms: [Booster posters](#) ([French version here](#))

Indigenous youth, COVID-19 shareables with creatives: [Social media posts for Indigenous youth](#)

Here are examples of messages that you may wish to adapt for your own campaign.

Messages as of March 24, 2022

Message #1

Q&A: Why do I need a Booster Dose of the COVID-19 vaccine

Have you ever asked yourself, “Why do I need a booster dose of the COVID-19 vaccine?”

If so, here are some facts to help you answer this question:

☑ **FACT:** Even after being fully vaccinated, your immunity to the virus decreases over time. A booster dose will increase your body’s immune response and improve your protection against COVID-19.

☑ **FACT:** With COVID-19 variants, a booster dose will also help protect you from severe COVID-19 illness.

If you’re eligible, it’s important to get a booster dose as soon as possible.

Source: Vaccines for COVID-19: How to get vaccinated - Canada.ca

COVID-19 Vaccines Toolkit

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Messages as of February 23, 2022

Message #1

Q&A: Can I get the vaccine if I'm pregnant?

Deciding whether to get the vaccine when you're pregnant or thinking of having a baby can be a difficult choice to make. There's so much information online that it can get a bit overwhelming. Here are some facts to help you make your decision:

Facts:

- ☑ Based on current data, there are no safety concerns for you or your baby with the COVID-19 vaccine.
- ☑ If you get COVID-19 while pregnant and unvaccinated, it can be very dangerous to your health and that of your baby.
- ☑ The National Advisory Committee on Immunization recommends that women who are pregnant or breastfeeding get an mRNA vaccine (i.e., Pfizer or Moderna).

Sources: [EN_PatientFAQ_SOGC_04June2021.pdf \(pregnancyinfo.ca\)](#) ; [COVID-19: Pregnancy, childbirth and caring for a newborn - Canada.ca](#) ; [Coronavirus disease \(COVID-19\): Pregnancy and childbirth \(who.int\)](#) ; [Recommendations on the use of COVID-19 vaccines - Canada.ca](#) ; [Vaccines for COVID-19: How to get vaccinated or register - Canada.ca](#)

Message #2

Q&A: Will the vaccine affect my fertility?

Fact:

- ☑ The vaccine doesn't affect your reproductive organs, so it won't prevent you from becoming pregnant. It will only tell your body to produce an immune response when it's exposed to the COVID-19 virus.

If you are pregnant, planning to become pregnant or are breastfeeding, get vaccinated to protect you and the baby.

Sources: [EN_PatientFAQ_SOGC_04June2021.pdf \(pregnancyinfo.ca\)](#) ; [COVID-19: Pregnancy, childbirth and caring for a newborn - Canada.ca](#) ; [Coronavirus disease \(COVID-19\): Pregnancy and childbirth \(who.int\)](#) ; [Recommendations on the use of COVID-19 vaccines - Canada.ca](#) ; [Vaccines for COVID-19: How to get vaccinated or register - Canada.ca](#)

COVID-19 Vaccines Toolkit

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Messages as of December 13, 2021

Message #1

Q&A: COVID-19 variants

What is a variant? Variants are mutations of the virus that cause COVID-19. Variants are still considered to be COVID-19, but just different versions of the original virus.

Should I worry about the variants? Some variants can spread more quickly and easily than the original virus. The risks of severe complications or death are much greater if you get COVID-19 than the risks of having a severe reaction after getting vaccinated, especially with the new variants.

How can I protect myself? The best way to protect yourself from COVID-19 variants is the same way you protect yourself from the original virus. Wear a multi-layered mask (where mandated) that fits well, wash your hands with soap and water often and for at least 20 seconds or use hand sanitizer, stay home if you feel sick, and get vaccinated.

Source: [Coronavirus disease \(COVID-19\): Vaccines \(who.int\)](https://www.who.int/news-room/fact-sheets/detail/coronavirus-disease-(covid-19)-vaccines), [COVID-19 variants of concern \(sac-isc.gc.ca\)](https://www.sac-isc.gc.ca/en/covid-19-variants-of-concern), [Coronavirus disease \(COVID-19\): Outbreak update – Canada.ca](https://www.canada.ca/en/health-services/minister/news/2021/12/covid-19-outbreak-update.html)

Message #2

Q&A : Why do I need a second dose of the vaccine?

Have you ever asked yourself, “I got the first dose of the vaccine, why would I need a second one?”

If so, then here are some facts to help you answer this question:

- ☑ The effectiveness of a 2-dose vaccine series increases after the second dose. That's why it's important to return at the time advised by your local health authority for longer-lasting protection.
- ☑ You'll have very good protection against infection, including against most current variants of concern. However, as vaccines are not 100% effective, a small number of fully vaccinated people may become infected with or without symptoms. As a result, you may still be asked to get a COVID-19 test.

Source: [COVID-19: Effectiveness and benefits of vaccination – Canada.ca](https://www.canada.ca/en/health-services/minister/news/2021/12/covid-19-effectiveness-benefits-vaccination.html), [COVID-19: Life after vaccination – Canada.ca](https://www.canada.ca/en/health-services/minister/news/2021/12/covid-19-life-after-vaccination.html)

COVID-19 Vaccines Toolkit

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Canada.ca/coronavirus

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Social media trusted 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

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

YouTube

Account name	Handle name
GC Indigenous	@GCIndigenous
GC Autochtones	@AADNCanada
Healthy Canadians	@HealthyCdns
Canadiens en santé	@CanenSante

COVID-19 Vaccines Toolkit

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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 on kid's vaccination

Resource in English and link	Also available in	Link
<i>Poster: Facts about COVID-19 vaccines for kids</i>	French	Faits sur les vaccins COVID-19 pour les enfants
<i>Video: Common side effects children might experience after getting the COVID-19 vaccines</i>	French	Quels sont les effets secondaires courants chez les enfants après la vaccination?
<i>Fact sheet: Vaccinating children against COVID-19</i>	French	La vaccination des enfants contre la COVID-19
Colouring activity: Public health measures to protect ourselves from COVID-19	French	Mesures de santé publique pour se protéger contre la COVID-19
<i>Radio PSAs: COVID-19 vaccinations for kids</i>	French	Messages d'intérêt public sur la vaccination des enfants contre la COVID-19
<i>Colouring activity:</i> - Nurse and child - Teddy bear	French	Activité de coloriage: - Infirmière et enfant - Ours en peluche
<i>Video: Talk to a Doc with Dr. Danièle Behn Smith: Should I get my child vaccinated?</i>	N/A	N/A
<i>PDF: COVID-19 vaccine superhero: Jesse's story</i>	N/A	N/A
<i>Webpage: COVID-19 Tool For Kids</i> (Inuit Tapiriit Kanatami)	Inuktitut	Puvvirinaqtualuk Nuvagjuarnaq (COVID-19) Surusiit Sanarrutiksangit

COVID-19 Vaccines Toolkit

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Canada.ca/coronavirus

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Resource in English and link	Also available in	Link
• Side effects explained • COVID-19 vaccine safety • COVID-19 variants of concern • COVID-19 variants of concern explained • How COVID-19 vaccines work • Vaccine prioritization of Indigenous adults • Vaccination if you have tested positive for COVID-19		vaccins contre la COVID-19 • Les effets secondaires du vaccin contre la COVID-19 expliqués • Sécurité du vaccin contre la COVID-19 • Vaccination si vous avez été testé positif à la COVID-19 • Mesures de santé publique post-vaccination
Poster: After you get your COVID-19 vaccine (First Nations Health Authority)	French	Après avoir reçu votre vaccin contre la COVID-19
Poster: Make sure you have the facts about COVID-19 vaccination	5 Indigenous languages	Inuktitut (Kivalliq dialect, Syllabics and Roman) Dene Michif Mi'kmaq Montagnais (Innu)
	French	Assurez-vous de connaître les faits concernant la vaccination contre la COVID-19
Poster: COVID-19 vaccines: Get the facts	5 Indigenous languages	Dene Inuktitut (Kivalliq dialect, Syllabics) Michif Mi'kmaq

COVID-19 Vaccines Toolkit

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Resource in English and link	Also available in	Link
		Montagnais (Innu)
	French	Vaccins contre la COVID-19 : les faits
<i>Videos:</i> Ask the experts video series: COVID-19 vaccines questions	French	Série vidéo : Demandez aux experts : Questions sur les vaccins contre la COVID-19
<i>Poster:</i> Stop COVID-19 one arm at a time	7 Indigenous languages	Eastern Ojibway Inuktitut Michif Mohawk Ojicree Swampy Cree Western Ojibway
	French	Arrêtons la COVID-19 un bras à la fois
<i>Brochure:</i> COVID-19 Vaccine hesitancy	7 Indigenous languages	Eastern Ojibway Inuktitut Michif Mohawk Ojicree Swampy Cree Western Ojibway
	French	Réticence à la vaccination contre la COVID-19
<i>Webpage:</i> Approved COVID-19 vaccines	French	Vaccins approuvés contre la COVID-19
<i>Poster:</i> What you need to know about the 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

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Resource in English and link	Also available in	Link
<i>Poster: Go out safely</i>	10 Indigenous languages	Cree Dene Eastern Ojibwe Innu-Aimun Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe Oji-Cree
	French	Sortez en toute sécurité
<i>Poster: Help stop the spread of COVID-19 (information for Indigenous communities)</i>	8 Indigenous languages	Cree Denesuline Eastern Ojibwe Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe
	French	Contribuer à réduire la propagation
<i>Poster: Facts about COVID</i>	8 Indigenous languages	Cree Denesuline Eastern Ojibwe Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe
	French	Renseignez-vous sur les faits au sujet de la COVID-19

To find other resources developed by either Indigenous organizations or in Indigenous languages: [Awareness videos and resources](#)

To find all resources developed by the Government of Canada:

- [Awareness resources](#)

COVID-19 Vaccines Toolkit

For more information:
Canada.ca/coronavirus

Information for Indigenous communities:
Canada.ca/coronavirus-info-indigenous



- [In Plains Cree: Coronavirus âhkosiwin \(COVID-19\): Aswêyhtamowin âpacihcikana](#)
- [In Eastern Ojibwe: Corono manijooshens aakoziwin \(COVID-19\): Gikendamowin nikaaziwinan](#)

To find provincial and territorial resources:

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

Mental wellness resources

Find programs and services that support mental health in Indigenous communities, access substance use treatment centres, learn about suicide prevention.

Resource in English and link	Also available in	Link
Poster: Mental wellness and COVID-19: Tips and considerations (from AFN)	French	Mieux-être mental et COVID-19 : Conseils et considérations
Webpage: Indigenous mental health and substance use	French	Santé mentale et consommation de substances chez les Autochtones
Webpage: Mental health counselling benefits	French	Prestations pour counseling en santé mentale
Webpage: Taking care of your mental and physical health during the COVID-19 pandemic	French	Prendre soin de sa santé mentale et physique durant la pandémie de la COVID-19
Webpage: COVID-19 Resources - Thunderbird Partnership Foundation	French	Ressources sur la COVID-19 - Thunderbird Partnership Foundation

Community messages

My Vaxx Journey

The Indigenous Youth Working Group on Vaccine Uptake, in partnership with the **National Association of Friendship Centres (NAFC)**, has launched the *My Vaxx Journey* campaign. This initiative aims to encourage Indigenous youth aged 12 to 29, to share relatable videos about their pandemic experiences and vaccine journeys, in hopes of building vaccine confidence.

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GET YOUR KICKS

Indigenous youth voices matters!

We encourage you to share the #MyVaxxJourney #COVIDKicks video campaign and giveaway with Indigenous youth in your community.

Get your kicks!

Each youth that submits a video and meets the official giveaway [terms and conditions](#) has a chance to claim a cool pair of Air Jordans Retro 4s. Youth must sign a [consent form with their video submission](#).

Visit, follow and share any or all of the My Vaxx Journey social media pages and [website](#) to view the amazing stories already submitted by Indigenous youth:

Facebook: [@MVJ_IndigenousYouth](#)

Instagram: [@myvaxxjourney](#)

Twitter: [@myvaxxjourney](#)

TikTok: [@myvaxxjourney](#)

YouTube: [My Vaxx Journey](#)

Video submission deadline

There are a total of 150 pairs of shoes available for this giveaway and video submission will remain open until **March 31, 2022** at midnight central time, or while supplies last. An announcement of the closing date will be posted on the myvaxxjourney.ca web page and on social media.

Resource in English and link	Also available in	Link
Video: Treaties 6, 7 and 8 First Nations Youth COVID-19 video project: Protect Your Community	N/A	N/A
Web page: Indigenous Community Resources – BC Centre for Disease Control	N/A	N/A
Videos: FHQTC Quick Cuts Dr. Ibrahim Khan – Variants of Concern Dr. Ibrahim Khan – 15 months into the pandemic –	N/A	N/A

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Personal Impacts of the COVID-19 Pandemic		
<i>Video: Testimonial from Charles Philippe Vincent</i>	French	Témoignage de Charles Philippe Vincent
<i>Video: Six Nations COVID-19 podcast series vaccine webinar</i>	N/A	N/A

Partnership with Turtle Lodge

Resource in English and link	Also available in	Link
<i>Video: Facebook : Grandmother Mary Maytwayashing</i> <i>Twitter : Grandmother Mary Maytwayashing</i>	French	Facebook : Grand-mère Mary Maytwayashing Twitter : Grand-mère Mary Maytwayashing
<i>Video: Facebook : Elder Chief Dr. Harry Bone</i> <i>Twitter : Elder Chief Dr. Harry Bone</i>	French	Facebook : Aîné Chef Dr Harry Bone Twitter : Aîné Chef Dr Harry Bone
<i>Video: Facebook : Grandmother Florence Paynter</i> <i>Twitter : Grandmother Florence Paynter</i>	French	Facebook : Grand-mère Florence Paynter Twitter : Grand-mère Florence Paynter
<i>Video: Facebook : Knowledge Keeper Robert Maytwayashing</i> <i>Twitter : Knowledge Keeper Robert Maytwayashing</i>	French	Facebook : Gardien du savoir Robert Maytwayashing Twitter : Gardien du savoir Robert Maytwayashing
<i>Video: Facebook: Elder Philip Paynter</i> <i>Twitter: Elder Philip Paynter</i>	French	Facebook : Aîné Philip Paynter Twitter : Aîné Philip Paynter
<i>Video: Messages from the National Turtle Lodge Council of Knowledge Keepers – A Compilation</i>	French	Messages du Conseil National des Gardiens du Savoir de Turtle Lodge - Une compilation

COVID-19 Vaccines Toolkit

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Partnership with the Assembly of 7 Generations

The [Assembly of 7 Generations](#) is committed to raise awareness on COVID-19 and the vaccines to Indigenous youth across Canada. Make sure to check out their Instagram account to have access to accurate information that you could then re-share on your social media platforms. Link here: [@covid_communitycare](#)

You can watch their webinar here:

- [Covid Community Care Q&A with Dr. Evan Adams](#)
- [Covid Community Care Q&A with Nurse Shaina Young](#)
- [Debunking Covid-19 Vaccine Myths](#)

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.