



# COVID-19 Resources: Update 11

Communications resources for Indigenous communities and organizations

Last updated: Thursday, January 27, 2022

Including:

- Posters to use on social media
- New poster on winter public health measures

All new or updated content is marked in green.

**Highlights:**

1. Pre-recorded radio PSAs on mental health:
  - recorded by Crystal Lapenskie, former President of National Inuit Youth Council ([Inuktitut](#) and [English](#))
  - recorded by the singer and songwriter Garret T. Willie ([English](#))
  - recorded by the rapper Samian ([French](#))
2. Partnership with the Assembly of Seven Generations [@covid\\_communitycare](#). You can re-watch their webinars here:
  - [Covid Community Care Q&A with Dr. Evan Adams](#)
  - [Covid Community Care Q&A with Nurse Shaina Young](#)
  - [Debunking Covid-19 Vaccine Myths](#)



Government  
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Canada

# COVID-19 Vaccines Toolkit

For more information:  
[Canada.ca/coronavirus](https://Canada.ca/coronavirus)

Information for Indigenous communities:  
[Canada.ca/coronavirus-info-indigenous](https://Canada.ca/coronavirus-info-indigenous)



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## 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-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](#)

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- 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](#))

If you would like to amplify and share content on Twitter and Facebook, we've created the following social media posts related to the **COVID-19 vaccine for youth and children**: [calendar of social media posts](#) ([French version here](#)).

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

You can visit our website for social media resources regarding COVID-19, including a Facebook frame! Click here: [COVID-19 resources for social media](#)

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

### 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 \(who.int\)](#), [COVID-19 variants of concern \(sac-iscc.gc.ca\)](#), [Coronavirus disease \(COVID-19\): Outbreak update – Canada.ca](#)

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## 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 rarely 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/public-health/services/video/vaccine-safety.html), [COVID-19: Life after vaccination – Canada.ca](https://www.canada.ca/en/public-health/services/video/life-after-vaccination.html).

## Messages as of June 15, 2021

### Message #1

Wondering if vaccines are safe? Watch this video: <https://www.canada.ca/en/public-health/services/video/vaccine-safety.html>

### Message #2

All #COVID19 vaccines used in Canada go through many tests to make sure they are effective and safe. Find out more about the process: <https://www.canada.ca/en/health-canada/services/drugs-health-products/covid19-industry/drugs-vaccines-treatments/vaccines/development-approval-infographic.html>

## 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	@GCIIndigenous

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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	@GCIIndigenousHealth
Premières Nations et Inuits en santé	@GCAutochtonesEnSante
GC Indigenous	@GCIIndigenous
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	@GCIIndigenous
GC Autochtones	@AADNCanada
Healthy Canadians	@HealthyCdns
Canadiens en santé	@CanenSante

## 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 for kids and on kid's vaccination**

# COVID-19 Vaccines Toolkit

For more information:  
Canada.ca/coronavirus

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



Resource in English and link	Also available in	Link
<a href="#">Radio PSAs: COVID-19 vaccinations for kids</a>	French	<a href="#">Messages d'intérêt public sur la vaccination des enfants contre la COVID-19</a>
<i>Colouring activity:</i> - Nurse and child - Teddy bear	French	Activité de coloriage: - Infirmière et enfant - Ours en peluche
<a href="#">Video: Talk to a Doc with Dr. Danièle Behn Smith: Should I get my child vaccinated?</a>	N/A	N/A
<a href="#">PDF: COVID-19 vaccine superhero: Jesse's story</a>	N/A	N/A
<a href="#">Webpage: COVID-19 Tool For Kids (Inuit Tapiriit Kanatami)</a>	Inuktitut	<a href="#">Puvvirinaqtualuk Nuvagjuarnaq (COVID-19) Surusiiit Sanarrutiksangit ᖃᓇᓂᖅᑕᐅᓱᖏᑦ ᖁᖅᓄᑲᓘᓐᖏᑦ (COVID-19)-ᒥᓇጀ᜵ ካᓇጀ᜵</a>
<a href="#">Webpage : COVID-19 awareness activities for Indigenous kids</a>	Inuktitut	<a href="#">ᖁᖅᓄᑲᓘ᜵-19 ▷ የጀ᜵ጀ᜵-ጀ᜵ጀ᜵ ተጀ᜵ጀ᜵ ስጀ᜵ጀ᜵ የጀ᜵ጀ᜵-ጀ᜵ጀ᜵ ተጀ᜵ጀ᜵ የጀ᜵ጀ᜵-ጀ᜵ጀ᜵</a>
	French	<a href="#">Activités de sensibilisation à la COVID-19 pour les enfants autochtones</a>
<a href="#">Webpage: Kids Help phone – Get info for First Nations, Inuit and Métis</a>	French	<a href="#">Jeunesse, J'écoute – Information pour les Premières Nations, Inuits et Métis</a>

## Resources about COVID-19 vaccines

Resource in English and link	Also available in	Link
<a href="#">Radio PSA: the second dose of COVID-19 vaccines</a>	N/A	<a href="#">Messages d'intérêt public sur la deuxième dose de vaccin contre la COVID-19</a>

# COVID-19 Vaccines Toolkit

For more information:  
Canada.ca/coronavirus

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



Resource in English and link	Also available in	Link
<a href="#">PDF: Pregnancy and COVID-19 vaccination</a>	N/A	N/A
<a href="#">Web page: COVID-19 vaccines and Indigenous Peoples – Latest news</a>	French	<a href="#">Les peuples autochtones et les vaccins contre la COVID-19 - Dernières nouvelles</a>
<a href="#">Web page: COVID-19: Proof of vaccination in Canada and for international travel</a>	French	<a href="#">COVID-19 : Preuve de vaccination au Canada et pour voyages à l'étranger</a>
<a href="#">Videos: COVID-19: Get the facts</a> <ul style="list-style-type: none"> <li>• Side effects explained</li> <li>• COVID-19 vaccine safety</li> <li>• COVID-19 variants of concern</li> <li>• COVID-19 variants of concern explained</li> <li>• How COVID-19 vaccines work</li> <li>• Vaccine prioritization of Indigenous adults</li> <li>• Vaccination if you have tested positive for COVID-19</li> </ul>	French	<ul style="list-style-type: none"> <li>• Comment fonctionnent les vaccins contre la COVID-19</li> <li>• Les effets secondaires du vaccin contre la COVID-19 expliqués</li> <li>• Sécurité du vaccin contre la COVID-19</li> <li>• Vaccination si vous avez été testé positif à la COVID-19</li> <li>• Mesures de santé publique post-vaccination</li> </ul>
<a href="#">Poster: After you get your COVID-19 vaccine (First Nations Health Authority)</a>	French	<a href="#">Après avoir reçu votre vaccin contre la COVID-19</a>
<a href="#">Webpage: COVID-19 Vaccine FAQs</a>	N/A	N/A

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Canada.ca/coronavirus-info-indigenous



Resource in English and link	Also available in	Link
<i>Poster: Make sure you have the facts about COVID-19 vaccination</i>	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
<i>Poster: COVID-19 vaccines: Get the facts</i>	5 Indigenous languages	Dene Inuktitut (Kivalliq dialect, Syllabics) Michif Mi'kmaq Montagnais (Innu)
	French	Vaccins contre la COVID-19 : les faits
<i>Videos: Ask the experts video series: COVID-19 vaccines questions</i>	French	Série vidéo : Demandez aux experts : Questions sur les vaccins contre la COVID-19
<i>Info sheet: Fraudulent offers of vaccines for sale outside Government process</i>	French	Offres frauduleuses de vente de vaccins en dehors du processus gouvernemental
<i>Poster: Stop COVID-19 one arm at a time</i>	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: COVID-19 Vaccine hesitancy</i>	7 Indigenous languages	Eastern Ojibway Inuktitut Michif Mohawk Ojicree

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Canada.ca/coronavirus-info-indigenous



Resource in English and link	Also available in	Link
<a href="#">Video: How vaccines are developed</a>		Mi'kmaq Oji-Cree Western Ojibwe
	French	<a href="#">Ce qu'il faut savoir</a>
<a href="#">Poster: Vaccine development and approval in Canada</a>	French	<a href="#">Comment les vaccins sont créés</a>
<a href="#">Poster: Canada's COVID-19 immunization plan</a>	French	<a href="#">Approbation et développement</a>

To find provincial and territorial vaccine roll-out plans:	To book an appointment when you are eligible:
<ul style="list-style-type: none"> <li>● <a href="#">British Columbia</a></li> <li>● <a href="#">Alberta</a></li> <li>● <a href="#">Saskatchewan</a></li> <li>● <a href="#">Manitoba</a></li> <li>● <a href="#">Ontario</a></li> <li>● <a href="#">Quebec</a></li> <li>● <a href="#">New Brunswick</a></li> <li>● <a href="#">Nova Scotia</a></li> <li>● <a href="#">Prince Edward Island</a></li> <li>● <a href="#">Newfoundland and Labrador</a></li> <li>● <a href="#">Yukon</a></li> <li>● <a href="#">Northwest Territories</a></li> <li>● <a href="#">Nunavut</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">British Columbia</a></li> <li>● <a href="#">Alberta</a></li> <li>● <a href="#">Saskatchewan</a></li> <li>● <a href="#">Manitoba</a></li> <li>● <a href="#">Ontario</a></li> <li>● <a href="#">Quebec</a></li> <li>● <a href="#">New Brunswick</a></li> <li>● <a href="#">Nova Scotia</a></li> <li>● <a href="#">Prince Edward Island</a></li> <li>● <a href="#">Newfoundland and Labrador</a></li> <li>● <a href="#">Yukon</a></li> <li>● <a href="#">Northwest Territories</a></li> <li>● <a href="#">Nunavut</a></li> </ul>

## Other key COVID-19 public health resources

Resource in English and link	Also available in	Link
<a href="#">Poster: Public health alert : Winter public health measures</a>	French	<a href="#">Alerte de santé publique : Mesures de santé publique pour l'hiver</a>
<a href="#">Poster: We are in this fight together</a>	7 Indigenous languages	<a href="#">Eastern Ojibway Inuktitut</a>

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**Information for Indigenous communities:**  
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Resource in English and link	Also available in	Link
		Michif Mohawk Ojicree Swampy Cree Western Ojibway
	French	Ensemble dans le même combat
<a href="#">Poster: After you get your COVID-19 vaccine</a>	French	Après avoir reçu votre vaccine contre la COVID-19
<p>Videos:</p> <ul style="list-style-type: none"> <li>• Help stop the spread of COVID-19 in Inuit communities</li> <li>• COVID-19 and Indigenous Communities</li> </ul>	Inuktitut	Δບຖ່ນ້າ ມະນີຕົກມືລີ ເມັກຍຸດຍຸດໝາ-19 ດົມດັບ ມັກ-ໝາ-ອູດ
	French	La COVID-19 et les communautés autochtones.
<a href="#">Webpage: Get email updates on COVID-19</a>	French	Mises à jour par courriel
<a href="#">Video: How to prevent the spread of COVID-19</a>	16 Indigenous languages	Denesuline Eastern Ojibway Inuktitut (North Baffin) Inuktitut (South Baffin) Michif Cree Michif French Mi'kmaq Mohawk (Eastern dialect) Mohawk (Western dialect) Nunatsiavummiutut OjiCree (Roman orthography) OjiCree (syllabics) Plains Cree Stoney Swampy Cree

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Canada.ca/coronavirus

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



Resource in English and link	Also available in	Link
<i>Poster: Go out safely</i>		<a href="#">Western Ojibway</a>
	French	<a href="#">Maintenez la propriété</a>
<i>Poster: Help stop the spread of COVID-19 (information for Indigenous communities)</i>	10 Indigenous languages	<a href="#">Cree</a> <a href="#">Dene</a> <a href="#">Eastern Ojibwe</a> <a href="#">Innu-Aimun</a> <a href="#">Inuinnaqtun</a> <a href="#">Inuktitut</a> <a href="#">Michif</a> <a href="#">Mi'kmaq</a> <a href="#">Western Ojibwe</a> <a href="#">Oji-Cree</a>
	French	<a href="#">Sortez en toute sécurité</a>
<i>Poster: About COVID</i>	8 Indigenous languages	<a href="#">Cree</a> <a href="#">Denesuline</a> <a href="#">Eastern Ojibwe</a> <a href="#">Innu-Aimun</a> <a href="#">Inuinnaqtun</a> <a href="#">Inuktitut</a> <a href="#">Michif</a> <a href="#">Mi'kmaq</a> <a href="#">Western Ojibwe</a>
	French	<a href="#">Contribuer à réduire la propagation</a>
<i>Poster: Facts about COVID</i>	10 Indigenous languages	<a href="#">Cree</a> <a href="#">Denesuline</a> <a href="#">Eastern Ojibwe</a> <a href="#">Innu-Aimun</a> <a href="#">Inuinnaqtun</a> <a href="#">Inuktitut</a> <a href="#">Michif</a> <a href="#">Mi'kmaq</a> <a href="#">Oji-Cree</a> <a href="#">Western Ojibwe</a>
	French	<a href="#">À propos de la COVID-19</a>
	8 Indigenous languages	<a href="#">Cree</a> <a href="#">Denesuline</a> <a href="#">Eastern Ojibwe</a> <a href="#">Inuinnaqtun</a>

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Resource in English and link	Also available in	Link
<i>Poster: How to use a mask safely</i>		Inuktitut Michif Mi'kmaq Western Ojibwe
	French	Renseignez-vous sur les faits au sujet de la COVID-19
<i>Poster: How to use a mask safely</i>	French	Affiche Masque

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
- In Plains Cree: Coronavirus âhkosiwin (COVID-19): Aswêyihtamowin âpacihcikana
- In Eastern Ojibwe: Corona 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
<i>Poster: Mental wellness and COVID-19: Tips and considerations (from AFN)</i>	French	Mieux-être mental et COVID-19 : Conseils et considérations
<i>Webpage: Indigenous mental health and substance use</i>	French	Santé mentale et consommation de substances chez les Autochtones
<i>Webpage: Hope for Wellness Help Line</i>	French	Ligne d'écoute d'espoir

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Resource in English and link	Also available in	Link
<a href="#">Webpage: Mental health counselling benefits</a>	French	<a href="#">Prestations pour counseling en santé mentale</a>
<a href="#">Webpage: Taking care of your mental and physical health during the COVID-19 pandemic</a>	French	<a href="#">Prendre soin de sa santé mentale et physique durant la pandémie de la COVID-19</a>
<a href="#">Webpage: COVID-19 Resources - Thunderbird Partnership Foundation</a>	French	<a href="#">Ressources sur la COVID-19 - Thunderbird Partnership Foundation</a>

## Community messages

### My Vaxx Journey

- The Indigenous Youth Working Group on Vaccine Uptake has launched the “My Vaxx Journey” campaign to encourage vaccine confidence among Indigenous youth in Canada while honouring their voices by sharing video testimonials about their own vaccine journeys.

They will be posting on the following social media platforms:

Facebook: @MVJ\_IndigenousYouth  
 Instagram: @myvaxxjourney  
 Twitter: @myvaxxjourney  
 TikTok: @myvaxxjourney  
 YouTube: [My Vaxx Journey](#)

My Vaxx Journey landing page: <https://myvaxxjourney.ca/>

Resource in English and link	Also available in	Link
<a href="#">Video: Treaties 6, 7 and 8 First Nations Youth COVID-19 video project: Protect Your Community</a>	N/A	N/A
<a href="#">Web page: Indigenous Community Resources – BC Centre for Disease Control</a>	N/A	N/A
<a href="#">Videos: FHQTC Quick Cuts</a>	N/A	N/A

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Dr. Ibrahim Khan – Variants of Concern  Dr. Ibrahim Khan – 15 months into the pandemic – Personal Impacts of the COVID-19 Pandemic		
<a href="#">Video: Testimonial from Charles Philippe Vincent</a>	French	<a href="#">Témoignage de Charles Philippe Vincent</a>
<a href="#">Video: Six Nations COVID-19 podcast series vaccine webinar</a>	N/A	N/A

## Partnership with Turtle Lodge

Resource in English and link	Also available in	Link
<a href="#">Video: Facebook : Grandmother Mary Maytwayashing</a> <a href="#">Twitter : Grandmother Mary Maytwayashing</a>	French	<a href="#">Facebook : Grand-mère Mary Maytwayashing</a> <a href="#">Twitter : Grand-mère Mary Maytwayashing</a>
<a href="#">Video: Facebook : Elder Chief Dr. Harry Bone</a> <a href="#">Twitter : Elder Chief Dr. Harry Bone</a>	French	<a href="#">Facebook : Aîné Chef Dr Harry Bone</a> <a href="#">Twitter : Aîné Chef Dr Harry Bone</a>
<a href="#">Video: Facebook : Grandmother Florence Paynter</a> <a href="#">Twitter : Grandmother Florence Paynter</a>	French	<a href="#">Facebook : Grand-mère Florence Paynter</a> <a href="#">Twitter : Grand-mère Florence Paynter</a>
<a href="#">Video: Facebook : Knowledge Keeper Robert Maytwayashing</a> <a href="#">Twitter : Knowledge Keeper Robert Maytwayashing</a>	French	<a href="#">Facebook : Gardien du savoir Robert Maytwayashing</a> <a href="#">Twitter : Gardien du savoir Robert Maytwayashing</a>
<a href="#">Video: Facebook: Elder Philip Paynter</a> <a href="#">Twitter: Elder Philip Paynter</a>	French	<a href="#">Facebook : Aîné Philip Paynter</a> <a href="#">Twitter : Aîné Philip Paynter</a>

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<p>Video: <a href="#">Messages from the National Turtle Lodge Council of Knowledge Keepers – A Compilation</a></p>	French	<p><a href="#">Messages du Conseil National des Gardiens du Savoir de Turtle Lodge - Une compilation</a></p>
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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](#)

## COVID-19 and travel

The COVID-19 pandemic continues to evolve. Current safety measures, such as border and travel restrictions are working. Announced on July 5<sup>th</sup>, the first phase of easing border restrictions includes some exemptions for fully vaccinated people travelling into Canada.

For more information, visit: <https://travel.gc.ca/travel-covid/travel-restrictions/driving-canada-checklist>.

Renewed Federal Vaccine mandate (starting October 30, 2021):

- Factsheet “[Proof of vaccination for Indigenous Peoples and Northerners in remote communities](#)” ([French version here](#))
- [Radio PSA](#) ([French version here](#))

UPDATED: Factsheet about borders and travel to Canada: [Borders Infographic \(French version here\)](#)

NEW: Infographic on international travel (excluding the United States)

- [English border measure infographic](#) ([French version here](#))

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Information for Indigenous communities:  
[Canada.ca/coronavirus-info-indigenous](https://Canada.ca/coronavirus-info-indigenous)



### 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.