



COVID-19 Vaccines Toolkit: Update 10

Communications resources for Indigenous communities and organizations

Last updated: Monday, December 13, 2021

Including:

- [Social media posts on pediatric vaccination and other topics](#)
- [Resources for kids](#)
- [Resource on the vaccine](#)
- [Resource on public health measure for holiday gatherings](#)
- [Information on the “My Vaxx Journey” campaign](#)
- [Information on international travel](#)

All new or updated content is marked in green.

Highlights:

1. Pre-recorded radio PSAs on mental health:
 - [recorded by James Jones \(Notorious Cree\) \(EN\)](#)
 - [recorded by the rapper Samian \(FR\)](#)
2. Partnership with the Assembly of Seven Generations [@covid_communitycare](#)
 - You can re-watch their webinar here: [Debunking Covid-19 Vaccine Myths - YouTube](#)



COVID-19 Vaccines Toolkit

For more information:
Canada.ca/coronavirus

Information for Indigenous communities:
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

Here are some pre-recorded mental health radio PSAs. These were developed to raise awareness of mental health and promote the Hope for Wellness Help Line to First Nations, Métis and Inuit across Canada. The help line offers immediate support to all Indigenous Peoples and is available 24 hours a day, 7 days a week.

[Click HERE to download the English version recorded by James Jones \(Notorious Cree\).](#)
[Click HERE to download the French version recorded by the rapper Samian.](#)

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Social media posts

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 \(sac-isc.gc.ca\)](#), [Coronavirus disease \(COVID-19\): Outbreak update - Canada.ca](#)

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?"

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

- ☑ Pfizer, Moderna and Astra Zeneca are two-dose vaccines. The first dose triggers your body to start building protection, but you also need a second dose to boost your immune system for the best protection.
- ☑ Vaccines are rarely 100% effective. Usually, less than 1% of fully vaccinated people may become infected by the virus (and may or may not have symptoms). To stack the odds in your favour, you should get both doses of a two-dose vaccine, as you are even more protected after the second dose.
- ☑ Getting two doses of a two-dose vaccine will help better protect you against the COVID-19 virus and its variants.

Source: COVID-19: [Effectiveness and benefits of vaccination – Canada.ca](#), COVID-19: [Life after vaccination – Canada.ca](#).

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	@GCIndigenous
GC Autochtones	@GCAutochtones
Health Canada and PHAC	@GovCanHealth
Santé Canada et l'ASPC	@GouvCanSante

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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

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.

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Resources about COVID-19 vaccines

Resource in English and link	Also available in	Link
Radio PSA: the second dose of COVID-19 vaccines	N/A	Messages d'intérêt public sur la deuxième dose de vaccin contre la COVID-19
PDF: Pregnancy and COVID-19 vaccination	N/A	N/A
Web page: COVID-19 vaccines and Indigenous Peoples – Latest news	French	Les peuples autochtones et les vaccins contre la COVID-19 - Dernières nouvelles
Web page: COVID-19: Proof of vaccination in Canada and for international travel	French	COVID-19 : Preuve de vaccination au Canada et pour voyages à l'étranger
<p>Videos: COVID-19: Get the facts</p> <ul style="list-style-type: none"> • 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 	French	<ul style="list-style-type: none"> • Comment fonctionnent les 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	French	Après avoir reçu votre vaccin contre la COVID-19

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Resource in English and link	Also available in	Link
COVID-19 vaccine (First Nations Health Authority)		
<i>Webpage: COVID-19 Vaccine FAQs</i>	N/A	N/A
<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

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Resource in English and link	Also available in	Link
Poster: What you need to know about the COVID-19 vaccine for Canada		Dene Eastern Ojibwe Innu-Aimun Inuinnaqtun Inuktitut (Nunavik) Michif Mi'kmaq Oji-Cree Western Ojibwe
	French	Ce qu'il faut savoir
Video: How vaccines are developed	French	Comment les vaccins sont créés
Poster: Vaccine development and approval in Canada	French	Approbation et développement
Poster: Canada's COVID-19 immunization plan	French	Plan de vaccination

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

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Resource in English and link	Also available in	Link
		Mohawk (Eastern dialect) Mohawk (Western dialect) Nunatsiummiutut OjiCree (Roman orthography) OjiCree (syllabics) Plains Cree Stoney Swampy Cree Western Ojibway
	French	Maintenez la propreté
Poster: Go out safely	10 Indigenous languages	Cree Dene Eastern Ojibwe Innu-Aimun Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe Oji-Cree
	French	Sortez en toute sécurité
Poster: Help stop the spread of COVID-19 (information for Indigenous communities)	8 Indigenous languages	Cree Denesuline Eastern Ojibwe Inuinnaqtun Inuktitut Michif Mi'kmaq Western Ojibwe
	French	Contribuer à réduire la propagation
Poster: About COVID	10 Indigenous languages	Cree Denesuline Eastern Ojibwe Innu-Aimun Inuinnaqtun Inuktitut

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Resource in English and link	Also available in	Link
		Michif Mi'kmaq Oji-Cree Western Ojibwe
	French	À propos de la COVID-19
<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
<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 \(COVID-19\): Aswêyih tamowin 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.

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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
<i>Webpage: Mental health counselling benefits</i>	French	Prestations pour counseling en santé mentale
<i>Webpage: Taking care of your mental and physical health during the COVID-19 pandemic</i>	French	Prendre soin de sa santé mentale et physique durant la pandémie de la COVID-19
<i>Webpage: COVID-19 Resources - Thunderbird Partnership Foundation</i>	French	Ressources sur la COVID-19 - Thunderbird Partnership Foundation

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/>

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Resource in English and link	Also available in	Link
<i>Video:</i> Treaties 6, 7 and 8 First Nations Youth COVID-19 video project: Protect Your Community	N/A	N/A
<i>Web page:</i> Indigenous Community Resources – BC Centre for Disease Control	N/A	N/A
<i>Videos:</i> FHQTC Quick Cuts Dr. Ibrahim Khan – Variants of Concern Dr. Ibrahim Khan – 15 months into the pandemic – Personal Impacts of the COVID-19 Pandemic	N/A	N/A
<i>Video:</i> Testimonial from Charles Philippe Vincent	French	Témoignage de Charles Philippe Vincent
<i>Video:</i> Six Nations COVID-19 podcast series vaccine webinar	N/A	N/A

Partnership with Turtle Lodge

Resource in English and link	Also available in	Link
<i>Video:</i> Facebook : Grandmother Mary Maytwayashing Twitter : Grandmother Mary Maytwayashing	French	Facebook : Grand-mère Mary Maytwayashing Twitter : Grand-mère Mary Maytwayashing
<i>Video:</i> Facebook : Elder Chief Dr. Harry Bone Twitter : Elder Chief Dr. Harry Bone	French	Facebook : Aîné Chef Dr Harry Bone Twitter : Aîné Chef Dr Harry Bone
<i>Video:</i> Facebook : Grandmother Florence Paynter	French	Facebook : Grand-mère Florence Paynter Twitter : Grand-mère Florence Paynter

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Twitter : Grandmother Florence Paynter		
Video: Facebook : Knowledge Keeper Robert Maytwayashing Twitter : Knowledge Keeper Robert Maytwayashing	French	Facebook : Gardien du savoir Robert Maytwayashing Twitter : Gardien du savoir Robert Maytwayashing
Video: Facebook: Elder Philip Paynter Twitter: Elder Philip Paynter	French	Facebook : Aîné Philip Paynter Twitter : Aîné Philip Paynter
Video: Messages from the National Turtle Lodge Council of Knowledge Keepers – A Compilation	French	Messages du Conseil National des Gardiens du Savoir de Turtle Lodge - Une compilation

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 re-watch their webinar here: [Debunking Covid-19 Vaccine Myths - YouTube](#)

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 5th, 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 \(French version here\)](#)

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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 \(French version here\)](#)

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.