

A campaign to increase vaccine confidence while reinforcing basic prevention measures



User Guide for American Indian/Alaska Native (AIAN) Tribal Leaders Toolkit

Your Role As A Tribal Leader

As a one of the most trusted voices in the American Indian Alaska Native community, you are in an important position to share crucial COVID-19 information on vaccines and prevention measures. American Indian Alaska Native people are disproportionately affected by COVID-19 and we need your help to ensure your community hears these important messages.

Your members trust you and understand that you support their well-being.

You know how to reach and inspire them.

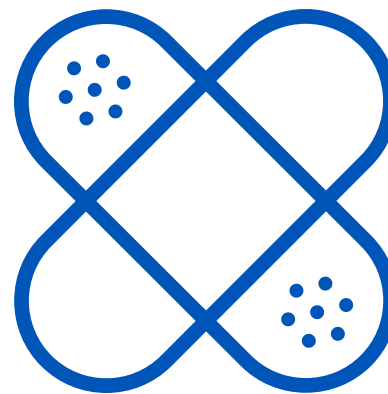
You can motivate them to learn about the vaccines and take steps to slow the spread.



Purpose and Goals

This Tribal Leaders Toolkit features a combination of already existing materials from the [Centers for Disease Control and Prevention \(CDC\)](#) as well as newly developed and culturally tailored materials developed by the [HHS COVID-19 and Flu Public Education Campaign](#) and its team of multicultural experts. The Campaign aims to increase public confidence in COVID-19 vaccines while reinforcing basic prevention measures.

The toolkit features fact sheets, posters, and social media messages that make it easy for you to answer questions about the vaccines, encourage your members to follow prevention measures (wear a mask, stay 6 feet apart, and avoid crowds), and create an open dialogue about COVID-19. We'll regularly update this toolkit, so please check back for new materials.



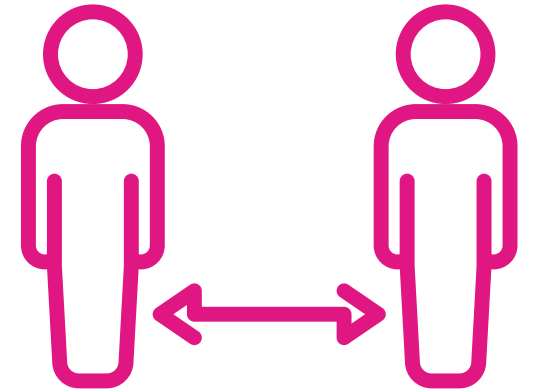
Tools and Resources

Resources to Help You Help Others

This user guide contains links to the following types of materials with the latest COVID-19 information:

- Fact sheets
- Posters / flyers
- Social media messaging
- CDC resources

The toolkit features existing materials from [the CDC](#) and newly developed and culturally (as appropriate) tailored materials developed by the [HHS COVID-19 public education campaign](#). We'll regularly update the toolkit; please check back for new resources.



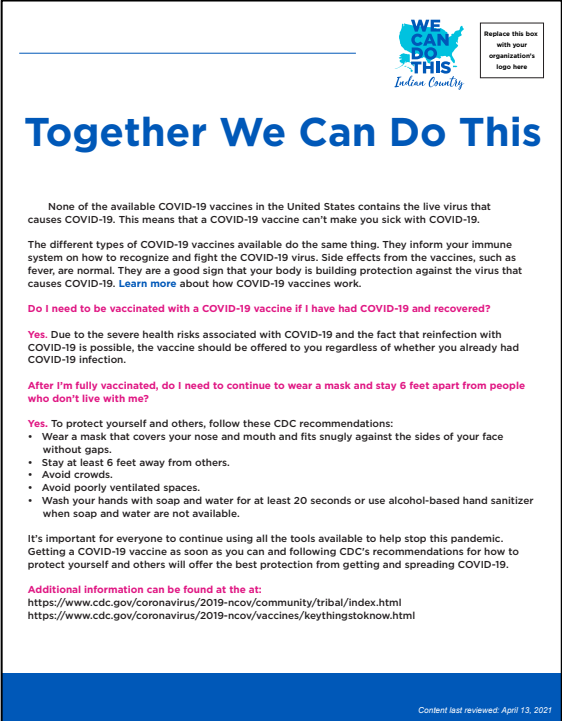
Fact Sheets

Members of your tribe might have questions about the vaccines and not understand their risk for COVID-19. They might not know there are steps they can take to slow the spread or why they should get vaccinated when it is their turn. Use these fact sheets to help them learn about the vaccines and prevention measures they need to take to help stop this pandemic.

Suggestions for Use: Send them to your members, post them to your tribal website, and make them available in a post office, tribal offices or community center.

**We will be regularly updating content to this toolkit, please check back for new resources*

Getting the Facts: Vaccine Awareness and Slowing the Spread



The screenshot shows a fact sheet titled "Together We Can Do This" with the "WE CAN DO THIS Indiana County" logo. The text includes: "None of the available COVID-19 vaccines in the United States contains the live virus that causes COVID-19. This means that a COVID-19 vaccine can't make you sick with COVID-19." It also lists CDC recommendations: "Wear a mask that covers your nose and mouth and fits snugly against the sides of your face without gaps," "Stay at least 6 feet away from others," "Avoid crowds," and "Wash your hands with soap and water for at least 20 seconds or use alcohol-based hand sanitizer when soap and water are not available." At the bottom, it says "Content last reviewed: April 13, 2021".

[Click here](#)

<https://wecandothis.hhs.gov/aiian-toolkit-factsheet>

to download

Posters/Flyers

You can download, print, and forward these posters to foster conversation among members of your tribe and make vaccination visible.

Suggestions for Use:

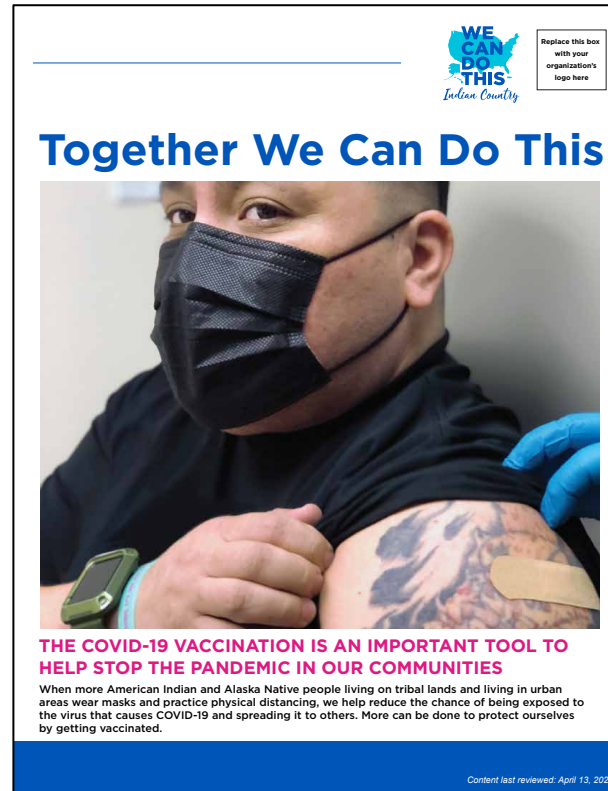
Email them to your tribal staff

Integrate them into your tribal newsletter

Post them to your tribal website

Hang them in your tribal offices, post office, community center

Together We Can Do This - Flyer



[Click here](https://wecandothis.hhs.gov/aian-toolkit-flyer)

<https://wecandothis.hhs.gov/aian-toolkit-flyer>

to download

Let's Do Our Part - Poster



[Click here](https://wecandothis.hhs.gov/aian-toolkit-poster)

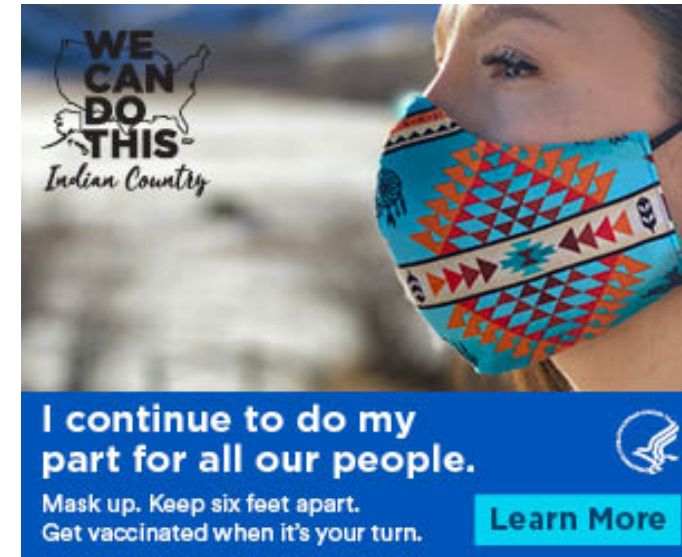
<https://wecandothis.hhs.gov/aian-toolkit-poster>

to download

Social Media Messaging

These social media posts underscore the importance of the vaccines and the CDC guidelines in slowing the spread of COVID-19.

You can use these materials on Facebook to provide important COVID-19 information to your members.



When more American Indian and Alaska Native people living on tribal lands and living in urban areas wear masks and practice physical distancing, we help reduce the chance of being exposed and spreading the COVID-19 virus to others. More can be done to protect ourselves by getting vaccinated. Learn more about vaccines and slowing the spread at [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus). #COVID19

[Click here](#)

<https://wecandothishhs.gov/aian-toolkit-social-media-posts>

to download

For More Information

In addition to the resources shared here, take a look at CDC's [Toolkit for Tribal Communities](#), which has other materials such as fact sheets, posters, videos, PSA's and social media examples you can share with your tribal citizens and staff.

The website is loaded with very useful information. This toolkit is intended to help you better understand the facts, feel confident getting vaccinated when it's your turn, and become a trusted messenger in your community.

**Thank you, tribal
leaders, for helping to
combat COVID-19!**





Replace this box
with your
organization's
logo here

Together We Can Do This

Can a COVID-19 vaccine make me sick with COVID-19?

No. None of the available COVID-19 vaccines in the United States contains the live virus that causes COVID-19. This means that a COVID-19 vaccine can't make you sick with COVID-19.

The different types of COVID-19 vaccines available do the same thing. They inform your immune system on how to recognize and fight the COVID-19 virus. Side effects from the vaccines, such as fever, are normal. They are a good sign that your body is building protection against the virus that causes COVID-19. [Learn more](#) about how COVID-19 vaccines work.

Do I need to be vaccinated with a COVID-19 vaccine if I have had COVID-19 and recovered?

Yes. Due to the severe health risks associated with COVID-19 and the fact that reinfection with COVID-19 is possible, the vaccine should be offered to you regardless of whether you already had COVID-19 infection.

After I'm fully vaccinated, do I need to continue to wear a mask and stay 6 feet apart from people who don't live with me?

Yes. To protect yourself and others, follow these CDC recommendations:

- Wear a mask that covers your nose and mouth and fits snugly against the sides of your face without gaps.
- Stay at least 6 feet away from others.
- Avoid crowds.
- Avoid poorly ventilated spaces.
- Wash your hands with soap and water for at least 20 seconds or use alcohol-based hand sanitizer when soap and water are not available.

It's important for everyone to continue using all the tools available to help stop this pandemic. Getting a COVID-19 vaccine as soon as you can and following CDC's recommendations for how to protect yourself and others will offer the best protection from getting and spreading COVID-19.

Additional information can be found at the at:

<https://www.cdc.gov/coronavirus/2019-ncov/community/tribal/index.html>

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/keythingstoknow.html>



Replace this box
with your
organization's
logo here

Together We Can Do This



THE COVID-19 VACCINATION IS AN IMPORTANT TOOL TO HELP STOP THE PANDEMIC IN OUR COMMUNITIES

When more American Indian and Alaska Native people living on tribal lands and living in urban areas wear masks and practice physical distancing, we help reduce the chance of being exposed to the virus that causes COVID-19 and spreading it to others. More can be done to protect ourselves by getting vaccinated.



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Let's Do Our Part

When more American Indian and Alaska Native people living on tribal lands and living in urban areas wear masks and practice physical distancing, we help reduce the chance of being exposed to the virus that causes COVID-19 and spreading it to others. More can be done to protect ourselves by getting vaccinated.

All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19.

COVID-19 vaccines are carefully evaluated in medical studies involving thousands of participants. They are authorized or approved only if they are proven to be safe and decrease the chance that you will get COVID-19.

Getting vaccinated yourself may also protect people around you, particularly people at increased risk for severe illness from COVID-19.