

A campaign to increase vaccine confidence while reinforcing basic prevention measures



User Guide for American Indian/Alaska Native and Tribal Leaders Toolkit

Content last reviewed: April 29, 2021

Your Role As A Tribal Leader

As a one of the most trusted voices in the American Indian and Alaska Native community, you're in an important position to share crucial COVID-19 information on vaccines and prevention measures. American Indian and 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.

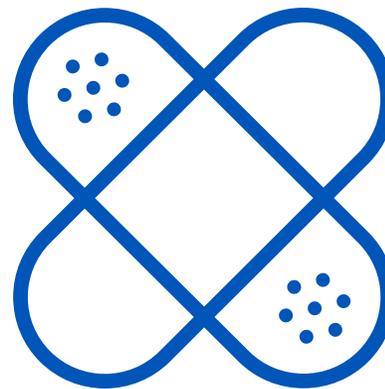
You can motivate them to learn about the vaccines and take steps to slow the spread.



Purpose and Goals

This Tribal Leaders Toolkit features a combination of already existing materials from CDC as well as newly developed and culturally tailored materials developed by the HHS COVID-19 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.



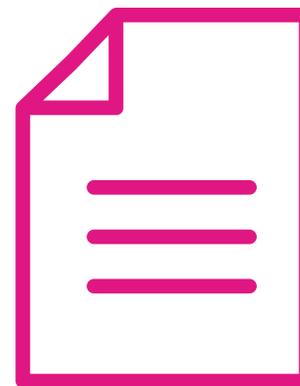
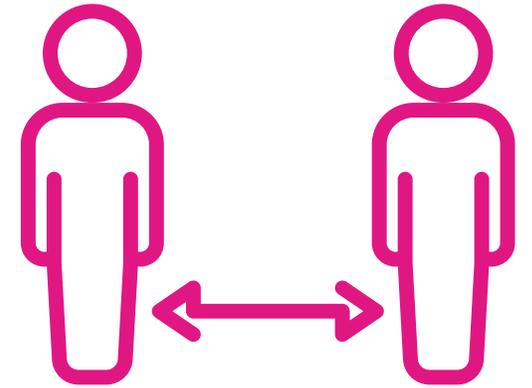
Tools and Resources

Resources to Help You Help Others

This user guide contains links to the following types of materials with the latest COVID-1 information:

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

We'll regularly update the toolkit, so please check back for new materials.



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.
- Make them available in a post office, tribal offices, or community center.

Together We Can Do This Factsheet

WE CAN DO THIS
Indian Country

Replace this box with your organization's logo here

Together We Can Do This

All currently authorized COVID-19 vaccines were shown to be safe and effective in medical studies. These studies involved tens of thousands of volunteers with diverse backgrounds, including American Indian and Alaska Native individuals. The FDA and CDC continue to closely monitor the vaccines to ensure their safety and effectiveness.

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>

SAFETY IS THE TOP PRIORITY

The FDA and CDC have the highest standards when it comes to ensuring the safety and effectiveness of vaccines. Their process includes the following procedures:

- ✓ Scientists must first test vaccines extensively in medical studies to ensure they are safe and effective.
- ✓ Before the FDA authorizes a vaccine for use among the public, it ensures its safety by independently:
 - Reviewing the data from the medical studies, and
 - Inspecting the manufacturing facilities.
- ✓ Even after a vaccine has been authorized, the FDA and CDC closely monitor vaccine administration to identify even rare side effects or reactions.
- ✓ The FDA and CDC closely review any reports of side effects or reactions and share these facts with the public.

The extremely rare cases of blood clotting following Johnson & Johnson's Janssen vaccine—just a small number of cases out of millions of vaccinations—show that the FDA and CDC's vaccine safety monitoring systems work and catch even the rarest of reactions.

A thorough investigation has confirmed that Johnson & Johnson's Janssen vaccine is safe and effective.

And doctors have been notified and trained to understand the signs to watch for and the proper course of treatment if blood clots occur.

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[Click here](#)

<https://wecandothishhs.gov/aiantoolkit-factsheet>

to download

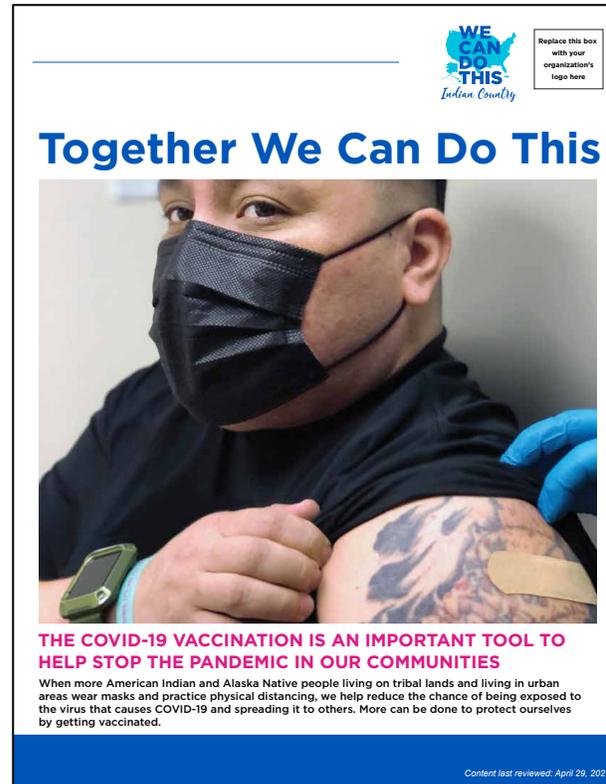
Posters/Flyers

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, or community center

Together We Can Do This - Flyer

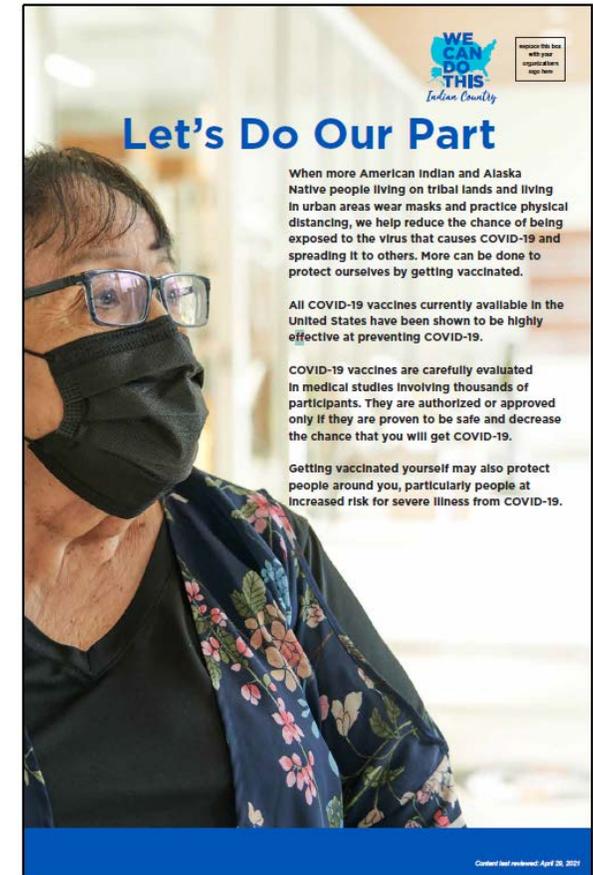


[Click here](#)

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

to download

Let's Do Our Part - Poster



[Click here](#)

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

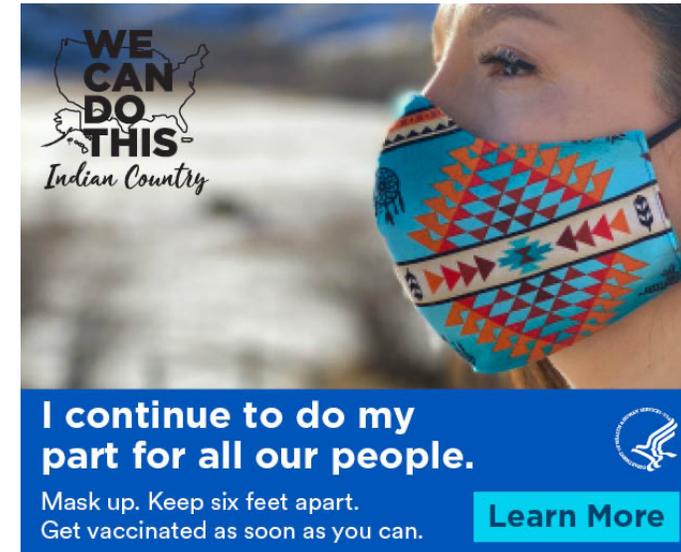
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Social Media Messaging

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

Suggestions for Use:

- Use these materials on Facebook and Instagram 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 to and spreading the virus that causes COVID-19 to others. More can be done to protect ourselves by getting vaccinated. Learn more about vaccines and slowing the spread at cdc.gov/coronavirus. #WeCanDoThis

[Click here](#)

<https://wecandothis.hhs.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, and become a trusted messenger in your community.

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

