

Aboriginal Day of Wellness Media Kit

A HOW TO GUIDE FOR COMMUNITY AND PARTNERS



Supporting Community-Driven, Nation-Based Wellness Activities on
National Aboriginal Day: June 21, 2016



First Nations Health Authority
Health through wellness





Aboriginal Day of Wellness Media Kit

A HOW TO GUIDE FOR COMMUNITY AND PARTNERS

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1.
START HERE

Congratulations to the over 100 communities who will host Day of Wellness events on June 21, 2016! Please use this media kit in a way that fits your community's needs as you execute your wellness event!

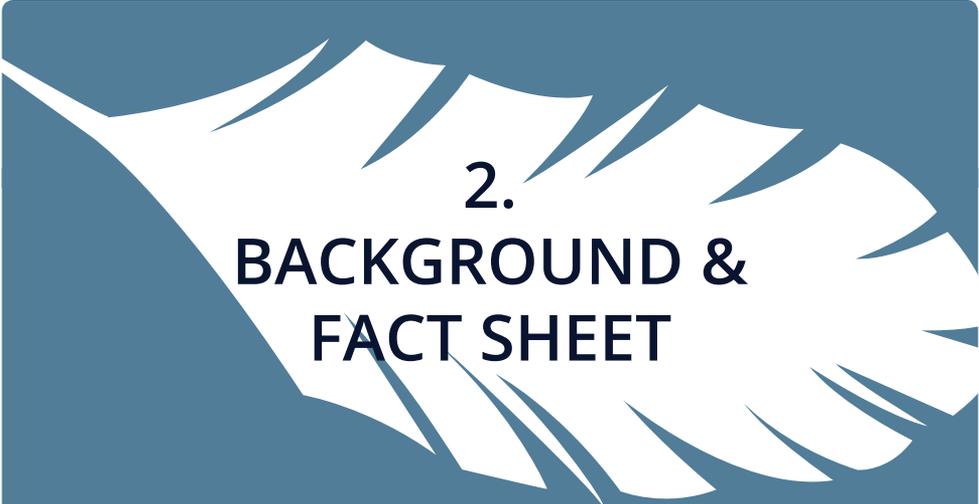
As part of the First Nations Health Authority (FNHA) June 21 National Aboriginal Day of Wellness initiative, over 100 wellness-focused, community-organized events will be taking place in First Nations communities across the Province of BC. FNHA has a vision of wellness that honours First Nations teachings, values our diversity and respects traditions and culture. We want the June 21 Day of Wellness events to become an annual wellness movement for First Nations peoples in BC.

We are inviting our host communities and partner communicators to share events happening in their regions and promote the Day of Wellness to support a narrative shift from illness to wellness. This year we are also excited to launch a suite of materials related to cultural humility and cultural safety.



[Our interactive google map shows locations and a basic description of events:](#)

www.fnha.ca/about/news-and-events/events/day-of-wellness-2016



2. **BACKGROUND & FACT SHEET**

**Declaration of Commitment on Cultural
Safety and Humility in Health Services
Delivery for First Nations and Aboriginal
Peoples in British Columbia**

Click to watch FNHA's CEO speak about cultural humility
<https://www.youtube.com/watch?v=H4iltVqkSKY>



What is this Declaration?

In July 2015, all BC Health Authority CEOs signed a Declaration of Commitment to advancing cultural humility and cultural safety within their health service organizations. Importantly, this whole health system commitment to the declaration means all health professionals have the mandate to pay attention to, and advance, cultural humility and safety in their practices with First Nations in BC.

What is cultural humility?

Cultural humility is a process of self-reflection to understand personal and systemic biases. It is about pausing in the moment to question our assumptions. Questioning our own assumptions enables us to develop and maintain deeper and more respectful relationships based on mutual trust. Cultural humility also involves humbly acknowledging oneself as a learner when it comes to understanding another's experience.

Cultural humility leads to cultural safety

Cultural safety is our end goal. As an outcome, it is based on respectful interactions between health care practitioners and clients that recognize and strive to address power imbalances inherent in the health care system.

Practicing cultural humility is one way of fostering this kind of respect. When health care professionals engage with First Nations peoples from a place of cultural humility, they are helping to create safer environments where individuals and families feel respected. First Nations peoples are therefore more likely to access care when they need it and that is appropriate to those needs.

This Declaration of Commitment is an important step towards embedding cultural safety and humility within the provincial system and includes three priority areas: creating a climate for change; engaging with and enabling partners; and implementing and sustaining change. BC is hugely diverse and is home to over 200 First Nations communities and 32 distinct Nations. Health care providers are not expected to be cultural experts for all BC First Nations; on the contrary, exercising humility is about being comfortable stating what you don't know.



3. How to Promote Your Day of Wellness

FNHA Social Media Vehicles



www.twitter.com/FNHA



www.facebook.com/firstnationshealthauthority



www.instagram.com/fnha/



Snapchat: TheFNHA

Here are some pre-made posts to share on your organization's and personal social media accounts. FNHA will be following along and re-posting various statuses throughout the Day of Wellness. Feel free to create your own posts as well, and be sure to tag us if you like!

SAMPLE FACEBOOK POSTS



Have you heard of the FNHA Day of Wellness events? Over 100 events in First Nations communities across BC! Join and share the event here! <https://www.facebook.com/events/1742216359332002/>

It's National Aboriginal Day! Did you know about the events taking place across BC as part of the FNHA June 21 Day of Wellness? Find out more here! <http://www.fnha.ca/about/news-and-events/events/day-of-wellness-2016>

There are over 100 Day of Wellness events happening on National Aboriginal Day! Find an event in your community here! <https://www.google.com/maps/d/viewer?mid=1As0V99uAjE0v5eC7qInFKIDmHPI>

Join the Wellness Move-ment! Join the FNHA's Day of Wellness Facebook event! <https://facebook.com/events/1742216359332002/>

There are over a 100 ways to celebrate National Aboriginal Day through health and wellness events! Learn more: <http://www.fnha.ca/about/news-and-events/events/day-of-wellness-2016>

What is the Day of Wellness? Learn more here: <http://www.fnha.ca/about/news-and-events/events/day-of-wellness-2016>

I'm attending a Day of Wellness event in my community! What is the Day of Wellness? Find out more here! <http://www.fnha.ca/about/news-and-events/events/day-of-wellness-2016>

Invite your friends to the Day of Wellness Facebook event here! <https://facebook.com/events/1742216359332002/>

SOCIAL MEDIA HASHTAGS

#FNHAWellness

#Itstartswithme

#Culturalhumility

SAMPLE TWEETS (limited to 140 characters)



What is @FNHA's Day of Wellness? Learn more here: <http://www.fnha.ca/about/news-and-events/events/day-of-wellness-2016>
#FNHAWellness #NADCanada

Invite your friends to @FNHA's Day of Wellness Facebook event here!
#FNHAWellness <https://facebook.com/events/1742216359332002/>

I'm attending an @FNHA Day of Wellness event in my community! What is the Day of Wellness? Find out more here! <http://www.fnha.ca/about/news-and-events/events/day-of-wellness-2016>

There are over 100 Day of Wellness events happening on #NationalAboriginalDay! Find an event in your community here! <https://www.google.com/maps/d/viewer?mid=1As0V99uAjE0v5eC7qInFKIDmHPI>

Join the Wellness Move-ment! Join @FNHA's Day of Wellness Facebook event! <https://facebook.com/events/1742216359332002/>

There are over 100 ways to celebrate #NationalAboriginalDay through health and wellness events! Learn more: <http://www.fnha.ca/about/news-and-events/events/day-of-wellness-2016>

Browse all the @FNHA Day of Wellness events here #FNHAWellness: <https://www.google.com/maps/d/viewer?mid=1As0V99uAjE0v5eC-7qInFKIDmHPI>

WE ALSO RECOMMEND USING:

#NADCanada

#AboriginalDay

#NationalAboriginalDay

CULTURAL HUMILITY SOCIAL MEDIA BANNERS:

Below are three social media banners you are welcome to use on your organization's and personal accounts on the Day of Wellness.



www.fnha.ca/culturalhumility



Cultural Safety and Humility in Health Services Delivery for First Nations and Aboriginal Peoples in British Columbia

www.fnha.ca/culturalhumility



www.fnha.ca/culturalhumility



4A. Invite Your Local Media

We have created a template press release for you to use if you are planning an event where you would like to invite local media to cover it. You can find the draft press release here or link to it on our FNHA website at:

www.fnha.ca/culturalhumility

If you have any questions about these templates, please email media@fnha.ca for assistance!

DRAFT NEWS RELEASE

<< Insert Community Name >> **CELEBRATES WELLNESS ON JUNE 21!**

For Immediate Release

[Date of Release]

<<insert city or traditional territory, BC>> -- On June 21, National Aboriginal Day of Wellness, over 20,000 people are anticipated to take part in one of over 100 wellness-focused, community-organized events that will take place in First Nations communities across the province of BC.

Initiated by the First Nations Health Authority (FNHA) in 2013, the Aboriginal Day of Wellness events celebrate and showcase what wellness means to us as First Nations and reflect our cultures and perspectives. Events happening across the province include traditional games, canoe races, feasts, hand drumming, 10k and 5k races, health fairs and more.

As part of the National Aboriginal Day of wellness, <<insert your host organization/ First Nation and event details/teaser here>>, we are inviting local media and health care professionals to come celebrate with us while we are well, gathered together as a community and celebrating wellness.

<<Insert your spokesperson quote here>>

"As a health and wellness partner, FNHA is proud to support this third annual Day of Wellness initiative and the 100 plus events that will take place all across our province. We encourage everyone to come together, to celebrate wellness, community and culture on this exciting day. This year we have even more to celebrate with all of our health partners committing to a more culturally safe experience in the health care system. National Aboriginal Day of Wellness is a great day to celebrate this historic declaration," said Joe Gallagher, CEO of the FNHA.

In July 2015, the First Nations Health Authority and all BC Health Authorities signed and committed to a Declaration of Commitment to advance cultural humility and cultural safety.

Our community welcomes media to come and capture this positive day and to celebrate together in wellness and culture.

MEDIA CONTACTS:

Name <<Insert your media contact/spokesperson here>>

Email

Phone: XXX-XXX-XXX

FIRST NATIONS HEALTH AUTHORITY

Media@fnha.ca

604-831-4898



4B.

Invite Local Health Care Professionals

We also encourage you to invite local health care professionals to your Day of Wellness event if you see fit.

This will be a positive opportunity to shine light on the strength of your community and spend time with health care professionals in an environment of wellness, rather than in a hospital or other health care environment.

We have created a draft invite letter and invite you to tweak it as you see fit for your needs. Link to this template on our FNHA website at: www.fnha.ca/about/news-and-events/events/day-of-wellness-2016

DRAFT HEALTH PROFESSIONALS INVITE LETTER

Dear **[insert health partner]**,

As part of the First Nations Health Authority (FNHA) National Aboriginal Day of Wellness initiative, we are excited to invite you and your team to participate in our community event, **[insert event title]**. Throughout June, over 100 wellness-focused, community-organized events will be taking place in First Nations communities across the province. Please join us at **[insert location]** on **[insert date]** to celebrate our health, wellness and culture. We view this as a positive opportunity to come together in a celebratory environment rather than a health care environment. Please join us when we are well, together and practicing our cultures that keep us healthy as Nations.

As part of the Aboriginal Day of Wellness initiative, the FNHA will be launching a webpage containing cultural safety and humility resources on June 17th including its policy statement and links to training and other information. In addition to participating in our event, you can further support this initiative by visiting these online resources and helping us to build awareness and momentum around the Declaration of Commitment on Cultural Safety and Humility in our region, which all BC health authority CEOs have officially endorsed.

We also invite you and your team to take part in FNHA's "It Starts With Me" social media campaign and make a pledge about cultural safety and humility online. Taking a page from Change Day, FNHA is asking care providers to make a simple pledge of one action that they can take to increase cultural safety and humility in health care. The collective impact of these statements on the health care landscape cannot be underestimated.

Download your pledge card here! www.fnha.ca/culturalhumility

In total, over 20,000 Aboriginal people are anticipated to celebrate their wellness across the province on or around National Aboriginal Day on June 21. This is an unprecedented opportunity to come together with our communities in joy and celebration and in our territory rather than in a health service context.

We sincerely hope that you and your team can take the time to engage with our community and take part in our Day of Wellness event.

In wellness,

[name of community representative]

[Nation or Organization]

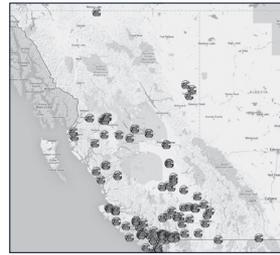
5. Resources @ FNHA.ca



LOCATIONS

Our interactive google map shows locations and information on 114 Wellness Events taking place across BC.

<https://www.google.com/maps/d/viewer?mid=1As0V99uAjE0v5eC7qInFKIDmHPI>



RESOURCE BOOKLET - “CREATING A CLIMATE FOR CHANGE”

Visit www.fnha.ca/CulturalHumility to download a copy of a valuable resource booklet called *Creating a Climate for Change: Cultural Safety and Humility in Health Services Delivery for First Nations and Aboriginal Peoples in British Columbia*.

This Resource Booklet outlines how “we can do better” and defines terms including Cultural Safety, Cultural Humility and Systemic Racism. It presents statistics such as, “42 percent of Aboriginal people in Canada reported experiencing racism in the past two years, 74 percent of which was enacted by non-Indigenous people,” and then looks toward possibilities and a vision for something better in our health care system.

We encourage you to read and share this booklet and begin thinking about and sharing what culturally safe care looks like for your communities.

MY COMMITMENT TO CULTURAL SAFETY AND HUMILITY POSTER

www.fnha.ca/culturalhumility

CULTURAL SAFETY AND HUMILITY PLEDGE SIGN

www.fnha.ca/culturalhumility



#itstartswithme

Creating a culture of change for better health services
for First Nations and Aboriginal peoples





#itstartswithme
Creating a Climate for Change

Cultural Safety and Humility in Health
Services Delivery for First Nations and
Aboriginal Peoples in British Columbia

www.fnha.ca/culturalhumility

@fnha



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