

# 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, 2017



First Nations Health Authority  
Health through wellness

# #itstartswithme

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



# Aboriginal Day of Wellness Media Kit

## **A HOW TO GUIDE FOR COMMUNITY AND PARTNERS**

- 1.** Start Here
- 2.** Background and Fact Sheet
- 3.** How to Promote your DoW
- 4.** Media Templates
- 5.** Resources





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## **START HERE**

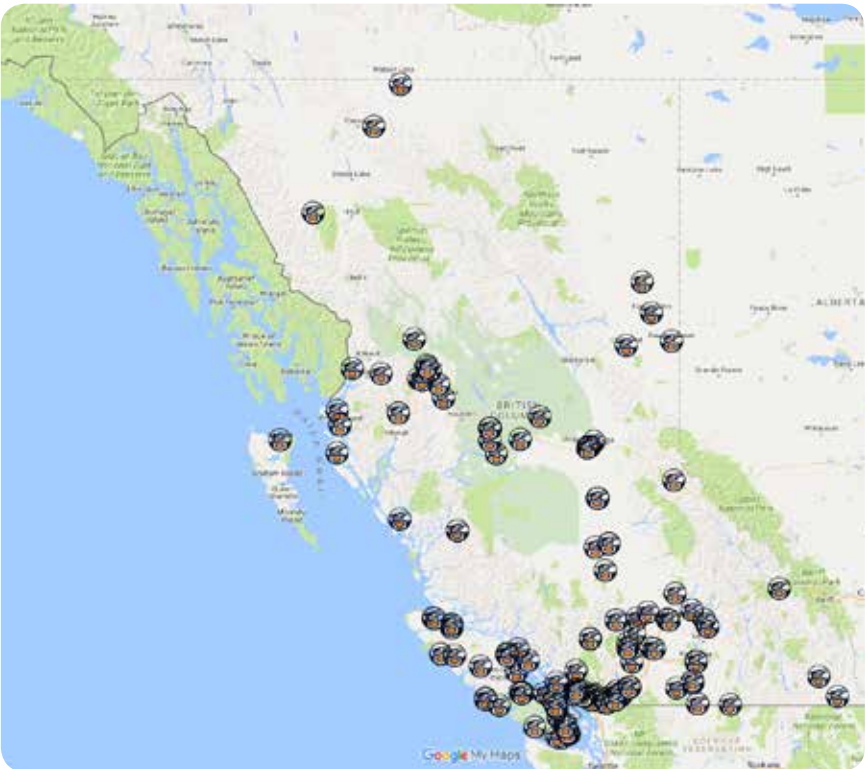
**Congratulations to the over 160 communities who will host Day of Wellness events on June 21, 2017!**

**We encourage you to use this media kit in a way that shares your story of community wellness this year!**

As part of the First Nations Health Authority (FNHA) June 21 National Aboriginal Day of Wellness initiative, over 160 wellness-focused, community-organized events will be taking place within 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 as a narrative shift from illness to wellness. Again this year we are encouraging communities to invite local health partners to engage in a conversation on cultural humility and cultural safety.





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## **BACKGROUND & FACT SHEET**

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

## **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.

## **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.

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.

In March 2017, all 23 health regulatory bodies in BC signed on to the declaration – the first in Canada to do so. Signing the Declaration of Commitment reflects the high priority placed on advancing cultural safety and humility for Indigenous people among regulated health professionals by committing to actions and processes which will ultimately embed culturally safe practices within all levels of health professional regulation.

Click to watch FNHA's  
CEO speak about  
cultural humility  
[https://www.  
youtube.com/  
watch?v=H4iltVqkSKY](https://www.youtube.com/watch?v=H4iltVqkSKY)





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# How to Promote Your Day of Wellness

## FNHA Social Media Vehicles



[www.twitter.com/FNHA](http://www.twitter.com/FNHA)



[www.facebook.com/firstnationshealthauthority](http://www.facebook.com/firstnationshealthauthority)



[www.instagram.com/fnha/](http://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 and re-posting posts in the lead up and throughout the Day of Wellness. Create your own posts and be sure to tag us!



## SAMPLE FACEBOOK POSTS



Have you heard of the FNHA Day of Wellness events? Over 160 events in First Nations communities across BC! Explore the events here! [www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events](http://www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events)

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! [www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events](http://www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events)

There are over 160 Day of Wellness events happening on National Aboriginal Day! Find an event in your community here! [www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul94w&hl=en&usp=sharing](http://www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul94w&hl=en&usp=sharing)

Join the Wellness Movement! Join the FNHA's Day of Wellness Facebook event! [www.facebook.com/events/146841859196202/](http://www.facebook.com/events/146841859196202/)

There are over a 160 ways to celebrate National Aboriginal Day through health and wellness events! Learn more: [www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul94w&hl=en&usp=sharing](http://www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul94w&hl=en&usp=sharing)

What is the Day of Wellness? Learn more: [www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul94w&hl=en&usp=sharing](http://www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul94w&hl=en&usp=sharing)

I'm attending a Day of Wellness event in my community! What is the Day of Wellness? Find out more here! [www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul94w&hl=en&usp=sharing](http://www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul94w&hl=en&usp=sharing)

Invite your friends to the Day of Wellness Facebook event here! [www.facebook.com/events/146841859196202/](http://www.facebook.com/events/146841859196202/)

## SOCIAL MEDIA HASHTAGS

#FNHAWellness

#Itstartswithme

#Culturalhumility



**SAMPLE TWEETS** (limited to 140 characters)



What is @FNHA's Day of Wellness? Learn more here: [www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events](http://www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events)  
**#FNHAWellness #NADCanada**

Invite your friends to @FNHA's Day of Wellness Facebook event here!  
**#FNHAWellness** [www.facebook.com/events/146841859196202/](https://www.facebook.com/events/146841859196202/)

I'm attending an @FNHA Day of Wellness event in my community! What is the Day of Wellness? Find out more here! [www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events](http://www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events)

There are over 100 Day of Wellness events happening on **#NationalAboriginalDay**! Find an event in your community here! [www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul-94w&hl=en&usp=sharing](http://www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul-94w&hl=en&usp=sharing)

There are over 160 ways to celebrate **#NationalAboriginalDay** through health and wellness events! Learn more: [www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events](http://www.fnha.ca/about/news-and-events/news/2017-day-of-wellness-events)

Browse all the @FNHA Day of Wellness events here **#FNHAWellness**:  
[www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul-94w&hl=en&usp=sharing](http://www.google.com/maps/d/viewer?mid=1vmWxiOF67JQvTPw88vgAJUul-94w&hl=en&usp=sharing)

## 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](http://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](http://www.fnha.ca/culturalhumility)



[www.fnha.ca/culturalhumility](http://www.fnha.ca/culturalhumility)



# 4A

## **Invite Your Local Media**

**For communities hosting a day of wellness event, inviting media and the public can build partnerships and be an opportunity to show off your community wellness on the front page!**

**The press release template on the next page and downloadable on our website can be customized for your event!**

Any questions about media or the template?  
Email us: [media@fnha.ca](mailto:media@fnha.ca)!

## DRAFT NEWS RELEASE

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

**For Immediate Release**

**[Date of Release]**

<<insert city or traditional territory>> -- On June 21, National Aboriginal Day of Wellness, over 20,000 people are anticipated to take part in one of 160 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>>

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.

In March of 2017, 23 health regulatory bodies in BC declared their commitment by signing onto the Declaration, the first such regulatory bodies in Canada to make the pledge. Find out more on the FNHA website: [www.fnha.ca/culturalhumility](http://www.fnha.ca/culturalhumility).

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

**Invite local health care professionals to your Day of Wellness to have a conversation about cultural humility and cultural safety in health care.**

This is a positive opportunity to shine light on the strength of your community and spend time with health care professionals in an environment of wellness, instead of 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. Find it on the next page!

## **DRAFT HEALTH PROFESSIONALS INVITE LETTER**

Dear **[insert health partner]**,

As part of the National Aboriginal Day of Wellness events, we are excited to invite you and your team to participate in our community event, **[insert event title]**.

Please join us at **[insert location]** on **[insert date]** to celebrate our health, wellness and culture. This as a positive opportunity to come together in a celebratory environment - please join us when we are well and practicing our cultures that keep us healthy as Nations.

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.

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

Then, in March of 2017, 23 health regulatory bodies in BC declared their commitment by signing onto the Declaration, the first such regulatory bodies in Canada to make the pledge.

The FNHA has a web portal with cultural safety and humility resources that includes educational, practical, and inspirational tools to understand and integrate cultural humility into our health care system.

Come celebrate with us and build awareness and momentum on cultural humility and cultural safety.

**Download your pledge card here!** [www.fnha.ca/culturalhumility](http://www.fnha.ca/culturalhumility)

In total, over 20,000 First Nations and Indigenous 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 - in our territory.

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,

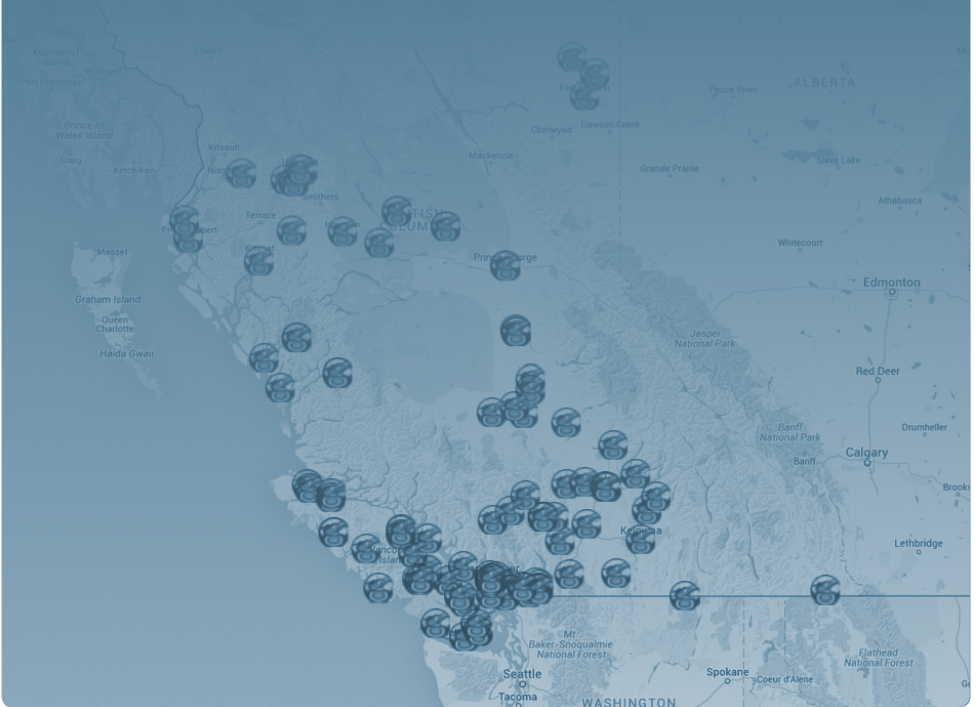
**[name of community representative]**

**[Nation or Organization]**



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# Resources @ FNHA.ca



## LOCATIONS

Our interactive google map shows locations and information on 160+ Wellness Events taking place across BC.



<https://www.google.com/maps/d/embed?mid=1vmWxiOF67JQvTPw88vgAJUul94w&hl=en>

## RESOURCE BOOKLET - “CREATING A CLIMATE FOR CHANGE”



Visit [www.fnha.ca/CulturalHumility](http://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*.

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

## KEY DRIVERS AND IDEAS FOR CHANGE



System-wide change begins with every individual that works in health. This document can support health service staff and allies to achieve our collective BC health systems goal of culturally safe health services for First Nations and Aboriginal people in BC. Key Drivers and Ideas for Change

offers practical tips and ideas for enhancing Cultural Safety in 5 areas: Values and Attitudes, Structures and Policy, Evaluation and Research, Training and Development, and Leading Practice.



## CULTURAL SAFETY AND HUMILITY PLEDGE SIGN

[www.fnha.ca/Documents/FNHA-Cultural-Humility-Pledge-Card.pdf](http://www.fnha.ca/Documents/FNHA-Cultural-Humility-Pledge-Card.pdf)



**#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](http://www.fnha.ca/culturalhumility)  
**@fnha**



First Nations Health Authority  
Health through wellness