



First Nations Health Authority
Health through wellness

Kief it Real Be a #VaxChamp

FNHA and Kiefer Collison Team Up on #VaxChamp Campaign

Known for his time on Big Brother Canada, Kiefer Collison becomes the newest #VaxChamp as he joins the FNHA to promote COVID-19 vaccinations.

The collaboration between the FNHA and Kiefer Collison was developed in response to the reality that vaccination rates among Indigenous people in BC are low, and well behind the rates of the rest of the population. Within some age ranges the numbers are comparable, but youth and especially those between 18-29 have the lowest vaccination rates. Overall, men are lagging behind women in every age group.

The Big Brother Canada actor and radio personality makes it personal as he shares his story and reason for getting vaccinated on the FNHA #VaxChamp page. "If I'm being brutally honest, it was a no brainer for me to get fully vaccinated. We need to make steps forward to get out of this pandemic so we can feast, sing, dance, celebrate and be who we are as Indigenous people."

Together, the FNHA and Kiefer Collison hope to bring vaccination numbers up. They are reaching out to Indigenous people of every age across BC to encourage vaccination, with the added incentive of prizes and a contest. During October, everyone sharing their photo and reason for getting vaccinated to the #VaxChamp page will get one of Kiefer's "Just a kid from the Rez" hats, and have a chance to win a \$500 Visa gift card.

"I'm proud to be a #VaxChamp", says Kiefer, adding, "It's about unity."

View the FNHA #VaxChamp page here: fnha.ca/vaxchamp

For more information about the vaccines for COVID-19, visit: fnha.ca/coronavirus

