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The NCUIH Youth Council is proud to launch the inaugural NCUIH Youth Council Indigi-Wellness Champion Campaign! The Indigi-Wellness Champion Campaign is a social media campaign consisting of two themes braided together by Native Youth for Native Youth to express health and wellness both #CultureIsPrevention and #ThisIsNative have been designed to create a community wide movement to further develop the expression of resiliency and wellness by Native Youth and improve overall health for the next seven generations!

NCUIH’s Youth Council Indigi-Wellness Champion Campaign is launching the week of American Indian/Alaska Native Hope for Life Day. The 10-day social media campaign will officially launch on Tuesday, September 10, 2019 and will run through Friday, September 20, 2019. Join the conversation and become an Indigi-Wellness Champion by bringing awareness to take specific steps to change the conversation around suicide, initiate action for awareness around health and Indigi-Wellness, foster hope in the effort to reduce or eliminate suicide in their community, and promote Native Youth mental, physical, emotional, and spiritual wellness.

To make a pledge or to learn more about the campaign, visit https://www.ncuih.org/indigiwellness
PARTICIPATE IN THE CAMPAIGN!

Create a social media post...
and share photos of life, family, friends, hobbies as examples of ways you keep your Indigenous identity strong and what have you been doing to promote health and wellness in your community over the past four years.

**Answer two questions in your post:**
1) “What does it mean to be an Indigi-Wellness Champion?”
2) “How do you stay resilient in your community?”

**Ask other Native youth to join the campaign...**
in your post and ask them “What does it mean for you to be an Indigi-Wellness Champion?” and “How do you stay resilient in your community”?

**Share Your Post on Facebook, Twitter and/or Instagram.**
Make sure that your social media post settings are public for NCUIH’s office to view your submission. Include the Youth Council Campaign Logo & hashtags #ThisIsNative #CultureIsPrevention #NCUIH #NCUIHYC18.

**Submit your post...**

**Join the Facebook Event!**
https://www.facebook.com/events/1591121437689422/

*If you are under 18 years old, always ask for parental/guardian permission before participating in this campaign.*
What is an Indigi-Wellness Champion? A person who embraces their “Indigeneity” through...

1. Inspiring Native Youth to choose healthy solutions;
2. Investing in positive change for mental, physical, emotional, and spiritual health; and
3. Promoting resilience and wellness to empower future generations.

INDIGENEITY

= Indigenous Identity
I want to share how I embrace my indigeneity and be an Indigi-Wellness Champion. I ask you to do the same. Let’s let our culture be the armor that protects us and builds our resiliency. #ThisIsNative #CultureIsPrevention #NCUIH #NCUIHYC18

I am an Indigi-Wellness Champion by participating in fun runs and going for walks in nature with friends. Our culture is the armor that protects us and builds our resiliency. #ThisIsNative #CultureIsPrevention #NCUIH #NCUIHYC18

My name is [Insert Name] and I am proud to be a member of [Name your tribe or community]. As a Native youth I am focused on reducing substance abuse and suicidal burden among other Native youth by [insert activity or ways you help in your community]. I am a proud supporter for the wellbeing and empowerment of all Native youth. #ThisIsNative & #CultureIsPrevention #NCUIH #NCUIHYC18

Being an #IndigiWellness Champion means being someone that your peers can count on by being a positive role model. By promoting resilience and wellness, it will empower future generations to take a similar path. This is how I embrace my indigeneity and how I am an Indigi-Wellness Champion. #ThisIsNative #CultureIsPrevention #NCUIH #NCUIHYC18

I am participating in the NCUIH #IndigiWellness Campaign to share how I embrace my indigeneity as an Indigi-Wellness Champion by Inspiring Native Youth to choose healthy solutions. #NCUIH #NCUIHYC18
#ThisIsNative is the first braid of the campaign with the goal to provide and connect Native Youth with Native Youth-driven resources. We want to show the world what it means to be Native because our lives are dynamic, unique, and sacred. We all have different life experiences that make us who we are. By sharing our gifts with the world, and through our community we can inspire other Native Youth like ourselves, invest in their wellness, and supporting each other in showing the ways in which we are resilient every day.

DRAFT SOCIAL MEDIA MESSAGES

1. [Say Hello in your Native Language] I am an enrolled member of the [Insert Name your tribe or community]. We are descendants of our ancestors and we all carry that strength through our resilience! #ThisIsNative

2. [Say Hello in your Native Language] I am an enrolled member of the [Insert Name your tribe or community]. Sharing our experience and telling our story to our community of #NativeYouth is healing. #ThisIsNative

3. [Say Hello in your Native Language] I am an enrolled member of the [Insert Name your tribe or community]. Being an #IndigiWellness Champion to me means providing peer-to-peer support to other #NativeYouth, family, & friends. #ThisIsNative #NCUHYC18

4. [Say Hello in your Native Language] I am an enrolled member of the [Insert Name your tribe or community]. Being an #IndigiWellness Champion to me means creating a safe space for my friends to come to me for support. #ThisIsNative #NCUHYC18

5. Say Hello in your Native Language] I am an enrolled member of the [Insert Name your tribe or community]. Being an #IndigiWellness Champion means recognizing stressors and finding healthy solutions with my community. #ThisIsNative #NCUHYC18
#CultureIsPrevention is the second braid of the campaign with the goal to raise awareness on suicide and substance abuse for Native Youth in our urban communities and on tribal reservations. Our objective is to train Native Youth to make healthy choices in their everyday lives, and to develop and disseminate culturally tailored prevention tools for suicide, substance abuse, and overall well-being.

**DRAFT SOCIAL MEDIA MESSAGES**

1. [Say Hello in your Native Language] My name is [Insert name here] and I am a member of [Insert Name your tribe or community]. My #CultureIsPrevention because [insert what activity you do stay connected to your culture]. #IndigiWellness #NCUIH #NCUIHYC18
2. [Say Hello in your Native Language] My name is [Insert name here] and I am a member of [Insert Name your tribe or community]. My #CultureIsPrevention because I participate in my traditional practices [insert practice examples such as: healing circles, sweat lodges, and ceremonies.] #IndigiWellness #NCUIH #NCUIHYC18
3. [Say Hello in your Native Language] my name is [Insert name here] and I am a member of [Insert Name your tribe or community]. My #CultureIsPrevention because learning our traditional cultural ways makes me feel resilient. #IndigiWellness #NCUIH #NCUIHYC18
4. [Say Hello in your Native Language] my name is [Insert name here] and I am a member of [Insert Name your tribe or community]. #CultureIsPrevention because it provides guidance and teaches me to be spiritually connected to our land and to each other. #NativeYouth #NCUIHYC18
How do you create your own Indigi-Wellness Champion Campaign Image?

Place an Indigi-Wellness Champion Campaign social media image frame by downloading the images in the toolkit above and overlaying the frame on an image of your choice. Check out the online software programs below to design your own custom image or video post!

CLICK LOGOS FOR MORE INFORMATION