

#INDIGILOVE

#NATIVEHEALING

A NCUH Youth Council Campaign



Campaign & Social Media Toolkit



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FOLLOW NCUIH ON SOCIAL MEDIA!



/NCUIH



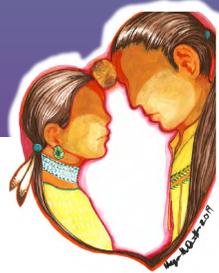
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CAMPAIGN

OVERVIEW



Indigi-Wellness Healer Campaign

The NCUIH Youth Council is proud to launch its Indigi-Wellness Healer Campaign! As Native youth continue to struggle with wellness challenges because of COVID-19, NCUIH's youth council wants to create a platform that amplifies youth voices and stories to the national level through its Indigi-Wellness Healer Campaign. The Indigi-Wellness Healer Campaign is a social media campaign by Native Youth for Native Youth consisting of two hashtag themes - #NativeHealing and #IndigiLove - to express the importance of mental & physical wellness and healthy Native relationships, especially during the coronavirus pandemic.

The Indigi-Wellness Healer Campaign aims to inspire Native youth to heal, to promote self-love, and love between family, friends, and partners. The mission of this campaign is to create a national community-wide movement that amplifies Native youth voices by sharing Native youth stories on healing, and connecting youth with Native youth-driven resources to further build Native youth resiliency. It is our hope that this will improve the overall health of Native youth for future next generations.

Indigi-Wellness Healers Campaign Goals:

- Raise awareness about sexual assault and dating violence among AI/AN youth 24 years old and younger with the goal to help promote mental, physical, emotional/spiritual wellness and health relationships
- Connect Native youth to youth-driven resources that build resiliency.
- Empower Native youth to overcome challenges by making healthy choices to heal for the next seven generations to overcome suicide and substance abuse.

How to Participate

Use the campaign hashtags, images, and filters on your Facebook, Twitter, and/or Instagram during the campaign week and enter the Raffle and/ or Contest for prizes. Check out the tools available for download below!

INDIGENEITY

= INDIGENOUS IDENTITY

WHAT IS AN INDIGI-WELLNESS HEALER?

A person who embraces their “Indigeneity” through...

1. Using their culture to be a shield to protect them, while also knowing when to get help.
2. Inspiring Native Youth to help heal themselves, maintain through self-care.
3. Investing in positive change for mental, physical, emotional/ spiritual health and sharing your story to inspire other.
4. Promoting resiliency, building healthy relationships, promoting generational healing to empower the next seven generations.



Both the #NativeHealing and #IndigiLove images were created by NCUIH's Youth Council member Megan McDermott (Descendant Piegan Blackfeet & Plains Cree).

CAMPAIGN #1: #NATIVEHEALING

The #NativeHealing campaign image is of a Native traditional dancer that represents indigenous identity and culture as being the medicine that promotes healing and resiliency for Native Youth, with the goal to provide and connect Native youth to youth resources. We all come from different walks of life and by sharing our gifts, stories of healing, resilience, and our wellness journey, we can inspire other Native youth like ourselves to invest in their wellness and to be resilient every day.

CAMPAIGN #2: #INDIGILOVE

The #IndigiLove hashtag campaign image is of a Native couple with the purpose to promote healthy relationships for all Native and Two-Spirit youth and young adults 24 years old and younger, as well as bring greater attention to sexual assault and dating violence among youth. Our aim to stop lateral violence and promote healthy relationships. Our objective for the #IndigiLove hashtag campaign is to connect youth with Native youth resources on self-love and building healthy relationships for the next seven generations. Inspire Native Youth by showing how they are resilient, they can heal, love themselves, their family, friends, and partners.

HOW TO

GET INVOLVED

SHARE THE INFOGRAPHICS & GIFS



Share the Infographics!

Go to www.ncuih.org/indigiwellnesshealer to download the full printable infographics and access resources to empower Native Youth to have healthy relationships and promote healing through statistical knowledge and Indigenous practices and resources.

Text Your Friends with a Giphy!

Send a text message to your friends using the campaign Giphys to ask them to participate in posting an image on their Instagram or Facebook Stories with the hashtags #Indigilove and/or #NativeHealing. Search for Indigilove or NativeHealing in your Giphy text library.



Click to Download the Giphys Directly Below!

[#NativeHealing GIF / Instagram Sticker](#)
[#Indigilove GIF / Instagram Sticker](#)

[Combination GIF / Instagram Sticker](#)

HOW TO GET INVOLVED RAFFLE & CONTEST

See pages 7-10
for sample social
media images &
content

Option 1: Social Media Raffle

Create and share a post (through Instagram, Facebook, or Twitter) using the #NativeHealing and #IndigiLove infographic resource images to raise awareness for mental health and teen dating violence with images on Native youth wellness, Native helplines and ways to build healthy relationships with your friends, family and partners (**see pages 9 & 10 to download images**). Share your post, tag (#NCUIH #NCUIHYC19) and LIKE/Follow the NCUIH social media pages below.

Then submit your full entry here: <https://www.ncuih.org/indigiwellnesshealer>.

Option 2: Concept Contest

Create a post (through Instagram, Facebook, or Twitter) using either #IndigiLove or #NativeHealing Campaign hashtag frame/filter images, fillable Instagram/Facebook story graphics and or by creating a personal video or picture. (**see pages 7 & 8 to download frames, filters, and story graphics**)

Answer one of the three questions below in your post:

1. "What does it mean to be an Indigi-Wellness Healer?"
2. "How do you build healthy relationships with friends, family, and or partners to promote generational healing and wellness?"
3. "How do you heal, stay healthy, and resilient while maintaining wellness"?

Share your post, tag (#NCUIH #NCUIHYC19) and LIKE/Follow the NCUIH social media pages below.

Then submit your full entry here: <https://www.ncuih.org/indigiwellnesshealer>.

DEADLINE FOR RAFFLE & CONTEST: Friday, August 7, 2020 @ 11:59 PM ET

***Always get parental permission before posting any content online (if under 18 years old).**

FOLLOW NCUIH ON SOCIAL MEDIA!



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@NCUIH_Official

HOW TO

GET INVOLVED

SOCIAL MEDIA FRAMES & FILTERS



Facebook Frame



Facebook Frame



Instagram Filter



Instagram Filter



Change your Facebook Profile Picture Frame for Concept Contest

To add a frame to your profile picture:

- Go to www.facebook.com/profilepicframes
- Select a frame from the menu or search for Indigilove OR NativeHealing
- Click Use as Profile Picture to save

When using a frame/filter include a photo of:

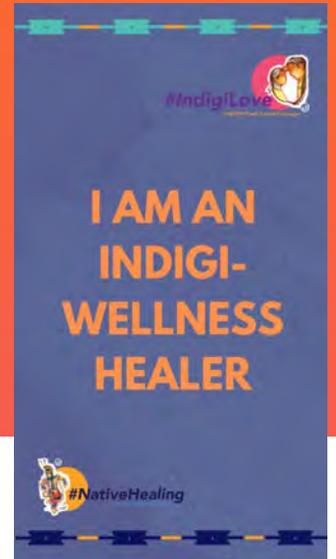
- examples of ways you keep your Indigenous identity strong, heal, maintain wellness, and stay resilient, or
- ways you build healthy relationships to promote healing



HOW TO

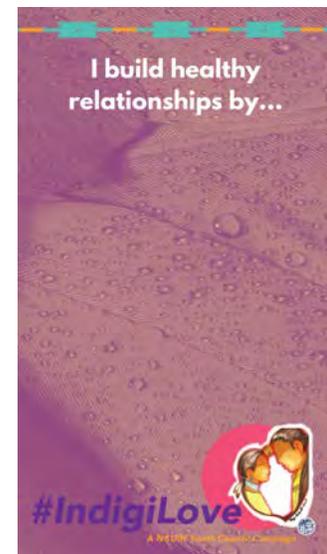
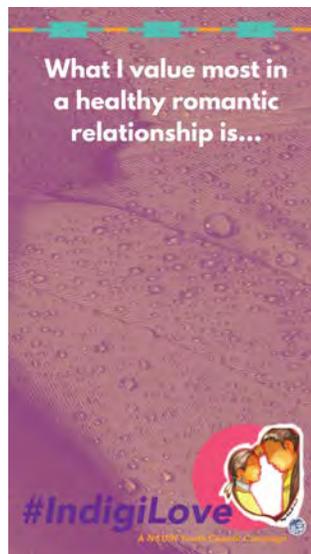
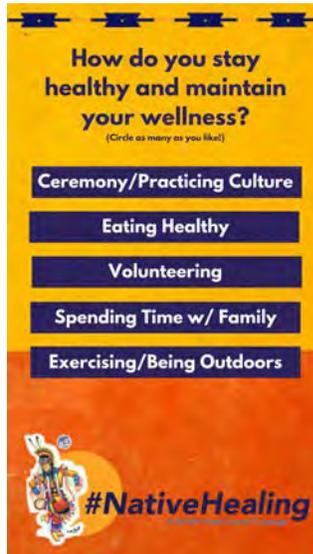
GET INVOLVED

INSTAGRAM & FACEBOOK STORIES



Post on Instagram/Facebook Stories

Download the following graphics and post to your Instagram & Facebook Stories!



Click the Images to Download

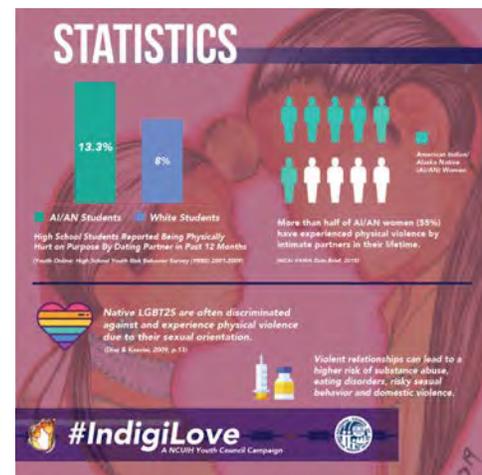
TEXT FOR SOCIAL MEDIA POSTS

Dating can sometimes be hard. Become a part of the NCUIH Youth Council #Indigilove campaign and advocate for healthy romantic relationships for our #NativeYouth. Learn healthy relationship tips and get educated on current information about teen dating!
www.ncuih.org/indigiwellnesshealer #NativeHealing #IndigiLove #NCUIH #NCUIHYC19

Establishing a good foundation in your romantic relationship is a important first step to healthy partnership. Check out the tips in the #Indigilove infographic. More info available here:
www.ncuih.org/indigiwellnesshealer #NativeHealing #IndigiLove #NCUIH #NCUIHYC19

Recognize the #RedFlags. The #Indigilove infographic has leading tips to recognize potential unhealthy behavior. If you need help, call @strongheartsv at 1-844-762-8483 Access more resources at
www.ncuih.org/indigiwellnesshealer #NativeHealing #IndigiLove #NCUIH #NCUIHYC19

#NativeYouth: You are supported. You are loved. You are important. There are #Native resources available everyday. Access resources here:
www.ncuih.org/indigiwellnesshealer #NativeHealing #IndigiLove #NCUIH #NCUIHYC19



Click the Images to Download

Native Healing Resources

NCUIH Wellness, Self-care, and Hope Resources
<https://adobe.ly/2ZEuFZP>

UNITY Wellness Warrior
<https://unityinc.org/wellness-warriors/>

National Suicide Prevention LIFELINE
 1-800-273-TALK (8255)

WE R NATIVE Ask Auntie
<https://bit.ly/256U6Pu>

For a complete list of resources, please visit
NCUIH.org/IndigiWellnessHealer

#NativeHealing

SIGNS SOMEONE MAY NEED HELP

- Talking about hurting or killing oneself.
- Feeling hopeless.
- Feeling rage or uncontrolled anger.
- Feeling anxious, agitated, or unable to sleep.
- Increasing alcohol or drug use.
- Withdrawing from friends, family, and society.
- Seeing no reason for living or having no sense of life.
- Feeling trapped as if there is no way out.



#NativeHealing

Types of Abuse

- Teen Dating Violence (TDV):** A pattern of abuse, threat of abuse, or aggression in a relationship. Many times young people and adults are unaware that teens experience dating violence.
- Physical Abuse:** The unwanted contact with you or something close to your body.
- Verbal Abuse:** using words to hurt, harass, or embarrass another person.
- Emotional & Mental Abuse:** harming another persons well-being and self-worth.
- Digital Abuse:** using technology to be abusive, harass, stalk, or intimidate another person.
- Sexual Abuse:** any act of behavior that is pressured or forced without prior consent.

#IndigiLove



Click the Images to Download

SUICIDE RISK FACTORS AMONG YOUTH ROAD MAP



41%

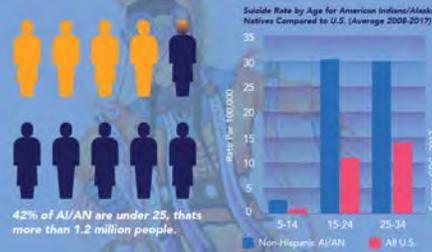
Some states have the highest percentages of young Native people. For example, in South Dakota nearly 41% of the 17,902 Native people are under 18 years old.

29%

About 29% of Native people are under the age of 18. 29% of Native people are under the age of 18. 29% of Native people are under the age of 18.

#NativeHealing

AI/AN SNAPSHOT Compared to U.S. Population



42% of AI/AN are under 25, that's more than 1.2 million people.

#NativeHealing

TEXT FOR SOCIAL MEDIA POSTS

#NativeYouth supporting Native Youth through #NativeHealing is even more important during #COVID19. Join the NCUIH Youth Council #NativeHealing campaign and advocate for #mentalhealth & #indigiwellness for our #NativeYouth. Learn tips and get educated on current info on resources! www.ncuih.org/indigiwellnesshealer #NativeHealing #IndigiLove #NCUIH #NCUIHYC19

#NativeYouth: You are supported. You are loved. You are important. There are #Native resources available everyday. Access resources here: www.ncuih.org/indigiwellnesshealer #NativeHealing #NativeYouth #MentalHealth #BehavioralHealth #IndigWellness

Learn the signs. The #NativeHealing infographic has tips to recognize potential signs a loved one or another #NativeYouth might need help. For help, call the National Suicide Prevention LIFELINE at 1-800-273-8255 Access more resources at www.ncuih.org/indigiwellnesshealer #SuicidePrevention #PeertoPeer