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NATIONAL NATIVE NETWORK



Introduction

Remedying health disparities in Indian Country requires effective communication to engage with our culturally diverse populations.

You don't have to be a graphic designer to create motivational health education and event flyers, you just have to create a message that can be understood by your audience.

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Health Education Specialist
Inter-Tribal Council of Michigan

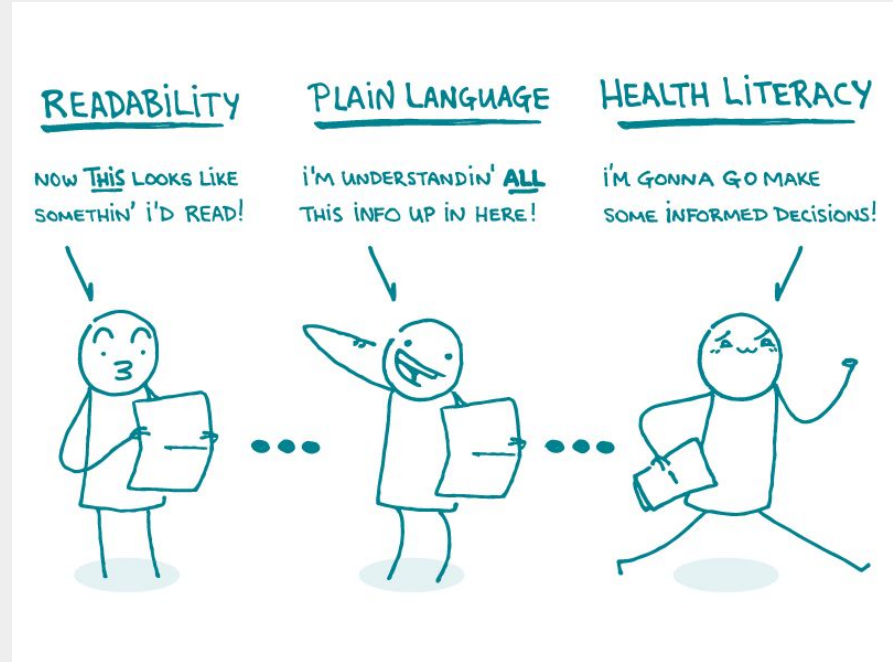
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Organizational Health Literacy

“The degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health related decisions and actions for themselves and others.”

(CDC, What is Health Literacy?, 2020)



A Lesson in Health Communications

- Know your Audience
 - Culture - Education Level - Structural Barriers
 - What are the needs of the Audience
- What do you want to happen
 - What message should be communicated?

Audience Needs

Prevent Cancer



Lower Cholesterol



Prevent Communicable Diseases



What Do We Want to Happen

Get Screened for Cancer

Use Diet and Exercise Strategies

Wash Your Hands

What is Your Call to Action?

1



AMERICAN INDIAN COMMERCIAL
TOBACCO PROGRAM:
CALL TODAY!
(855) 372-0037

37.9% of Native Americans in Michigan are smokers, while the state average is only 19%. 56.3% Native Americans, over half, have attempted to quit!

Keep tobacco sacred while protecting your children and future generations from commercial tobacco. Get help to quit smoking by calling the American Indian Commercial Tobacco Program.



2



**GET HELP
TO QUIT
SMOKING**

Keep tobacco sacred while protecting your children and future generations from commercial tobacco. Get help to quit smoking by calling the American Tobacco Program quit line.



Within Michigan's American Indian population, 56% who smoke made an attempt to quit in the past year. So can you!

CALL TODAY!
855.5AIQUIT
(855.524.7848)



AMERICAN INDIAN
Commercial Tobacco Program
www.aiquitline.com

IN PARTNERSHIP WITH



www.itcml.org

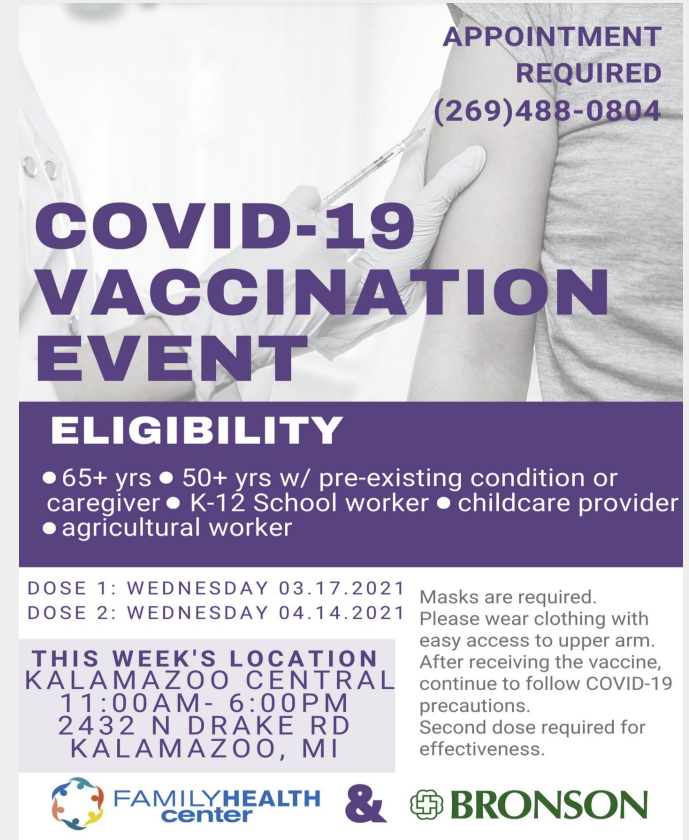
Key Points for Effective Flyers

- Less is more
- Connect to your audience with relevant pictures/graphics
- Tell your audience what you want them to do
- Get a proofreader who is unfamiliar with the event



Key Points for Effective Flyers

- Organize your layout
 - Bottom Line Up Front (BLUF)
 - What will your audience see first?
What are their eyes drawn to?
- Focus on the main points
 - WHAT, WHO, WHEN, WHERE, HOW
- Stick to 2 font styles and 3 font sizes
- Get a proofreader who is unfamiliar with the event



APPOINTMENT
REQUIRED
(269)488-0804

COVID-19 VACCINATION EVENT



ELIGIBILITY

- 65+ yrs ● 50+ yrs w/ pre-existing condition or caregiver ● K-12 School worker ● childcare provider ● agricultural worker

DOSE 1: WEDNESDAY 03.17.2021
DOSE 2: WEDNESDAY 04.14.2021

THIS WEEK'S LOCATION
KALAMAZOO CENTRAL
11:00AM- 6:00PM
2432 N DRAKE RD
KALAMAZOO, MI

Masks are required.
Please wear clothing with
easy access to upper arm.
After receiving the vaccine,
continue to follow COVID-19
precautions.
Second dose required for
effectiveness.

 FAMILY HEALTH
center &  BRONSON

Burying The Message

COVID-19 VACCINE CLINIC

Who? Fraternal Order Orioles
Kincheloe [REDACTED]
[REDACTED]

Where? Kinross Township
Hall

When? Thursday, May 20
10a-3pm

Call [REDACTED] and leave a
message with your name and phone
number - someone will call you back
[REDACTED]

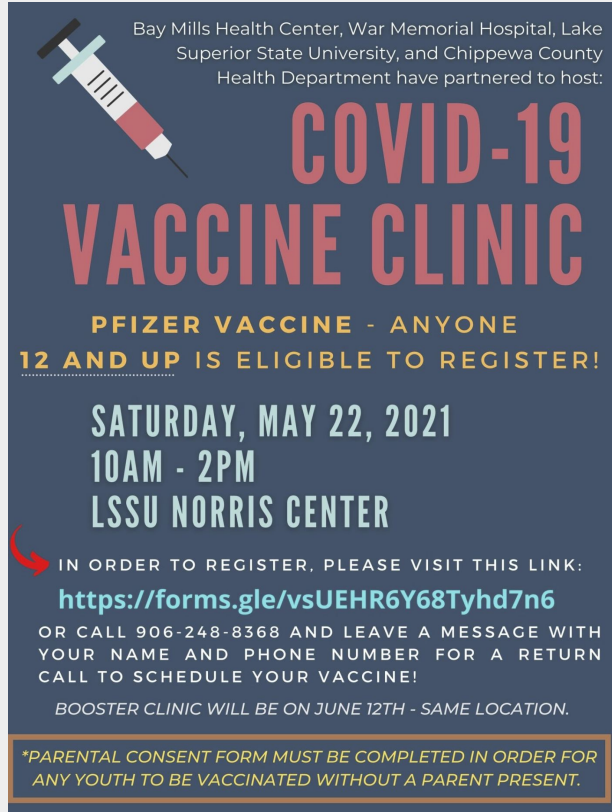


WE NEED YOU

The State of Tennessee Medical Reserve Corps Volunteer Program is seeking trained medical and non-medical health professionals to help in our fight against COVID-19. If you are a licensed medical professional who could help deliver acute care or someone who can help with administrative tasks or logistics, we need your help!



Effective Messaging for Your Audience



Bay Mills Health Center, War Memorial Hospital, Lake Superior State University, and Chippewa County Health Department have partnered to host:

**COVID-19
VACCINE CLINIC**

**PFIZER VACCINE - ANYONE
12 AND UP IS ELIGIBLE TO REGISTER!**

**SATURDAY, MAY 22, 2021
10AM - 2PM
LSSU NORRIS CENTER**

IN ORDER TO REGISTER, PLEASE VISIT THIS LINK:
<https://forms.gle/vsUEHR6Y68Tyhd7n6>
OR CALL 906-248-8368 AND LEAVE A MESSAGE WITH
YOUR NAME AND PHONE NUMBER FOR A RETURN
CALL TO SCHEDULE YOUR VACCINE!

BOOSTER CLINIC WILL BE ON JUNE 12TH - SAME LOCATION.

**PARENTAL CONSENT FORM MUST BE COMPLETED IN ORDER FOR
ANY YOUTH TO BE VACCINATED WITHOUT A PARENT PRESENT.*

← **WHAT** is happening

← **WHO** is eligible

← **WHERE** location of event

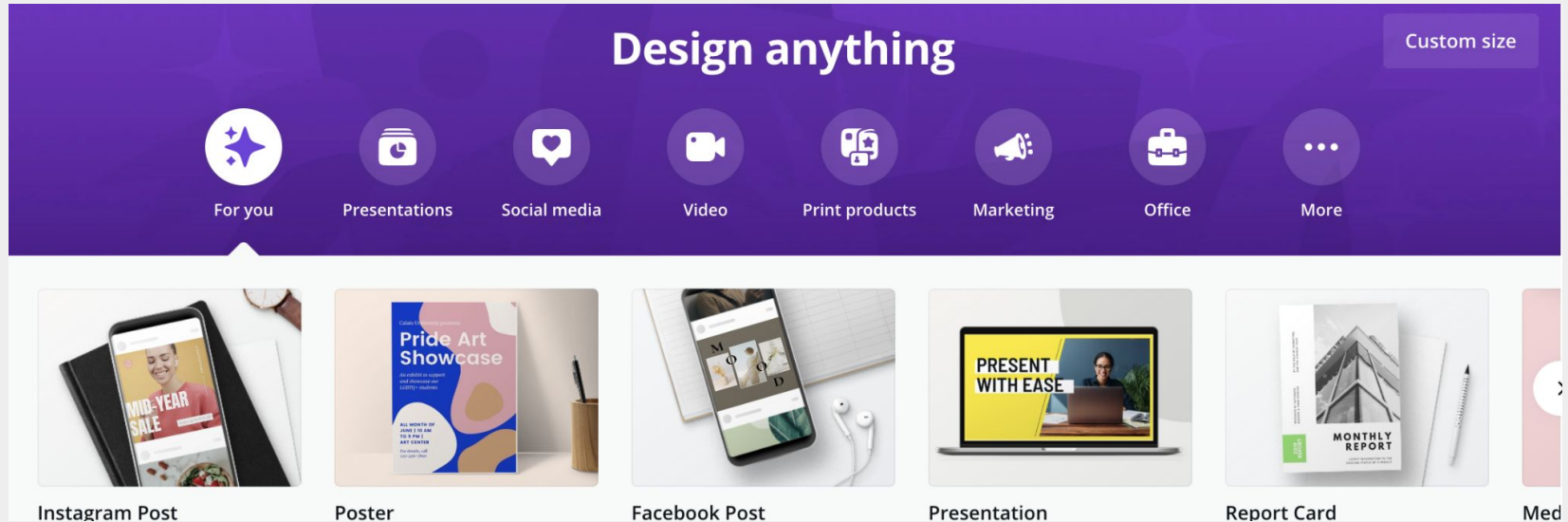
← **CALL TO ACTION** register using link

← **CLARIFYING NOTES**

Canva

Collaborate & Create Amazing Graphic Design for Free

- Free templates to design flyers, posters, social media posts



Thank you for participating today

Chi Miigwetch

Please let us know if you would like
additional talks on this subject.

