



Inter-Tribal Council of Michigan Reaching American Indians and Alaska Natives

Anishinaabek
COOKING RESOURCES

THREE FIRES
Comprehensive Cancer Consortium



The Inter-Tribal Council of Michigan, Inc. (ITCM) is a 501©(3) non-profit corporation duly organized under a State Charter filed April 16, 1968. The Inter-Tribal Council of Michigan, Inc. is located in Sault Ste. Marie, Michigan. It represents twelve federally recognized tribes in Michigan.

Mission Statement

1. To act as a forum for member tribes
2. To advocate for member tribes in the development of programs and policies which will improve the economy, education, and quality of life for Michigan's Native Americans; and
3. To provide technical assistance to member tribes, assisting in the development of tribal regulations, ordinances, and policies applicable to health and human services.

Lessons Learned - Speaking to Your Audience

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.

“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

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.aiqline.com

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At the foundation of all health communications is Health Literacy - Learning from our own actions, the Inter-Tribal Council of Michigan developed a “Lesson in Health Communications” webinar also know as “Plain Language Training” to support health centers in getting their message to their clients. The posters on this slide inspired the development of our training, along with posters frantically thrown together to advertise the COVID vaccine- posters that resulted in cancelled and unsuccessful vaccine events.

You might associate messaging and branding to commercial products like personal care items, however, messaging and branding is just as important for your organization regardless of the size or purpose. Something as simple as including your logo or using a color scheme that relates to your community can help communicate information better. The Who-What-Where-When and Why applies to all health communications whether it be a vaccine event, or a call for health eating or quitting tobacco. For example, if we want someone to lower their cholesterol, we will need to tell them the specific action steps (what we call a “call to action”) such as eating healthy foods right up front to ensure you are speaking directly to your audience.

As you can see on this slide there are 2 versions of a poster with the same “call to action” “Call the American Indian Quitline” to Quit Smoking.

The author of the slide on the left is an expert on the disparity, and the edits of the second poster included the disparity, but most importantly highlighted the importance

of Keeping Tobacco Sacred and Preserving Your Health and American Indian Populations by calling the the Quit Line. Find a proofreader who isn't part of the project if you can so they can tell you what stands out to them.

The first poster has great information specific to American Indian populations, but it needed to be presented in a way that is easily consumed with the "Call to Action" in the first 3 seconds of viewing it. You can also tell that the branding and color scheme makes it easier to read.

Best Practices - Adapting Nutrition Strategies



As stated in the first slide equity improves health outcomes. COVID-19 brought health equity to the forefront on the National Stage as access to food and health care was limited when the recent pandemic pushed community health and primary care into a telehealth scenario.

Local and State level organization utilized online resources to improve equity and access to nutrition resources.

As you can see in this picture the Hannahville Health Center went live for several cooking sessions with the dietitian and had success with teaching healthy recipes in a cook-a-long on the tribal health center Facebook page. The health center had a sign-up, using grant and tribal government funds the community health team distributed ingredients and appliances to their community members before the events and advertised the recipe before the live event took place. **Notably the Hannahville Health Center has 875 active patients in the local area, and their live videos are getting more than 400 views.**

This strategy worked because Hannahville Health Center knows much of their community is active on Facebook.

Like Hannahville, on a National and Regional level, the Inter-Tribal Council FDPIR

Anishinabaabek Nutrition Resources (including cooking videos, educational nutrition packet with recipes cards) are being distributed monthly on YouTube, Facebook and via the FDPIR facilities across Michigan.

As highlighted by Cathy Edgerly (ITCMI's nutrition program manager) stated **“The use of virtual cooking videos addressed barriers to participation such as scheduling, time limitations, and transportation”**

Layering Communications Strategies - Cancer Screening

We know that social media and online content isn't for everyone, which is why layering the communication strategies is important.

Layering of Health Communications includes distributing the same message/call to action in different ways- Local and Tribal Newsletters, Broadcasted Public Service Announcements and Press Releases, and Social Media. In this example you can see that we have a colored map of our local coverage areas for our tribal communities. Our annual mobile mammography event takes place in the pink and blue areas of this map. This is where we distribute our press releases, purchase add space in locally distributed newspapers, and culturally tailored and paid social media to increase mammogram appointments. We began this strategy in 2019, and have increase screening rates by 30% in 3 years.

Public Service Announcements (PSAs), this map identifies our tribal service areas and the reach potential for PSAs in the gray area which is the Grand Rapids TV Marquette more than 700,000 households which include 5 of our 12 Tribal communities. All or most local TV stations support free distribution of PSAs. Reach out to your local stations to run your health communication videos.

In the age of technology don't disregard local papers and radio ads. The ad depicted here reaches more than 7,000 people in the Upper Peninsula of Michigan and has successfully reached women ages 40 - 64 in rural austere areas with no cable TV. Additionally, don't forget to send press releases to your local radio stations as these

stations are the connections that span rural local communities.

- The pink print media ad on the screen for Mobile Mammography is an example of getting the message to where our readers are looking and meeting their expectations for finding events/services. While it might look confusing to you, this is an example of the paper's branding and knowing what messaging connects to their readers

Our social media followership increased by 44% since March of 2020. This is attributed to moving information online due to COVID and the intentional PSA's distributed on our social media pages, but also the reliance of American Indians on social media to communicate and get information.

Social media isn't just a platform for mass distribution of health messaging. Due to the absence of cell phone coverage, in one rural tribal community of Northern Michigan the Health Center has a HIPAA waiver to FB messenger as a primary means of communicating with their clients who reside within the tribal community.

We encourage you to use multiple different platforms and strategies to get your message across and to reach the communities you serve. Get some proofreaders that don't sit at your desk. Remember you are speaking to your community and not your health center staff, focus on plain language, the Who, What, Where, When and Why, and layer your strategies, and meet them where they are at.

Where to Find Us



@InterTribalCouncilMichigan
@KweBrave



@intertribalcouncilmichigan
@kwebrave



<https://www.itcmi.org/>
E-mail: info@itcmi.org



Finally, please feel free to share our resources available on Facebook, Instagram and our website. Kwe Brave is our breast cancer survivorship and educational page for American Indians.

If you need support please email us at info@itcmi.org