



**NPAIHB**

*Indian Leadership for Indian Health*

# **NPAIHB's COVID Messaging Strategies**

COVID ECHO

June 2020

# Messaging Channels: NPAIHB



- Formed a Messaging Workgroup
- Daily content themes
- Increase followers
- NPAIHB channels
  - Website
  - Social
  - Radio
  - PSAs



NPAIHB

*Indian Leadership for Indian Health*

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# NPAIHB COVID-19 UPDATE

[Click for Resources >](#)

[CDC & Federal Guidance](#)

[Idaho Resources & Guidance](#)

[Oregon Resources & Guidance](#)

[Washington Resources & Guidance](#)

[Policy & Legislative Resources](#)

[Tips & Resources for Community Messaging](#)

[Tribal Lessons Learned](#)

[Alternate Care Sites](#)

<http://www.npaihb.org/covid-19/>



KWSO Radio

312 2,725

Follow

Follow KWSO Radio and others on SoundCloud.

Create a SoundCloud account Sign in

8 public service announcements delivered over the phone as we maintain social distancing. Words of encouragement and guidance from Native Americans connected to the Northwest Portland Area Indian Health Board.

For Native Radio Station use. 2 - 30 sec PSAs + 6 - 60 sec PSAs

Produced by KWSO radio.

#NPAIHB #KWSO #NATIVE RADIO #COVID-19

Show more

- 1 NPAIHB COVID 19 Message - Armand Minthorn FINAL 60 ▶ 82
- 2 NPAIHB COVID 19 Message - Candice Jimenez FINAL 60 ▶ 54
- 3 NPAIHB COVID 19 Message - Cheydon Herkshan FINAL 30 ▶ 104
- 4 NPAIHB COVID 19 Message - Danica Brown FINAL 60 ▶ 60
- 5 NPAIHB COVID 19 Message - Deanie Johnson FINAL 60 ▶ 41
- 6 NPAIHB COVID 19 Message - Ginger Smith FINAL 60 ▶ 39
- 7 NPAIHB COVID 19 Message - Lindsey Pasena - Little Sky FINAL 60 ▶ 143
- 8 NPAIHB COVID 19 Message - Paige Smith FINAL 30 ▶ 29

**"People can look completely normal and feel healthy, and unknowingly spread the virus to others. We can stop spreading this virus by staying home..."**

LINDSEY PASENA-LITTLESKY



**STAY HOME  
STAY SAFE  
SAVE LIVES**

Brought to you by KWSO radio and NPAIHB





**NPAIHB**

*Indian Leadership for Indian Health*

**I am staying well during this time by...**

**#NWTribesStayHome**



npaihb • Following



**npaihb** We hope you are taking care throughout these uncertain times and that you are finding strength in your communities. This includes our ability to contribute to reducing the spread of COVID-19 to ease pressure on our healthcare system and to preserve good health

·  
Help us promote staying home and lessen the spread of COVID-19 by finishing these statements in your own words. These messages can support one another as we navigate this time together

·  
We also have some examples!

·  
How to create your message:



Liked by **nativehealthohsu** and **24 others**

MARCH 24

Add a comment...

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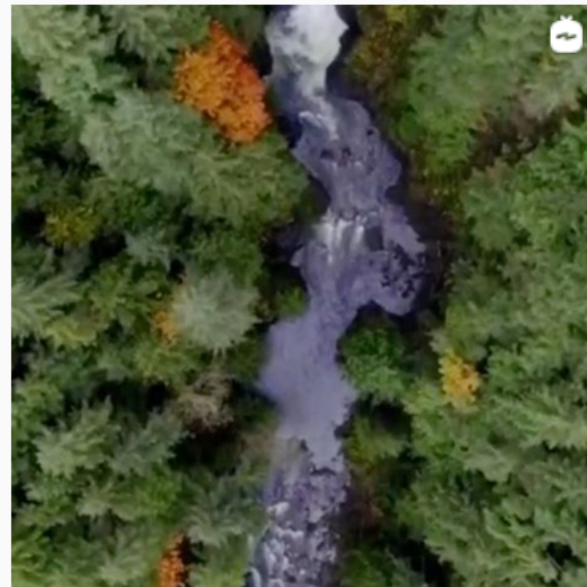
... practicing spiritual, exercising taking a break from media and going to check on elders and seniors..."

SMITH



HOME SAFE LIVES

VSO radio and NPAIHB



Do you wear a mask?

I tell I'm glad you asked.

I ask because I love the people I come in contact with. I love them and their family that they go home to every day. I don't want to necessarily protect myself but I want to protect those around me in case I have the COVID-19 virus. My mask helps reduce the risk of me transmitting the virus. I ask because I love and want to protect those who I come in contact with. That's why I wear a mask."

You will wear a mask too.

Toni Jefferson, General Manager



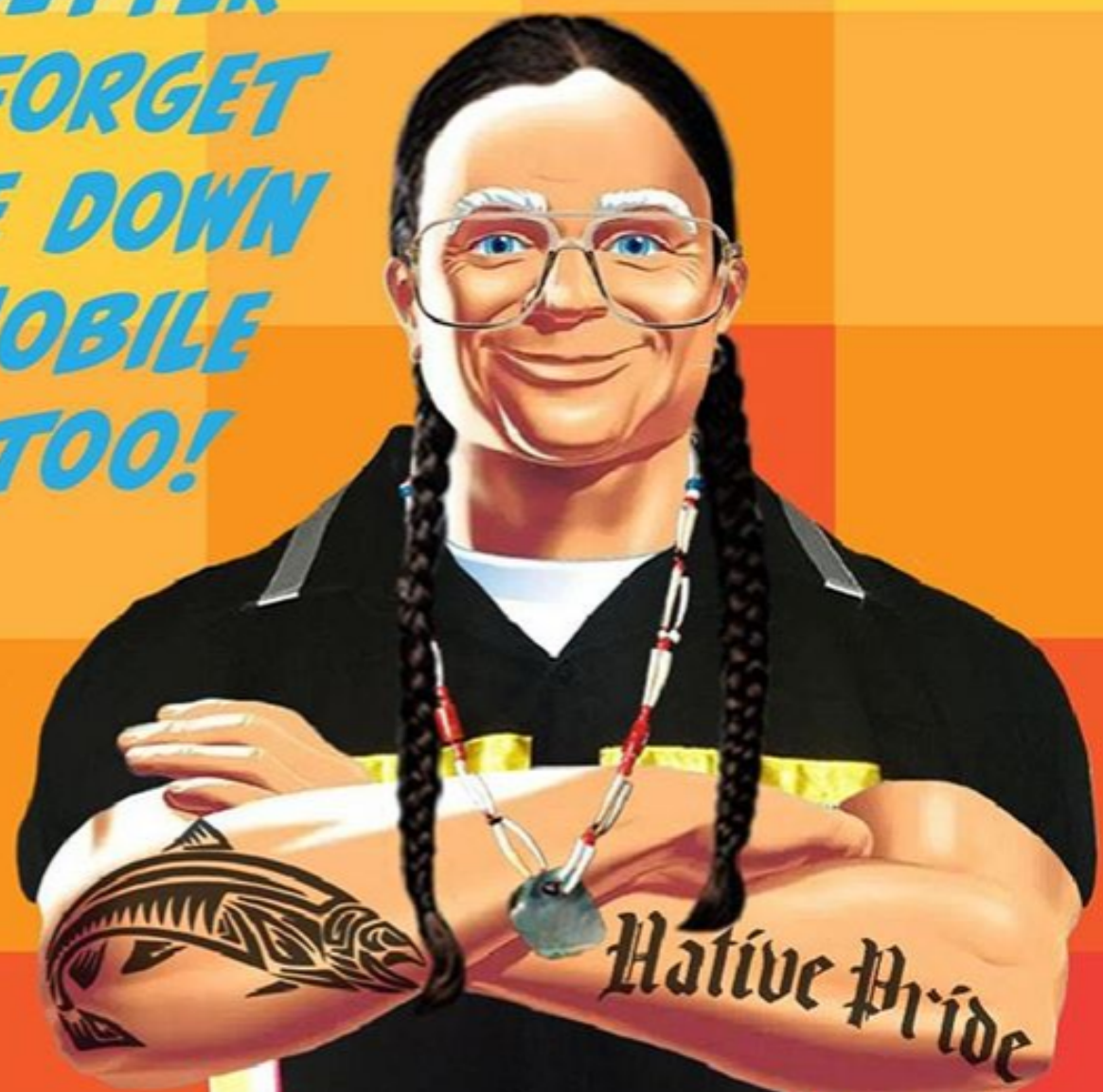



# Messaging Channels: We R Native

- Website
- Social
- Text NATIVE to 97779
- PSAs



**HEY.... BETTER  
DON'T FORGET  
TO WIPE DOWN  
YOUR MOBILE  
DEVICE TOO!**



wernative • Following



**wernative** Cleaning..... Ugh, not your favorite activity, BUT it's super important. Disinfecting spaces commonly used (tables, laptop/keyboard, etc.) can help prevent spread. Here's a tip: create a cleaning playlist and just jam while you're cleaning. If dancing starts, just let it happen 😊 \*\*Please follow instructions while using cleaning supplies. Be sure to ventilate the room and circulate air if possible.

10w



Liked by nativehealthohsu and 231 others

MARCH 28

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## Northwest Native American Center of Excellence

@nativehealthohsu

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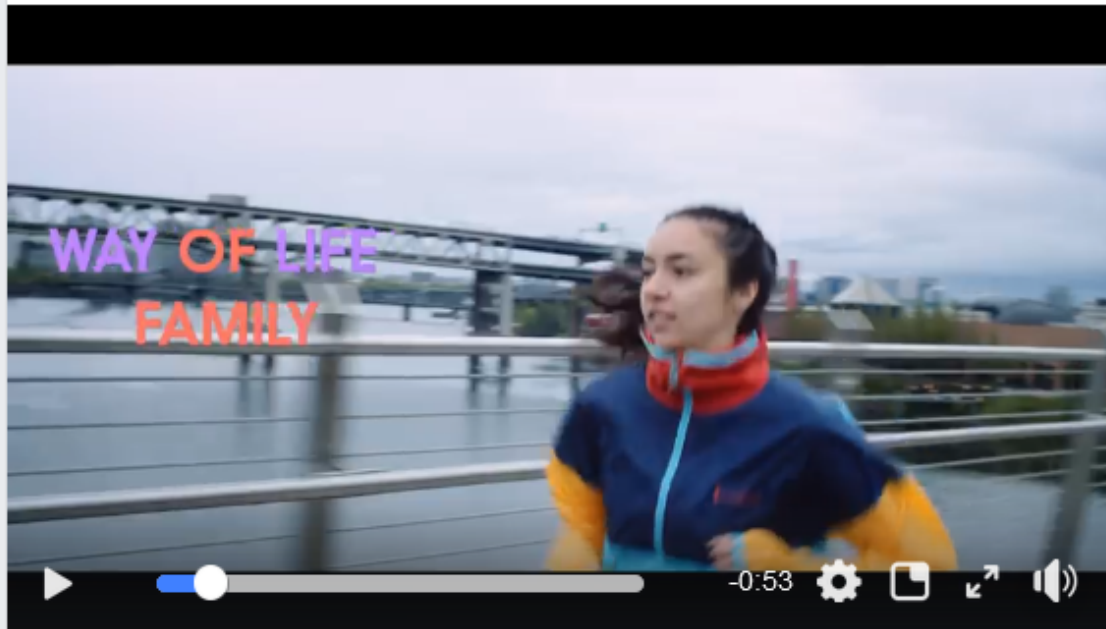
Northwest Native American Center of Excellence

May 12 at 11:35 AM · 🌐

Join the movement by #ExercisingSafeSweats. COVID-19 poses a unique threat to our communities, our cultures, and our traditions. ASK your Elders to share WISDOM on how to ADAPT your ceremonies to practice your ways AT HOME. PROTECT the ones you LOVE. PRACTICE your ways AT HOME. TOGETHER...WE WILL..GROW STRONGER.

In partnership with We R Native, We Are Healers, and Northwest Portland Area Indian Health Board.

... See More



👍❤️😄 341

5 Comments 931 Shares

- NNACOE
- NPAIHB
- We R Native
- We Are Healers
  
- Over 100,000 views in three weeks

<https://youtu.be/OysNk-fUY6w>

Facebook interface showing the Northwest Portland Area Indian Health Board page. The page features a post about wearing a mask, a large graphic with the text "STAY HOME STAY SAFE SAVE LIVES" and "NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD", and a sidebar with navigation options like Home, Posts, Events, etc. The post includes a link to a CDC FAQ and hashtags like #NW Tribes Stay Home.

**Northwest Portland Area Indian Health Board**  
 Published by Celena McCray [?] · May 5 · 🌐

This week's Bigfoot tip, wearing a mask 😊 Face coverings helps curb the spread of infection for just about every group -- from the young and the old, all the way to our friend Bigfoot! Even if you don't have any symptoms, it's worth wearing a face covering.

Check out the CDC's helpful FAQ by clicking the link below:  
<https://www.cdc.gov/.../prevent-get-.../cloth-face-cover-faq.html>  
 #NW Tribes Stay Home #StayHome #StaySafe #SaveLives

**STAY HOME  
STAY SAFE  
SAVE LIVES**

**NORTHWEST PORTLAND AREA  
INDIAN HEALTH BOARD**

3,010 People Reached      205 Engagements      [Boost Post](#)

**Community** See All  
 Dondi Head and 81 other friends like this or have checked in  
 Invite Friends  
 1,069 people like this  
 1,158 people follow this  
 319 check-ins

**About** See All  
 2121 SW Broadway, Suite 300 (3.73 mi)  
 Portland, Oregon 97201  
[Get Directions](#)

# March

**1,955 REACH**  
**844 ENGAGEMENTS**



**NPAIHB**  
1,337 Tweets

**NPAIHB** @NPAIHB · May 19  
Bigfoot tip this week - washing your hands. Every second counts! Washing hands with soap & water for at least 20 sec is one of the best ways to protect yourself & your family from getting sick. More info: [cdc.gov/healthywater/h...](https://cdc.gov/healthywater/h...)  
#NW TribesStayHome #StayHome #StaySafe #SaveLives

**NPAIHB** @NPAIHB · May 19  
Join us, #NW TribesStayHome with @NPAIHB staff and family in navigating this time together. We hope these tips are helpful. Individual efforts lead to community strengths. #StayHome #StaySafe #SaveLives Music by: Nakoia Heavyrunner, Beautiful Day

**NPAIHB** @NPAIHB · May 18  
Housed @NPAIHB, @weRnative is designing and testing innovative tools to support mental health & wellness, build cultural pride & resilience, & improve help-seeking skills among Native youth. Learn more [ow.ly/H4Nn50zJxfo](https://ow.ly/H4Nn50zJxfo) In partnership w/ @SMAHRTeam #tamprogram #mentalhealth

Instagram

The grid contains 12 Instagram posts:

- 1. HEPATITIS C TEST, TREAT, CURE
- 2. STAY HOME STAY SAFE SAVE LIVES NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD 20 SEC
- 3. STAY HOME STAY SAFE SAVE LIVES
- 4. Why do you wear a mask? (with a woman wearing a mask)
- 5. Women in Medicine (with a woman)
- 6. Maternal and Child Health (MCH) Resources for COVID (with a woman and child)
- 7. National Women's Health Week May 10-16 (with a woman)
- 8. Celebrating Indigenous Motherhood (with a woman)
- 9. STAY HOME STAY SAFE SAVE LIVES NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD
- 10. National Women's Health Week May 10-16 (with a woman)
- 11. Dear Mom Dear Auntie (with a woman)
- 12. Northwest Portland Area Indian Health Board (with a woman)

**April**

**12,452 REACH**  
**2,842 ENGAGEMENTS**

**May**

**42,123 REACH**  
**6,188 ENGAGEMENTS**

**56,530**

**9,874**

**TOTAL REACH ON SOCIAL MEDIA**

**ENGAGEMENTS ON SOCIAL MEDIA**

**226 GAINED FOLLOWERS**

**1.9K VIDEO MINUTES VIEWED**

