Hi ____,

Thank you again for being part of Care for Us By Us - the Inter-Tribal Council of Michigan's COVID-19 vaccine outreach campaign. We are grateful for your partnership and are excited to connect with your audience. **Please plan to create your content during the week of April 18-22 and share your content during the week of April 25-29.**

The final logo for the campaign will be ready no later than April 15, likely sooner, and we will share this with you to include in any of your videos or social graphics. Additionally, we ask that you please tag the following accounts and use these hashtags in your post:

- #CareForUsByUs
- #VaccineEquity
- #COVID19
- #NativeYouth
- #NativeTwitter
- #IndigenousTwitter
- #NativeTikTok
- #IndigenousTikTok
- @KeepItSacred on Twitter and Facebook / @NNNKeepItSacred on Instagram

Below are some key messages for the campaign. We encourage you to share these points in your own voice and in ways that best fit the style of your content.

- **Organization:** Inter-Tribal Council of Michigan
- **URL**: https://keepitsacred.itcmi.org/vaccineequity/
- **Campaign:**
  Care for Us by Us
  Tribes united to fight COVID-19
- **Messaging:**
  - In our community, we look out and care for one another. We embrace and protect our families and communities above all. Getting the vaccine wasn't just about me, it was about protecting my tribal community.
  - COVID-19 has kept us apart and put our cultures and loved ones at risk for far too long.
  - The benefits to you and your family of getting the vaccine greatly outweigh any possible side effects. The majority of the deaths and serious illnesses caused by COVID-19 were preventable, if people had gotten the vaccine. When it comes to the health and safety of our tribal communities, it's vital that each one of us gets vaccinated so we can protect our elders and our more vulnerable community members and preserve our way of life.
  - Your health care provider and local tribal health organization are equipped to help us get the care we need in our own communities and can provide guidance about the vaccine.

- Your community needs you. Do your part by joining the nearly 60% of Native Americans in the U.S. who are already vaccinated and reduce the risk of spreading the virus to people in your community who are most vulnerable. Your health care provider and local tribal health organization are there for you every step of the way - from answering your questions and helping you set up and get to your appointments.
- Together, we have the power to protect the future of our communities. It’s on us to keep our tribes and families safe during times like these. We must be the guardians of each other's health and safety. Our relatives, our elders, our cultures and traditions, and our communities will be reunited safely once again.

Thank you,