



Vaccine Equity

Be a Good Relative Best Practices

Background on the Be a Good Relative (BAGR) campaign

Phase 1 of the project prioritized a campaign for the COVID-19 vaccine. Phase 2 expanded the campaign to encourage the urban American Indian and Alaska Native (AI/AN) community and health care providers to “be a good relative” and get vaccinated for influenza, among other preventable diseases. Phase 2 implemented new resources to focus on the influenza vaccine. This change increased the output of resources and culturally appropriate materials to target urban AI/AN people to increase short-term and long-term outcomes for vaccine coverage improvement among the targeted population.

NCUIH Native Healthcast Podcast

In this episode, NCUIH hosts River Carroll (Cheyenne and Arapaho), Policy and Communications Associate, Tiffani Stark, MHA, Public Health Manager, and Myca Grant Hunthrop, MPH, Public Health Project Coordinator, discuss the BAGR public health campaign focusing on vaccine equity and initiatives within urban American Indian and Alaska Native populations. Listen as they share what made the campaign successful in encouraging vaccination against COVID-19 and how NCUIH later expanded the campaign to include flu and RSV vaccines.

The *NCUIH Native Healthcast* is produced by Jessica Gilbertson, MPA (Turtle Mountain Band of Chippewa), Director of Communications and Events, and introduced by River Carroll (Cheyenne and Arapaho), Policy and Communications Associate at NCUIH.

Podcast link: [Episode 9 - Community Care and Cultural Relevance in Public Health Campaigns](#)





Vaccine Equity Best Practices for urban American Indian/Alaska Native communities

- ▶ The theme “Be A Good Relative” emphasizes community care and cultural values in vaccine messaging.
- ▶ Create culturally relevant visuals, incorporating elements like the medicine wheel and appropriate color schemes to align with target audience values.
- ▶ Partner with trusted community leaders and organizations to build credibility and reach.
- ▶ Collaborate with community ambassadors to review and refine campaign materials.
- ▶ Leverage trusted messengers like NCUIH and local UIOs to increase vaccine acceptance.
- ▶ Use diverse communication channels, including social media, local events, and health care settings, to increase access to resources.
- ▶ Address common myths and misconceptions directly with clear, factual information to reduce inappropriate spread.
- ▶ Include representation of various age groups, especially elders and youth, in campaign materials for inclusiveness and so the audience feels ‘seen.’
- ▶ Offer resources in multiple formats (e.g., posters, videos, webinars) to cater to different learning preferences.
- ▶ Regularly evaluate campaign effectiveness through surveys and engagement metrics, adjusting strategies to support quality improvement and relevancy with the audience.

