

# ***BACKGROUND***

## **Protect Our People MB Campaign**

“Now more than ever, it is important for us to work together, protect each other and get vaccinated. We each have a responsibility to protect our Elders and those who cannot yet be vaccinated including our children. This campaign exemplifies our collective efforts and directs united support for us all to protect our people. I acknowledge that there is a further aspect to the #ProtectOurPeople campaign that makes available graphics for First Nation allies to use to help promote. I encourage all allies to join us in the fight against COVID-19 and make your support known.”

– Assembly of Manitoba Chiefs Grand Chief Arlen Dumas

“Getting vaccinated is one of the key steps we can take to protect ourselves, our loved ones, and our communities. I want to thank all the influencers who have come forward to share strengths-based messaging to encourage other young people to consider getting their COVID-19 vaccine. Let’s work together to protect Manitoba.”

– Manitoba Keewatinowi Okimakanak Inc. Grand Chief Garrison Settee

“For too long First Nation people have been undervalued and greatly underserved by the health-care system. This is contributing to vaccine hesitancy we are now seeing among our people, specifically our youth. But we are a resilient people, and it’s our own leadership, health-care experts and influencers who have come together to help combat misinformation and uncertainty regarding the COVID-19 vaccine. We know the best way to reach people is to amplify First Nation stories and voices, so I encourage everyone to add their voice to the campaign and get involved in #ProtectOurPeopleMB. Help do your part to protect yourself, your community, and our people.”

– Southern Chiefs’ Organization (SCO) Grand Chief Jerry Daniels

“This partnership and the Protect Our People MB campaign will help share the facts about the COVID-19 vaccine, but also share the stories and perspectives of people who understand why it is so important. The province is proud to support this work, to amplify the voices of people who can connect and encourage those who might be unsure or uncertain. This campaign, developed by First Nation people for First Nation people, is a powerful way to encourage vaccine confidence – and ultimately that protects all of us.”

– Health and Seniors Care Minister Heather Stefanson