

# NCCIH VIRTUAL SERIES:

## *First Nations, Inuit and Métis peoples and COVID-19*

Session 4: Innovative public health messaging on COVID-19 and Indigenous Peoples

National Collaborating Centre  
for Indigenous Health  Centre de collaboration nationale  
de la santé autochtone

Session 4: February 3, 2021, 10am to 12:30pm PST

*program*

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# PROGRAM

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*First Nations, Inuit and Métis peoples  
and COVID-19*

February 3, 2021  
10am to 12:30pm PST

Session 4: Innovative public health  
messaging on COVID-19 and  
Indigenous Peoples

Hosted by the  
National Collaborating Centre for  
Indigenous Health (NCCIH)

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# WELCOME

The National Collaborating Centre for Indigenous Health (NCCIH) is pleased to present a four-part virtual series that will look at the experiences of First Nations, Inuit and Métis peoples and communities with COVID-19.

The series will run over four Wednesdays on January 13, 20, 27 and February 3, 2021 from 10 AM – 12:30 PM PST.

January 13, 2021

*Indigenous governance and self-determination in planning and responding to COVID-19*

January 20, 2021

*Socio-economic impacts of COVID-19 on the health and well-being of First Nations, Inuit and Métis populations*

January 27, 2021

*Data collection on COVID-19 cases in First Nations, Inuit and Métis populations and communities*

February 3, 2021

*Innovative public health messaging on COVID-19 and Indigenous Peoples*



# EVENT DESCRIPTION

This session, *Innovative public health messaging on COVID-19 and Indigenous Peoples*, brings together expert speakers who work in regional and national Indigenous organizations across Canada, including:

- Regional Chief Marlene Poitras and Regional Chief Kevin Hart, Assembly of First Nations (AFN)
- Patricia D'Souza, Inuit Tapiriit Kanatami (ITK)
- Dr. Eduardo Vides, Métis National Council (MNC)
- Jocelyn Formsmma, National Association of Friendship Centres (NAFC)

These presentations will focus on the innovative development of community and distinctions-based public health messaging on COVID-19. Regional and national organizations took immediate and on-going actions to develop and share credible public health information on the pandemic. They did this through the development of fact sheets, infographics and videos. The panelists will speak to these knowledge sharing formats and the lessons they have learned along the way for demystifying information and reducing stigma around COVID-19.



## Session 4: Wednesday, February 3, 2021

**10:00 AM** *Welcome to the Virtual Series*

- Rick Harp, Media Indigena

*Opening Prayer*

- Clark Paul

**10:15 AM** *COVID-19 Information sharing for First Nations communities: Challenges and approaches*

- Regional Chief Marlene Poitras and Regional Chief Kevin Hart, Assembly of First Nations (AFN)

**10:30 AM** *COVID-19 Communications*

- Patricia D'Souza, Inuit Tapiriit Kanatami (ITK)

**10:45 AM** *Question and Answer Session*

- Rick Harp, Media Indigena

**11:00 AM** *Cultural Performance*

- Mattmac (Matthew Moonias)





# AGENDA

## Session 4: Wednesday, February 3, 2021

- 11:10 AM** *COVID-19 pandemic: Metis Nation public health messages*
  - Dr. Eduardo Vides, Métis National Council (MNC)
  
- 11:25 AM** *National highlights of lessons learned from innovative COVID-19 campaigns for knowledge sharing, demystifying information and addressing stigma*
  - Jocelyn Formsma, National Association of Friendship Centres (NAFC)
  
- 11:40 AM** *Question and Answer Session*
  - Rick Harp, Media Indigena
  
- 11:55 AM** *Closing Prayer*
  - Clark Paul

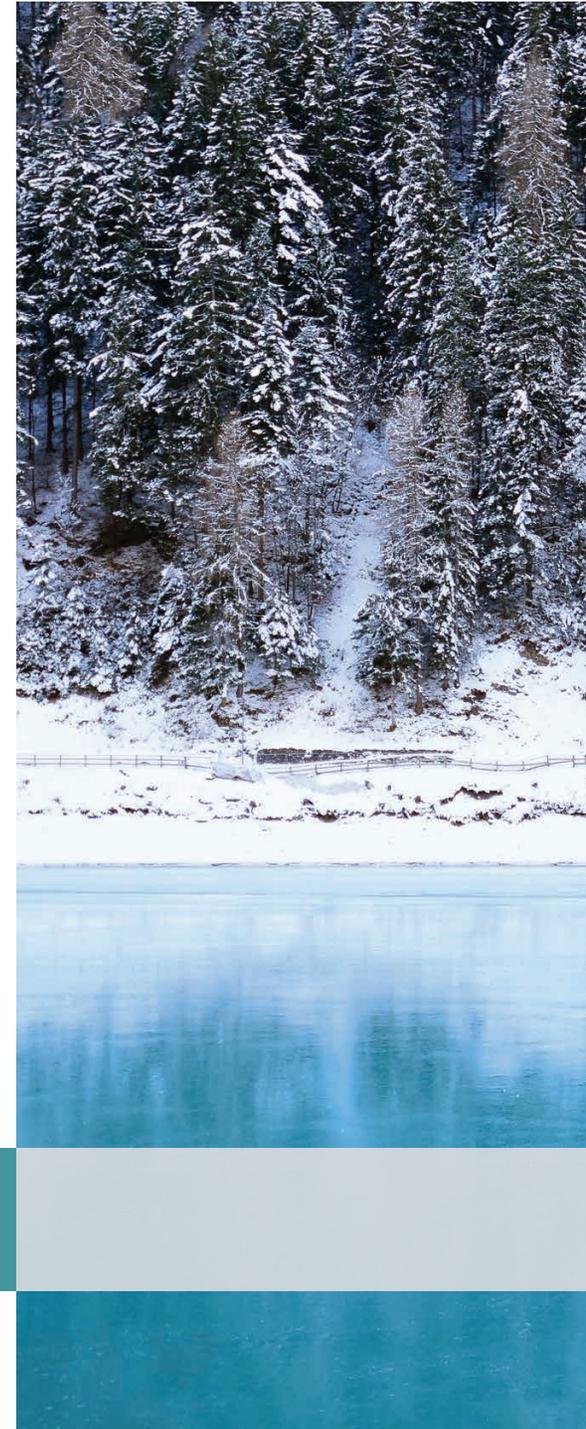




## Rick Harp Host and Producer, Media Indigena

Born and raised in Winnipeg, Manitoba, a city located both at the heart of the continent and smack dab in the middle of nowhere, Rick Harp is a citizen of the Peter Ballantyne Cree Nation in what's now known as northern Saskatchewan. While pursuing his BA as a student of political science at Carleton University in Ottawa, Rick got bit hard by the radio bug at the campus and community station, CKCU-FM. Thus began a twenty-plus-year career in broadcast media, including national and regional stints at CBC Radio, the Aboriginal Peoples Television Network (APTN), and NCI-FM. A former Artistic/Managing Director of the Winnipeg Aboriginal Film Festival, he is a co-

founder and president of the INDIGENA Creative Group (MI's parent company). In 2010, Rick was eager to chart his own course, launching the online magazine MEDIA INDIGENA, whose roster of original Indigenous voices offered an intelligent alternative to mainstream perspectives. Although the site's output has ebbed and flowed over the years, its recent re-ignition as a weekly podcast heralds a return to form as a lively, active source of 'Interactive Indigenous Insight.'





## Marlene Poitras Regional Chief, Assembly of First Nations (AFN)

Marlene Poitras is a member of the Mikisew Cree First Nation, and a direct descendant of Mikisew who signed onto Treaty 8 on July 13, 1899. Regional Chief Poitras is a professionally trained nurse who received her education at Grant MacEwan Community College, and later also graduated with honours in Health Administration.

In 1994, Marlene worked at the Assembly of First Nations (AFN) in Ottawa as the



Health Planner, and later, Assistant to the National Health Director. She was also Appointed by the AFN to represent Canada on the International HIV/AIDS Conference Committee in 1995.

Regional Chief Poitras made history as the first woman to hold the position of Assembly of First Nations Regional Chief for Alberta. She is a recipient of the 2015 Alberta Aboriginal Role Model Humanitarian Award.

Her current AFN portfolios are Health, Charter Renewal and Treaties.



## Kevin Hart Regional Chief, Assembly of First Nations (AFN)

Kevin T. Hart is currently the Manitoba Regional Chief for the Assembly of First Nations (AFN) of Canada. Kevin is from the Nisichawayasihk Cree Nation, Treaty 5. He spent his early years on the Opaskwayak Cree Nation, and presently resides in his wife's community, the Sagkeeng First Nation, a signatory to Treaty 1 and is a proud father to 6 children and Papa to 4 beautiful grandchildren.

Kevin has been active in politics for the past 25 years, prior to the AFN he worked at the provincial level for 5 years with the Honorable Eric Robinson in the Manitoba Legislature. He is passionate about the Indigenous community and people,

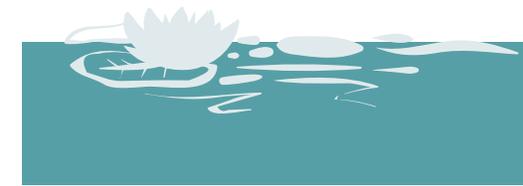
striving to ensure the issues and concerns are in the spotlight of the Government of the day. Kevin's accomplishments are significant. Elected in 2015 as AFN Manitoba Regional Chief, his previous work was with the Assembly of Manitoba Chiefs as a Chiefs Liaison for Grand Chief Derek Nepinak. He has held many portfolios during his terms as the Manitoba Regional Chief for the AFN that is the political advocacy body for its 634 First Nations members. During his first term his portfolios included: Housing, Water, Infrastructure, Social Development, Child Welfare, Jordan's Principle, CHRT, Women's Council, National Inquiry, MMIWG, Gaming, Clean Tech, Co-Chair ACE.

July 2019 Kevin was reelected for a second term, his portfolios include: Housing, Water, Infrastructure, Emergency Management, Social Development, Child Welfare, Jordan's Principle, CHRT, Early Learning Child Care (ELCC).

Kevin's accomplishments continue to grow. He was successful in negotiating 1.2 billion over a period of 3 years for Jordan's Principle; 1.7 billion over 10 years for Early Learning & Child Care. Kevin was instrumental in the development of Bill C-92 affirming and recognizing First Nation, Inuit and Métis jurisdiction over child and family services.

Kevin's busy schedule allows little time for additional activities, however, his commitment to the betterment of our communities and people have led him to participate on various Boards of Directors. They are: Children's Hospital of Winnipeg, Circle of Life Thunderbird House, National Advisor to Habitat for Humanity Canada, Youth Build international assisting in the establishment of the first international Indigenous Chapter. Kevin was honoured to work with Commissioner Murray Sinclair, now Senator Sinclair and the Commissioners of TRC. He also has worked with the ManitoAheebe Festival.

Kevin is sought after as a speaker, he has been involved with the United Nations, bringing the Indigenous issues to the international level. He has presented at the UN Climate Summit in Marrakech, Morocco, November 2016. He also presented in Seattle, WA, on Housing and Disaster Risk Reduction issues at the request of Pan American Health Organization and the Gates Foundation in 2019.





## Patricia D'Souza Inuit Tapiriit Kanatami (ITK)

Patricia D'Souza is Director of Communications for Inuit Tapiriit Kanatami (ITK), the national organization representing 65,000 Inuit in Canada. She has previously worked as a writer and editor for top Canadian magazines and newspapers.



## Eduardo Vides Senior Health Policy Advisor, Métis National Council (MNC)

Eduardo Vides has worked continuously at different capacities for and with Métis governments and organizations over the last 12 years. He has been involved in several Métis Nation initiatives and projects related to health governance, social determinants of health, health surveillance, policy and research. Eduardo has assisted Metis leaders in their health sector work and he also has served on several advisory committees and working groups representing the MNC and supporting Métis voice in the Canadian health dialogue.

Eduardo is also an international health consultant, who has collaborated with and worked for various Latin-American institutions including Pan-American Health Organization (WHO/PAHO), governments, Academia, Indigenous organizations and communities.

Dr. Vides is an International Graduated public Health Physician. He earned a MPH from the University of London (UK) and a medical degree and a MHA from Latin from Universities in México and Colombia.

Most importantly, Eduardo is a dad to Fabiana who keeps him accountable as Father, as a Man, and as a human who needs to walk listening and learning every single day on this earth.





## Jocelyn Formsma National Association of Friendship Centres (NAFC)

Jocelyn Formsma is the Executive Director of the National Association of Friendship Centres (NAFC). Ms. Formsma is a member of the Moose Cree First Nation in Northern Ontario. She holds an Honours Bachelor of Social Sciences and a Juris Doctorate from the University of Ottawa. Ms. Formsma has over 18 years of work and volunteer experience building strong relationships and advocacy on behalf of Indigenous peoples. She is called to the Bar of Ontario and has worked as a lawyer for a First Nations-owned law firm. Prior to this, she worked for numerous national Aboriginal organizations and First Nations organizations. In addition, Ms. Formsma



serves as the Chairperson of the Aboriginal Peoples Television Network, Board Member of the National Indian Child Welfare Association, Treasurer of the Indigenous Bar Association Board, Founder of the Morningstar Fund and is an Advisor to the Ontario Indigenous Youth Partnership Project. As Executive Director, Ms. Formsma brings her legal training and passion for Access to Justice to her work with Indigenous peoples in urban environments and the Friendship Centre Movement towards innovative, positive and effective systemic change for Indigenous peoples.

# THANK YOU

## Clark Paul

Thank you for accepting our invitation to open and close our virtual series in such a kind and generous way.

## Mattmac (Matthew Moonias)

Thank you for sharing your cultural performance with us today.

