

## Social Media Resources

- **Name** Take the Shot Toolkit <https://akchap.org/toolkit/>
- **Type of resource** Online videos, graphics, and audio files
- **Purpose/goal** These resources were developed to aid Community Health Aides/Practitioners (CHAPs) in promoting the annual flu shot
- **Audience** Alaska Native adults and clients of the CHAPS
- **Success/feedback if known** This project had been completed before I and my Sr. Program Manager were hired on.

- **Name** "Don't Miss Out" Social Media Campaign



- **Type of resource** A series of graphics used on the Alaska Native Tribal Health Consortiums social media pages
- **Purpose/goal** To promote the annual flu vaccine
- **Audience** Alaska Native adults and followers of our pages
- **Success/feedback if known** These were well received and performed better on Instagram than Facebook

- **Name** COVID-19 PSA & graphic <https://vimeo.com/783794844/51a5efd49c?share=copy>



**STAY UP-TO-DATE THIS SPRING BREAK**  
People ages 5 and older

**Pfizer-BioNTech**  
Dose 1 → 3 weeks → Dose 2 → 2 months → Updated Vaccine  
Primary Vaccination Series

**Moderna**  
Dose 1 → 4 weeks → Dose 2 → 2 months → Updated Vaccine  
Primary Vaccination Series

**Novavax**  
Dose 1 → 3 weeks → Dose 2 → 2 months → Updated Vaccine  
Primary Vaccination Series

- **Type of resource** Video with paid and organic advertising. Photos from the shoots have also been used in other social media collateral
- **Purpose/goal** To promote the COVID-19 vaccine and describe who is eligible for the vaccine.
- **Audience** Alaska Native adults and others
- **Success/feedback if known** Performed well

### Community Mask Making Materials

- **Name** Community Mask Making Project Build – Event Overview & Flier

# Community Mask Making Event

## Outline of Activities

### Pre-Event

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#### Community Feedback Boxes

Approximately 2 weeks prior to the event, we will send out 4 comment boxes with community feedback cards. These boxes should be placed in frequented areas.

#### Answer Questions

Before the event, the team will read through and group questions from the community feedback cards. We will work with subject matter experts to provide answers. These answers will be written out on large sticky notes and posted on the walls of the event space for attendees to walk around and read.

### Event Day

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#### Mask Making

Drew Michael, a traditional Yup'ik and Inupiaq mask carver, will lead attendees in designing masks to tell their COVID-19 stories. With over two decades of mask carving experience and education, Drew focuses on how masks were originally used by Yup'ik people for healing and for telling stories of things unseen.

#### Talking Circle

A talking circle will be led by an ANTHC Behavioral Health elder advisor, Liz Sunnyboy, and traditional culture bearer, Amelia Simeonoff. One by one, attendees will have the opportunity to share their mask designs and stories. This Indigenous communication style opens the floor to differing views with respect. It encourages listening and thoughtful reflection while an individual speaks.

### Gifting Back

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#### Unveiling the Community Mask

During the talking circle, Drew will curate a community spirit mask (approximately 4'x 3') to tell a collective story and to embody the art and experiences shared by attendees at this event. When finished, this mask will be gifted back to the People.

### Evaluation Throughout



# Community Mask Making Event

Design a papier-mâché mask to tell your story of COVID-19 and learn about mask making with Drew Michael, a renowned Yup'ik and Inupiaq carver!

Share your ups, and downs, thoughts, and experiences through art. After, you'll have the opportunity to tell your mask story in a talking circle.

All community member are invited to participate!



There are boxes throughout the community where you can ask questions and share feeling about COVID-19 before the event. Find one to provide your input!

For more information or to contact the ANTHC Immunization Program, email [immunizations@anthc.org](mailto:immunizations@anthc.org).

- **Type of resource** The Event Overview of our Community Mask Making Project is used to explain the components of the project to partners. The flier is being redesigned, but this concept is meant to advertise in the community about the event.
- **Purpose/goal** To encourage discussion and reflection on the impacts of COVID-19 and to normalize the receipt of the associated vaccines and boosters in communities where the event is hosted.
- **Audience** Alaska Native adults, but children were also welcomed
- **Success/feedback if known** This event was run with the Native Village of Tyonek, AK and the ANTHC Wellness & Prevention Department. It was very well received. We are working through our evaluation currently.
- **Name** Supporting handouts for the Community Mask Making Project

# Masks and Culture



## Shamanistic Uses of Masks

When Shamans came into contact with supernatural beings or places, they would create a mask to depict what they experienced. Masks were also created when people were inspired to pray. A song and dance would be prepared for a new mask – the composer was the Shaman, while the carver would create the mask itself. Songs connected the shaman to the animals.

## Science and Health

Scientists and biologists that study fish today were the shaman back then. They would perform rituals to remove obstacles from the paths of fish and request bountiful seal hunts. Shaman were also like medical doctors. Different masks were used to alleviate different ailments.

## Transformation and Mythology

It was believed in early days that animate beings had a dual existence as a man and an animal. The man is known as "inuua" and represents the thinking part of the creature. When a mask was worn, the wearers were thought to represent the creature or endow its spiritual essence. Various masks were made with double faces or made to be removed easily. This represented transformation.



# Masks and Healing

Healing masks were used not only in performances involving shamanic visions; angakut (shamans) also sometimes use them in acts of healing. Although elders often metaphorically compared the masked dances of the past to present prayer, they rarely compared their traditional angakut to contemporary ministers or priests. Instead, the angakuq (shaman) was commonly compared to the modern physician.

## The Living Tradition of Yup'ik Masks

"Dancing was very important to our people. Back in those days when I first became aware, they didn't call it yuraq, they called it ellugturyaraq (way of brushing away, brushing off). They told us to dance following the dancer's motions. Why did they tell us to dance? They said when you dance you were brushing off germs from your body. They told us to use this brushing off motion when we danced. They told us to dance to push away illness and disease. We older folks called that ellugturyaraq."

Jasper Louise, May 1993. *Our Way of Making Prayer, Yup'ik Masks and the Stories They Tell.*



SEAL MASK by Drew Michael, 2023

# Commonly Used Mask Making Materials

Alaska Native Peoples honor animals, ancestors, and spirits in many ways. For example, Yup'ik and Inupiaq People practiced a variety of ceremonies – the most important being the great midwinter hunting festivals. For these events, masks are worn in special dances to communicate with spirits.

Feathers, fur, human hair, and other adornments bring a mask to life when it moves with a dancer to the beat of a drum. Bird quills might double as whiskers, porcupine quills as seal muzzle bristles, and caribou teeth as human teeth.

Mask making materials differ depending on region, trade, and what is available for purchase. Many traditional materials continue to be used today, below are a few examples.

## Various Woods

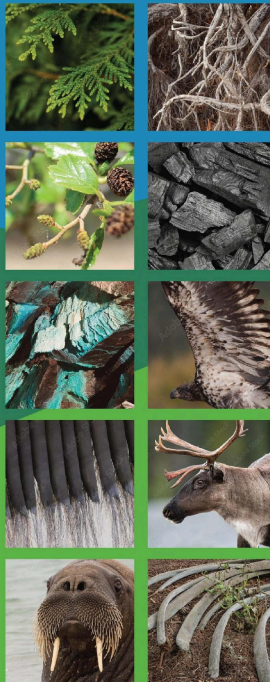
- Cedar
- Willow Root
- Alder

## Colors and Pigments

- Charcoal
- Copper Oxide
- Blood

## Decorative Materials

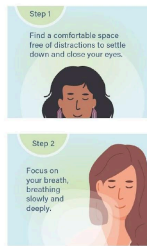
- Various Feathers
- Various Animal Hair and Fur
- Baleen
- Human Hair
- Caribou and Reindeer Hide
- Ivory
- Whale Bones



# A Mindful Breath

Think about how your mind and your body are connected. Often when people experience a stressful emotional situation, their body reacts. This reaction may come in the form of an elevated heart rate, feeling physically tense, or faster breathing – people's bodies can react in all types of ways.

When the body reacts, it may be hard to calm the mind. But there's good news! Daily practices, such as mindfulness and conscious breathing help to control the body's reaction to stress. Here is one example to the right:



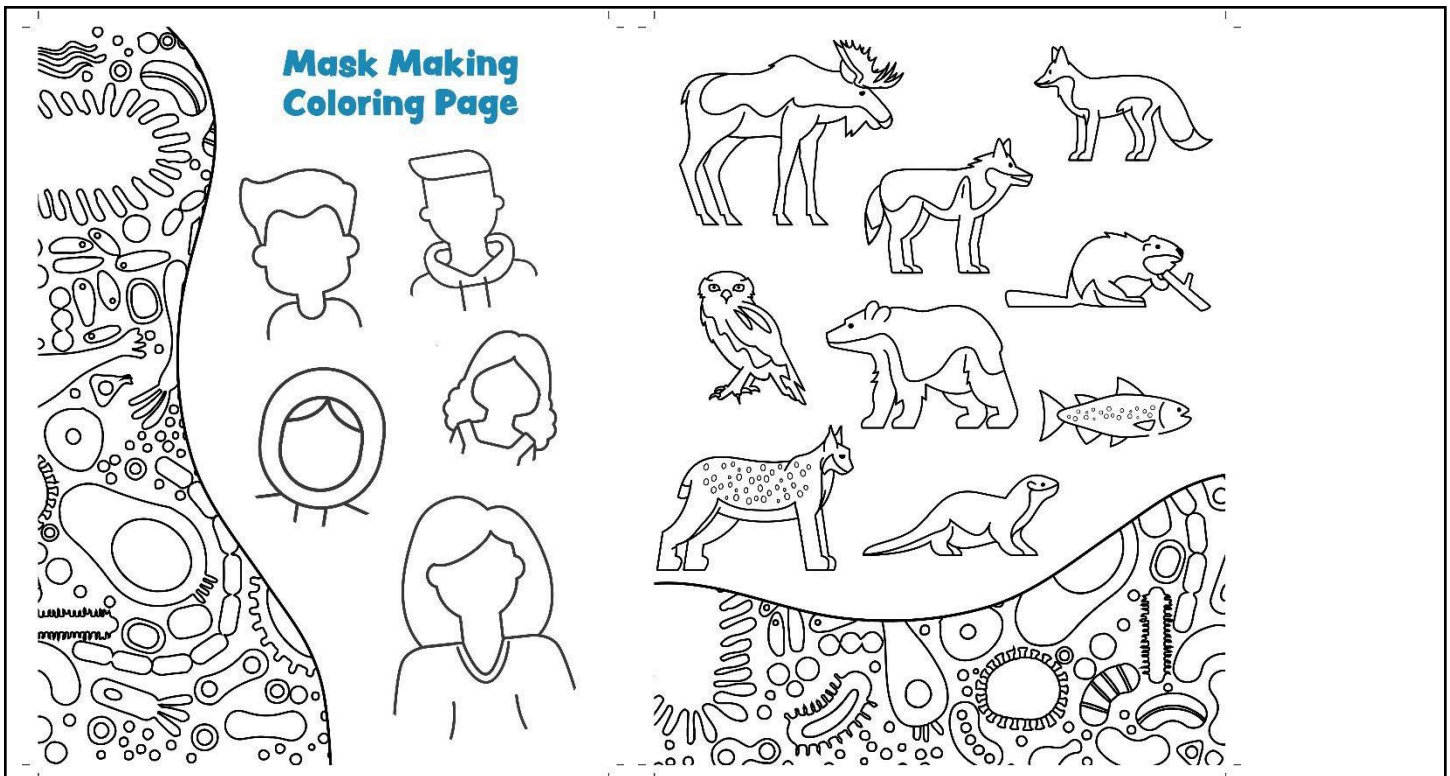
We suggest the breathing technique called, **Cyclic Sighing**, where you:

1. Inhale deeply through the nose as much as you can
2. Without exhaling, take a second short inhale through the nose to fill your lungs to the brim
3. Then slowly exhale through the mouth as if you're sighing

With Cyclic Sighing, the emphasis is on the extended exhale through the mouth. The diagram to the left demonstrates the inhales and the exhales.



Here's a link to a ~4 minute video interview and Cyclic Sighing demonstration with Dr. David Spiegel, the Associate Chair of Psychiatry & Behavioral Sciences, Director of the Center on Stress and Health, and Medical Director of the Center for Integrative Medicine at Stanford University School of Medicine.



- **Type of resource** These resources were created to support the event.
- **Purpose/goal** To highlight how culture and healing/health intersect, to provide background on traditional materials, to provide a mindfulness activity for after the talking circle, and to provide a coloring activity for children while adults are designing their papier-mâché masks.
- **Audience** Alaska Native adults and their families
- **Success/feedback if known** This event was very well received by the community. We are currently working through our evaluation.

### Motivational Interviewing Training

- **Name** Motivational Interviewing Training
  - o **Supporting documents:**
    - **Power Point Lessons**
    - **Handbook**
    - **Job Aides**
    - **Video Links**
- **Type of resource** In person training provided to our Regional Immunization Coordinators, and separately, our CHAPs
- **Purpose/goal** To education influential messengers/health care providers/workers on best practices when communicating about vaccine decision making
- **Audience** influential messengers/health care providers/workers
- **Success/feedback if known** Feedback on this training was mixed. Many people really liked it and took away a lot of new skills. Others felt like this was information they've already been using and was not as helpful. Others liked knowing that there are names for the techniques they've been using. We are now working to adapt an online learning module based on the information.