
Urban Indian Health Institute

Positively Native Clips: Partner Toolkit

In 2017, Urban Indian Health Institute (UIHI) conducted a survey in Seattle to learn about the knowledge, attitudes, and beliefs regarding HIV and AIDS prevention in urban Native communities. Among those surveyed, 48% thought HIV was a problem in their community, 41% knew about pre-exposure prophylaxis (PrEP)—a pill taken once a day to prevent HIV infection, 39% felt they could not talk openly about HIV in their community, and only 12% had been tested in the past 12 months. Furthermore, according to Indian Health Service (IHS), only 21% of urban Native patients had ever been tested for HIV.

To help further promote healthy discussion of HIV/AIDS (and the stigma surrounding the disease) in Native communities, Urban Indian Health Institute (UIHI) selected seven short clips from its film “Positively Native,” which talks about the stigma around HIV/AIDS in Native communities. The video clips can be used as culturally attuned education materials for talking about HIV/AIDS in Native communities. The three people featured in the videos are Bill Hall (Tlingit), Hamen Ides (Lummi), and Shana Cozad (Kiowa).

We encourage you to share these clips with the people you serve. We created this toolkit of sample social media messaging and [a graphic](#) for you to use alongside the video clips. Our toolkit also includes suggestions for potential days to publish based on HIV/AIDS awareness days in a given calendar year, which you can find at the end of each section. The following list of sample messaging matches the file name for each clip.



**Urban Indian
Health Institute**
A Division of the Seattle Indian Health Board

**Our mission is to decolonize data,
for indigenous people, by indigenous people.**
611 12th Avenue South, Seattle, WA 98144
206-812-3030 | info@uihi.org | www.uihi.org

Getting connected

| ORGANIZATION HANDLES | CAMPAIGN HASHTAGS |
|---|-------------------------------------|
| Twitter: @TheUIHI | #PositivelyNative #UIHIV #GetTested |
| Facebook: @UrbanIndianHealthInstitute | #PositivelyNative #UIHIV #GetTested |
| Instagram: @urbanindianhealthinstitute | #PositivelyNative #UIHIV #GetTested |

| GRAPHIC | LINKS |
|---|--|
|  <p>The graphic shows a smiling man, Bill Hall, sitting in a chair. The text 'Positively Native' is overlaid in large white font. The Urban Indian Health Institute logo is in the top left. Below the man's name, it lists 'Hamen Ides (Lummi) and Shana Cozad (Kiowa)'.</p> | <p>Full Positively Native Video: https://loom.ly/UmMx_M</p> <hr/> <p>Download Graphic Here: https://loom.ly/4Yu-StY</p> |

Sample messaging

LINKS

TRANSCRIPTS

[Positively Native: Stand Up](#)

I just knew that the reason Natives are the most underserved is because we're not speaking up. We're not making our voices heard. Somebody had to step up and start talking. And that was really hard to do. That was not an easy decision for me.

[Positively Native: Plant the Seed](#)

The first step is to get a conversation going, to plant that seed in somebody's mind. Doesn't have to be everybody who sees it. But if it plants a seed in one person's mind the devastating impact the stigma has on Native people, they'll do something.

[Positively Native: Love](#)

This is your son. This is your daughter. This is the kid you loved as a child. They are no different now because they have HIV and until we start doing something, our people are gonna die.

[Positively Native: Acceptance](#)

You know, I knew I was gay from the time I was in the sixth grade. It was just who I was, and my parents accepted me for that. You know, there was no shame on that, so I was able to grow up thinking well this is who I am, you know, it's okay. So, I was really fortunate to have that in my life and I've been able to carry that throughout my lifetime.

[Positively Native: Knock Down the Stigma](#)

Creator, I was created out of love. And I know that that's what I'm supposed to do, you know, that's why I'm here. I know that that's why I've been able to live with AIDS for 24 years, you know. Because I have that spiritual inner strength. Life can throw whatever it wants at me 'cause I'll knock it down. *[laughs]* I'll knock it down.

[Positively Native: Survivors](#)

We're testimony, sitting here. We're long-term survivors. And to not let anybody convince you that you're going to roll over and die tomorrow. Good access to care, a good thorough understanding of how your immune system works and how the medications work. And if available how you can incorporate traditional methodologies. That you can live with this disease.

[Positively Native: You Are Not Alone](#)

It's important for the new generation of people who are being diagnosed with this to understand that there is 30 plus years of experience. That there are elders, there are other Native people that are available to talk to about this. The more talking and the more sharing the better and that we're there to help each other.

Positively Native: Stand Up

Facebook: Sample Post

<https://loom.ly/Z48bg4Q>

When we share our stories about living with HIV, we make our voices heard! We invite you to start a conversation about HIV and take part in ending the stigma today! Share this clip from [@UrbanIndianHealthInstitute](#)'s film, "Positively Native," where Bill Hall (Tlingit) expresses why he decided to speak up about his experience living with HIV, then share your story!

#PositivelyNative #UIHIV #GetTested

Instagram: Sample Post

When we share our stories about living with HIV, we make our voices heard! We invite you to start a conversation and take part in ending the stigma today.

Follow the link in [@urbanindianhealthinstitute](#)'s bio to watch the full version of "Positively Native"!

#PositivelyNative #UIHIV #GetTested

Twitter: Sample Post

Sharing our stories about living with HIV makes our voices heard! We invite you to start a conversation about HIV & take part in ending the stigma. Watch a clip from [@TheUIHI](#)'s film, "Positively Native": <https://loom.ly/Z48bg4Q>

#PositivelyNative #UIHIV #GetTested

Awareness Day(s):

- National Native HIV/AIDS Awareness Day (March 20th)
- HIV Long-Term Survivors Awareness Day (June 5th)
- AIDS Awareness Month (Month of October)

Positively Native: Plant the Seed

Facebook: Sample Post

It's important to have honest and safe conversations about HIV and AIDS. Today, we honor Bill's story and all those who are living with HIV/AIDS, by committing to do our part in ending HIV stigma. Share this clip from @UrbanIndianHealthInstitute's film, "Positively Native," with your followers to spark a conversation <https://loom.ly/j9LOSno>!

#PositivelyNative #UIHIV #GetTested

Instagram: Sample Post

It's important to have honest and safe conversations about HIV and AIDS. Today, we honor Bill's story and all those who are living with HIV/AIDS, by committing to do our part in ending HIV stigma. Share this clip with your followers to spark a conversation!

Follow the link in @urbanindianhealthinstitute's bio to watch the full version of "Positively Native"!

#PositivelyNative #UIHIV #GetTested

Twitter: Sample Post

Today, we honor Bill's story and all those who are living with HIV/AIDS, by committing to do our part in ending HIV stigma. Watch this clip from @TheUIHI's film, "Positively Native": <https://loom.ly/j9LOSno>, then share this clip and spark a convo!

#PositivelyNative #UIHIV #GetTested

Awareness Day(s):

- World AIDS Day (December 1st)
- HIV Vaccine Awareness Day (May 18th)
- National Native HIV/AIDS Awareness Day (March 20th)

Positively Native: Love

Facebook: Sample Post

People living with HIV are not their disease. Bill's words highlight the importance of ending HIV stigma and embracing people living with HIV/AIDS. Share this clip from @UrbanIndianHealthInstitute's film, "Positively Native": [https://loom.ly/cd2ESDA!](https://loom.ly/cd2ESDA)

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Instagram: Sample Post

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Twitter: Sample Post

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#PositivelyNative #UIHIV #GetTested

Awareness Day(s):

- National Youth HIV/AIDS Awareness Day (April 10th)
- National Women and Girls HIV/AIDS Awareness Day (March 10th)
- AIDS Awareness Month (Month of October)

Positively Native: Acceptance

Facebook: Sample Post

The acceptance and love from Hamen Ides' (Lummi) parents have carried him throughout his lifetime and helped him remember there is no shame in who he is. Share this clip from @UrbanIndianHealthInstitute's film, "Positively Native" to spread this message of acceptance and love: <https://loom.ly/XVOgY50>

#PositivelyNative #UIHIV #GetTested

Instagram: Sample Post

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#PositivelyNative #UIHIV #GetTested

Twitter: Sample Post

The acceptance & love from Hamen Ides' (Lummi) parents have followed him through his life & helped him remember there is no shame in who he is in this clip from @TheUIHI's film, "Positively Native": <https://loom.ly/XVOgY50>

#PositivelyNative #UIHIV #GetTested

Awareness Day(s):

- National Gay Men's HIV/AIDS Awareness Day (September 27th)
- National Youth HIV/AIDS Awareness Day (April 10th)
- HIV Long-Term Survivors Awareness Day (June 27th)

Positively Native: Knock Down the Stigma

Facebook: Sample Post

Hamen Ides (Lummi) credits his spiritual inner strength and the Creator's love for giving him the strength to live with HIV for over 20 years. His message of reclamation and resilience is full of inspiration. Knock down the stigma by sharing this clip from [@UrbanIndianHealthInstitute's](#) film, "Positively Native": https://loom.ly/qLT8V_o

#PositivelyNative #UIHIV #GetTested

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Awareness Days:

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- National Native HIV/AIDS Awareness Day (March 20th)
- AIDS Awareness Month (Month of October)

Positively Native: Survivors

Facebook: Sample Post

Listening to the stories of long-term survivors like those featured in [@UrbanIndianHealthInstitute](#)'s short film "Positively Native," encourages healthy discussion. Share this clip to get a conversation started with your followers: <https://loom.ly/5lyupKc!>

[#PositivelyNative](#) [#UIHIV](#) [#GetTested](#)

Instagram: Sample Post

Listening to the stories of long-term survivors like those featured in [@urbanindianhealthinstitute](#)'s short film encourages healthy discussion. Share this clip to get a conversation started with your followers!

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[#PositivelyNative](#) [#UIHIV](#) [#GetTested](#)

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Listening to long-term survivors of HIV/AIDS encourages healthy discussion. Watch a clip from [@TheUIHI](#)'s movie: <https://loom.ly/5lyupKc>, then share this clip to get a conversation started with your followers!

[#PositivelyNative](#) [#UIHIV](#) [#GetTested](#)

Awareness Days:

- National Women and Girls HIV/AIDS Awareness Day (March 10th)
- HIV Long-Term Survivors Awareness Day (June 5th)
- National Native HIV/AIDS Awareness Day (March 20th)

Positively Native: You Are Not Alone

Facebook: Sample Post

Honest conversations about HIV can save lives and end the stigma! In this clip, Shana Cozad (Kiowa) shares how important it is for our youth to seek guidance from our community members, especially from elders who have been living with HIV. Share this clip from [@UrbanIndianHealthInstitute](#)'s film, "Positively Native," to spread Shana's message: <https://loom.ly/-IH7Wqk>!

#PositivelyNative #UIHIV #GetTested

Instagram: Sample Post

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Follow the link in [@urbanindianhealthinstitute](#)'s bio to watch the full version of "Positively Native"!

#PositivelyNative #UIHIV #GetTested

Twitter: Sample Post

Honest conversations about HIV can save lives and end the stigma! [@TheUIHI](#)'s film, "Positively Native" explores the importance of community and conversation. Watch & share this clip with your friends: <https://loom.ly/-IH7Wqk>. You are not alone!

#PositivelyNative #UIHIV #GetTested

Awareness Days:

- National Youth HIV/AIDS Awareness Day (April 10th)
- National Women and Girls HIV/AIDS Awareness Day (March 10th)
- National Native HIV/AIDS Awareness Day (March 20th)