



**NATIVE**  
GENERATIONS



The Native Generations campaign emphasizes connection to culturally-grounded healthcare and community services to promote healthy families and prevent infant deaths among American Indians and Alaska Natives.

# Video Sharing Guide

## Introduction

Native Generations is a campaign addressing high rates of infant mortality among American Indians and Alaska Natives. The campaign video:

- **Shares** the stories of urban American Indian and Alaska Native parents that are staying connected to their culture and community for the health of their families.
- **Promotes** a nationwide network of Urban Indian Health Organizations that provide health services, cultural activities and connection to community support.
- **Reveals** challenges to infant health, safety practices and other health risks.
- **Highlights** examples of innovative and vital programs for Native families in two cities.

To watch the video, visit:

[www.uihi.org/NativeGenerations](http://www.uihi.org/NativeGenerations)

This Video Sharing Guide promotes the sharing of the Native Generations video and resource webpage by providing ideas for in-person video viewings and online video sharing.

## Whom to share the video with

The primary audience for the video is American Indians and Alaska Natives (AI/ANs) in urban areas, especially:

- Expectant moms and dads
- Parents (New parents as well as experienced parents)
- Family members
- Other caregivers of AI/AN babies
- Adolescents

Other groups that serve American Indian and Alaska Native families that could benefit from the video and may want to share the video include:

- Health care providers
- Community health workers
- Social service agencies
- State and local health departments
- Advocacy groups



One of the goals of the video is to increase awareness about American Indian and Alaska Native communities in urban areas, their unique experiences and efforts to protect Native generations. Groups that could make an impact on the availability of Native-specific resources and services include:

- Policy makers
- Funding agencies
- Policy-focused advocacy groups
- Government officials

## Where to Share the Video

### In person video sharing and advertising

The following are some ideas for settings for in-person viewings to share the video and provide Native Generations materials:

- Clinic waiting rooms
- Community meetings
- Neighborhood gatherings
- Support groups
- Family drug and alcohol centers
- WIC centers
- Conferences and workshops
- High schools
- Colleges
- Food banks
- Employment resource centers
- Pow-wows
- Health fairs

Visit the [Native Generations webpage](#) to download a printable version of our advertising postcard. This postcard highlights the important aspects of the video and can be passed out or displayed to promote video viewings.

### Online video sharing

The following are some ideas for online settings to share the video or promote Native Generations materials:

- Facebook
- Twitter
- Email listservs
- Blogs
- Webpage Links

### Email and Webpage

The video, along with additional resources from the UIHI's [Native Generations webpage](#) can be shared through email listservs and links on your webpage or blog.

The video is posted on both the UIHI webpage and YouTube. Sharing the video through these sites will help in our efforts to disseminate the video to a wide audience.



## Social Media

The following are some suggestions for Facebook and Twitter posts for promoting the Native Generations video and the resources webpage:

### Example Facebook Posts

*Help create healthy environments for our Native generations! Watch and share the Urban Indian Health Institute's Native Generations video, a film about American Indian/Alaska Native families protecting generations with community, culture and health. [www.uihi.org/NativeGenerations](http://www.uihi.org/NativeGenerations)*

*For every 1,000 American Indian and Alaska Native babies born in urban areas nationwide, as many as 15 die before their first birthday. Watch and share the Urban Indian Health Institute's Native Generations video to help create healthy environments for our Native generations. [www.uihi.org/NativeGenerations](http://www.uihi.org/NativeGenerations)*

### Example Twitter Tweets

*Watch and retweet the Urban Indian Health Institute's Native Generations video about Native families! [www.uihi.org/NativeGenerations](http://www.uihi.org/NativeGenerations) @MinorityHealth #healthybabies*

*For every 1,000 #Native babies born in the urban US, as many as 15 die before age 1. Watch and retweet UIHI's Native Generations video [www.uihi.org/NativeGenerations](http://www.uihi.org/NativeGenerations)*

A [Letter / Email Video Sharing Template](#) is available on the [Native Generations webpage](#) for download to help promote the video and the video topics with local agencies, policy-makers, community leaders and other stakeholders in your community.

A [Video Discussion Guide](#) and [Beyond the Video Resource Guide](#) are also available on the [Native Generations webpage](#) for download. These guides provide information to help facilitate discussions at in-person video viewings with community groups and provide background information about the topics addressed in the video.

Please feel free to share the Native Generations video on any other form of social media that you may use.



*Learn more about  
American Indian  
and Alaska Native  
communities  
in urban areas  
nationwide at:  
[www.uihi.org](http://www.uihi.org)*



# NATIVE GENERATIONS

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To join our Weekly Resources and Opportunities E-mail list, visit

[www.uihi.org/subscribe](http://www.uihi.org/subscribe)



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