

Appendix F

A Snapshot of Key Messages

An Example of Key Messages for the Tripartite First Nations Health Plan (TFNHP):

- The Tripartite First Nations Health Plan (TFNHP) is a ground-breaking initiative between First Nations, the Government of Canada (Health Canada) and Province of British Columbia (Ministry of Healthy Living and Sport) to help improve the health and well-being of BC First Nations people.
- The Tripartite First Nations Health Plan represents a necessary climate of change to align efforts and increase efficiencies in the delivery of health services for BC First Nations.
- The bottom line is that BC First Nations are taking on a different, new and much greater role in the leadership, control and design of their health care.
- Drawing on the strengths of our communities and our partners, new and innovative approaches to health care will integrate cultural knowledge and western health practices.

An Example of Key Messages for Community Engagement Hubs:

- Unity is critical to achieving better health in our community.
- United voices result in partnerships towards a common goal of improving the health of our people.
- Hubs provide strong networks for our community health, helping to improve quality of life and longevity, and improving health expertise at home.
- Community Engagement Hubs are coming together to increase and strengthen our voice, and the health of all communities
- Community Engagement Hubs provide an opportunity for collaboration in an effort to meet community and regional health needs.
- Community Engagement Hubs exist to simplify and streamline processes to improve the health and quality of life of everyone in our lands.
- Community Engagement Hubs are an informed group of First Nations communities working together to plan, collaborate and communicate their community health priorities to close the gaps our people experience with health.



Appendix F

An Example of Key Messages for Health Governance:

To provide focus, and to ensure a clear and concise message is maintained across the various communications materials to be developed, and meetings to take place, a number of key messages will be used for health governance communications:

- First Nations have a ground-breaking opportunity to establish a new governance partnership with federal and provincial governments, to assume administrative control and management of their health services, and to influence health spending by the provincial government and health authorities.
- Through partnerships with the federal and provincial governments, First Nations will build a new relationship and governance process in health that will provide new and much greater roles in the leadership, control and design of their health practices, including the ability to: incorporate traditional medicine; implement regional and local program design and delivery; and move from a “sickness system” to a “wellness system”.
- This new health governance arrangement is a natural next step to, and extension of, the health transfer process which was largely led by First Nations in BC. We are aligning with and learning from international trends like Alaska, US Tribes, and New Zealand. We are aligning with research findings that First Nations control of their health system leads to improved health outcomes.
- The new health governance arrangement will be an administrative arrangement that: has no impact on Aboriginal title and rights; has no impact on the Crown’s fiduciary duty to First Nations; and that will complement and not negatively affect existing First Nations health agreements.

Develop Your Own Key Messages! Using the provided examples, brainstorm what kinds of key messages would best suit the initiatives happening at your Community Engagement Hub:

Appendix F

The following chart provides an idea of what key messages would be most effective with particular target populations or groups. Use the key messages that you've developed for your Community Engagement Hub to and try to identify what audiences they would be most effective with.

MESSAGE	YOUTH	ELDERS	HEREDITARY LEADERSHIP	WOMEN	STAFF	POLITICAL FN ORGS	OTHER MEDIA	OTHER NON-PROFIT	OTHER ABORIGINAL	PROVINCIAL GOV'T	REGIONAL HEALTH	COMMUNITY	LEADERSHIP
Health is essential to education, community, economic development, governance, and future generations.			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Health, guided by traditional wisdom/knowledge		✓	✓	✓							✓		
Influence your future, and future generations	✓	✓	✓	✓							✓		✓
Ensure health continues to be an Aboriginal Right (as our ancestors did.) Participate.	✓	✓	✓	✓	✓								✓
Traditional knowledge helped our ancestors service, it will help future generations.		✓	✓	✓	✓	✓					✓		✓

Fill out your own key messages in the spaces provided!