



**COVID-19 Public Outreach Campaign**  
**January 1 – December 31, 2021**  
**CPB ID No. 35181-RAD**

**INTRODUCTION**

Native Public Media (NPM) promotes the self-determination of Indigenous peoples through media access, storytelling, and ownership. NPM, a national leader in communications, has encouraged expanding and strengthening the media platforms on Tribal lands and empowering a strong, proud Native American voice.

In Native communities, Native radio plays a vital role in promoting safety, sovereignty, and stability by providing a platform for media creation, community news, civic engagement, and emergency services for predominately rural and remote reservations. NPM helps Tribal broadcast stations effectively utilize their broadcast airwaves for public affairs programming. Additionally, NPM advocates for the under-resourced Tribal broadcast stations and elevates their localized media efforts nationally and internationally.

The pandemic revealed the Tribal Radio Network's strength in emergency preparedness and response, evident as some broadcasters served as Incident Command Center volunteers and worked with all government levels to help manage, plan, and build a response and recovery plan.

The COVID-19 Public Health Campaign (Campaign) grant provided critical resources and technical assistance to thirty-six Community Service Grantees to produce and distribute critical information about COVID-19 safety protocols and the COVID vaccine. The grant funding supported four radio Public Service Announcement (PSA) campaigns educating the public about the COVID vaccine's safety and effectiveness in protecting citizens and stopping the spread of the virus. The campaigns also eliminated disinformation about COVID-19.

**GRANT GOALS AND OBJECTIVES**

The final report covers the period of January 1 through December 31, 2021, and describes activities and updates on the goals and objectives below:

Goal 1: Implement a Public health campaign to mitigate the continuing COVID-19 surge across Indian Country by informing Tribal citizens about the COVID-19 vaccine using Tribal broadcast airwaves and social media.

- Objective 1.1 NPM staff will draft and disseminate scripts to participating stations.
- Objective 1.2 Participating stations will produce Public Service Announcements for four three-week public health campaigns.

Goal 2: Provide administrative support to participating stations engaged in the COVID-19 Public Outreach Campaign.

- Objective 2.1 Hire a part-time Campaign Coordinator to 1) coordinate with stations and monitor the Campaign, 2) serve as a help desk for stations regarding the COVID-19 Public Health Campaign, and 3) provide administrative support for the project.

## **COVID-19 PUBLIC HEALTH CAMPAIGN**

COVID-19 is an information-centric pandemic, and Native radio is essential in providing information to Tribal Nations where communication services are limited. Tribal radio is a reliable lifesaving connection for Tribal communities to receive hyper-local information about COVID-19 and the vaccine.

Tribes across the country experienced unprecedented death tolls, found hospital capacity strained, and expressed concerns that smaller Tribes could face catastrophic results without more robust measures. With the resilience of Native people at stake, NPM joined the COVID information movement by marshaling the power of Native broadcasters in April 2020. NPM's COVID-19 rapid response outreach campaign engaged all broadcast stations to provide public health messaging to keep people safe and stop the spread of COVID-19.

In January 2021, states and territories prioritized citizens 65 years and older to receive the vaccine. By April 2021, the vaccine was made available to everyone aged 16 years and older, and in May 2021, the FDA expanded the use of the vaccine for children aged 12 and older. On November 2, 2021, the Centers for Disease Control and Prevention recommended vaccines for children ages 5 to 11.

American Indian Tribes and Alaska Natives initially followed the vaccination rollout but quickly opened vaccination to all ages above twelve years of age. In September 2021, the COVID-19 Vaccine Booster was initially made available to the most vulnerable population. However, by November 2021, 18 years and older were eligible to get a booster shot.

### **Goal 1: Implement the COVID-19 Vaccination Campaign to mitigate the continuing COVID-19 surge across Indian Country by informing Tribal citizens about the vaccine using Tribal broadcast airwaves and social media.**

NPM launched four series of the COVID-19 Vaccination Campaign in April 2021 and achieved the following objectives for Goal 1:

- NPM scripted Public Service Announcements (PSA) for radio stations and created infographics to support the messaging.
- Radio stations used the scripts to produce audio PSAs in English and the Native language relevant to their audience.
- Stations aired the PSAs a minimum of three times a day, Monday – Friday, for each three-week campaign.
- Stations placed infographics on their social media accounts and website.

### **Goal 2: Provided administrative support to thirty-six stations participating in the COVID-19 Public Outreach Campaign.**

The Campaign Coordinator coordinated and managed the campaign, as follows:

- Develop message and PSA script.

- Collaborate with the graphic designer to develop campaign infographics.
- Organize campaign schedules.
- Maintain broadcast affidavits and payments to stations.
- Provide team communication to stations and the NPM staff about the campaigns.
- Respond to inquiries and concerns.
- Track and document the COVID-19 vaccinations of American Indians and Alaska Natives.

In April 2021, NPM's COVID-19 Vaccination Campaign aimed for herd immunity among American Indians and Alaska Natives. Thirty-six Tribal radio stations across twelve states participated in the COVID-19 Vaccination Campaign by providing PSA vaccination messaging in both English and Tribal languages.

**CSG Stations:**

<p><b>Alaska:</b>            KNBA, Anchorage; KBRW, Barrow;            KYUK, Bethel; KCUK, Chevak;            KZPA, Ft. Yukon; KIYU, Galena;            KOTZ, Kotzebue; KSDP, Sand Point;            KUHB, St. Paul; KNSA, Unalaska; KRFF, Fairbanks</p>	<p><b>Arizona:</b>            KNNB, Whiteriver; KUYI, Kykotsmovi; KGHR, Tuba City; KOHN, Sells</p>	<p><b>California:</b>            KIDE, Hoopa</p>	<p><b>Colorado:</b>            KSUT, Ignacio</p>
<p><b>Idaho:</b>            KIYE, Lapwai</p>	<p><b>Minnesota:</b>            KKWE, Callaway; KBFT, Nett Lake; KOJB, Cass Lake</p>	<p><b>Montana:</b>            KGVA, Harlem</p>	<p><b>New Mexico:</b>            KCIE, Dulce; KABR, Alamo; KTDB, Pine Hill; KSHI, Zuni</p>
<p><b>North Dakota:</b>            KEYA, Belcourt; KMHA, New Town; KABU, St. Michael</p>	<p><b>Oregon:</b>            KWSO, Warm Springs; KCUW, Pendleton</p>	<p><b>South Dakota:</b>            KILI, Porcupine; KLND, McLaughlin; KDKO, Lake Andes; KOYA, Rosebud</p>	<p><b>Wisconsin:</b>            WOJB, Hayward</p>

## Campaign One



36 Stations  
Participated



April 5–23  
Broadcast Dates



1,908 PSAs Aired



5,393 Communities  
Served

### WE ARE THE VACCINATION NATION



### STRENGTHEN THE RESILIENCE



**NATIVE PUBLIC MEDIA**  
*Strengthening and Expanding the Voice of Native America*



Two 30-second PSAs were produced and aired by the stations to their listening audience.

**PSA 1:** There is good news across Indian Country! Our elders and relatives are getting vaccinated to protect their communities and to remain resilient Indigenous Peoples. Are you a part of the Vaccination Nation? The COVID-19 vaccine is safe and effective in protecting you and others. Learn more about vaccines at [cdc.gov](https://www.cdc.gov). This message is brought to you by this station and the Corporation for Public Broadcasting.

**PSA 2:** If you are fully vaccinated, it is okay to visit other fully vaccinated people without masks. However, social distancing, wearing a mask or double mask while in public, or visiting unvaccinated individuals is recommended. Learn more about vaccination at [cdc.gov](https://www.cdc.gov). This message is brought to you by this station and the Corporation for Public Broadcasting.

## Campaign Two



**36 Stations  
Participated**



**June 7 –25  
Broadcast Dates**



**1,931 PSAs Aired**



**5,393 Communities  
Served**

## COVID-19 VACCINES

- Effective at protecting you from getting sick, especially severe illness or death.
- Works with your body's natural defenses to safely build immunity to the disease.
- Reduces the risk of people spreading COVID-19.

Join the vaccination nation of fully vaccinated people, so we can resume activities that we did prior to the pandemic.

To learn more at [cdc.gov](https://www.cdc.gov).






CSG stations produced and aired two **30-second** PSAs to their listening audience.

**PSA 1:** As Indigenous people, we have a responsibility to protect our well-being and community. Don't risk your life or the lives of others. Join your relatives and take the shot. Find the nearest location to get your COVID-19 Vaccination. This message is brought to you by this station and the Corporation for Public Broadcasting.

**PSA 2:** The COVID-19 vaccination protects against the virus by working with your body's natural defenses to safely build immunity to the disease. Protect your family and others. Join the vaccination nation of fully vaccinated people to start doing things the pandemic stopped. Hugging our loved ones, visiting our elders, or simply hanging out with people we miss. Learn about the benefits of COVID-19 vaccination at [cdc.gov](https://www.cdc.gov). This message is brought to you by this station and the Corporation for Public Broadcasting.

## Campaign Three



**36 Stations  
Participated**



**August 9 –27  
Broadcast Dates**



**1,908 PSAs Aired**



**5,393 Communities  
Served**

### ROLL UP YOUR SLEEVES FOR THE SHOT



**Get the safe and effective vaccine**

**Wash your hands and use hand sanitizer often**





**If you feel sick, stay home**

**Avoid large gatherings**





**Continue to wear your mask in public places**




CSG stations produced and aired the **60-second** PSA to their listening audience.

**PSA:** The highly contagious Delta variant is spreading across the country and becoming the dominant COVID-19 virus strain. Vaccinated individuals can protect themselves and others by continuing to wear their mask, washing hands, social distancing, and avoiding large gatherings.

Unvaccinated people should get fully vaccinated and continue masking to help stop the spread of the virus. COVID-19 vaccines are safe, effective, and free! Vaccines have been shown to prevent severe cases of COVID-19, including the Delta variant. Vaccines, masks, social distancing, washing hands, and avoiding crowds can help prevent the spread of the virus. Protect yourself and your family.

Find the nearest location to get your COVID-19 vaccine. More information about the COVID-19 vaccine is at [cdc.gov](https://www.cdc.gov). This message is brought to you by this station and the Corporation for Public Broadcasting.

**Campaign Four**

36 Stations Participated

November 15 – December 3 Broadcast Dates

2,240 PSAs Aired

5,393 Communities Served

**STOP THE SPREAD**

COVID-19 vaccines are safe and effective. Together, we can stop COVID-19! The virus has a much harder time spreading in a vaccinated population.

If you're unvaccinated, give your family the gift of getting the vaccine.

Fully vaccinated people, when it's your time, get the booster shot.

Parents of children ages five to twelve, talk to your pediatrician about getting your child vaccinated.

CSG stations produced and aired two **30-second** PSAs to their listening audience.

**PSA 1:** COVID-19 vaccines are safe and effective. The virus has a much harder time spreading in a vaccinated population. Together, we can stop COVID-19!

If you're unvaccinated, give your family the gift of getting the vaccine. Fully vaccinated people, when it's your time, get the booster shot. Parents of children ages five to twelve, talk to your pediatrician about getting your child vaccinated. This message is brought to you by the Corporation for Public Broadcasting.

**PSA 2:** This holiday season, when families come together, continue to take precautions to stay safe and healthy. The CDC recommends getting vaccinated. Celebrate outdoors if you can, and wear face masks when indoors. If traveling, wear masks, use hand sanitizer, and social distance to protect yourself, your family, and the community. Holiday guidelines are available at [CDC.gov](https://www.cdc.gov). This message is brought to you by the Corporation for Public Broadcasting.

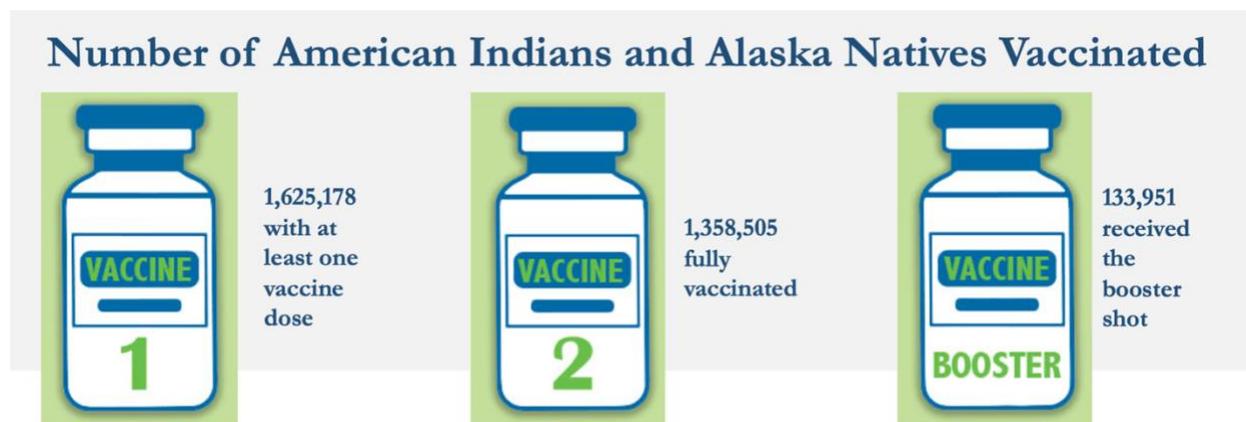
## CAMPAIGN RESULTS

Since the onset of the pandemic, American Indians and Alaska Natives were hospitalized and dying from COVID-19 at a higher rate than any other group in the United States. In May 2020, the Navajo Times reported that the Navajo Nation, the largest tribe, was among the hardest-hit populations with one of the country's highest per-capita COVID-19 infection rates.

According to the Census, there are approximately 4.5 million American Indians and Alaska Natives (AIAN), about 1.5 percent of the United States population. Initially, the hesitancy of AIAN centered around safety and historical flaws in health care. Ultimately, protecting elders, language, family, and culture outweighed the reluctance of many Indigenous Peoples. NPM's campaign messaging complemented Native Nations across the country with effective campaign messaging through the first months of the vaccination rollout.

Today, American Indian and Alaska Native vaccination rates are higher than other vaccination rates in 28 states, including New Mexico, Arizona, and Alaska.

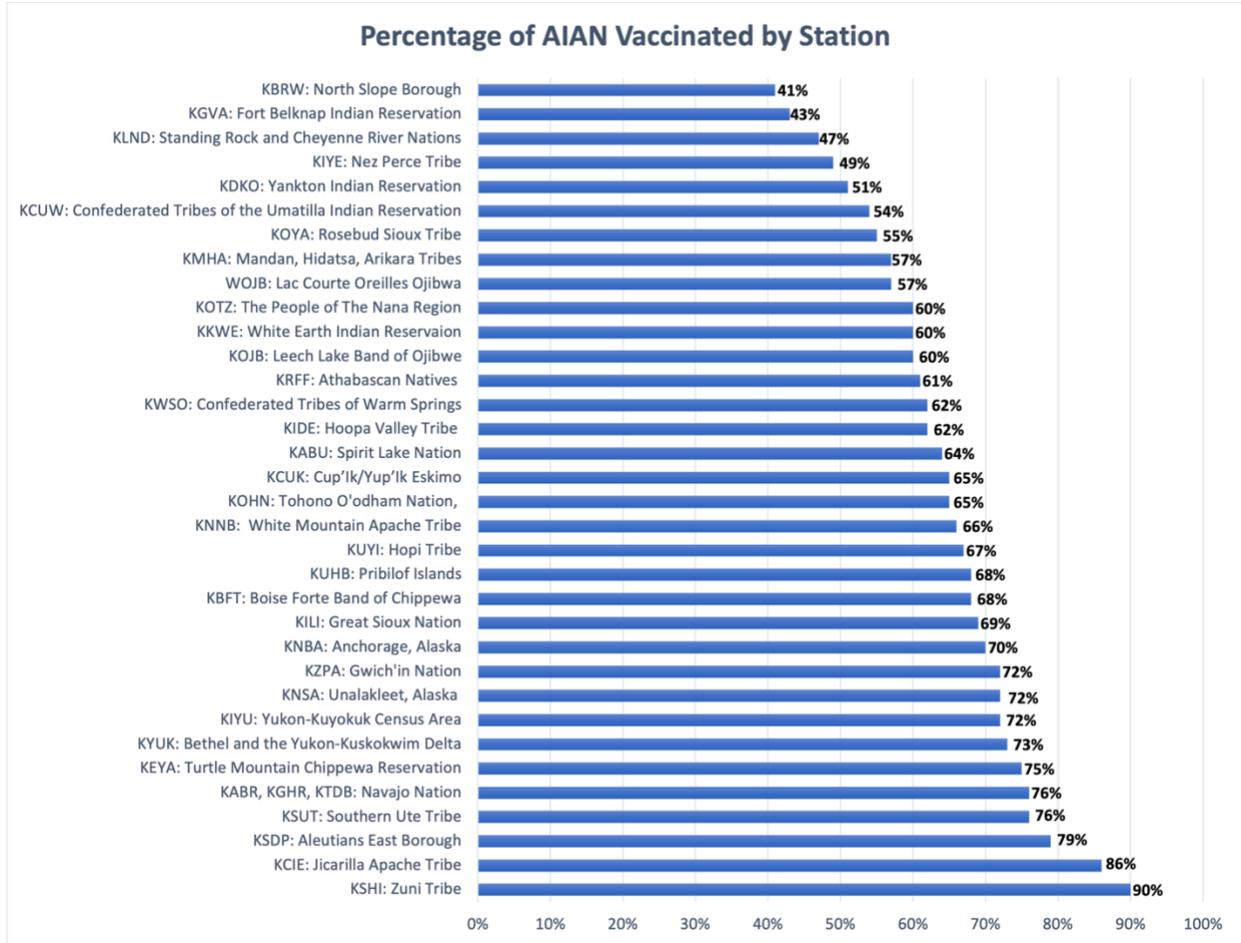
**Figure 1: Number of AIAN Vaccinated on December 31, 2021**



Indian Country's future will include continued vaccinations against COVID-19 and its many variants to build the immunity and resilience of American Indian Tribes and Alaska Native Villages. Tribal communities may continue to experience lockdowns and requirements to wear masks and social distance.

**Figure 2: Percentage of AIAN Vaccinated by Station**

NPM compiled vaccination success from Tribal COVID Information Dashboards, CDC, and Indian Health Service. The graph illustrates the percentage of Tribal members who have received two vaccine doses.



**CONCLUSION**

NPM measures the success of the COVID-19 Public Health Campaign across Indian Country by the number of people fully vaccinated against COVID-19. As of January 2022, 66.7% of AIAN received one dose, 55% were fully vaccinated, and .06% received the Booster. The number of fully vaccinated American Indians and Alaska Natives continues to rise.

Tribal communities are progressing toward herd immunity; however, COVID cases are increasing as new variants surface. Across Indian Country, barriers continue to exist in reaching herd immunity, including:

- Vaccine hesitancy  
Some people object to getting vaccinated because of religion, fears about the possible risks, or skepticism about the benefits. If the proportion of vaccinated people in a community is below the herd immunity threshold, the contagious disease will spread.
- Uneven vaccine distribution  
The rollout of the vaccine has varied in Tribal communities due to several factors, including vaccine availability. If one community achieves a high vaccination rate and surrounding communities do not, outbreaks will occur when populations mix.

Indian Country's future will include continued vaccinations against COVID-19 and its many variants to build the immunity of American Indian Tribes and Alaska Native Villages.