

Harnessing Art and Partnerships to Drive Public Health Impact



EXCITE

EXTENSION
FOUNDATION

BACKGROUND / PURPOSE

Building Trust Through Cultural Relevance

Due to historical mistreatment and systemic disparities, American Indian and Alaska Native (AIAN) communities often distrust government-led health initiatives. Incorporating culturally relatable artwork in vaccine messaging fosters trust by reflecting community values, traditions, and lived experiences.

Enhancing Engagement and Comprehension

Public health messages tailored with indigenous art and storytelling are more likely to resonate with AIAN audiences, making vaccine education more accessible, emotionally compelling, and memorable, especially for those with varied literacy levels.

Strengthening Community Solidarity

Featuring indigenous artists and cultural symbols in health campaigns reinforces a sense of identity and belonging, collective action and vaccine confidence while combating misinformation in a culturally respectful way.

OBJECTIVE & APPROACH

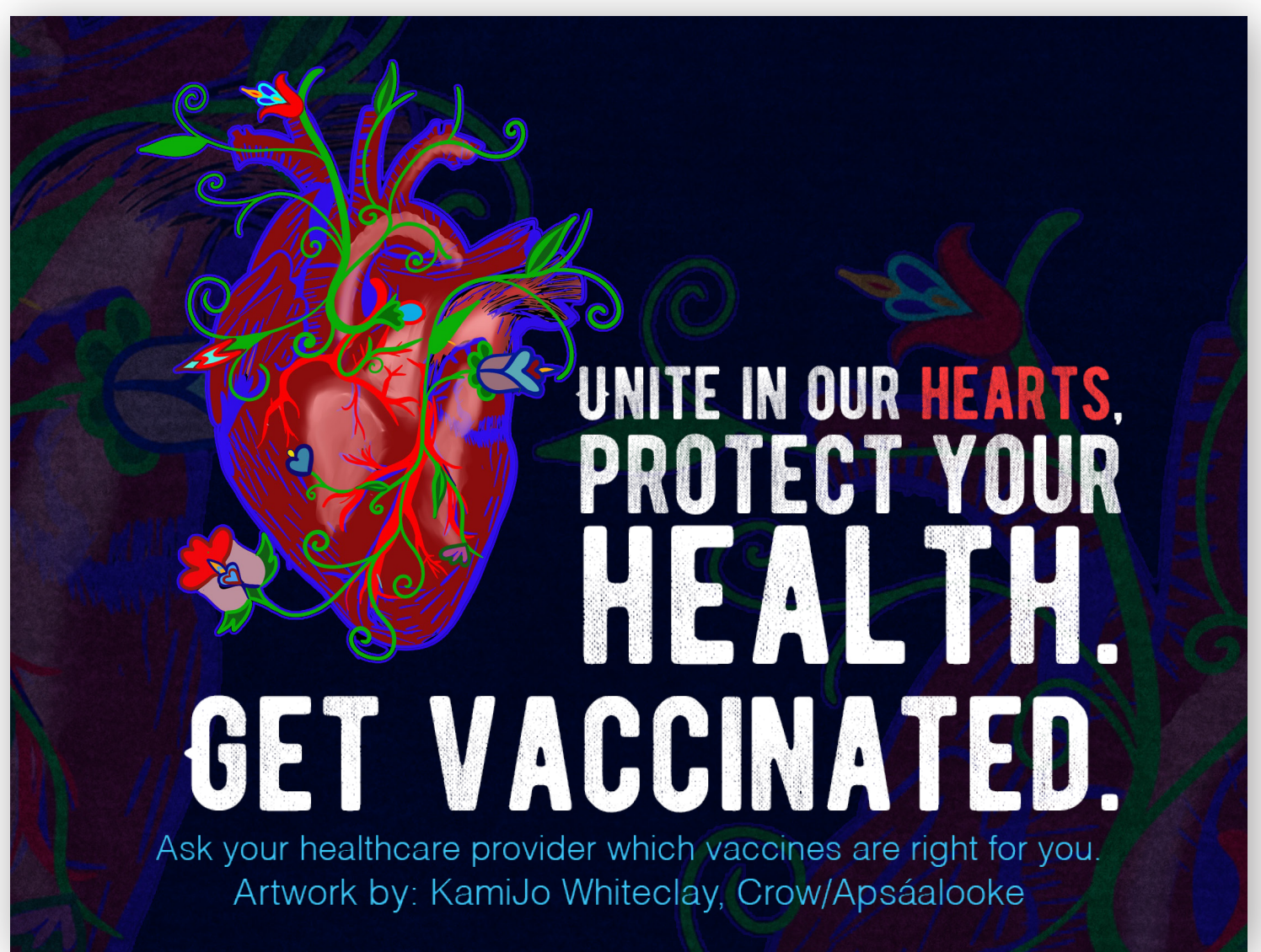
A directed marketing campaign aimed at promoting adult immunization education through 35 Tribal Colleges and Universities (TCUs) and the communities that they serve.

CHALLENGES

Recognized that TCUs lack financial and physical resources for immunization campaigns and existing materials were not felt to be culturally appropriate for the Native communities.

ART INTEGRATION

Collaboration with Indigenous artists to create culturally relevant graphics and messaging.



MESSAGING THEME

Emphasized “protection” through immunizations with slogans such as “protect yourself”, “protect our people”, and/or “protect those you love.”

CAMPAIGN EXECUTION

Distributed through the TCUs, Public health depts, Tribal health orgs, and other non-profit organizations, and through a paid media campaign in fall of 2024.



EARLY RESULTS

Impressions

17.19 million

Reach

3.24 million individuals

Click-through rate

0.11%



“It is so wonderful to see our people exemplified in these messages.”

—Sonja Abe,
North Dakota Tribal Liaison

“Don’t talk about us without us.”

—Sheridan McNeil,
United Tribes Technical College

“Current immunization messages do not speak to our people and our culture.”

—Roberta Wagner,
Blackfeet Community College

References