WE MATTER

MINI TOOLKIT

We Matter is a national multi-media campaign to support Indigenous youth who may be going through a hard time.

WHETHER YOU ARE A

YOUTH, TEACHER, SUPPORT WORKER, PARENT, or COMMUNITY MEMBER...

...this Mini-Toolkit is designed to help **YOU** use the We Matter Campaign to make a difference for those who may be struggling in your **FAMILY, COMMUNITY, SCHOOL,** or **REGION.**

You can also use this Toolkit to help your FRIENDS or even YOURSELF.

WHY IS THIS TOOLKIT IMPORTANT?

Addiction, mental health, violence, bullying, abuse, sadness, and suicide can be really difficult to talk about. But talking about these issues is so important, because they are all challenges many of us struggle with.

By TALKING about these issues:

- **We know that we aren't the only person experiencing them**
- **We learn ways to better manage feelings**
- **We become better at supporting ourselves and each other**

This Toolkit gives you an easy and safe way to start these important discussions, using **HOPE**, **CULTURE** and **STRENGTH.** It will let Indigenous youth know: you are never alone, there is always a way forward, and being Indigenous is an awesome thing!

IMPORTANT NOTE

Some of the videos talk about issues that may be sensitive or triggering.

It is always okay to stop a video if it feels too emotional, to take a break, or find a different one. Let your friends, family and other youth know this as well before using the Toolkit!

Make sure you and those you are with always know where in the community you can turn to for help if needed. You can also find resources at: wemattercampaign.org.

> *Keep in mind: Talking about an issue like suicide doesn't encourage people to develop suicidal thoughts. In fact, it can encourage someone to feel more comfortable about asking for help.*

When we support each other, we are all #StrongerTogether

STEP BY STEP GUIDE
for using this Toolkit:

Follow these steps to introduce We Matter to Indigenous youth – whether individually or as a group.

You can do this with: FRIENDS, FAMILY MEMBER (whether sibling, cousin, child, even parent), STUDENTS, CLIENTS or ANYONE

This Toolkit will be especially helpful for youth experiencing challenges like sadness, depression, addiction, hopelessness or suicide – or who may be at risk for these.

What you are going to do is: sit with the person or people you want to do the Mini-Toolkit with, watch the videos together, and talk about the points mentioned. That's it! It will make a real difference for you and them.

All videos can be found on our website: wemattercampaign.org/MiniToolkit. If your community doesn't have great internet access, email info@wemattercampaign.org to request a USB Stick containing the videos.

Note: We recommend you watch these videos in this order first as well, before sharing with others. You can also go through the whole toolkit on your own, if you need some support and love!

STEP 1

Mention We Matter and the different issues our videos talk about.

Ask about the kinds of hardships they, or those around them, are going through.

Mention it's ok and important to talk about the hardships we go through, in order to find ways to get through them.

Show the video:

WHAT IS WE MATTER

Ask what they think

STEP 2

Show a few We Matter videos, and talk a little bit about each one after.

We recommend:

- **Melanie Mark**
- **A Tribe Called Red**
  (ask who knows this band, or who knows their music!)
- **Jack Jr.**
- **SMVS La Ronge**

You can also pick a few videos from YOUR region, and show them, talking about how people from your area discuss overcoming hardships.

STEP 3

Explain that We Matter is full of messages that speak directly to the challenges they're dealing with, and inspiring people who have found ways to overcome those challenges.

Show video:

- **Magic Buttons**

Ask if there are videos they would like to see for any specific things they are experiencing (like bullying or depression), or from people who they can relate to (like artists, athletes, writers, or other youth) – and show those videos.

Note: If you know someone going through a certain challenge, try watching a few of the videos ahead of time, and pick one that YOU think will make a difference for them.

STEP 4

Talk about some of the things WE can do to manage difficult times. Videos we recommend for this include:

- **Tenille Campbell**
- **Simeon Kakepetum**
- **Chasity Fiddler**
- **#StrongerTogether**
- **Maybelle Enuaraq**
- **JJK Jiggers**

Discuss places, people and phone numbers in their community they can turn to for help, when needed.

**** It's important to get up to this point in one session, if possible. The rest can be introduced on separate days, or you can continue as it makes sense.**

STEP 5

Mention that many different youth from around the country have all decided they want to send a message to help YOU

- **Ulukhaktok Youth**
- **Dennis and Phoenix**
- **Lance and Jimmy**
- **Sydone Okheena**
- **PPK School**
- **Kylee McKay**
- **NAN Youth Gathering**
- **Thomas Fiddler Memorial Elementary School**

STEP 6

Talk about ways they can take action, get involved, and be a part of We Matter.

Make a message:

Encourage them to share their own message. This can be done by creating a video, artwork or poem.

Tell them their message can reach someone else who needs to hear it, and can help them feel like they are a part of a bigger movement.

Find elders, community members, and leaders to make messages. Upload the messages to our website! We'll share them on our social media, where you can see them get thousands of views from people all over the country who want to hear them.

Send us cool things youth organize in your community, or tag us in your posts using #IndigenousYouth and #WeMatterCampaign, and we will share them on our social media to inspire others! Or check out other great ideas at wemattercampaign.org/GetInvolved

STEP 7

Encourage them to take the We Matter #HopePact on our website, or take it with them, and order some bracelets!

Show video:

- **We Matter #HopePact**

OR

Organize a #HopePact signing with a group/school/community. Email us about receiving a #HopePact package containing everything you need.

STEP 8

Show or share a new We Matter video with them AT LEAST once a week. There is always a new message of the week posted on our website. You can also pick ones you think are important, and share those.

It's important to share and discuss the videos regularly. You can't have just ONE discussion about HOPE and HEALING and expect all problems to go away.

This needs to be a constant discussion. The videos are a good starting place, but you can also contact us for more ideas, or encourage youth, friends, or family to check out our website's Get Help page. We also have great Lesson Plans for classrooms, and are always expanding our Toolkits.

STEP 9

Encourage youth or a peer to become a Regional We Matter Volunteer and Ambassador.

We are always looking for youth who want to get involved a bit more, and we can support them directly to help make a difference in their region. This includes things like:

- **Creating We Matter messages with role models**
- **Letting teachers and youth support people know about our Lesson Plans and other resources**
- **Creating art and stories with groups and other youth**
- **Hosting video screenings and discussions**
- **Requesting materials (cards, posters, etc.) to put around the community**

Youth may be able to do this work for credit or marks at your school! Try asking! (and teachers, we recommend offering this as an option) Doing volunteer work can also be helpful for resumes or college applications.

Always keep discussions on hope, hardship and healing going in your community – it will make a real difference for everyone!

Note: After sharing videos or discussing with youth, family or friends, it's important to make sure that everyone is feeling okay. Always ask how they're feeling, and remind them that there are supports they can turn to if needed.

WE MATTER VIDEOS AND TALKING POINTS

Here's a list of videos to show every now and again, with talking points to start a discussion:

Richard Van Camp

- What are some specific times when HALT could be helpful to you?

Jordin Tootoo

- What was it like for Jordin to experience loss? What helped him get through? How can we do the same?

Angela Sterritt

- Is it possible to overcome even the hardest of circumstances? What things can we turn to for support when we feel like we don't have anyone nearby?

Helen Knott

- How can poetry/writing express our deepest feelings, and help us say things we have trouble saying?

Ryan McMahon

- What do you think of his feather teaching? How does it relate to We Matter's message: no matter how hard life gets, there is always a way forward?

Jarrett Leaman

- Have you heard of "Two Spirit" before? How can culture and tradition help us feel good about ourselves?

Savvy Simon

- She discusses the idea of talking positively to ourselves. Have you tried this before? What are some things you could say to yourself when you're feeling down?

Justin Trudeau

- He says Indigenous youth have many struggles to deal with – why is this important to mention?

Violet Beaulieu

- What do you know about residential schools? How do they still affect things today?

Dalton Lafferty

- Where can we look to in nature to help us find strength? (you can also re-show Jack Jr. video here)

Kiana Bird

- What do you think of her pop bottle lesson? Does this feel true to you? What kinds of things can you do so you don't "explode"?

Adam Akpik

- Do you have any goals or dreams? What positive things can you put your negative energy towards?

Rosabie Kakegamic

- What things did Rosabie do to get through the dark times? Do you think what she does can help others too?

Need help now? Know someone who does?
Find help in your region at **wemattercampaign.org/GetHelp**

Looking for more materials?
Or more ways to get involved with the We Matter movement?

Visit our website: **wemattercampaign.org**
Or email: **info@wemattercampaign.org**

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I Matter. You Matter. We Matter.