

# WE MATTER

## TOOLKIT FOR INDIGENOUS YOUTH

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

This Toolkit will help introduce Indigenous youth to the We Matter Campaign in order to support **YOURSELF** as well as your **PEERS, FRIENDS** and **FAMILY**

Especially with challenges like sadness, depression, addiction, and suicide

You can also use this Toolkit to make a difference for your **COMMUNITY** and **REGION!**



# Why We Matter

## Why use this Toolkit?

As young people, we often struggle with our own challenges while also trying to support our friends, family and community through hard times. Addiction, mental health, violence, bullying, abuse, sadness, and suicide can be really difficult things to talk about. But talking about these issues is so important, because they are all challenges many of us struggle with.

### When we talk about these difficult topics:

- » We know 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 is a step-by-step guide to introduce you to the We Matter Campaign, so that YOU can use it to support yourself, friends and family, and even your community or region. It's true, we are all #StrongerTogether. 🧡

- ♦ We are never alone
- ♦ There is always a way forward
- ♦ Being Indigenous is something to be proud of
- ♦ Youth have the power to create positive change

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## What To Do:

Using this Toolkit is simple! All you need to do is read through the pages, watch the recommended videos, and do any activities you can. You can go through everything as many times as you'd like!

### Start by Watching the Video:

#### Intro to the Youth Toolkit

You will find all the videos at [wemattercampaign.org/YouthToolkit](http://wemattercampaign.org/YouthToolkit), or on the Youth Toolkit USB stick.

If your internet isn't great for loading videos, and you'd like a USB, send us an email or Facebook message! (for the USB you'll need access to a computer or laptop, so if you don't have one, try reaching out to a teacher or another support person in the community to help you out)

### 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 like too much, to take a break, or find a different one. Let your friends, family, and other youth know this as well before using the Toolkit with them!

Make sure you and those you are with always know where in the community you can turn to for help if needed. We know reaching out is hard, so this Toolkit will help remind you that it is always ok to reach out for help.

- ♦ You can find helpline and crisis numbers in your region and other resources at: [wemattercampaign.org/get-help](http://wemattercampaign.org/get-help).



# What is We Matter?

The We Matter Campaign is a national multi-media campaign that supports Indigenous youth who may be going through a hard time.

## Watch Video:

▶ **What is We Matter?**

We Matter has over 200 videos of artists, athletes, politicians, actors, business people, community members, LGBTQ2S+ folk, youth, and more, talking about hardships they have overcome, or just sharing a message of support and love.

## Some good videos to watch first are:

▶ **Melanie Mark**

▶ **Jack Jr**

▶ **A Tribe Called Red**

▶ **SMVS La Ronge**

It was started by two siblings who wanted to do something about the issues Indigenous youth face in a way that focused on hope, culture, and strength.

## Watch Video:

▶ **The Story of We Matter**

## But why do we see and experience so much struggle in our families, communities, and lives?

The hurt and hardship we see today is because of the dark history and impact of colonization in Canada. Colonization and Residential Schools have taken many things away from our Indigenous communities, including culture, language, family connection, and traditional values, and this has created lots of hurt and unhealthiness.

## Watch Video:

▶ **Colonization and Our Communities**

### ♦ **Colonization:**

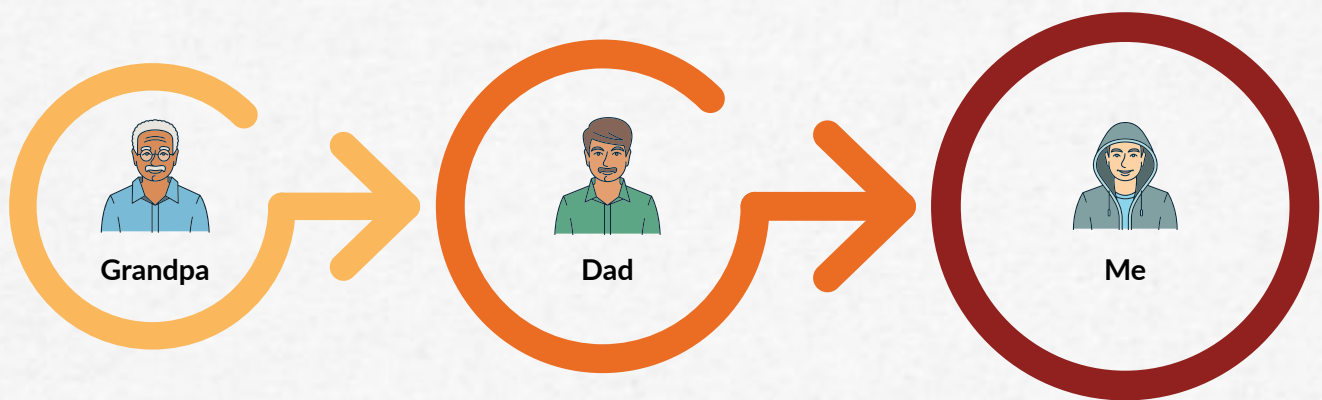
Means that one group of people holds power and control over another group of people. When settlers came to Canada, they took land, language, and culture away from Indigenous people and were violent towards us. This is how Residential Schools, and other things, started.



## Breaking Cycles

We want you to know that many of the things you are experiencing are not your fault. There is a larger structure and system which has created the pain, hurt, and unhealthy behaviours you see.

Our parents, aunts and uncles, grandparents, great grandparents, and even great great grandparents have often experienced lots of hurt and pain due to colonization! This hurt and pain is like a giant weight, and that weight gets passed down through generations. This hurt and pain often turns into unhealthy behaviours, such as bullying, addiction, and violent anger. It can also sometimes feel like we are carrying all of that weight ourselves, which can get heavy. The passing down of hurt, pain, and unhealthy behaviour is called intergenerational trauma.



The good news is, there are many ways we can take care of ourselves to let go of some of that weight. You can be the one who breaks unhealthy cycles and is a role model for younger siblings, cousins, and youth, so that the weight doesn't continue to get passed down!

# We Matter and Myself

## Why do I need to take care of myself?

Supporting your friends, family, and community through hard times can be very stressful, and it can be even more stressful when you are the one going through a hard time.

- » You may feel overwhelmed and like the responsibility to take care of everyone is all on your shoulders.
- » Or you may feel overwhelmed because you don't know what to do when you're going through a hard time.

Trying to balance things like school, work, and relationships when there is already so much other stuff going on in our lives can make this even more difficult. And this can lead to challenges with your own mental, physical, emotional, and spiritual health (we'll talk about these more later).

In order to help others, we need to make sure we take care of ourselves first! And in order to take care of ourselves, we need to know what to do! It's not always easy, but it's important so that you can feel ready to take on anything that comes your way.

## How can I take care of myself?

When it comes to taking care of ourselves, everyone is different. Some things that work for you may not work for other people. The **FIRST STEP** is to figure out what pressures are weighing down on you and the **SECOND STEP** is to think about the things you can do to let some of that weight go.

**There are different ways of getting through hard times:**

**Coping strategies** are things that help you deal with tough situations going on in your life. For example, if someone says something that hurts you, then reaching out to a friend for support, writing in a journal, or doing a workout are some ways of coping.

**Self-care strategies** are things that give you the energy and strength you need to be yourself or do the daily things you need to do. For example, if you are someone who needs alone time, then making sure you have 15 minutes every day to be alone is self-care.

**If you think of yourself as a truck, self-care is the fuel you need to keep running, and coping is knowing how to change the flat tire, or calling for help, if you drive over a nail.**

**Watch Video:**  **Self-Care**



Sometimes when people try to cope, they choose to do things that are not healthy or helpful. Using drugs, alcohol, and self-harm are examples of unhealthy coping strategies that negatively impact our wellness. Here are some examples of healthy self-care and coping strategies that might work for you:

Listen to music; paint or draw; play sports; write in a journal; write a poem or rap; sleep; talk to friends; spend time with family; talk to a counsellor; participate in ceremony; say no if you're tired; go out on the land; visit an Elder; have a bath; play video games; make comfort food; workout; read a book; call a helpline; think of your ancestors; smudge or pray; look up inspiring quotes; find funny memes; YouTube meditations; be around a pet.

For more examples of healthy self-care and ways of coping, watch these videos:

▶ #StrongerTogether

▶ Tenille Campbell

▶ Kiana Bird

▶ Richard Van Camp

▶ Rosabie Kakegamic

▶ Keaden Balsillie

Other things you can do to manage hard times:

### ◆ Turn to culture & land

» The land is something that is always there for us, no matter what, even if we feel no one else is! Culture and land is how our ancestors survived for so long, and is the reason you are standing here today. Culture and the land can give us strength and carry our sadness, hurt, or anger. Try spending time outside, connecting to creation (animals, trees, rocks), or learn a traditional craft or activity (like throat singing, drumming, carving, or beading).

Watch Video: ▶ Land as Strength

### ◆ We recommend:

At the back of this Toolkit, you will find a Self-Care Plan.

This is for you to fill out and is something you can use as a reminder for when you need it.

Remember that you can find a phone number to call if you ever need to talk to someone at [wemattercampaign.org/get-help](https://wemattercampaign.org/get-help). If you have trouble loading our website, try sending us a Facebook message so we can share a number with you.

### ◆ We recommend:

The land can carry our feelings:

When you feel like you're struggling, go outside and pick up a small rock, and hold it in your hand or carry it around with you. Once you feel like you have released any negative feelings, put the rock back on the land and it will take some of those negative feelings away from you.

## ♦ Ask for help

» Asking for help is one of the hardest things to do, but the truth is, we can't get through things alone. We all need help sometimes, and there will always be someone willing to help us.

**Watch Video:** ▶ **How to Ask for Help**

### ♦ We recommend:

Practice saying "I think I need some help" out loud over and over, until it starts to feel easier to say. Then try saying it to someone you trust. If it's too hard to say out loud, then text or message someone instead!

## ♦ Use We Matter

» We Matter's videos, social media pages, and website are always there for you when you need an uplift, some positive support, or a reminder that you matter. Even if it's 3 o'clock in the morning!

**Other things you can do as a part of We Matter are:**

- » Taking the #HopePact and ordering bracelets at [wemattercampaign.org/hopepact](http://wemattercampaign.org/hopepact)
- » Searching tags and watching our videos at [wemattercampaign.org/videos](http://wemattercampaign.org/videos)
- » Scrolling through our Facebook, Instagram, or Twitter pages **@WeMatterOrg**
- » Visiting our Get Help resources at [wemattercampaign.org/get-help](http://wemattercampaign.org/get-help)
- » Sending the We Matter team a message on Facebook or emailing [info@wemattercampaign.org](mailto:info@wemattercampaign.org)

**Watch Video:** ▶ **Magic Buttons**

**Note:** If your internet isn't strong enough to watch videos, then send We Matter a Facebook message or email us and we can send you a USB stick full of our videos, so that you can load them onto a computer.

**Remember,** you are never alone.





## How Can I Hold onto Hope?

Hope is knowing and believing that things can get better and there is a way out of the darkness. It's the fire inside of you that should always be burning.

### Watch Video: ▶ What is Hope?

Know that it can be hard to have hope sometimes. There are things we might experience everyday that can challenge our ability to have and hold onto hope. However, even if it's hard to have hope, there is a way to keep moving forward.

Can you think of an example of something that took away your feeling of hope, but how you overcame it and kept going?

As Indigenous people, hope also means making sure our cultures, languages, and values stay alive! Being Indigenous is something to be proud of, and as an Indigenous person, you are capable of anything.

### What are some things that you are hopeful for?

#### We recommend:

Watch these videos of people holding onto hope:

▶ Cody Coyote

▶ Jaylene Delorme-Buggins

▶ Kirby Maracle

▶ Chasity Fiddler

▶ Adam Akpik

▶ Sydone Okheena

Sometimes it is hard for us to imagine a future for ourselves, outside of what we know. When we feel like we don't have a future to look forward to, it becomes a lot easier to give up on things like school, sports, arts, or community involvement. But setting goals and working towards something can give you a feeling of purpose.

On the next page you will find an **activity sheet** you can work through, and then hold onto as a reminder or motivation to keep trying and moving forward.

**Keep in mind:** *If you have a lot going on in your life, it can be difficult to imagine things in a long-term way. Sometimes we are only able to think about tomorrow, two days from now, or next week, and that is ok. The next page is broken down, so you can think about whatever makes the most sense for you.*

# Imagining Tomorrow

## Getting to tomorrow

Where do I want to be tomorrow? .....

What things do I need to do to achieve this for tomorrow? .....

What are the steps I need to take to make sure these things happen?

.....

Tomorrow I want to feel... ..

## A week from now

Where do I want to be a week from now? .....

What things do I need to do to achieve this for next week? .....

What are the steps I need to take to make sure these things happen?

.....

A week from now, I want to feel... ..

## In one year

Where do I want to be a year from now? .....

What things do I need to do to achieve this for next year? .....

What are the steps I need to take to make sure these things happen?

.....

A year from now, I want to feel... ..

## My Future

What do I want to do in my lifetime? .....

What things do I need to do to achieve these goals? .....

What are the steps I need to take to make sure these things happen?

.....

When I am older, I want to feel... ..



## LGBTQ+ and Two Spirit Identity

Struggling with or questioning our sexual orientation and gender identity is really difficult, whether it's feeling like you're not accepted or like you don't belong. But you should never feel ashamed of who you are. Did you know that traditionally, LGBTQ+ and two spirit people had a special place in many cultures and communities?

### Watch Video: Two Spirit Identity

Sometimes our own families and communities do not make us feel like we belong, but, know that you have an important place in this world. Traditionally, two spirit (2S) people were respected in their communities. We are the ones who know our true selves, and nobody gets to decide our identities for us. Even if you feel like you haven't found people who you can share your truth and gifts with yet, there will always be someone out there who loves and cares for you just the way you are.

#### Note

- ♦ You may not identify as two spirit and that is ok.
- ♦ There are many different ways to identify!
- ♦ You also may not be ready to come out to friends or family, or it may not feel safe, and that is ok too.
- ♦ We Matter sees and loves you.

Check out these videos of LGBTQ+ and two spirit people talking about their stories:

 Levi Marshall

 Jarret Leaman

 Brae Carnes

 Tunchai Redvers

 Laurie McDonald

 Lux Welsh



# We Matter and Peers, Friends & Family

## *How can I tell if someone needs help?*

Sometimes it's easy to tell when someone is not doing well, and sometimes it's not so easy. We all show our feelings in different ways and not everyone knows how to ask for help.

Here are some signs that someone you know may be going through a hard time:

- » Loss of interest in things that used to make them happy
- » Spending less time with friends and family, and more time by themselves
- » Expressing more fears, worries and anxiety than usual
- » Lack of hope for the future
- » Big changes in sleeping and eating habits
- » Use of substances like drugs and alcohol

## *How can I support others?*

If you know of any peers, friends or family who are going through a hard time, you can introduce We Matter to them. Here is a simple guide on how you can use We Matter to start difficult conversations and help support someone using the We Matter videos.

### **IMPORTANT NOTE:**



You can play an important role in supporting your friends and family, but it's not all up to you! Sometimes things are more serious and people like teachers, counsellors, Elders, or other professionals and adults need to be involved. This guide offers suggestions, but it is important for you to respond in ways that make the most sense depending on the person and situation. If someone you know tells you that they want to hurt themselves, you must tell an adult you trust, even if the person asks you to keep it a secret – you can save a life!

Never feel like you have to take on a crisis by yourself. You can reach out to others.



# Step-by-Step Guide on Introducing We Matter to a Peer, Friend or Family member

**Keep in mind:** Some of the videos talk about issues that may be sensitive or triggering. Let your friend or family member know it is always okay to stop a video if it feels like too much, to take a break, or find a different one. Make sure they always know where in the community they can turn to for more help if needed. You can find helpline numbers at [wemattercampaign.org/get-help](http://wemattercampaign.org/get-help).

## STEP 1.

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

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

**Show video:**

▶ **WHAT IS WE MATTER**

## STEP 2.

Show a few We Matter videos, talking about each one after. We recommend:

▶ **Melanie Mark**

▶ **Jack Jr**

▶ **A Tribe Called Red**

▶ **SMVS La Ronge**

## 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.

Ask them what kind of challenges they're experiencing. You can pick videos from YOUR region, and show them, talking about how people from your area discuss overcoming hardships. Or you can pick specific videos related to what they're going through.

Use the lists on the next couple pages or search the tags on our Website's videos page!

## Videos by Challenge

### Suicide:

Don Burnstick  
Helen Knott  
Art Napolean  
Kylee McKay  
Keeden Balsille  
Melanie Mark  
Meaghen Cave

### Addiction

Adam Akpik  
Jaylene Delorme-Buggins  
Cody Coyote  
Kirby Maracle  
Chelsea Tapanainen  
Donald Prince  
Frank Hope

### Bullying

Savvy Simon  
Rosalie Fiddler  
Corey Chubb  
Caroline Nochasak  
Autumn Peltier  
Asia Youngman  
Lyndon Monias

### Abuse

Angela Sterritt  
Annita McPhee  
Maybelle Enuaraq  
Olivia Haines  
Austin Charlie  
Chief Ladybird & Aura

### Loss

Jordin Tootoo  
Megan Metz  
Tenille Campbell  
Keaden Balsille  
Eyvette Elliot  
Laverna & Naomi

### Depression

Kawennáhere Devery Jacobs  
Megan Metz  
Will Landon  
Geraldine Dick  
Emily Quanaq  
Janessa Redwood

### Strong Male Videos

Cody Coyote  
Damen Bell-Holtier  
Justin Rain  
Jordin Tootoo  
A Tribe Called Red

### Strong Female Videos

Ashley Callingbull  
Angela Sterritt  
Rayanna Seymour  
Annita McPhee  
Jaylene Delorme-Buggins

### 2Spirit/LGBTQ+

Laurie McDonald  
Jarret Leaman  
Levi Marshall  
Randi Ball  
Tunchai Redvers

### Eating Disorder

Michelle Gregoire  
Kylee McKay  
Linnea Dick

### Sexual Abuse:

Linnea Dick  
Walter Rogers Jr  
Kaydence Mawakeesic  
Laryne Gamble

### Foster Care

Rosabie Kakegamic  
Rosalie Fiddler  
John and Brayden

### Disability

Sydne Okheena  
Sister Says

### Anxiety

Jordan McPhail  
Jaime Warren

### Homelessness

Angela Sterritt  
Wendy Brown

### Coping Strategies

#StrongerTogether  
Kiana Bird  
Lulu Gurney  
Eyvette Elliot  
Simeon Kakapetum

Richard Van Camp  
Adam Fiddler  
Tenille Campbell  
Tyra Hookimaw  
Mary Chantel Nanordluck

Fort McKay Youth Centre  
Savvy Simon  
Jack Jr.  
Keaden Balsillie  
Mercedes Goodman



You can also choose to show a video, or a few, by **REGION** or by **INTEREST**, which might inspire them or make them feel better.

## Video by Region

<p><b>British Columbia</b></p> <p>Michelle Gregoire Antonio Quock Megan Metz Wyatt John Jenna Shelford Michael Bourquin</p>	<p><b>Alberta</b></p> <p>Don Burnstick Ashley Callingbull ReShauna Marcel Father R Perin School Kendrick Cardinal Natasha Cunningham</p>	<p><b>Saskatchewan</b></p> <p>Taylor McKenzie Irene Thomas Brayden Ratt Modeste Mackenzie Shelley Venne PPK First Nation Youth</p>
<p><b>Manitoba</b></p> <p>Corey Chubb Michael Redhead Champagne Lyndon Monias Kiley Thompson Manitobah Mukluks Justin Langan</p>	<p><b>Ontario</b></p> <p>Miranda and Tess Thomas Fiddler Memorial School Rayanna Seymour Eden Mawakeesic Ryan McMahon NAN Youth Gathering</p>	<p><b>NWT</b></p> <p>Jaylene Delorme-Buggins Chief Sunrise Education Centre Sydone Okheena Chaslyn McKay Richard Van Camp Ulukhaktok Youth</p>
<p><b>Maritimes</b></p> <p>Caroline Nochasak Savvy Simon Levi Marshall Millbrook Youth Centre</p>	<p><b>Yukon / Northern BC</b></p> <p>3 Nations 1 Voice Lillian and Tina Matthew Wesley Matthew Moyer</p>	<p><b>Quebec</b></p> <p>Kawennahere Devery Jacobs Jennifer Obomsawin Kahsennenhawe Sky-deer Terri McComber</p>
<p><b>Nunavut</b></p> <p>Trina Qaqqaq Jukipa Kotierk</p> <p>Felix Alakannuark Terance Mapsalak</p> <p>Jan Kopak Melanie Qaqqasiq</p>		

## Videos by Interest

<p><b>Musicians / Rappers</b></p> <p>Cody Coyote Jaydin "JTucc" Lance and Jimmy NAN Youth Gathering "Will be Loved" Niishzhoowe</p>	<p><b>Elder Wisdom</b></p> <p>Violet Beaulieu Laurie McDonald Annie B Gordon Sherry McDames Frank Hope</p>	<p><b>Culture</b></p> <p>RHMKH School Stanley Mission Matthew Wesley JJK Jiggers Joshua Watts Wilf Plasway</p>
<p><b>Leadership</b></p> <p>Chief Isadore Day Jodie Wilson-Raybould Cadmus Delorme Melanie Mark JP Gladu</p>	<p><b>Athlete</b></p> <p>Damon Bell-Holtier Jordin Tootoo Chelsea Tapanainen Wendy Brown Scott McHenry</p>	<p><b>Poetry / Writer</b></p> <p>Helen Knott Tenille Campbell "You Matter" by Tunchai Redvers Ashley Kilabuk-Savard Ciel Lenz</p>
<p><b>Acting / Model</b></p> <p>Ashley Callingbull Linsay Willier Justin Rain Nadia George Grace Dove Kawennahere Devery Jacobs Evan Adams Andrea Menard</p>	<p><b>Uplifting!</b></p> <p>Richard Van Camp Kendra and Melanie Caroline Noshasak SMVS La Ronge Lillian and Tina You Are Loved Erin and Kari Kurt, Peter, Natanai, and Brandon</p>	<p><b>Youth</b></p> <p>Preston Charles Rebecca, Teairra, Emma, Kaydia Kenneth Katokra Rhoda Milortuk Derrick Packer Natasha Cunningham Thunder Rae Shaneil McKenzie</p>

## STEP 4.

Talk about how We Matter and these videos are there for them whenever they need support.

### Show the video:

#### ▶ Magic Buttons

Ask if there are any other videos they would like to see for any specific things they are experiencing, from people in their area or from people who they can relate to – and show those videos.

*You can explore the website with them at [wemattercampaign.org](http://wemattercampaign.org). Or if you don't have strong Internet, send us a message or email to request a USB Stick containing all the videos.*

## STEP 5.

Mention that to manage difficult times, we need to know what sorts of things we can do or turn to.

Show some of these videos as examples of things we can do to manage difficult times:

#### ▶ #StrongerTogether

#### ▶ Kiana Bird

#### ▶ Rosabie Kakegamic

#### ▶ Tenille Campbell




#### ▶ Richard Van Camp

#### ▶ Keaden Balsillie

Work through pages 6-8 of this Toolkit with them, watching the videos and talking about Coping & Self-Care, Land & Culture, and Asking for Help.

## STEP 6.

Help them build a **Self-Care Plan**, using the outline at the end of this Toolkit.

Get them to follow We Matter's  Facebook,  Instagram, or  Twitter pages **@WeMatterOrg**, so they can get positive reminders and encouragement every day!



## STEP 7.

Let them know that many different youth from around the country have all decided they wanted to send a message to help THEM, because they know what it's like to struggle through tough times too.

Show some of these videos, or even more if you'd like:

- ▶ **Ulukhaktok Youth**
- ▶ **Deninu School**
- ▶ **Dennis and Phoenix**
- ▶ **Kylee McKay**
- ▶ **Lance and Jimmy**
- ▶ **NAN Youth Gathering**
- ▶ **Sydone Okheena**
- ▶ **Corey Chubb**
- ▶ **ReShauna Marcel**

Talk about the idea of being “stronger together”. Knowing there are other people going through similar things we are can help us to feel better. And talking about it helps us feel more connected!

## STEP 8.

Ask them if they know what the word HOPE means and if they can give some examples. What does it mean to you? What does it make you think about?

**Show the video:**

- ▶ **What is Hope?**

Mention that it can be hard to have hope sometimes. There are things we might experience everyday that can challenge our ability to have and hold onto hope. However, no matter how hard life gets, there is always a way forward.

Ask them: Can you think of an example of something that took away your feeling of hope, but how you overcame it and kept going?

**Show the video:**

- ▶ **We Matter #HopePact**

Take the #HopePact with them and order some bracelets at [wemattercampaign.org/hopepact](http://wemattercampaign.org/hopepact). The #HopePact is a reminder that you can get through anything in life, and that there are other young people across the nation standing with you, because you are never alone.

## STEP 9.

Continue to support them, and let them know about the importance of reaching out for help.

Things you can do and say to someone going through a hard time are:

- » Hangout or do their favourite activity with them
- » If the struggling with addiction, abuse, mental health, self harm, suicide, or their identity, offer to help them find resources, book counselling appointments, reach out to an Elder, or be a listening ear when they need it
- » Send them nice messages or texts, and funny memes and videos
- » Let them know it's ok to ask for help
- » Offer them a hug
- » Tell them it's ok to cry
- » Make them a list of things you love about them / reasons why they matter
- » Make them some food or take them out to eat
- » Tell them they are loved and important
- » Let them know that if they're not ready to talk or share now, that you will be there for them when they are
- » Ask them if they want to go for a walk with you
- » Tell them what they're going through isn't their fault
- » Ask them if they want advice or someone to just listen to them
- » Offer to help find an Elder or Knowledge Holder, someone who can smudge, do ceremony with them, or take them on the land
- » Check-in on them if you haven't heard from them in a couple days
- » Remind them of the strength of their ancestors and their strength as an Indigenous person
- » Make a We Matter message with them (as a video, artwork, or writing). Let them know that taking action can be healing! Sharing your story or a message of support to others, and knowing that you're helping someone else who is going through a similar thing as you, can be empowering and make you feel good.

### Reminder:

Supporting someone who is going through a hard time can be hard on us too. Make sure to also care for yourself by using the self-care strategies in the "Supporting Myself" section of this Toolkit.



# We Matter and My Community/Region

*How can I positively impact other people beyond myself and my peers, friends & family?*



By sharing and spreading the We Matter message of hope, culture and strength, you can make a positive difference in your community and even greater region (surrounding communities/province/territory)!

You have the power to make change, and it starts by believing your own power and choosing to have hope for a better tomorrow. Here are some steps to bring We Matter into your school, community, or greater region:

## STEP 1.

Create a We Matter Message! This can be done by creating a video, artwork (painting, drawing, comic), or written message (poem, rap, short story).

Your message can reach someone else who needs to hear it, and when you choose to speak up, others are encouraged to do the same.

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.

If you have any trouble uploading your messages, especially if you're living in an area where internet is not strong, contact us through our Facebook page or email [info@wemattercampaign.org](mailto:info@wemattercampaign.org) and we will help find a way to share it!

## STEP 2.

Let others know about the We Matter Campaign and our Toolkits. We have Toolkits for teachers and support workers, so talk to or email the teachers and support workers (counsellors, youth workers, nurses, etc.) in your area.

Put up We Matter posters around the community (we can send you some!).

## STEP 3.

Organize a group, class, or school to take the #HopePact together.

If you reach out, we can send you a #HopePact package which includes everything you need, like bracelets!

## STEP 4.

Organize an event where you can share We Matter messages that will get people talking about hope in your community/region. This could be a workshop, a feast, a We Matter video screening, a talent show, a sports tournament, or any other type of event that you want to plan!

Think about what would work best for the youth where you live and find creative ways to include We Matter messages in those activities!

Check out the **Event Organizing Tips & Checklist** at the end of the Toolkit to help you plan!

## STEP 5.

Follow our social media pages and share our videos and posts. The more people who share, the more likely we can reach those who need support.

Send us cool things you or other youth organize in your community, and tag us in your posts using #IndigenousYouth and #WeMatterCampaign so we can share them on our social media to inspire others!

### Note

All of the steps above are the same things you would do as a We Matter Regional Volunteer, so why not become one!?

As a Volunteer/Ambassador of Hope, we will support you directly and share your efforts to inspire other youth to get involved. You might even be able to get school credits, ask your teacher!

***You can be the change you want to see!  
Your actions can create a positive ripple effect to those around you.***



Whether you made it through the whole Toolkit, only a couple sections, or just the Supporting Myself section, congratulations! We're so proud of you.

Watch video:

 Final Youth ToolKit Video



Thank YOU for using this Toolkit, choosing hope,  
and being a role model to everyone around you.

You are so strong and brave for doing this important work.

If you ever need anything from us, or you have questions, reach out to  
us on **Facebook** or at **info@wemattercampaign.org**

We're here to support you and we believe in you!

Never forget: You are amazing. You are amazing. You are amazing.

**I Matter. You Matter. We Matter.**

The next two pages are for you to use, fill out, and share!

# Self-Care Support Plan

Taking care of yourself and asking for help when you're having a tough time can be really hard. But, knowing what you can do and who you can go to when you're going through that tough time can make it a bit easier. **Fill out this self-care support plan for when you need it, or share it with a friend or family member!**

**One of my strengths is:**

**My favourite things to do are:**

**When I am feeling calm, happy and/or hopeful it looks/feels like:**

**When I am feeling overwhelmed, stressed and/or depressed it looks/feels like:**

**When I am feeling down I want myself to remember... (think of a quote, song lyric, or reason for holding onto hope):**

**3 coping or self-care strategies that I can use to take care of my body, mind, heart, and spirit are:**

Body (physical body, health)

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Mind (mental health, ability)

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Heart (emotions, feelings)

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Spirit (purpose, the fire inside me)

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**2 places I can go to when I am having a hard time are:**

1. ....
2. ....

**2 people I can go to or call/message when I am having a hard time are:**

1. Name ..... Phone Number.....
2. Name ..... Phone Number.....



# Event Organizing Tips & Checklist

In order to host a successful event it is important to plan ahead! Here are some things to think about:

## Who

Who do you want to attend your event? .....

Who do you know that could help you with planning and promoting? .....

Who could provide additional mental / emotional / spiritual support for the group?  
.....

## What

What can you use / do to promote the event? .....

What do you want people to do during the event? .....

What supplies and equipment will you need? Will this cost anything? .....

What will you do to make people feel comfortable and welcome? .....

What will you do if someone becomes upset or triggered? .....

## Where

Where will the event be held? .....

Will there be enough / the right space for what you want to do? .....

How will you organize the furniture and your materials in the space? .....

How will people get there? .....

Do you need permission or payment to use the space? .....

## When

What is a good date to host the event? .....

When should you start promoting the event? .....

When should you arrive to set up on the day of? .....

When should you tell other people to arrive? .....

## Why

Why do you want to host this event? .....

What do you want people to get from the event? .....

Need help now? Know someone who does?  
Find help in your region at [wemattercampaign.org/GetHelp](https://wemattercampaign.org/GetHelp)

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

Visit our website: [wemattercampaign.org](https://wemattercampaign.org)  
Or email: [info@wemattercampaign.org](mailto:info@wemattercampaign.org)

Follow us on social media:



@WeMatterOrg



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@WeMatterCampaign

**I Matter. You Matter. We Matter.**