



**I Matter. You Matter.
WE MATTER.**

ENGAGEMENT REPORT

October 18, 2016 to May 31, 2017



info@wemattercampaign.org



[@wematterorg](https://twitter.com/wematterorg)



wemattercampaign.org

WE MATTER

The We Matter Campaign launched on October 18, 2016 after 6 months of research, planning and build. Initial focus group sessions in Attawapiskat, Ontario; Ulukhaktok, NWT; and Vancouver, BC provided valuable input and guidance from Indigenous youth that helped to shape the Campaign. 24 videos filmed mostly by co-founder, Kelvin Redvers, were then launched publicly on the website and social media feeds.

SOCIAL MEDIA ENGAGEMENT SINCE LAUNCH



Within the first month, we reached over **1 million** people on our social media feeds - Facebook, Twitter and Instagram - with additional millions since.



Social media followings have grown an average **2000** people every month



Facebook followers = **18,000**



Number of We Matter videos submitted by individuals through our website = **66**



Online video views = **2,062,113**

HOPE



STRENGTH



CULTURE

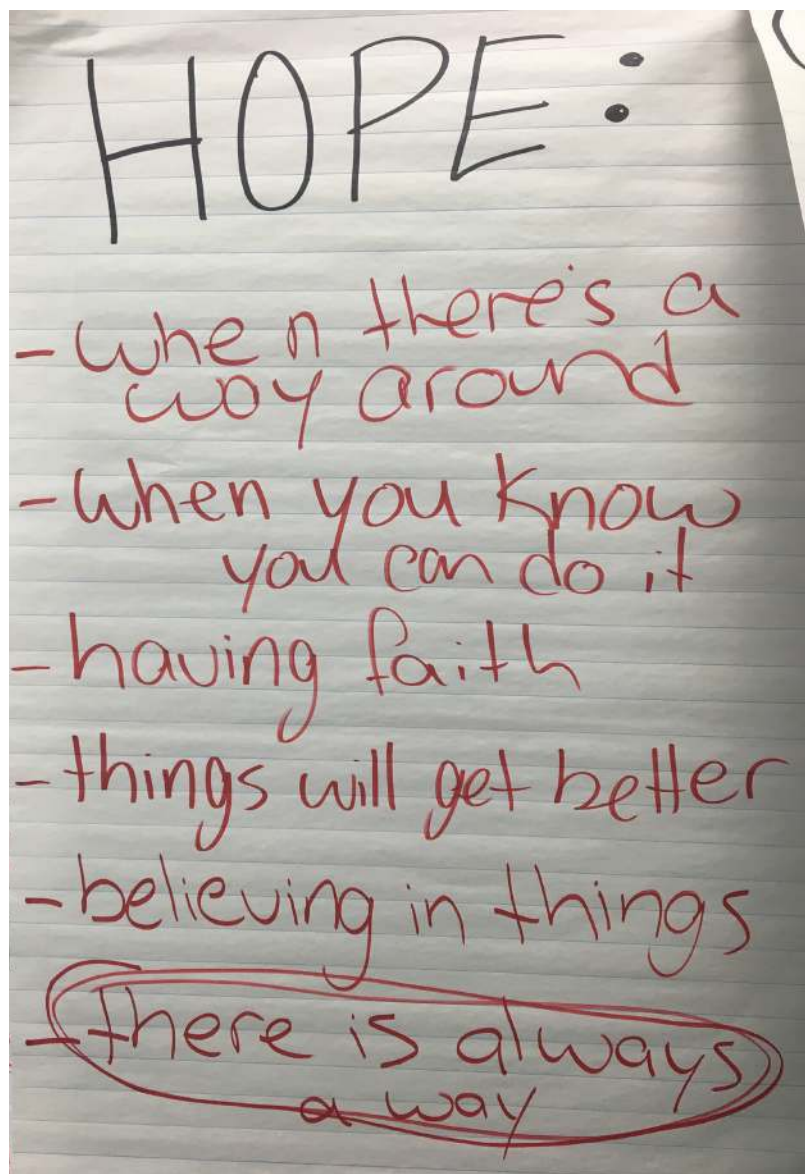


COMMUNITY & SCHOOL OUTREACH

In January 2017, We Matter began facilitating Indigenous youth workshops in communities across Canada. These workshops were developed to introduce We Matter directly to youth; facilitate discussions around mental health, youth challenges, hope, and Indigenous strength; foster positive identity and identify positive coping strategies; and engage youth in peer-to-peer messaging and support.

BETWEEN JANUARY AND MAY, WE MATTER:

- Facilitated workshops in 8 First Nations schools and 2 youth centers across Ontario, Alberta, British Columbia, Saskatchewan, and the Northwest Territories
- Facilitated workshops, in-person and virtually, at 7 Youth Gatherings / Conferences across British Columbia, Ontario, Alberta, Manitoba and the Yukon
- Shared messages of hope, culture and strength directly with 1,500 Indigenous youth
- Delivered 400 USB Sticks containing all We Matter messages of hope, culture and strength to Indigenous youth and communities across the country
- Filmed We Matter messages of hope, culture and strength with 300 Indigenous youth, creating 75 different videos



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USB STICK PILOT PROJECT

In March 2017, We Matter implemented its USB Stick Pilot Project in La Ronge and Stanley Mission, Saskatchewan. Following the October 2016 suicide crisis in the region, We Matter wanted to bring our messaging of hope to affected communities, so with support from Health Canada and the Lac La Ronge Indian Band, we executed a series of workshops. We spent 4 days running youth workshops at Senator Myles Venne School in La Ronge and Rhoda Hardlotte Memorial Keethanow School in Stanley Mission. Due to a lack of strong internet connection in Stanley Mission, following the 4 days of workshops, We Matter held a ceremony with local traditional drummers and gifted 250 students with USB Sticks containing all the We Matter videos. To avoid parachuting into and out of the community, we also developed a set of 12 Lesson Plans - *Indigenous Curriculum on Hope & Strength* - to leave behind with teachers, so as to continue important discussions on positive mental health, wellbeing and identity in the classroom.

THINGS WE HAVE LEARNED / SUCCESSSES SO FAR:

- The most effective way to engage youth is through peer-to-peer support
- Indigenous youth want to connect and communicate with other Indigenous youth
- Youth need and want role models they can personally relate to
- Youth carry the wisdom and knowledge to support each other
- Positive affirmation and validation goes a long way
- Youth need more opportunities to express their voices, struggles and successes
- Youth appreciate incorporating culture and Indigenous perspectives into programming
- Operating from a strengths-based model enables youth to feel good about themselves

AREAS FOR IMPROVEMENT:

- Creating more opportunities for youth to engage through our online and social media platforms
- Increasing our outreach and engagement to Inuit regions and Inuit youth
- Effectively communicating that anyone can create and submit their own We Matter video
- Effectively communicating that We Matter is a tool for community members, teachers, social and youth workers to use to engage youth in important dialogue
- Continuing to find ways of getting We Matter messaging into communities lacking strong internet connection / mobilizing USB Stick distribution to remote areas
- Expanding our social media engagement outside of Facebook





WHAT'S TO COME?

It's been just over 6 months of We Matter, and we're just getting started! As the We Matter Campaign is sustained, We Matter will begin to develop programming, tools and resources that work to build youth capacity in their respective regions and directly engage youth supports such as teachers and youth workers.

As an Indigenous and youth-led organization, We Matter is committed to Indigenous youth empowerment, hope and life promotion, and will continue to use Indigenous voices to connect messages, support and resources to Indigenous youth who may be struggling.

HERE'S WHAT'S NEXT:

- Sustaining and growing the We Matter Campaign
- Building a regional volunteer network
- Launching our new national campaign, the We Matter #HopePact - a pact that Indigenous youth across Canada can take, supporting themselves and Indigenous youth across the country
- Developing culturally relevant, strengths-based and youth-accessible We Matter Toolkits for teachers, counsellors/youth workers, and youth - to effectively introduce We Matter's messaging into schools and communities
- Developing an Ambassadors of Hope Program - to build capacity and hope among Indigenous youth

YOUTH WORKSHOP AND WE MATTER CAMPAIGN EXPERIENCE:

90% of students surveyed enjoyed the We Matter presentations and workshops

94% of students surveyed learned something new during the We Matter presentation and workshops

"We Matter gives Indigenous students a voice to inspire others, while also uncovering their innate sense of hope, strength and resiliency."

-Teacher, Sandy Lake FN

"I learned that I matter and there are other people out there just like me." -Youth participant

"Thank you for reminding me that I matter."

-Facebook message

"It helps knowing someone out there is supporting me." -Grade 9 student

"You really helped me out with my life. Cause it was really hard in life. I couldn't really understand what was going on in my life, but you guys showed me the way! Now I've never been happier." -Grade 6 student



We Matter wouldn't exist without the support from our following Partners:

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FOUNDING PARTNER



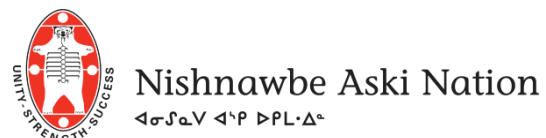
USB PILOT STICK PROJECT



Health
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For any questions, comments or concerns, We Matter can be reached at info@wemattercampaign.org

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