



WE MATTER


— MINI TOOLKIT —

We Matter is a national campaign
to support Indigenous youth
who may be going through a tough time.

— WHETHER YOU ARE A —

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

...this Mini-Toolkit was made to help **YOU**
use the We Matter Campaign to make a difference
for youth 12 and up who may need support in your
COMMUNITY, HOME, SCHOOL or REGION.



WHY IS THIS TOOLKIT IMPORTANT?

Mental health, addiction, bullying, suicide, and sadness can be difficult to talk about with Indigenous youth. But talking about these issues is so important, because they're all challenges many of us will struggle with.

By TALKING about these issues:

- ♦ We help them understand they aren't alone in their feelings
- ♦ We teach them it's okay to talk about how they feel
- ♦ We help them learn better ways to manage their feelings

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

IMPORTANT NOTE

Some of the videos do talk about tough issues that may be sensitive or triggering. Each video ends with a positive message – but it's always okay to stop a video if it feels too emotional, to take a break, or find a different one.

Mention this to the youth you're using the Toolkit with, so they know this too before starting!

It's always a good idea to make sure you and those you are working with know where in the community you can turn to for help if needed. You can also find resources at: wemattercampaign.org/get-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 – on their own, or in a group.

You can do this with: **FAMILY MEMBERS** (whether sibling, cousin, child), **STUDENTS, CLIENTS** or **ANYONE** ages 12 and up.

This Toolkit will be helpful for youth going through challenges like sadness, depression, bullying, or hopelessness – or for those who may be at risk for these challenges.

What you'll do is: sit with a youth or group of youth, watch the videos together, and talk about the points mentioned. That's it!

All the videos can be found on our website: wemattercampaign.org/mini-toolkit. If your community doesn't have great internet access, email info@wemattercampaign.org and ask for a USB Stick with all the videos.

Note: We do recommend watching the videos first, before sharing – but that's up to you!

STEP 1

Ask the youth about the kinds of tough feelings they, or those around them, are going through (sadness, addiction, loss, etc).

Mention it's okay and important to TALK about the hard things we go through, so we can find ways to get through them.

Tell them there's an organization called We Matter, that wants to help them get through all the tough feelings they might have.

Show the video:



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



Jack Jr.



A Tribe Called Red



SMVS La Ronge

(ask who knows this band, or who knows their music!)

STEP 3

Explain that We Matter has hundreds of video messages that talk about tough challenges they might be going through, from amazing people who have overcome those challenges.

Show video:



Magic Buttons

Ask if there's any videos they'd like to see on specific topics (like bullying or depression), or from people who they can relate to (like artists, athletes, writers, or other youth), and show those videos. wemattercampaign.org/Videos

Note: If you know a youth is going through a certain challenge (but may not want to say so), you can try picking a video on that topic and show it.

STEP 4

Explain that there are things we can ALL do, to help us get through tough times. Show some videos that talk about this. We recommend:



Tenille Campbell



#StrongerTogether



Simeon Kakepetum



Maybelle Enuaraq



Chasity Fiddler



JJK Jiggers

Discuss places, people and phone numbers in their community they can turn to for help – or things they can do to help overcome tough times.

*** It's good to at least get up to this point in one session, if possible. The rest can be introduced on a separate day, or you can keep going depending on your time.*

STEP 5

Mention how “so many youth from around the country all decided they wanted to send a We Matter message to help YOU feel good.” Show as many of these videos as you'd like:

▶ **Ulukhaktok Youth**

▶ **Dennis and Phoenix**

▶ **Lance and Jimmy**

▶ **Sydne Okheena**

▶ **PPK School**

▶ **Kylee McKay**

▶ **NAN Youth Gathering**

▶ **Thomas Fiddler Memorial
Elementary School**

Show them the artwork and story messages at wemattercampaign.org/art-stories.

STEP 6

Explain that everyone can be a part of We Matter.

Encourage them to create their own message - by creating a video, artwork or poem!

One simple exercise youth can do is create artworks that share messages of hope for the people around them. These artworks can be displayed for all to see, or shared with each other.

If you like, you can send your videos, artworks, or poems to us, and we can add it to the We Matter Campaign! Tell the youth if they make a message, it can reach someone else who needs to hear it – and they can see their message or art show up on our website.

If your youth do create great messages, let us know! Send us an email, upload them to our website, or tag us in your posts. We will share them on our social media to inspire others!

STEP 7

Show video:

▶ **We Matter #HopePact**

Encourage them to take the We Matter #HopePact on our website, or take it with them, and order some bracelets! wemattercampaign.org/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 a new We Matter video at least once a week, or even once a day!

On the next page there are videos listed, with talking points to start new conversations. Use these over time. Keep an eye on our social media for new videos to show too. You can also ask youth now and again if there's any We Matter videos they'd like to watch!

Note: After a We Matter session, or having discussions with youth, it's good to make sure everyone is feeling okay. Ask them how they are feeling, and remind them there are supports they can turn to if needed. It can also be good to end a session with a very positive video (Richard Van Camp is a great option for this).

If you'd like more resources, we have larger Toolkits available which we can send to you. We also have Lesson Plans for classrooms, and are always creating new materials! Email us anytime to make requests, or to learn more: info@wemattercampaign.org.

Use the videos anytime, anywhere, with youth. And use them often!

STEP 9

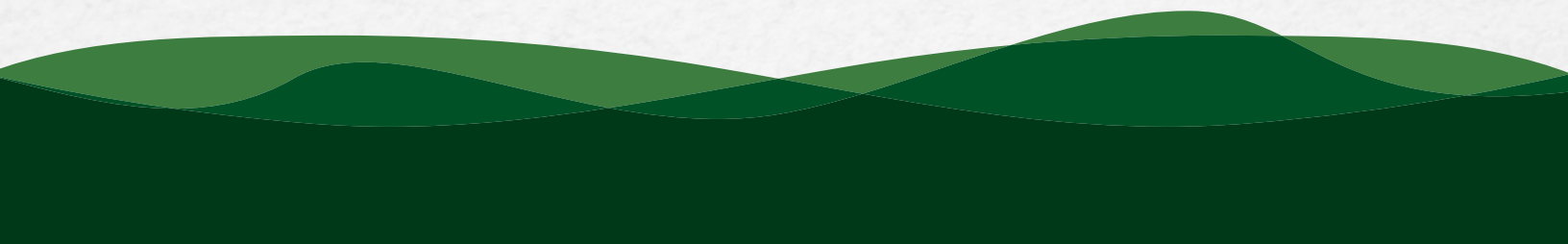
Encourage youth to be more involved with their community or with We Matter.

We are always looking for Indigenous youth who want to make a difference for those around them. We can support youth in many different ways!

- ♦ **Apply for a grant from We Matter!** We offer direct funding for youth who want to start a project in their community – a few dollars can help start something positive where you live.
- ♦ **Apply to be a We Matter Ambassador of Hope!** Every year we train many Indigenous youth from across the country. We teach youth about things like public speaking, mental health, how to use We Matter resources, and much more. These Ambassadors return home to share what they learned, travel to spread hope, as well as make lots of new friends.
- ♦ **Request Materials** – If youth would like to have posters to put up around your community, or some #HopePact bracelets, We Matter stickers, or #Hope Swag to help spread some positivity, just let us know!

To learn about all these and more: visit wemattercampaign.org/get-involved, send us an email, or stay tuned on social media! Let youth know they can do the same!

Message us if you need ANYTHING. Thanks so much for being a part of spreading hope!



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?

Jack Jr

- ♦ Where can we look to in nature to help us find strength?

Violet Beaulieu

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

Layla Fiddler

- ♦ When you are having a tough day, what is your guiding light to get you out of the darkness?

Kiana Bird

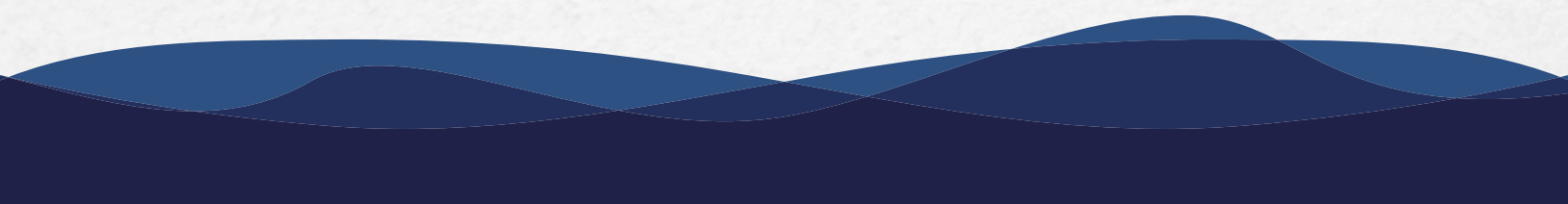
- ♦ What do you think of her pop bottle lesson? Does this feel true to you? What kinds of things can you do so you don't "explode"?

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 resources or support?
Or ways to get involved with We Matter?

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

Follow us on social media:



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



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I Matter. You Matter. We Matter.