



# COVID-19 COMMUNICATIONS

February 2021

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INUIT TAPIIRIT KANATAMI

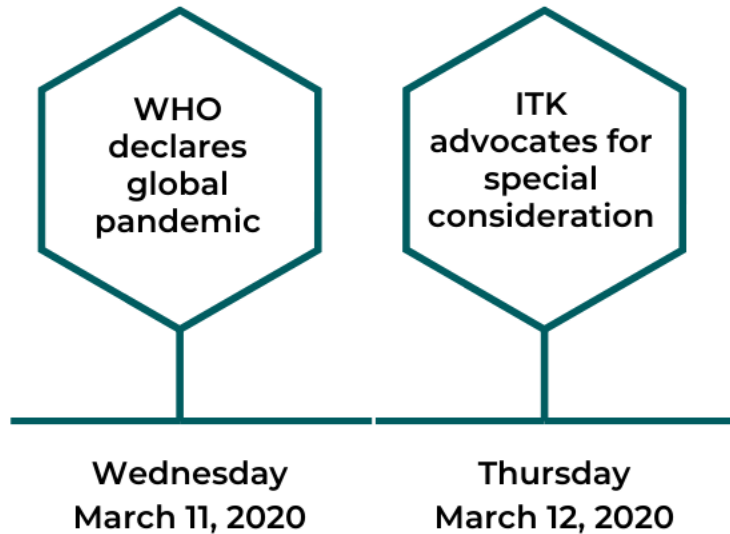
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# About ITK



- Inuit are one of three Constitutionally recognized Indigenous peoples in Canada
- ITK is the national representational organization for 65,000 Inuit in Canada, who make up the majority population in Inuit Nunangat, the Inuit homeland
- Inuit Nunangat is composed of four self-determining regions and 51 communities
- It encompasses roughly 35 percent of Canada's landmass and 50 percent of its coastline
- The majority and preferred language in most regions of Inuit Nunangat is Inuktitut, which has nine dialects and 12 writing systems
- Half the Inuit population is under age 30

# Advocacy



- ITK called for Inuit to be considered a high-risk group in federal response planning to address pre-existing vulnerabilities of Inuit and potential severe negative outcomes from both illness and services disruption
- Inuit are a high-risk group in general for respiratory infections, including TB. Long-standing social and economic inequities mean that Inuit communities would be disproportionately affected by COVID-19
- Lack of infrastructure would severely affect the ability of Inuit communities to separate the ill from the well in the event of a severe outbreak. Prolonged disruptions in travel could have severe detrimental effects on the health, economy and wellbeing of communities.
- Most families would be unable to stock up on basic goods. And a high dependence on limited air travel routes for provisions would make Inuit vulnerable to shortages of crucial items





























# Lessons



Know your audience



Make your message accessible



Keep it simple



# Contact

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[www.itk.ca/covid19](http://www.itk.ca/covid19)