

Building Indigenous Community in Contemporary Spheres

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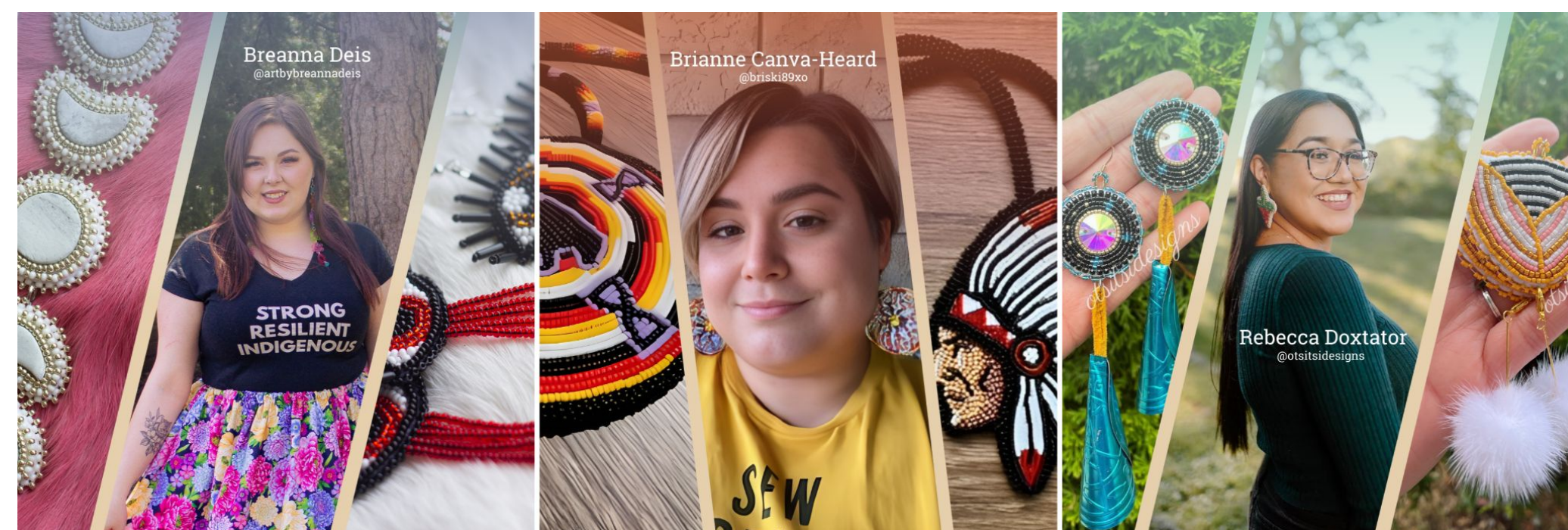
Introduction

Indigenous Peoples experience a disproportionate burden of health inequities (Czyzewski, 2011; Johnson-Jennings et al., 2023; Mosby & Swidrovich, 2021; Smith-Morris et al., 2021) as the result of settler colonialism. Cultural skills and ancestral teachings, such as **beading**, improve **Indigenous well-being and reduce stress levels**. Conducting community engaged research in person was no longer possible due to the pandemic. Switching to an online platform allowed CIEDAR to listen and learn from the community.

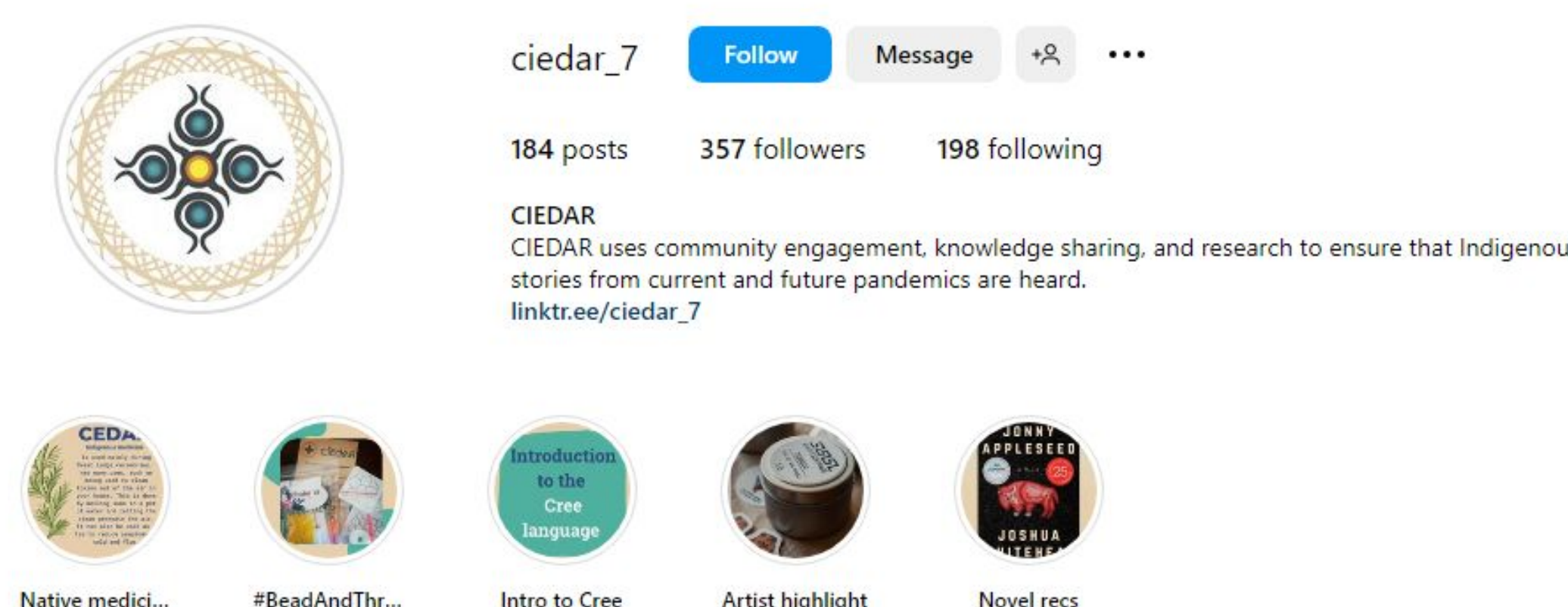
Objective

- To teach the **cultural skill of beading** to a **diverse, engaged and online community** to improve **Indigenous well-being**.

Methods



- Created social media content relevant to the community we want to increase.
- Build relationships with online content creators.
- Held online and in person beading workshops and classes to increase engagement online when in person events were held.
- To evaluate the efficacy of our activities through social media analytics and polling were used.



Results

Figure 1A. CIEDAR's follower count by province.

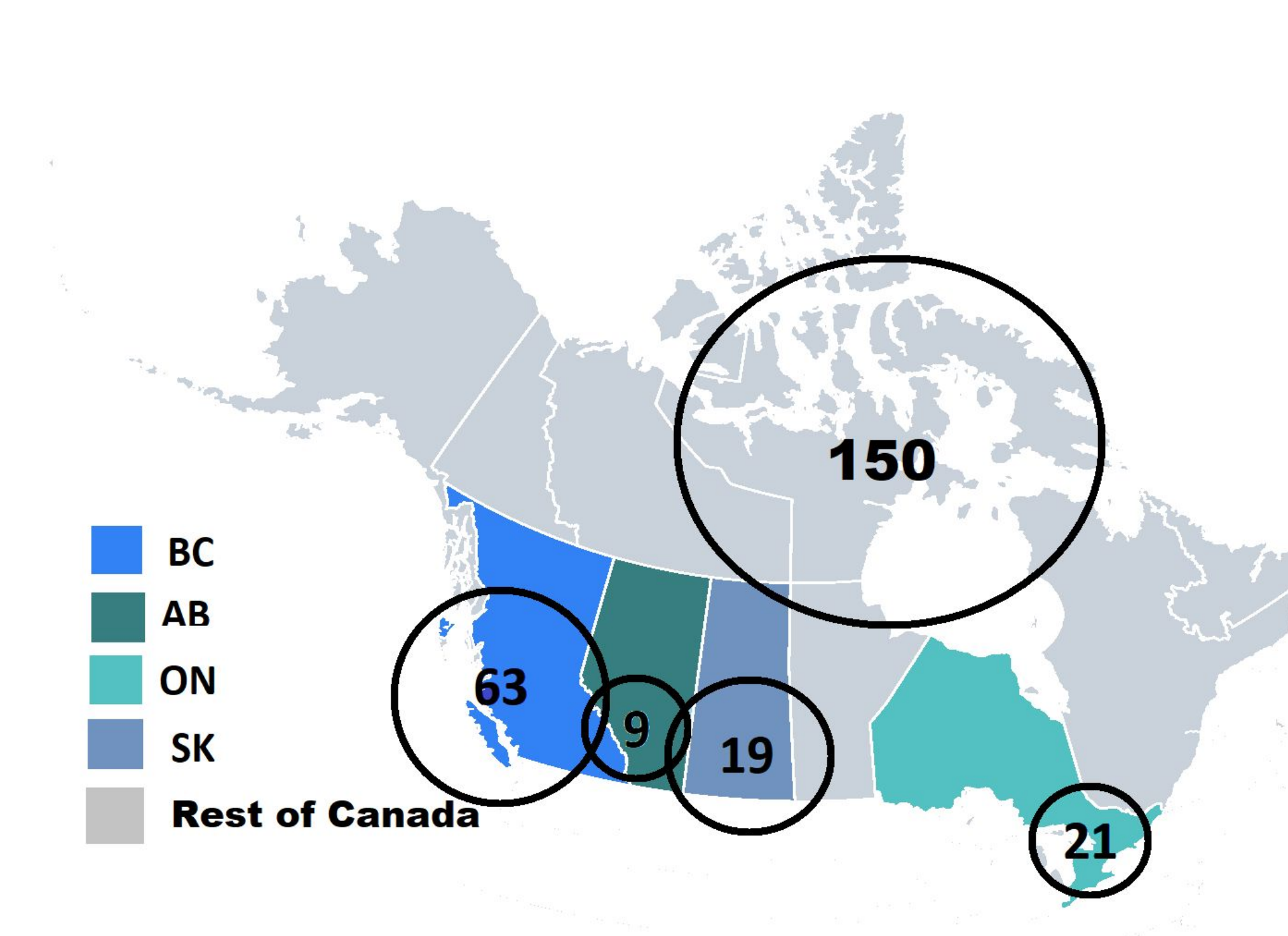


Figure 1B. CIEDAR's audience by gender and age.

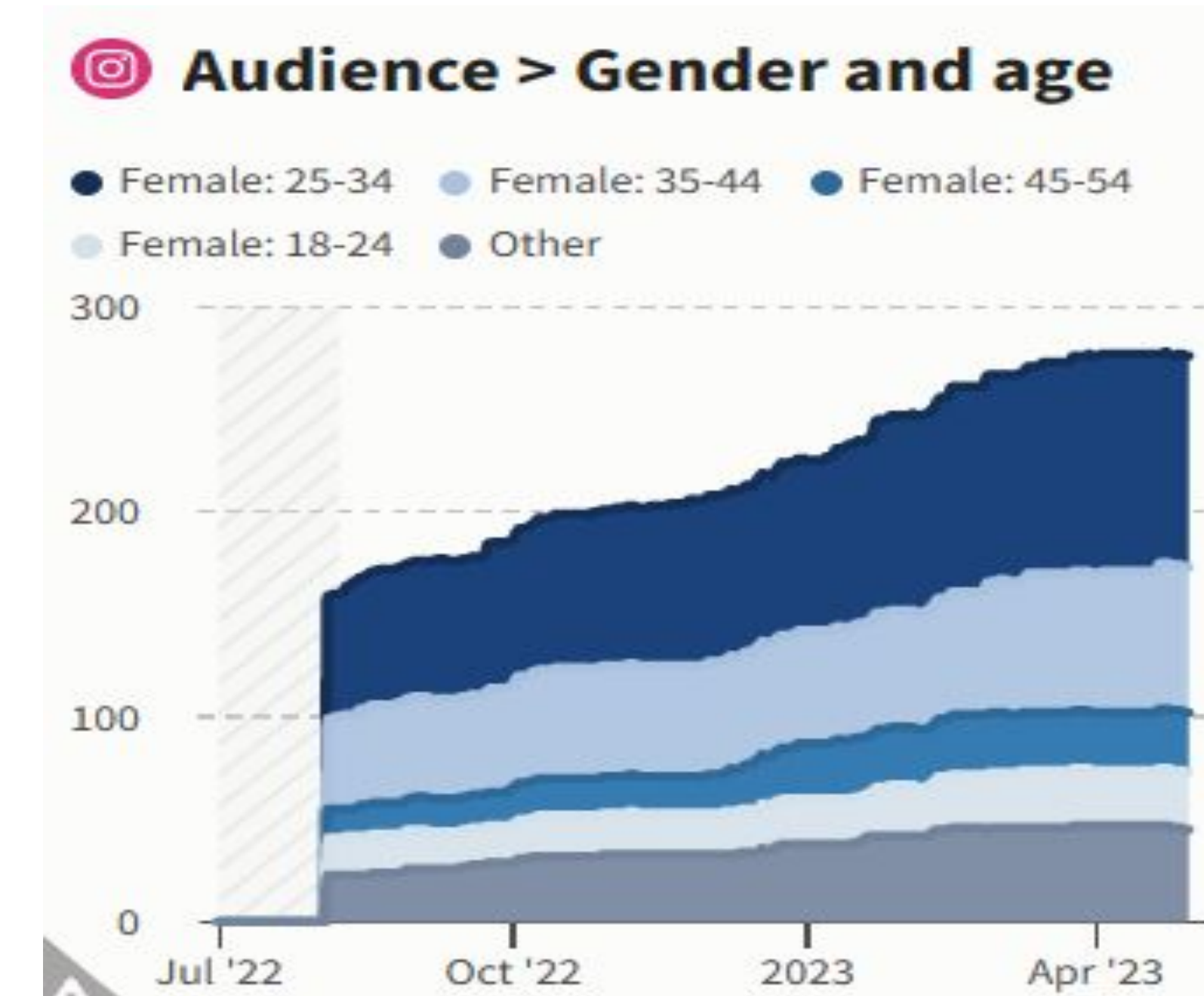


Figure 2. CIEDAR community events.



Figure 3. Impacts of in-person community gatherings on online engagement.

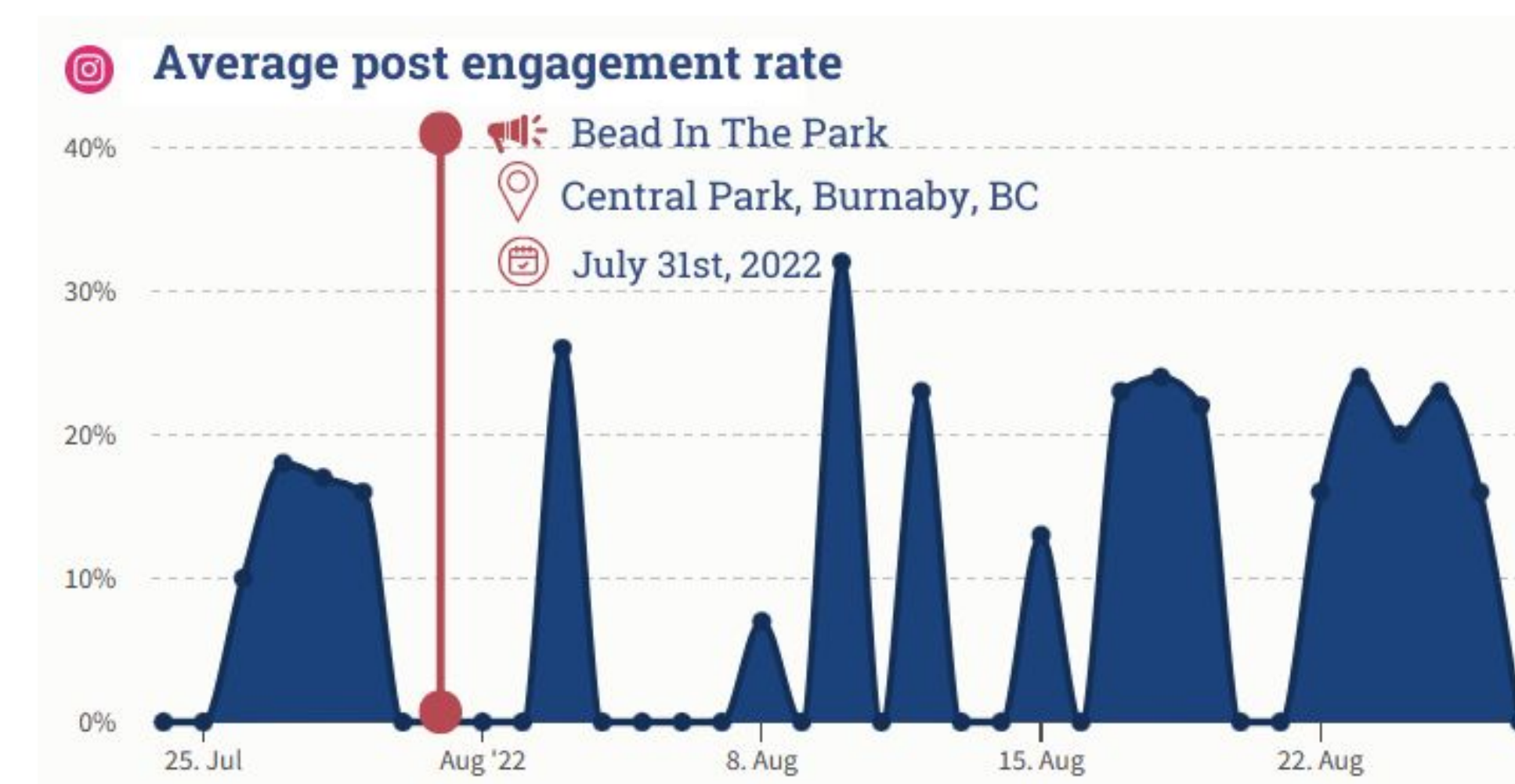
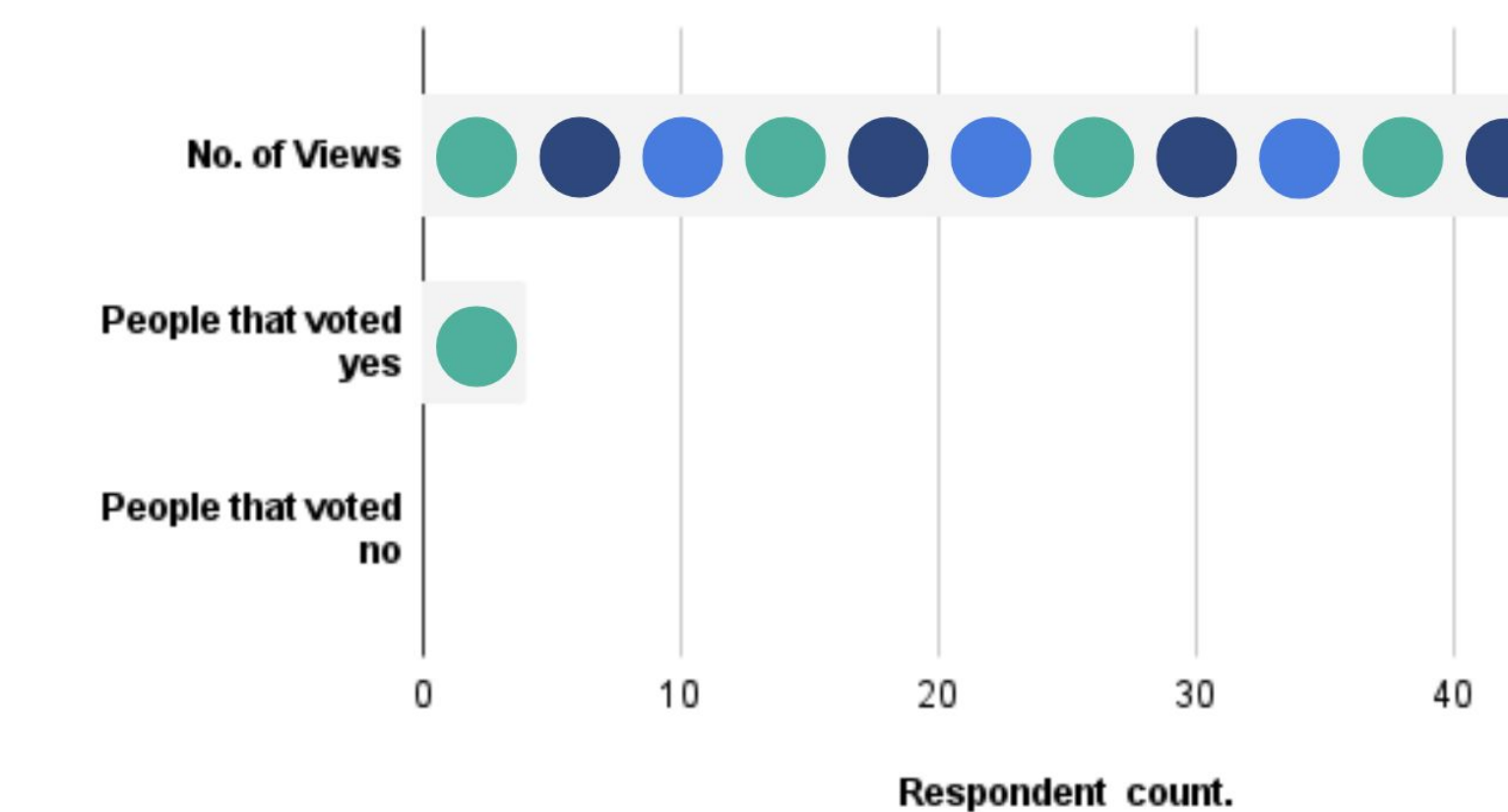
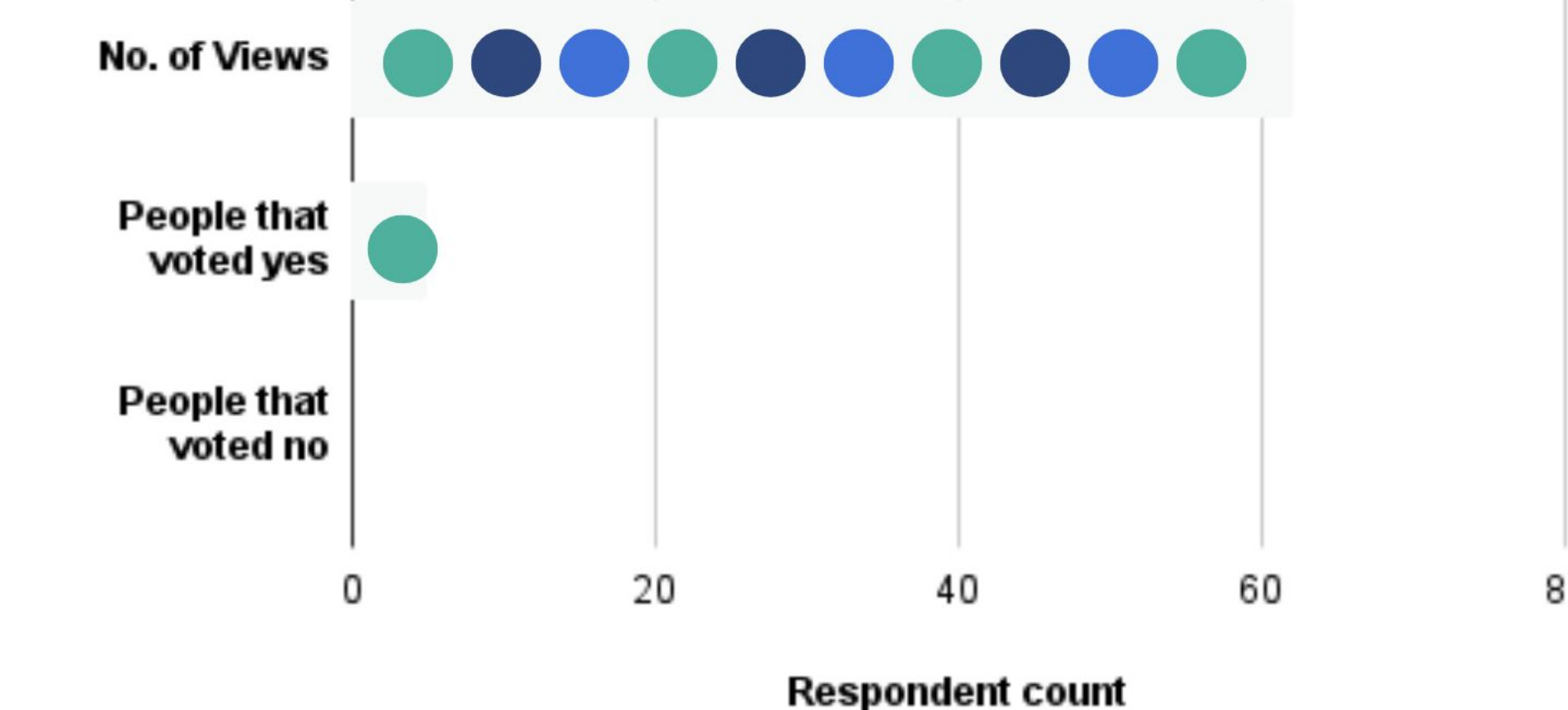


Figure 4. Beading and community well-being.

"Have you started beading since joining our community?"



"Has your sense of well-being increased since joining our community?"



In-Person Community Events

- Bead in the Park (2022)
- Gathering Our Voices (2023)
- 500** beading kits to Indigenous Peoples and organizations.

Conclusions

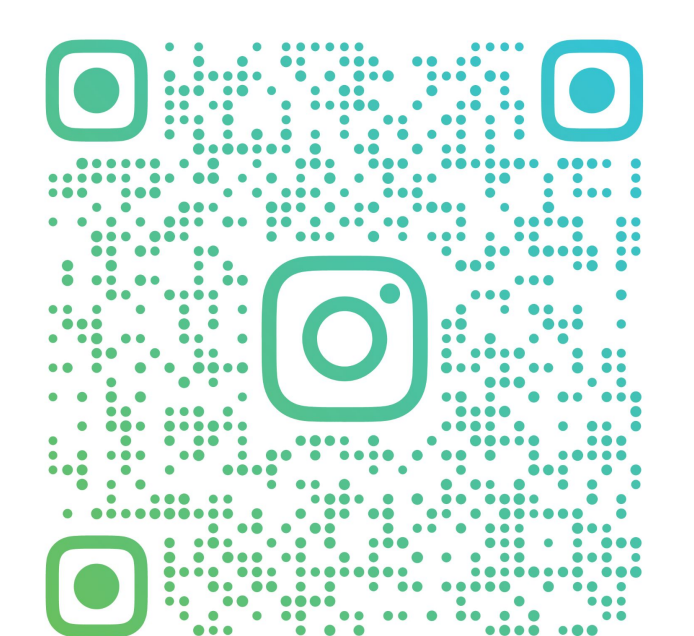
- Social media campaigns such as Bead and Thrive can improve overall community well-being.
- Social media can be used to get people to start beading.
- The social media campaign such as Bead and Thrive is a viable method for community engagement.

References

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Acknowledgements / Contact

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- We would also like to acknowledge our beading influencers, who can be contacted through their social media handles.
- Lead authors can be contacted through CIEDAR's website.



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"...sometimes it's hard to learn beading intergenerationally, but it's great to meet others in person."

- Feedback received from a participant at Gathering our Voices 2023.

"..I had an amazing time gathering with fellow beaders & first timers in the local community."

- Feedback received from a participant at our Bead in the Park event 2022.