

How to Help Amplify These Messages

We understand there is considerable interest in assisting with public education efforts currently underway. Here are some actions you can take to help. We've listed them from smallest time investment to greatest time investment, because we know tribal capacity can be limited. Please know, taking any of these actions will help amplify our messaging tremendously.

1. Let NICWA or NCAI know if you have received a media inquiry
2. Refer media requests to NICWA
3. Report negative reporting to NICWA and NCAI
4. Share our social media posts and tweets
5. Forward our email statements
6. Check with your tribal attorney's office or local tribe to see if there are potential "hot button" ICWA cases underway that could attract media attention and notify NICWA or NCAI
7. Help us with the call to action below
8. Challenge biased reporting, but also offer new information by urging reporters to visit our resources webpage (www.nicwa.org/government/ICWA_Regs_Resources.asp) and Facebook page (www.facebook.com/NativeChildren/)
9. Ask your constituents to challenge biased reporting
10. Ask your tribal council or organization's governing body to officially pledge to defend ICWA. (NICWA has posted our board's resolution as a model/template http://www.nicwa.org/Indian_Child_Welfare_Act/documents/NICWA%20Board%20Resolution%20Pledge%20to%20Defend%20ICWA.pdf. Feel free to share.)
11. Draft a statement in support of the Indian Child Welfare Act and send to your constituents
12. Turn your statement into an op-ed and pitch it to local press
13. Assign spokesperson role to one or more people within your tribe and organization and commit to training them up on your own talking points and crisis communications plan
14. Seek out personal ICWA stories amongst your constituency and package their stories in a way that is easily understood and disseminated (social media photos, videos, stories on website)

****Call to Action****

We need family reunification/family placement/positive ICWA stories that can withstand enormous scrutiny in a poised manner and are willing to speak to the media. Please contact Nicole Adams (nicole@nicwa.org) if you have leads.

Contacts

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