

DRAFT – For Discussion (February 23, 2015)

Traditional Ways of Life

Communications and advocacy plan

Purpose

This communications and advocacy plan is designed to support the promotion of the traditional ways of Arctic Indigenous peoples to a broad audience.

Objectives

The two main objectives of this plan are to:

1. Provide the Arctic states and Indigenous Permanent Participant organizations with options for advocacy activities aimed at promoting traditional ways of life; and
2. Outline a series of key messages that are clear, consistent and timely and can be delivered to target audiences that would otherwise have limited exposure to information about the importance of traditional ways of life to Arctic Indigenous communities.

Target Audiences

1. Policy-makers and government
2. Think-tanks and policy analysts
3. Academics
4. Traditional media
5. General public

Key Messages

- Traditional ways of life, including traditional practices, cultural skills, values, and spirituality, are vital to the health and wellbeing of Arctic Indigenous peoples and communities.
- As a result of factors such as globalization and climate change, the Arctic has been undergoing transformative changes, including environmental, social, cultural and economic. These changes have the potential to positively and negatively impact traditional ways of life.
- In this time of change, Arctic Indigenous peoples continue to demonstrate resilience and an ability to adapt. Arctic residents are finding innovative ways to help ensure that their traditional ways of life remain a sustainable choice.

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- Traditional ways of life also provide Arctic Indigenous peoples with a sense of cultural identity. Sustaining these traditional ways of life, through the transfer of these traditional practices across communities and generations, ensures that these values and important social and cultural links are maintained.
- While the Arctic region is being impacted by globalization and modernization, it is important to also acknowledge that traditional ways of life can co-exist with the modern in ways that benefit Arctic peoples and communities.
- A greater awareness of the importance of the traditional ways of life to the health and wellbeing of Arctic Indigenous peoples could lead to better decision-making by those outside the region.
- Through its work, the Arctic Council supports vibrant and sustainable circumpolar communities.

Strategic Considerations

When planning advocacy or communications activities to promote the traditional ways of life of Arctic indigenous peoples, the following considerations should be taken into account:

- Activities should not be too technical or complicated in nature, or they risk losing traction with target audiences.
- In selecting activities, the aim should be to ensure that a target audience's basic knowledge and understanding of the issue is not undermined.
- The impact of visual tools can have a lasting effect on target audiences, and hands-on items can help participants recall the importance of tools, furs, and foods and how they are part of Arctic Indigenous peoples' traditional ways of life.

Approach

To deliver key messages to target audiences, a broad-reaching, ground-level approach is recommended. Using prepared products and advocacy tools, target audiences will be equipped to further disseminate messages on traditional ways of life and its importance to Arctic Indigenous peoples and communities.

Activities and resources

The following is a list of activities that could be considered in promoting traditional ways of life to target audiences.

The best practices compendium and the promotional vignette are the primary tools for advocacy and promotion of Arctic Indigenous peoples' traditional ways of life, and will be available on the Arctic Council website. A limited number of hard copies of the compendium will also be distributed to Arctic Council members.

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Photo display	Demonstrate, through images, the types of activities and programs that are underway in promoting traditional ways of life
Display of Indigenous practices	Partnerships with local museums to demonstrate the use of tools for hunting and traditional ways of life. Hands-on experience in touching furs and seeing modern/historic connection.
Film showings	A collection of relevant and interesting films could be made available for screenings. These would help to demonstrate and provide examples of how traditional ways of life are important to Indigenous peoples of the Arctic region.
Roundtable discussions	For policy, academic, and roundtable discussions, developing a set of discussion questions would help get participants speaking about the importance of traditional ways of life.
Community videos	Elders in communities showing leadership and speaking to importance of sharing their knowledge and practices can have a lasting impact on audiences. Youth could also be included.
Speaking events	Organizing events with knowledgeable Indigenous speakers from Arctic states who can share experiences with target audiences to help them better understand what traditional ways of life involve.
Storytelling: youth outreach	Role play from traditional fables. Act out stories, using costumes or props if available, discuss process of preparing, and why specific props were chosen in demonstrating fable and traditions attached to it. Hands-on experience is helpful for youth to learn about Indigenous traditional ways of life.
Gastronomic experience	Opportunity to sample traditionally prepared country food and drink as part of a larger event will demonstrate, first-hand, the significance of traditional sources and methods of preparing meals.
Traditional media outreach	Use of traditional media, including newspapers, local television and radio, and specialty blogs or magazines can draw relevant audiences to events and raise awareness of importance of traditional ways of life.
Social Media outreach	Use of tools such as twitter, you tube, flickr, and Facebook to deliver key messages and raise awareness in a quick and easily accessible manner.

Anticipated outcomes

Through implementing the suggested activities, the key outcome would be an increased understanding of the importance of traditional ways of life for Arctic Indigenous peoples and communities, which could, over time, lead to better decision-making.