



## British Columbia All Chiefs' Task Force

### COORDINATED ACTION CAMPAIGN OVERVIEW (PHASE TWO)

#### Overview:

The Coordinated Action Working Group (a subcommittee of the First Nations Task Force), was struck to raise public awareness of First Nations issues at regional, national, and international levels. The Working Group identified four key issues to take action on:

1. Socio-economic gaps between First Nations and other British Columbians with particular focus on child poverty;
2. Justice issues with particular focus on the 520 cases of missing and murdered Aboriginal women in Canada;
3. Recognition and respect for First Nations inherent title and rights; and,
4. Canada's refusal to adopt the United Nations Declaration on the Rights of Indigenous Peoples (UN DRIP) (until November 12, 2010 when Canada provided "qualified" endorsement).

In phase one of the campaign, the Coordinated Action Working Group (CWAG) carried out work with an ongoing media campaign that also took advantage of the international press present in BC during the 2010 Winter Olympics. Phase one wrapped up in May 2010.

#### Goals and Objectives of Phase Two:

In the second phase of their work, the Coordinated Action Working Group sought to take advantage of the momentum built with the national and international media during the first phase of the program, and to gain international, national and local media coverage. They also aimed to work with First Nations political organizations to coordinate and reinforce key messages and to lay the groundwork for those political organizations to take over the coordinated action campaign by November 2010. As in phase one, CWAG maintained a high-level goal of affecting public policy change through media coverage of events, actions and activities by First Nations in British Columbia.

The Coordinated Action Working Group highlighted key concepts in the second phase of the public relations campaign that were in concert with messages being advanced by First Nations political leadership:

- Aboriginal Title and Rights and Treaty Rights
  - o Highlight mega-projects such as the Site C hydroelectric dam, proposed Prosperity Mine and Enbridge Pipeline and related policy and legislative issues and barriers.
  - o Key message will be that First Nations hold inherent title and rights, are self-determining, and want to work with governments to implement solutions (i.e. shared decision-making) pursuant to international and national law, and political agreements (i.e. UN DRIP, Constitution, New Relationship, etc.).

- Social Justice issues
  - o Highlight Canada's position and seek unqualified endorsement of the UN DRIP.
  - o Key message that Canada must endorse the UN DRIP in its original spirit and intent, without qualification.

### **Tactics to Move Framework Forward**

The Coordinated Action Working Group met success with a number of tactics, and identified the following methods which can be used to strategically continue their work:

- Mainstream media:
  - o Work with local, national and international media outlets to generate interest;
  - o Conduct interviews and develop editorials;
  - o Provide short fact sheets on all key messages;
  - o Arrange meetings with editorial boards.
- Social media:
  - o Utilize Facebook, Twitter, and blogs;
  - o Build a YouTube video library (develop short documentaries / post video on the key messages to post on YouTube);
  - o Utilize the websites of the three provincial political organizations to disseminate materials and key messages (BCAFN, FNS, and UBCIC).
- Petition and postcard campaign:
  - o Develop petitions and postcards on the key messages, and disseminate these online, at identified upcoming events, etc.
- Support local efforts:
  - o Develop a local media kit with First Nations communities at their request;
  - o Support local First Nations in raising awareness and garner media exposure on their positions on mega-projects;
- Engage social justice organizations and educational institutions:
  - o Meet with leaders of relevant social justice and educational groups;
- Speaking opportunities:
  - o Identify and create key upcoming speaking opportunities to engage the non-Aboriginal community in Task Force issues (i.e. Board of Trade).

### **Recommendations:**

The Coordinated Action Working Group recommends:

1. That the First Nations Leadership Council engages in a high-level analysis of the current political context to identify and strategize a response to the most pressing issues facing First Nations in BC regarding Aboriginal Title and Rights and Treaty Rights, and Social Justice Issues, including Canada's "qualified" endorsement of the UN DRIP; and,
2. That the First Nations Leadership Council develops a comprehensive communications and action plan to implement the strategies identified in the high-level analysis of the current political context, making use of the tactics identified by the All-Chiefs' Task Force Coordinated Action Working Group.