



# Campaign Overview



**The goal of Thunderbird Partnership Foundation’s “Sacred Breath of Life” campaign** is to help create awareness, understanding, and engagement amongst First Nations leaders and community members (including affected individuals and families), of the positive outcomes of harm reduction.

The core message is focused on the role we all have in protecting the sacred breath of life and asks us to consider harm reduction as a form of medicine – just as community, connection, shelter, fire, and more act as medicines to help heal and nourish us. We are asking folks to consider how harm reduction, rooted in First Nations culture and ways of knowing, can have the power to keep people alive.

Together, we want to shift understanding about First Nations-led harm reduction approaches, and we’re inviting you to be part of that.

We know that harm reduction can be a challenging subject to discuss, and we need your support to help build trust on the topic with people who trust you. The campaign has developed materials, including posters, postcards, email banners and social media posts that you can share in your community to help the campaign reach more people.

Our communities are at their strongest when we are working together to solve tough challenges. We hope you can help us bring even more folks together to help protect the sacred breath of life.