

APPENDIX:**Table S1. CRAC Identified Sources of Vaccine Hesitancy**

MEDICAL MISCONCEPTIONS	
Sub-Theme	Notes From CRAC Comments
<i>Vaccine Safety</i>	CRAC members had questions about whether the vaccine will make someone more sick; whether people with compromised lungs should take the vaccine; whether immunocompromised people or their loved ones should vaccinate; whether the vaccine is a drug as it makes people feel more comfortable; and what the vaccines long-term effects may be. CRAC members commented on there being plenty of rumours on social media and that there is general uncertainty surrounding COVID-19 vaccines within their community.
<i>Vaccine Efficacy</i>	CRAC members questioned the longevity of vaccine immunity and questioned how we plan to 'cure' COVID-19 when we can't 'cure' the common flu. A preference for Traditional Medicines emerged and there was concern about vaccine efficacy in the face of new variants. Generally, it appeared that too many questions were in need of answers.
<i>Vaccine Development</i>	Concerns and questions were presented about the speed of vaccine development.
<i>Natural Immunity</i>	There were comments that some who have had COVID-19 do not think they need to get vaccinated.
<i>COVID-19 Threat</i>	Some CRAC members expressed beliefs that masking and sanitizing is enough and vaccination is not required. However, there were also concerns about the virus and what its lingering effects may be.
CULTURE	
<i>Traditions and Traditional Medicine</i>	CRAC members commented: their experiences of using Traditional Medicines to overcome COVID-19; having a preference for Traditional Medicines and needing to believe in them for them to work; relying on Western medicine is second guessing the Creator and what they have provided; and that the amount of pills being prescribed in our healthcare system is concerning. Some CRAC members described being torn between Western medicine and Traditional ways. That being said, Cultural Traditions, such as an Elder praying over the vaccine, was able to increase vaccine confidence.
<i>Holistic Health</i>	CRAC members spoke of the holistic nature of health and the need for the whole to be well for true wellness. Several examples were presented of a lack of holistic health despite the absence of physical disease or ailment.
<i>Self-determination</i>	Vaccination hesitancy was described multiple ways. On one hand, vaccination is a personal choice and the choices of some do not take into consideration the safety of others. On the other hand, vaccine mandates were described as something that is 'new to them [non-Indigenous Peoples] but not us [CRAC members].' Overall, COVID-19 vaccine hesitancy was described as a controversial space that does not include an Indigenous voice.
<i>Miscellaneous</i>	CRAC members insisted that anything we do is truthful, non-polarizing, and respected personal choice.

Table S2. Social Media Posts: Initial Drafts and Approved Posts

Strategy	First Drafts	CRAC Approved Posts
Anticipated Regret	Vaccines are safe and help protect us from COVID-19. Your choice to remain unvaccinated is respected but may put others at risk.	The vaccines have been prayed over for our safety and are here to protect us and our community. Remaining unvaccinated is a personal choice, which is respected, but puts others at risk.
Reciprocity	If you could not get vaccinated, would your	COVID-19 is a threat to everyone, not just people with preexisting health

Messaging	community have your back? COVID-19 is a serious threat to neighbours with compromised immune systems. Vaccinate to protect them.	conditions. Being vaccinated helps keep you, your community, and your loved ones safe.
Availability Heuristic	DID YOU KNOW? You are more than 250 times more likely to be seriously affected by a COVID-19 infection than its safe vaccines. We understand why you may be hesitant, but the vaccine is way safer than the virus!	Research is showing that vaccines are safe and the unvaccinated are 19 times more likely to be hospitalized from COVID-19. With the Omicron variant, we could see as many as 3 billion COVID-19 cases before the summer. Is remaining unvaccinated worth the risk?
Motives	Social media bots are believable and have been used to spread misinformation before. Today, they help spread COVID-19 misinformation. If anti-vaccine motives are pure, why would they rely on the lies of bots?	Automated computer programs (bots) can make their designers money by spreading misinformation online. What they say is misleading but often looks real and believable. Bots might post about side effects of the vaccine that do not exist, or about death rates of people who have been vaccinated that are inaccurate. See the photo below for some simple indicators that messaging is coming from a bot rather than a real person: (image available upon request)
Empathy	Vaccines developed too fast? Worried about effectiveness? What if I already had COVID-19? Look to these resources for answers to these questions and so much more!	Vaccines developed too fast? Concerned about how the vaccine will impact preexisting health conditions? What's up with Omicron? What if I already had COVID-19? Your concerns have been heard and these resources were developed to answer your questions!
Victim Motif - Memes	Don't fall for this trap! Educate yourself and make an informed decision about the COVID-19 vaccines. (image available upon request)	Don't fall for this trap! Educate yourself and make an informed decision about the COVID-19 vaccines.

Table S3. Social Media Analytics, Community-developed Vs. Piloted Posts

Post Description	Likes	Views (03/09/22)
Jan. 27 community	2	56
Jan. 25 community	3	74
Jan. 21 community	2	77
Jan. 10 Community	2	63
Jan. 6 Community	2	51
Jan. 5 Community	3	67
Anticipated Regret	2	68
Memes	0	45
Reciprocity Messaging	1	49
Motives	0	39
Availability Heuristic	0	45
Empathy	1	42
Control	0	54
Community Average	2.333333333	64.66666667

Pilot Average	0.666666667	48
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Table S4. NAKPA Results: Sharing Circle Major and Minor Themes

Major Themes	Minor Themes (Listed)
Culture	Cultural Health and Traditional Medicines, Kinship, Colonization's Impact on Choice, Witnessing Traditional Medicine Efficacy, Protocol, Cultural Continuity, Priority of Choice, Beliefs, Elder Wisdom, Cultural Traditions, Utilizing Intercultural Remedies
Fear	Fear, Fear, Fear
Government COVID Responses	Public Health Restrictions, Government Restrictions, Vaccine Restrictions, Discomfort to COVID Testing, Fluctuating Mandates, Concern for Wellbeing of Front Line Workers
Information Exposure and Consumption	Media Misinformation, Vaccine Ingredients, COVID Severity, Vaccine Development Timeline, Personal Discernment, Government Mandates, Vaccine Trust, Educational Resources, Storytelling: Front Line Experiences, Multimedia Influence, Inconsistent Information, Lived Experiences, Statistics, Information Accessibility, Inconsistent COVID Data Reporting, Perception of COVID
Community Influence	Community Vaccination Rates, Community Clinic, Reciprocity, Influence of Kin, Correlation Between Vaccination and Social Interaction
Appeal of Vaccine Hesitancy Community	Longing for Community, Listen, Groupthink, Personal Choice.