

## MEDIA RELEASE

**LAUNCHING - THURSDAY, OCTOBER 30, 2014  
 - A Canadian First -**

### **A Print Campaign & Website Designed to Educate, Encourage & Inspire Aboriginal People in Manitoba Interested in Health Careers**

**Winnipeg, October 27, 2014;** Manitoba's Office of Rural & Northern Health (MB ORNH) is launching a new campaign and website designed to help increase the number of First Nation & Aboriginal people in Manitoba choosing health careers. [ManitobaAboriginalHealthCareers.ca](http://ManitobaAboriginalHealthCareers.ca). This first in Canada initiative will be officially unveiled Thursday, October 30th in Winnipeg.

"The Aboriginal population in rural and northern Manitoba is significant. We know that they are an important part of our current and future workforce," said Wayne Heide, Manitoba's Office of Rural & Northern Health Administrative Director. He added "We need to ensure they are equally represented in the workforce in the health care sector, [ManitobaAboriginalHealthCareers.ca](http://ManitobaAboriginalHealthCareers.ca) was created with that goal in mind. It's a unique web portal designed to bring awareness to all First Nations & Aboriginal people in Manitoba, regardless of age, current education or location, that a career in health is attainable and rewarding. The web portal will provide easy access to all the information needed to help you get started."

**The products of the initiative include:**  
[ManitobaAboriginalHealthCareers.ca](http://ManitobaAboriginalHealthCareers.ca)

- An engaging website & portal connecting First Nation and Aboriginal people in Manitoba to post-secondary institutions, organizations and resources for education and training opportunities including associated funding opportunities for all things related to the health care sector.
- An inventory and description of a wide variety of health related careers

#### **THIS COULD BE YOU - BE A HEALER: Videos & Support Materials**

- Interactive posters with QR codes & support material, featuring 21 Manitoba Aboriginal role models of all ages, currently working in the health care sector. The material will be distributed to First Nation schools and communities throughout the province.
- Inspiring videos & video profiles of Aboriginal people working in health throughout the province representing the diversity of health career opportunities in Manitoba.

"This is a unique tool for health career education and recruitment we didn't have yesterday, it's very exciting," said Robert Maytwayashing, Aboriginal Human Resources Development Officer (AHRDO) for the Interlake - Eastern Regional Health Authority. Maytwayashing explained, "Too many of the high school students I meet do not have any idea of the health career opportunities available to them, they are not dreaming or planning for their future early enough in school."

**THIS COULD BE YOU.**

BECOME A  
**HEALER**



[ManitobaAboriginalHealthCareers.ca](http://ManitobaAboriginalHealthCareers.ca) could be the catalyst to change that. Maytwayashing adds, “It’s the reach of the program that excites me, whether it’s Tadoule Lake or St. Theresa point, educators and guidance counsellors will be able to utilize the videos in their classrooms. The video profiles of the Aboriginal health career role models are incredibly inspiring, it’s not just about the success they’ve achieved but the many challenges and obstacles they needed to overcome to get to where they are today in their chosen health career. Their message is perfect, If I can do it, you can do it.”

Heide explains, “We want the resources at [ManitobaAboriginalHealthCareers.ca](http://ManitobaAboriginalHealthCareers.ca) and the posters and videos to be used as widely as possible, classrooms, school hallways, on reserve in band offices, in all places where people gather. Our Tag line is - This Could Be You - Become a healer and that is what we really want to see, that is the message we want people to get.”

### **ABOUT MANITOBA’S OFFICE OF RURAL & NORTHERN HEALTH (MB. ORNH)**

<http://www.ornh.mb.ca>

Manitoba’s Office of Rural and Northern Health (ORNH) was established in 2002 to address long-term recruitment and retention issues in rural and northern Manitoba in all health professions. The ORNH takes a big picture approach and implements initiatives at all phases of the training cycle to encourage rural and northern individuals to consider careers in health care, complete some or all of their training in rural and northern sites and ultimately choose to work and live in rural and northern Manitoba.

### **PROJECT STAKEHOLDERS**

The seven tribal councils (Dakota Ojibway, Island Lake, Keewatin, Southeast, Swampy Cree, Interlake and West Region), two representatives from the independent First Nations communities, one representative from each of the five regional health authorities, the two Manitoba AHHRI coordinators and the ORNH.

### **PROJECT FUNDING**

<http://ahhri.nan.on.ca/>

Funding was made available through the Aboriginal Health Human Resources Initiative for the 2013/14 fiscal year. The total cost of the project was \$290,000.00. As part of the contract for the web portal a three year maintenance and updating agreement was included to ensure the portal will remain current over the medium term.

To ensure that First Nations, Inuit (FNIH) and Métis have access to the health providers they need both now and in the future, Health Canada created an Aboriginal Health Human Resources Initiative (AHHRI) in 2005. The program was originally set to expire in 2010, but has now been extended through 2015 due to encouraging results.

### **FOR MORE INFORMATION & TO ARRANGE MEDIA INTERVIEWS & AN OPPORTUNITY TO TOUR THE WEBSITE PRIOR TO THE LAUNCH -**

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