

National Day for Truth and Reconciliation: ITAC Communications Brief

ITAC is proud to honour the second annual National Day for Truth and Reconciliation (NDTR), and we appreciate the support from our partners sharing truth and reconciliation messages. To help you, we have created this communications brief, which includes background information on the NDTR, key messages, and shareable infographics, videos and reels, and blog posts. This brief also includes caption examples for reference.

Feel free to download and share information in this document as you see fit.

Background Information

Each year (as of 2021), September 30 marks the National Day for Truth and Reconciliation.

The day honours the children who never returned home and Survivors of residential schools, as well as their families and communities. Public commemoration of the tragic and painful history and ongoing impacts of residential schools is a vital component of the reconciliation process.

This day is not to be confused with National Indigenous Peoples Day which is celebrated annually on June 21.

Key Messages

The day should prioritize recognizing and commemorating the intergenerational harm that residential schools have caused to Indigenous families and communities.

The path towards reconciliation is ongoing. While Sept 30th serves as a day of reflection, support for Indigenous Peoples is required year-round.

Tourism is one of the many avenues Canadians and visitors can take to learn more about Indigenous communities, cultures and history. Tourism can lift Indigenous voices and show how Indigenous Peoples truly are today: diverse, authentic, empowered and current.

Sharable Info-Graphic



Download and share ITAC's English and French NDTR infographic [HERE](#).

English Caption Example:

CONTENT/TRIGGER WARNING: Mentions of Indian Residential Schools, Assimilation, Ongoing Harm, Colonial Impacts.

September 30th is the second annual #NationalDayForTruthAndReconciliation, a day to honour the First Nation, Métis, and Inuit survivors of Residential Schools and commemorate those who did not return. 🍂

For Indigenous Peoples and communities, this will serve as a day for remembrance; for others, it should generate conversation, insight learning, and prompt action through strong allyship. Through September 30th coincides with #OrangeShirtDay, allyship goes far beyond simply wearing orange in solidarity. #DestinationIndigenous, along with our partners, encourages you to refer to the above infographic, which offers simple but effective actions that can generate change for Indigenous Peoples.

The National Residential School Crisis Line is available 24 hours a day for those experiencing distress as a result of residential schools. Support is available at 1-866-925-4419. Please also see a detailed list of local crisis line options available in slide 9 of the above graphic.

We invite everyone to share this graphic to their social platforms and raise awareness. Please credit @DestinationIndigenous 🍂

#NDTR2022 | #OrangeShirtDay | #TRCCanda | #WeWearOrange | #TruthAndReconciliation |
#NationalDayForTruthAndReconciliation | #DestinationIndigenous | #TheOriginalOriginal

@IndigenousTourismBC | @Indigenoustourismnb | @indigenous.tourism.alberta |
@indigenoustourismontario | @indigenoustoursimnwt | @indigenoustourismmb |
@autochtoneqc | @indigenoustourismnl | @indigenoustourismpei | @explorecanada


French Caption Example:

Le 30 septembre marquera la deuxième #JournéeNationaleVéritéEtRéconciliation, un jour pour honorer les survivants des Premières Nations, Métis et Inuit des pensionnats ainsi que la mémoire des disparus.

Pour les peuples et les communautés autochtones, c'est une journée de commémoration. Pour les autres, c'est un moment d'échanger, d'avoir une meilleure compréhension et d'agir en alliés.

Même si le 30 septembre coïncide avec la #JournéeDuChandailOrange, agir en allié va au-delà de porter un chandail orange en guise de solidarité. #DestinationAutochtone, ainsi que nos partenaires, vous propose l'infographie ci-dessus, pour des actions simples mais efficaces qui peuvent générer des changements positifs pour les peuples autochtones.

La ligne d'écoute téléphonique nationale de résolution des questions des pensionnats est disponible 24 heures sur 24 pour toute personne éprouvant de la détresse en raison des pensionnats. Pour du soutien, composez le 1-866-925-4419. Veuillez également consulter la diapositive 9 du graphique ci-dessus pour une liste détaillée des options de lignes d'écoute locales disponibles.

Nous invitons tout le monde à partager ce graphique sur les réseaux sociaux et à sensibiliser le grand public. Merci de mentionner @DestinationAutochtone comme source 

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Shareable Video and Social Reel



Download and share ITAC's English and French NDTR video [HERE](#).

Download and share ITAC's reconciliation video [HERE](#).

English Caption Example:

Understand the past to build a better future. Indigenous Tourism is #Reconciliation in action.





Learn more [→](#) DestinationIndigenous.ca/Reconciliation

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French Caption Example:

Comprendre le passé pour bâtir un avenir meilleur. Le tourisme autochtone est la réconciliation en action plan 

Apprendre encore plus  DestinationIndigenous.ca/Reconciliation

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Sharable Reconciliation Blogs

The Important Role Indigenous Tourism Plays in Reconciliation



Download and share image [HERE](#).

View and share “The Important Role Indigenous Tourism Plays in Reconciliation” written by Diane Selkirk [HERE](#) and in French [HERE](#).

English Caption Example:

CONTENT/TRIGGER WARNING: Mentions of Indian Residential Schools, Assimilation, Ongoing Harm, Colonial Impacts.

"Defined as a way to establish and maintain respectful relationships between Indigenous and non-Indigenous peoples—reconciliation through tourism can be one of the most meaningful actions we can take. While it's harrowing to discover the impacts of residential schools and racist policies, relearning history can open our minds and hearts, and offer a new perspective. Along the way it also gives us a chance to forge a deeper connection to the lands, traditions and ways of life of Indigenous Peoples, while offering a better understanding of the history of Canada."

 : Moccasin Trails

The Indian Residential Schools Crisis Line is available 24-hours a day for anyone experiencing pain or distress as a result of his or her Residential school experience. For immediate support please contact 1-800-721-0066

Read THE IMPORTANT ROLE INDIGENOUS TOURISM PLAYS IN RECONCILIATION by Dianne Selkirk ➡ <https://bit.ly/3TIFx2J>

#DestinationIndigenous | #TheOriginalOriginal

Reclaiming our Story – What Resilience Looks Like



Download and share image [HERE](#).

View and share “Reclaiming our Story – What Resilience Looks Like” written by Debbie Olsen [HERE](#) and in French [HERE](#).

English Caption Example:

CONTENT/TRIGGER WARNING: Mentions of Indian Residential Schools, Assimilation, Ongoing Harm, Colonial Impacts.

"The ivy-covered stone walls of St. Eugene Resort lend the building near Cranbrook, BC an air of dignity and elegance that belies its dark past. At first glance it looks like any other historic hotel, but from 1912 to 1970, the St. Eugene Mission was a residential school for Indigenous children – one of over 130 residential schools that operated in Canada between 1831 and 1996.

Indigenous tourism plays a vital role in sharing Indigenous culture and helps visitors gain understanding and perspective. Supporting Indigenous tourism operators is also a way to support reconciliation and create a positive impact on the economic growth of Indigenous communities. Here are four former residential schools that are now home to Canadian Indigenous tourism experiences."

: St Eugene Resort

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Read RECLAIMING OUR STORY by Debbie Olsen ➡ <https://bit.ly/3LrKmtG>

#DestinationIndigenous | #ExploreCanada | #TheOriginalOriginal

People, Water and Land: Homalco Tours Guides Visitors Towards Reconciliation





View and share "People, Water and Land: Homalco Tours Guides Visitors Towards Reconciliation" by Zane Buchanan [HERE](#) and French [HERE](#).

English Caption Example

"The Homalco (Xwémalhkwa) People are colloquially known as "the people of the fast-running waters". This Nation's namesake is galvanized by the coursing currents woven throughout these traditional territories, found off the west coast of (what is now known as) Canada. Since time immemorial, The Xwémalhkwa have inhabited the Bute Inlet (Northeast of Campbell River) and surrounding waters. While they were some of the earliest-known residents of Vancouver Island, they peacefully cohabited this landmass alongside Klahoose, Island Comox, Lakwiltok, and Sliammon Nations, and adopted the dialect of the Mainland Comox. Much like the waterways that are so foundational to this culture, the history of the Xwémalhkwa is undoubtedly turbulent. Even so, the members of this community remain indomitable in their reverence for three things: Their people, their water and their land.

Homalco Wildlife & Cultural Tours encapsulates these timeless values with their brand new tour aptly titled "The People, Water and Land Cultural Tour". Having garnered widespread acclaim for their wildlife excursions, which commonly offer unparalleled viewings of grizzlies, orcas, and humpbacks, Homalco Tours' post-COVID programming includes a more intimate immersion into the Xwémalhkwa way of life. A poignant extension to an already riveting Indigenous tourism experience, The guided answers the nationwide call for Reconciliation-focused experiences in recent years."

: Zane Buchanan
: Homalco Tours

Read PEOPLE, WATER AND LAND: HOMALCO TOURS GUIDES VISITORS TOWARDS RECONCILIATION by Zane Buchanan  <https://bit.ly/3BZ6Sa3>

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