

Two Multimedia Campaigns Targeting Native Teens and Young Adults



***Community is the Healer
that Breaks the Silence***

We Are Native

AUGUST 2, 2011



Northwest Portland Area Indian Health Board



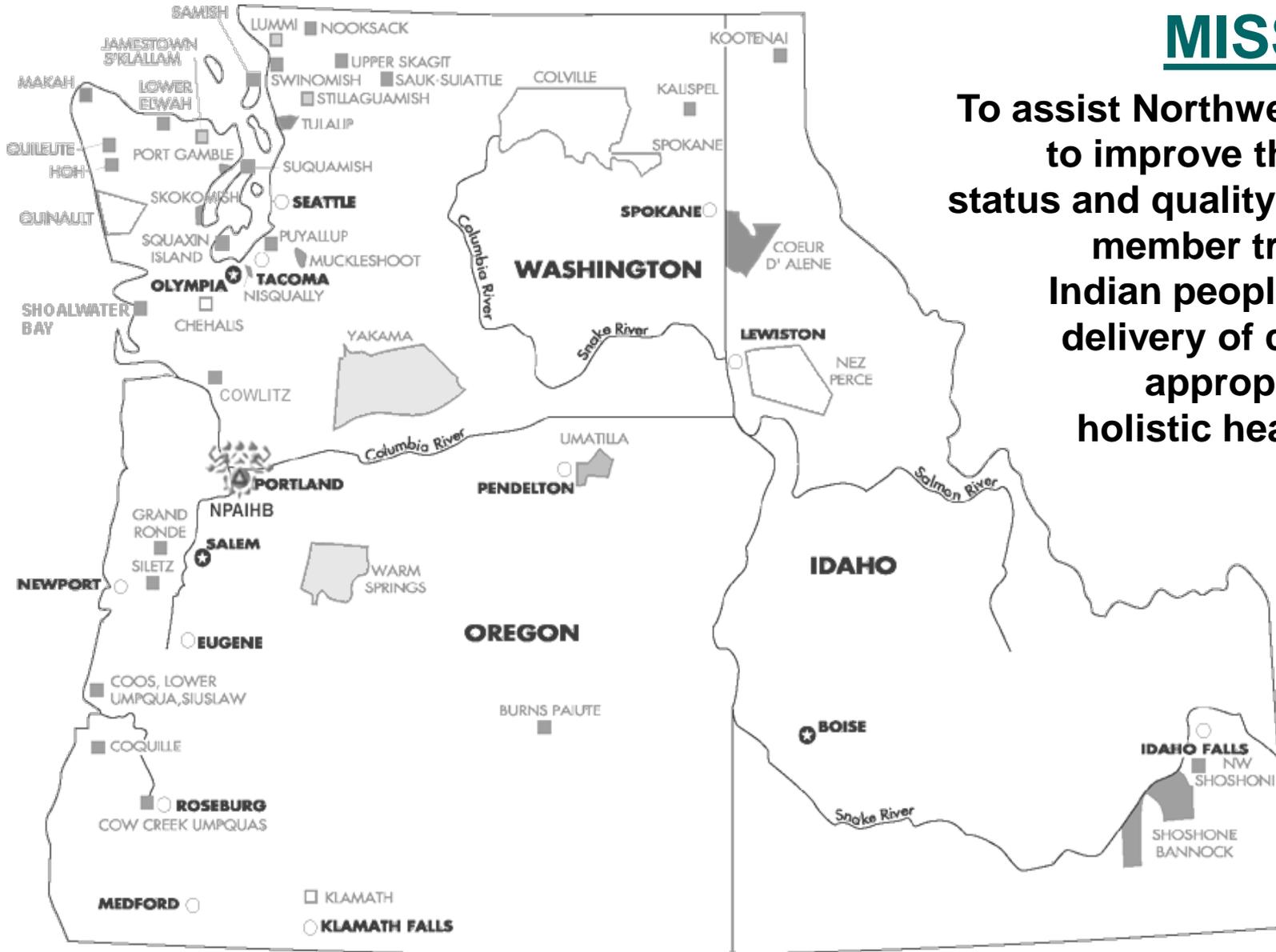
Established in 1972, the Board is a non-profit tribal organization serving the 43 federally recognized tribes of Oregon, Washington, and Idaho.

INDIAN LEADERSHIP FOR INDIAN HEALTH



MISSION:

To assist Northwest tribes to improve the health status and quality of life of member tribes and Indian people in their delivery of culturally appropriate and holistic health care.



THRIVE: Four Goals

Increase
Capacity to
Prevent Suicide



Increase
Awareness
about Suicide



Improve
Intertribal &
Interagency
Communication



Improve our
understanding
of issues affecting
the NW Tribes



Developing a Media Campaign

1. Define campaign goals & objectives.
2. Define the target audience.
3. Engage potential partners in the campaign.
4. Identify key behaviors and environments related to the problem or desired goal.
5. Identify messages; *product* and *placement* strategies.
6. Tailor campaign materials to the audience.
7. Pretest and revise materials if needed.
8. Implement the campaign.



THRIVE's Campaign

- Reviewed regional readiness (CRM) for suicide prevention.
 - Gleaned goals & objectives from our Tribal Action Plan.
- 1. Goal:** Address the silence and stigma that surrounds suicide.
 - 2. Audience:** youth, all ages, elders?
 - 3.** Contacted media companies.
 - 4.** Used known suicide risk and protective factors.



THRIVE's Campaign

5. Selected brand, logo, slogan, etc.
6. Determined which materials should be developed first (print, web-based, etc)?
7. Polled tribal members and topical experts (*NW Native Adolescent Health Alliance*) for input.
8. Created and distributed Mock-ups; asked for input from Alliance members.
9. Revised materials; Created final products
10. Disseminated materials to NW Tribes



COMMUNITY IS THE HEALER

— THAT —
BREAKS THE SILENCE

SUICIDE IS THE
2ND LEADING CAUSE OF DEATH
FOR AI/AN YOUTH 15-24 YRS OLD

3X'S MORE WOMEN
ATTEMPT SUICIDE THAN MEN

AI/AN MALES 15-24 YRS OLD HAVE THE
HIGHEST SUICIDE RATE
THEIR WHITE COUNTERPARTS' RATE IS 17.54

IF SOMEONE YOU KNOW... Threatens suicide, talks about wanting to die, shows changes in behavior, appearance or mood, abuses drugs or alcohol, deliberately injures themselves, appears depressed, sad or withdrawn...

YOU CAN HELP! Stay calm and listen, let them talk about their feelings, be accepting and do not judge, ask if they have suicidal thoughts, take threats seriously, and don't swear secrecy—*tell someone!*

**PROTECT
YOURSELF AND
LOVED ONES**

- BUILD SPIRITUAL & CULTURAL ROOTS IN NATIVE TRADITIONS
- INCLUDE TEENS IN FAMILY DECISION-MAKING
- EAT BREAKFAST 5-7 TIMES A WEEK
- REACH OUT, AND MENTOR SOMEONE YOUNGER
- MAINTAIN GOOD PHYSICAL AND EMOTIONAL HEALTH
- LET OTHERS KNOW YOU CARE ABOUT THEM
- AVOID DRUGS AND ALCOHOL
- TALK ABOUT YOUR HOPES AND DREAMS

To learn more visit:
www.suicidepreventionlifeline.org • us.reachout.com
Or call 1.800.273.TALK (8255)

Provided by THRIVE, a project of the Northwest Portland Area Indian Health Board, and by NARA NW.



Logo

Posters

Fact Sheets

Tip Cards

Window clings

Flash Drives

T-shirts





http://www.npaihb.org/epicenter/project/mspi_prevention_media_resources/

Northwest Portland Area Indian Health Board
 2121 SW Broadway, Suite 300
 Portland, Oregon 97201
 Phone: 503-228-4185
 www.npaihb.org



"Community is the healer that breaks the silence."

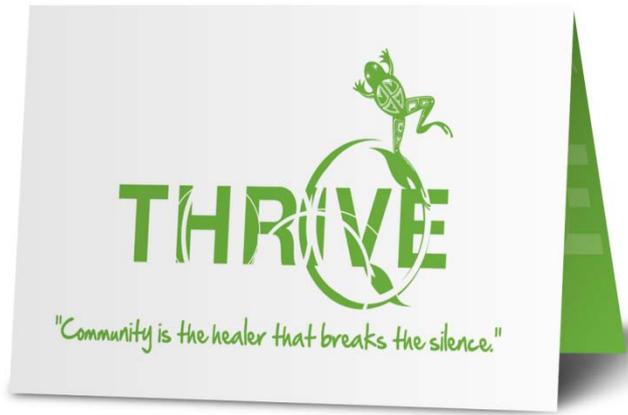
SUICIDE WARNING SIGNS
 Get help if you or someone you know has any of the following signs:

- Acting reckless or engaging in risky activities
 - Increasing alcohol or drug use
- Withdrawing from friends, family, and society
 - Feeling rage or uncontrolled anger
- Feeling anxious, agitated or unable to sleep
 - Experiencing dramatic mood changes
 - Threatening to hurt or kill oneself
 - Feeling hopeless
 - Looking for ways to kill oneself
 - Feeling trapped
- Talking or writing about death, dying, or suicide
 - Seeing no reason for living

HOW TO HELP:

- Stay calm & listen
- Let the person talk about their feelings
 - Be accepting, don't judge
- Ask if the person has suicidal thoughts
 - Take threats seriously
 - Don't swear secrecy

GET HELP:
 Lifeline: 1-800-273-TALK
 www.suicidepreventionlifeline.org
 Or contact local doctors, mental health services, family, friends, teachers or clergy.



Suicide Prevention Mural Project

- Selected 3 Tribal communities
- Contracted with local AI/AN artists in each location to design and paint the mural
- Worked with the artists to create mural concepts and timelines
- Worked with the Tribe to procure visible mural space
- Recruited “talent” for each location to be photographed with the mural
- Media company produced mural campaign materials
- Launched the campaign





COMMUNITY IS THE HEALER THAT BREAKS THE SILENCE

Native American communities have always represented unity and strength. Today, we must continue this tradition and come together to help those in need. Suicide has become a serious problem in Indian Country, but suicide can be prevented.

If someone you know has threatened suicide, talked about wanting to die, appears depressed, sad or withdrawn, or shows changes in behavior, appearance or mood... You can help!

To help: Remember to stay calm and listen • Take all threats of suicide seriously • Don't swear secrecy • Contact a local health professional, counselor, healer or clergy member, the suicide lifeline, or a trusted adult.

To learn more visit: www.suicidepreventionlifeline.org, us.reachout.com, or call 1.800.273.TALK (8255)



A woman with long brown hair, wearing a white long-sleeved shirt, is smiling and looking down. She is positioned in front of a large, vibrant, abstract painting. The painting features stylized figures in traditional Native American attire, including feathered headdresses and patterned clothing, set against a background of warm, textured yellow and orange tones. The overall mood is positive and community-oriented.

COMMUNITY IS THE HEALER THAT BREAKS THE SILENCE

Native American communities have always represented unity and strength. Today, we must continue this tradition and come together to help those in need. Suicide has become a serious problem in Indian Country, but suicide can be prevented.

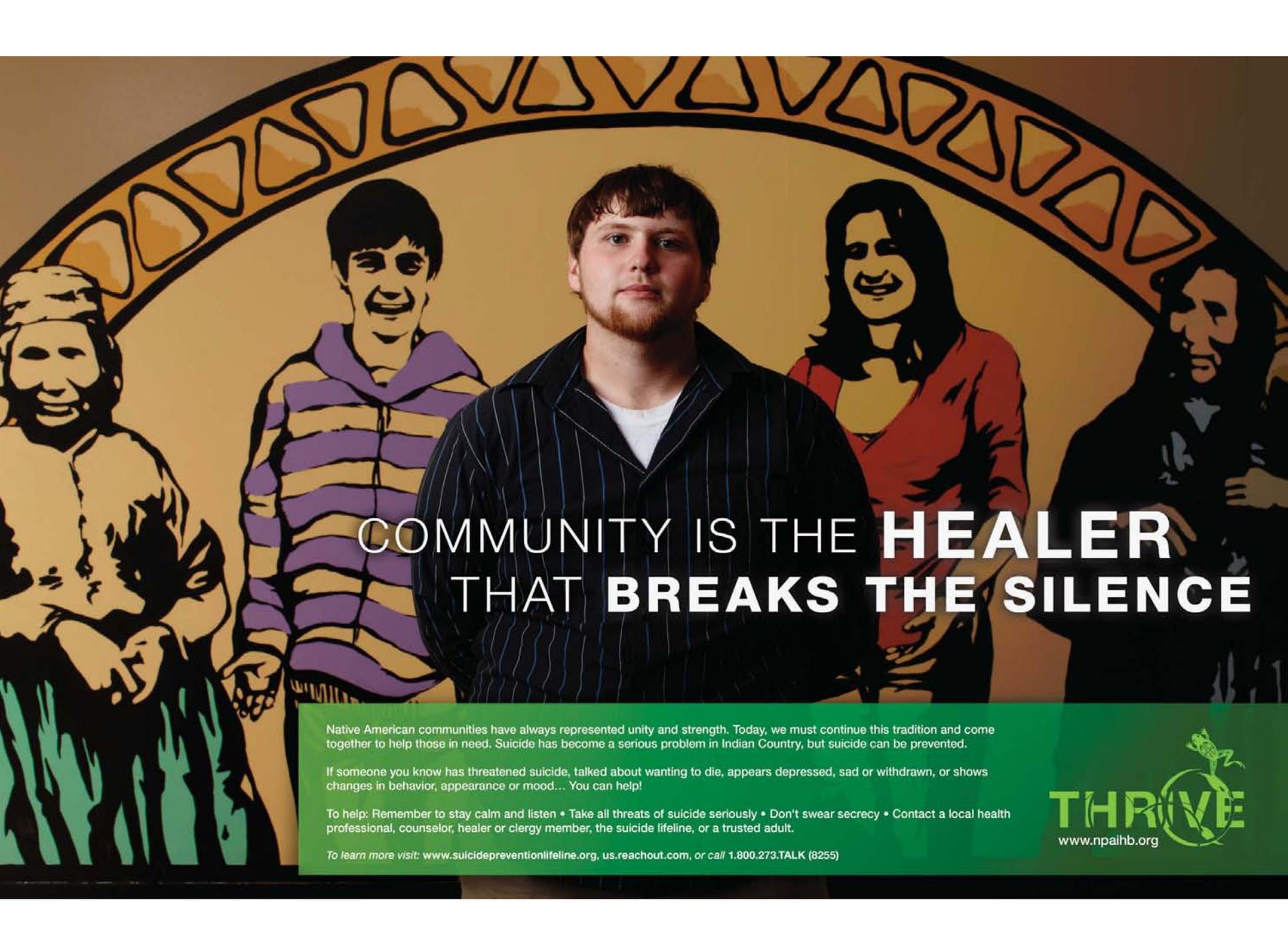
If someone you know has threatened suicide, talked about wanting to die, appears depressed, sad or withdrawn, or shows changes in behavior, appearance or mood... You can help!

To help: Remember to stay calm and listen • Take all threats of suicide seriously • Don't swear secrecy • Contact a local health professional, counselor, healer or clergy member, the suicide lifeline, or a trusted adult.

To learn more visit: www.suicidepreventionlifeline.org, us.reachout.com, or call 1.800.273.TALK (8255)

THRIVE
www.npaih.org





COMMUNITY IS THE **HEALER** THAT **BREAKS THE SILENCE**

Native American communities have always represented unity and strength. Today, we must continue this tradition and come together to help those in need. Suicide has become a serious problem in Indian Country, but suicide can be prevented.

If someone you know has threatened suicide, talked about wanting to die, appears depressed, sad or withdrawn, or shows changes in behavior, appearance or mood... You can help!

To help: Remember to stay calm and listen • Take all threats of suicide seriously • Don't swear secrecy • Contact a local health professional, counselor, healer or clergy member, the suicide lifeline, or a trusted adult.

To learn more visit: www.suicidepreventionlifeline.org, us.reachout.com, or call 1.800.273.TALK (8255)





WERNATIVE



WERNATIVE

We are the only comprehensive health resource for Native teens and young adults, providing content and stories

– for Native youth, by Native youth –
about the topics that matter most to them.

We strive to promote holistic health and positive growth in our local communities and nation at large.





We are Native. We are members of diverse and vibrant communities. Learn more about your culture, history, and current events.

I am Strong, in mind and spirit. By sharing with one another, we can teach each other lessons about self-confidence, self-respect, pride, courage, and spirituality.

I control My Body. My body is mine and mine alone. I have control over my physical and sexual health.



We are Not Alone. Regardless of the issue, there are other Native teens and young adults going through the same life challenges.... hear their stories and share your own. Together we can support one another through tough times and come out stronger in the end.

We can Change our World. Community involvement is something that can start small and make a big impact. We have the tools you need to get started shaping your community in positive ways.





WERNATIVE

- **Website:** theory-based, offering culturally-appropriate health information, with tools for behavior change & positive youth development
- **Outreach:**
 - Text Messaging Service
 - Facebook
 - Print materials and swag...





WERNATIVE

Youth Engagement

- **Youth-generated Content**
 - Submit videos, music, photos, artwork...
- **Mini-grants:** Youth-led community service activities promoting community health.
- **Polls, Contests, Quizzes:** Challenge youth to take an active role in their own health and well being.



PEER PRESSURE? DRUGS? ALCOHOL? YOU'RE NOT ALONE.

NATIVES HELPING NATIVES

WE CAN HELP

HEAR FROM OTHERS THAT HAVE BEEN THERE & MADE IT

CHECK OUT OUR VIDEOS & STORIES

HELP YOURSELF
Facts about tough times

HELP A FRIEND
Things you can do

HELP OTHERS
Share your story

Reach Out Blog

Guest Post: Home for the Holidays Nov 24, 2010

Today we have another guest post from our editorial intern Cheryl Staylor. Don't miss Cheryl's bio at the end of the post. This Thursday, thousands of families will gather around the table, break bread together and give thanks for the gifts in their lives. If you're anything like me, while you are at that table, [Read More](#)

Guest Post: Tattoo Removal At Homeboy Industries Nov 18, 2010

The reasons for getting tattoos are just as numerous as the growing number of people who are getting them. They can be an artistic expression, a series of words or signs that you feel have meaning to you and are important for others to see, or simply the result of an over-enthusiastic night out. [Read More](#)

Native Reach Out top prize winner 100 dollars This month's winner

DRUGS

alcohol

enter now

#TOPIC

got culture?

CHANGE WALLPAPER :



WANT UPDATES?

SUBSCRIBE

Privacy Policy | Terms of Use | Copyright | Support Reach Out



- 
- Wellness & Life Balance
 - Fitness & Body Image
 - Cultural Pride
 - School Pressures
 - Violence & Bullying
 - Mental Health
 - Peer Pressure
 - Tobacco, Drugs & Alcohol
 - Sexual Health/STD/HIV
 - Suicide & Self-harm
 - Loss & Grief
 - Coping with Stress
 - Family Relationships
 - Healthy Relationships
 - Privacy & Technology
 - Getting Help
 - Tips From Youth



Get Started

Wall

Hidden Posts

Info

Photos

Edit

3

people like this

Add to My Page's Favorites

Subscribe via SMS

Subscribe via RSS

Unlike

Share

We R Native

Non-Profit Organization · [Edit Info](#)



Wall

We R Native · Most Recent

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...



We R Native



Tribal Youth Use Digital Media To Dent 'Silent Epidemic' Of Suicide : NPR
www.npr.org

PORTLAND - According to government statistics, American Indians are 70 percent more likely to die by suicide than the general population. The high suicide rate has been called a "silent epidemic." But it's silent no more if you cock an ear to the noise coming from a health workshop in Portland, Or

16 minutes ago · Like · Comment · Share



We R Native added 5 new photos to the album WeRnative.



WeRnative

27 minutes ago · Like · Comment · Share



We R Native

We are the only comprehensive health resource for Native youth, by Native youth, providing content and stories about the topics that matter most to them.

[Edit Page](#)

Admins (4) | ?

[See All](#)



[Use Facebook as We R Native](#)

[Notifications](#)

[Promote with an Ad](#)

[View Insights](#)

[Invite Friends](#)

You and We R Native

[Jessica Leston](#) likes this.

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: We R Native



The text of your ad will go here.

[Like](#) · [Stephanie Craig Rushing](#) likes this.

[Get More Fans](#)

Sponsored Story



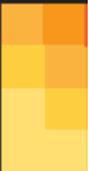
Kristyn Bigback I love Essential Lotions & Oils. This place cares so much about their customers...

[See More](#)

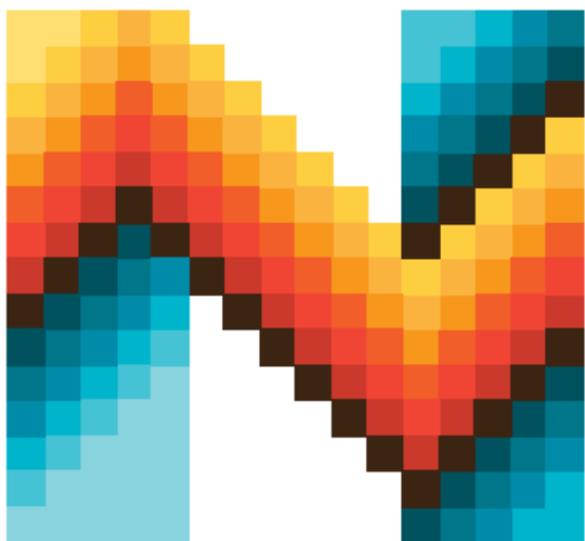


I loved a local business.
Love A Local Business

[1](#) [Like](#)



TEXT
NATIVE
TO
24587



WERNATIVE



FOR WEEKLY
HEALTH TIPS,
CONTESTS,
AND LIFE
ADVICE,

TEXT
“NATIVE”
TO 24587.

*STANDARD RATES
APPLY. IT'S JUST LIKE TEXTING
YOUR FRIENDS AND FAMILY.

Regional Health Promotion Conference

- Learned about the signs of suicide, the impacts of drug and alcohol abuse, how to be a resource for friends and family, etc.
- Sessions incorporated American Indian/Alaska Native culture, traditional learning strategies, and skill-building activities that educate youth about healthy behaviors.
 - Activities from the Project Venture program facilitated by Shane Lopez-Johnston with the Native American Rehabilitation Association, NW



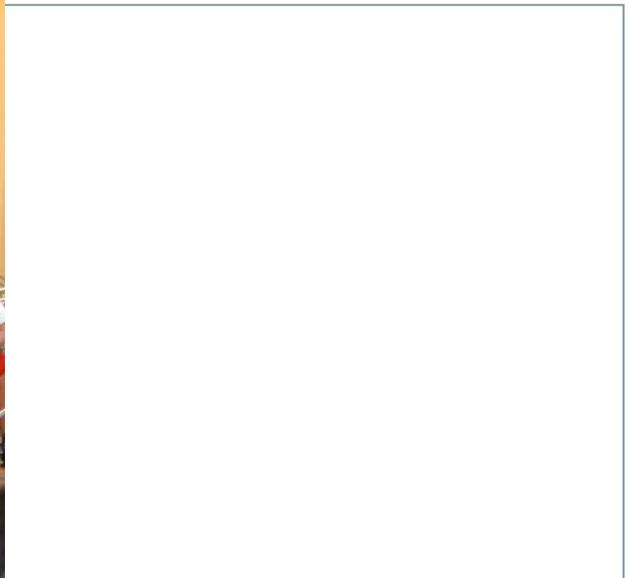
Regional Health Promotion Conference

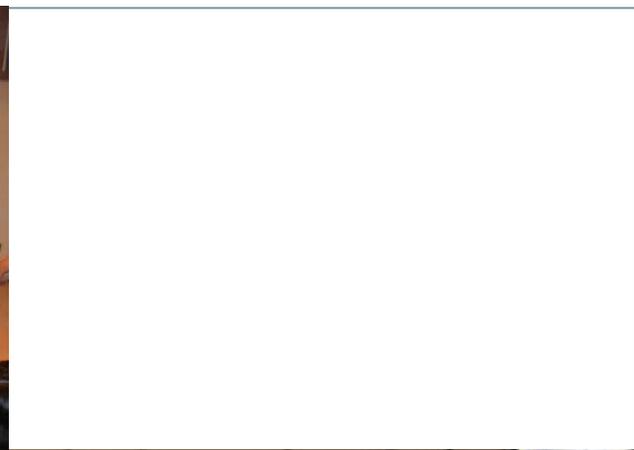
- Participants also learned to positively express their emotions and feelings about challenging topics through interactive, educational workshop tracks.
 - *Music Mentors Academy*
 - ✦ *Todd Denny email: info@ToddDennyMVP.com*
 - *Digital Storytelling*
 - ✦ *Joe Law, Health Promotion and Disease Prevention Program with Portland Area IHS*
 - *Comic Book Development*
 - ✦ *Colleen Echohawk & Roger Fernandes, UW Native Comic Book Project email: echohawk@u.washington.edu*
 - *Film Production*
 - ✦ *Northwest Film Institute and staff from Project Red Talon*



http://www.youtube.com/watch?v=L27z2W_7evk











NEXT STEPS

- Continue working on *We R Native*
- Launch text messaging service this month
- Launch website in winter 2011/2012
- Expand suicide prevention mural campaign across other regions of Indian Country & develop additional media materials
- Please sign-up if you are interested in possibly having a mural painted and photographed in your Tribal community!!



Northwest Portland Area Indian Health Board

*Indian Leadership for
Indian Health*

2121 SW Broadway, Suite 300
Portland, Oregon 97201
Phone: (503) 228-4185
Fax: (503) 228-8182

- **Stephanie Craig Rushing, PhD**
Director – Project Red Talon & THRIVE
scraig@npaihb.org
- **Colbie Caughlan, MPH**
Suicide Prevention Coordinator - THRIVE
ccaughlan@npaihb.org

NPAIHB: www.npaihb.org

THRIVE: [www.npaihb.org/epicenter/
project/thrive](http://www.npaihb.org/epicenter/project/thrive)

PRT: [www.npaihb.org/epicenter/
project/project_red_talon/](http://www.npaihb.org/epicenter/project/project_red_talon/)