



Office of Clinical and Preventive Services
Division of Clinical and Community Services



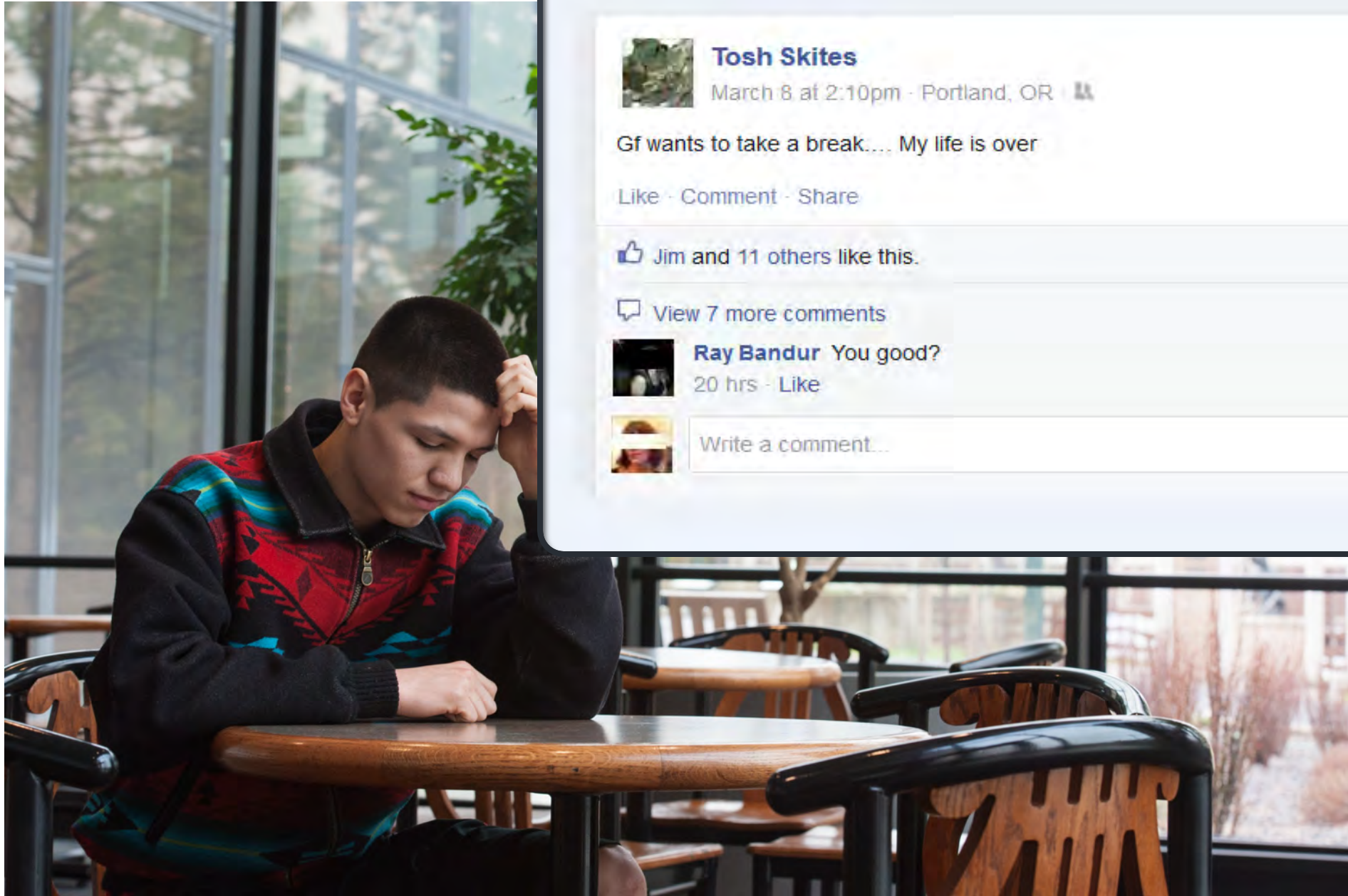
2019
**NATIONAL
&
COMMUNITY-BASED
SERVICES**
CONFERENCE

HARNESSING THE POWER OF SOCIAL MEDIA TO PROMOTE ADOLESCENT HEALTH

Positive Messaging in Indian Country
We R Native



**HAVE YOU
EVER...**



Tosh Skites

March 8 at 2:10pm · Portland, OR · 🌐

Gf wants to take a break.... My life is over

Like · Comment · Share



Jim and 11 others like this.



View 7 more comments



Ray Bandur You good?

20 hrs · Like



Write a comment...





MENU



LOVE IS IN THE AIR
Everyone deserves a healthy relationship

[learn more](#)

WERNATIVE

For Native Youth, by Native Youth.

WERNATIVE

FOR NATIVE YOUTH BY NATIVE YOUTH

My
Culture



My
Body



My
Mind

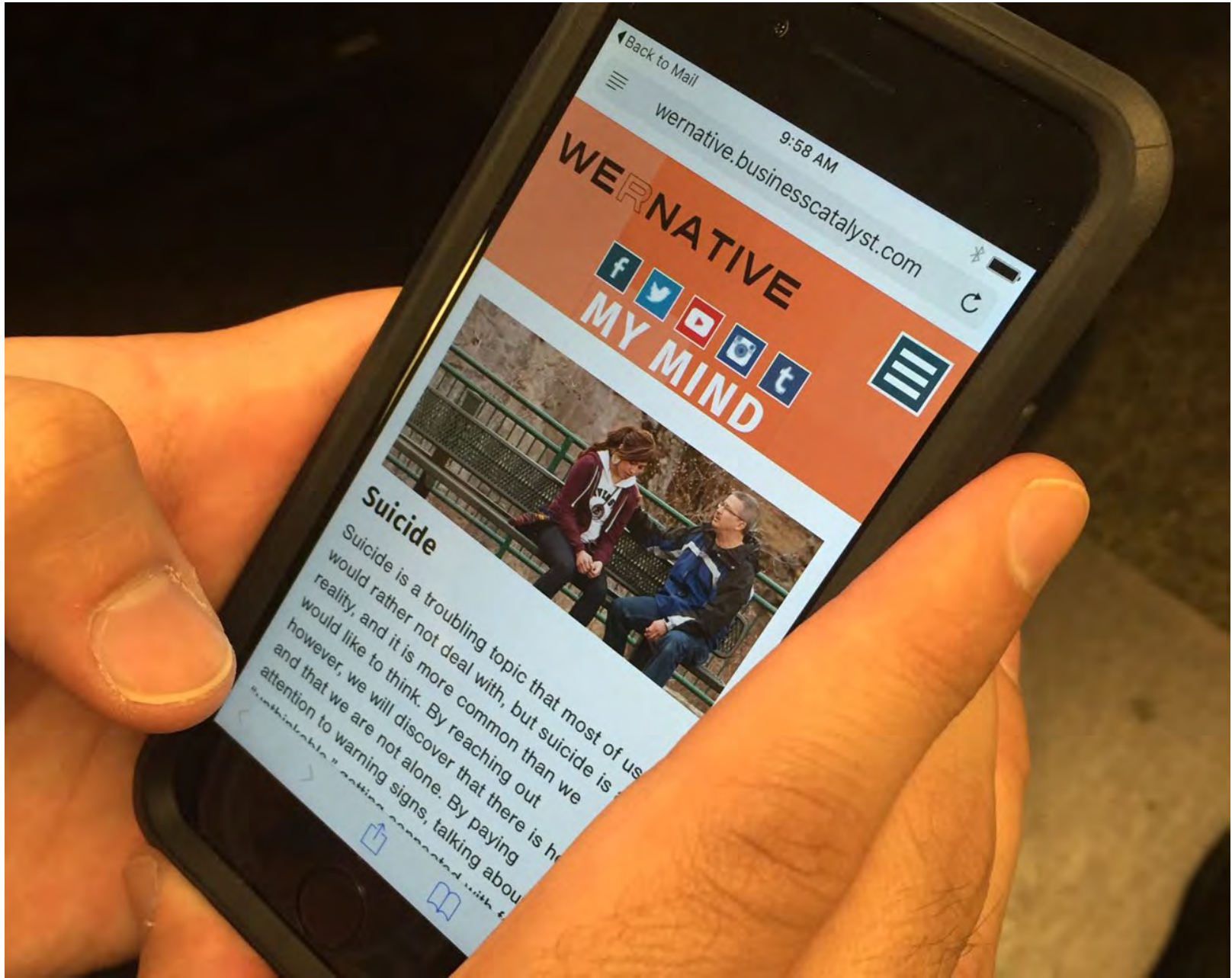


My
Relationships



Visit Us Online

- Website launched September 28, 2012
- Over 750,000 page views!
- Across all media channels, the service reaches on average 31,000 users per week
- Over 400 health/wellness pages, reviewed by AI/AN youth and topical experts.
- Special features include:
 - ▣ Contests
 - ▣ Videos
 - ▣ Free gear & Promo Kits





IDENTITY & NATIVE PRIDE

Identity

What is a Native American? How can we be defined?

share:



MIXED IDENTITY

I belong to two different tribes: to the Shoalwater Bay India...



NATIVE PRIDE

It is not documents that define us, but rather what is u...



DEALING WITH STEREOTYPES AND RACISM

Most of us know that racism and stereotypes suck. Some of us have...

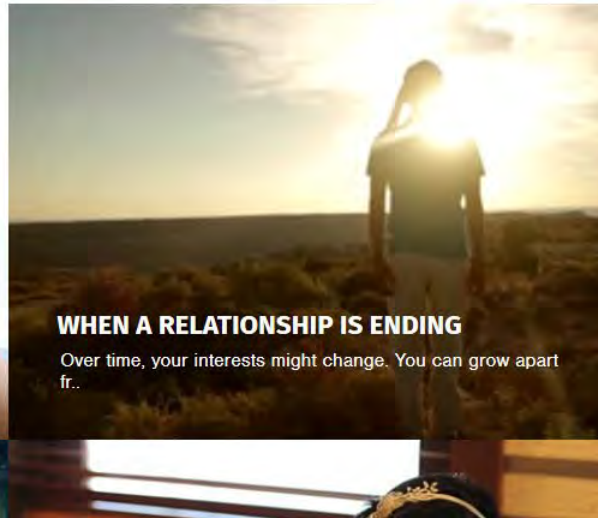
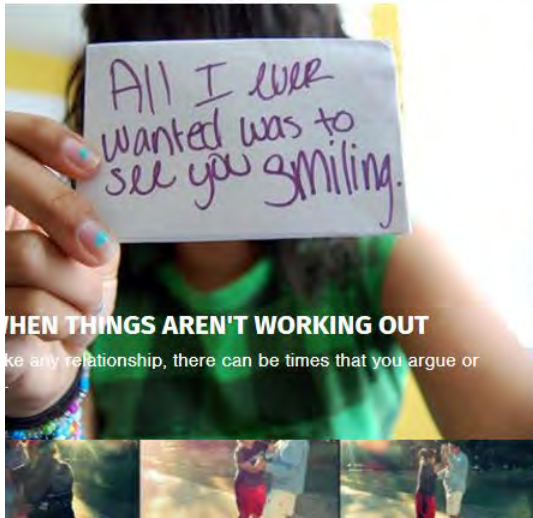


RELATIONSHIPS & DATING

Dating

Dating and relationships can be fun and exciting, but they can also be really confusing. Once you know the person that you like also likes you, you might not know what to do next. The first step is to decide if you want a relationship

share:   

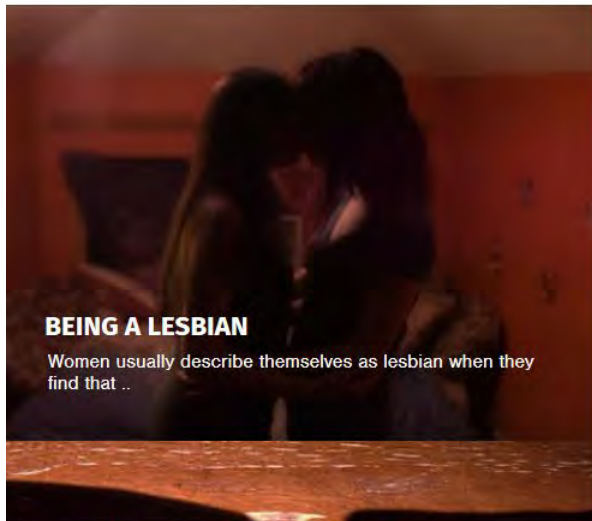


SEXUAL HEALTH

LGBT - Two Spirit

People often use the words lesbian, gay, bi-sexual, two-spirit or queer (LGBTQ) to describe their sexual orientation. Some people know their sexual orientation early on in life, while others go through periods where they wonder: Do I like men? Do I like women? Do I like both?

share: [f](#) [t](#) [t](#)



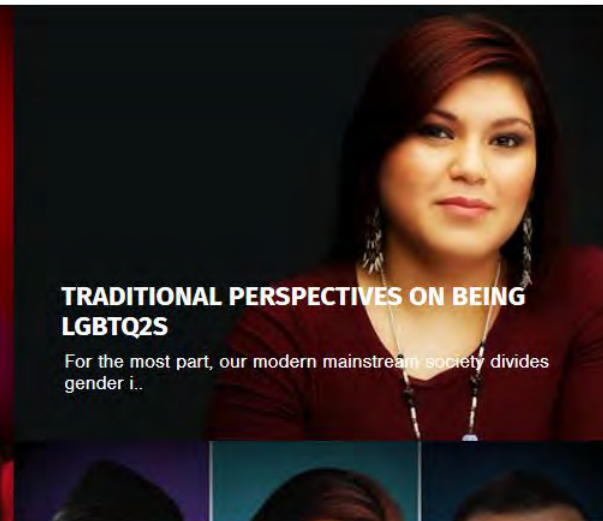
BEING A LESBIAN

Women usually describe themselves as lesbian when they find that ..



TWO-SPIRIT REFERENCE BOOKS

Check out a a few of these books that could be helpful when learn..



TRADITIONAL PERSPECTIVES ON BEING LGBTQ2S

For the most part, our modern mainstream society divides gender i..

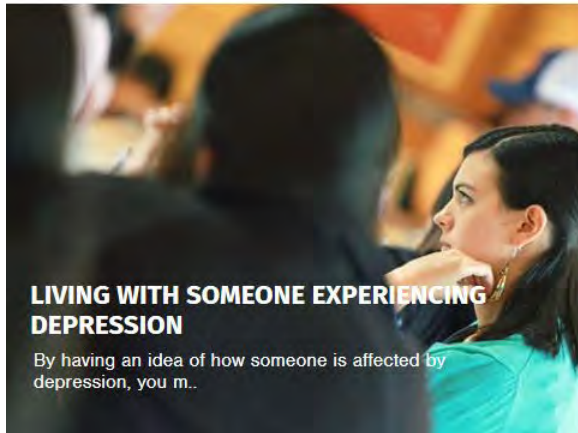


LIFE HACKS

Bullying Prevention

Bullying can happen anywhere and to anyone. Get the information that you need to help stop bullying at school, online, and in the community.

share:



LIVING WITH SOMEONE EXPERIENCING DEPRESSION

By having an idea of how someone is affected by depression, you m...



STRESS

Everyone experiences stress at some time or another. Stress is a...

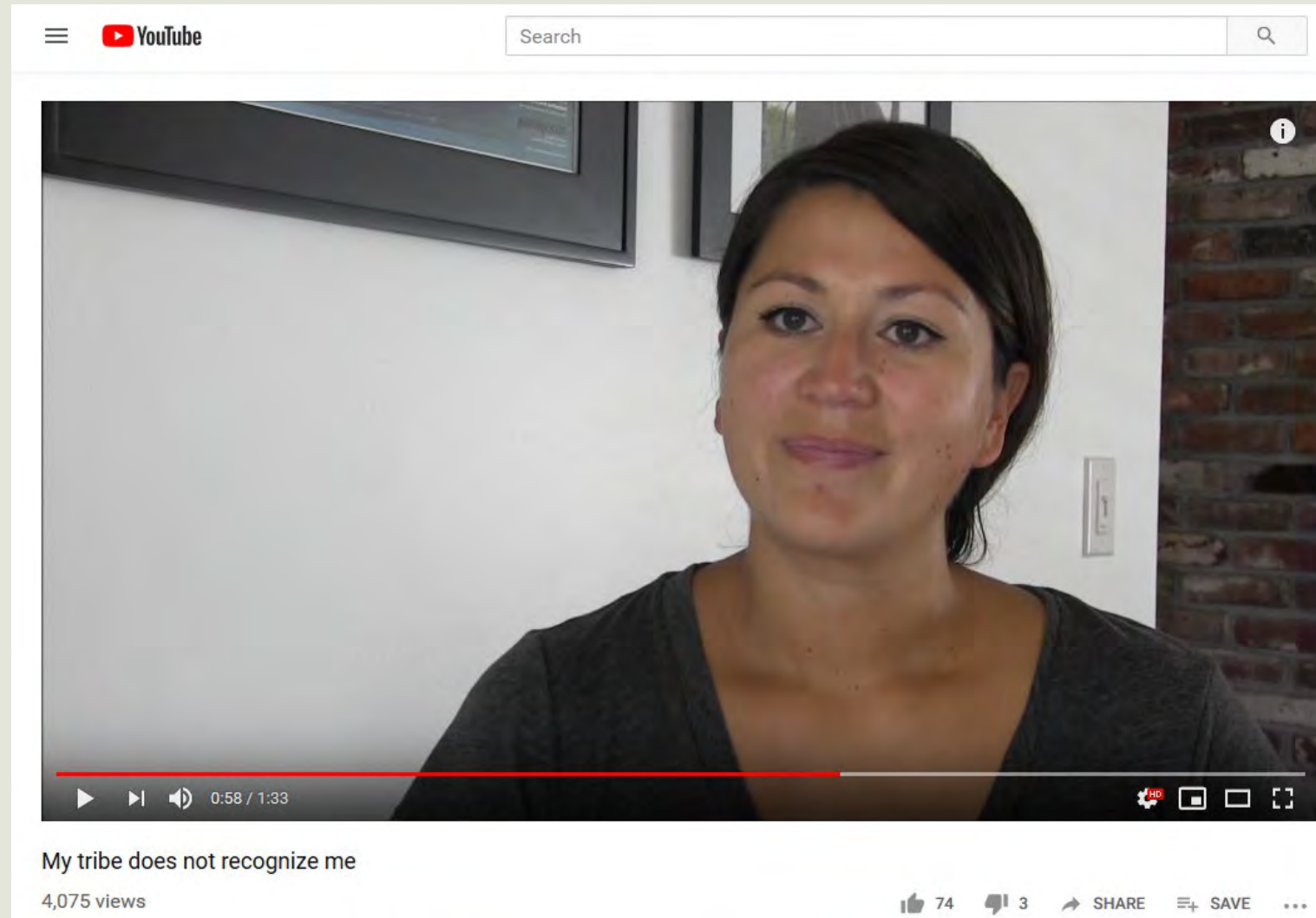


DON'T JUST STAND BY: INTERVENE

You know the situation isn't okay. You know you should inte...



VIDEO: MY TRIBE DOES NOT RECOGNIZE ME



The image shows a screenshot of a YouTube video player. At the top, the YouTube logo and a search bar are visible. The video frame shows a woman with dark hair, wearing a grey top, looking directly at the camera. Below the video frame, the title "My tribe does not recognize me" is displayed, along with "4,075 views". The video progress bar shows the video is at 0:58 of a 1:33 duration. The bottom right corner of the player includes icons for play, volume, HD, and full screen, as well as engagement buttons for likes (74), comments (3), share, save, and a menu icon.

YouTube

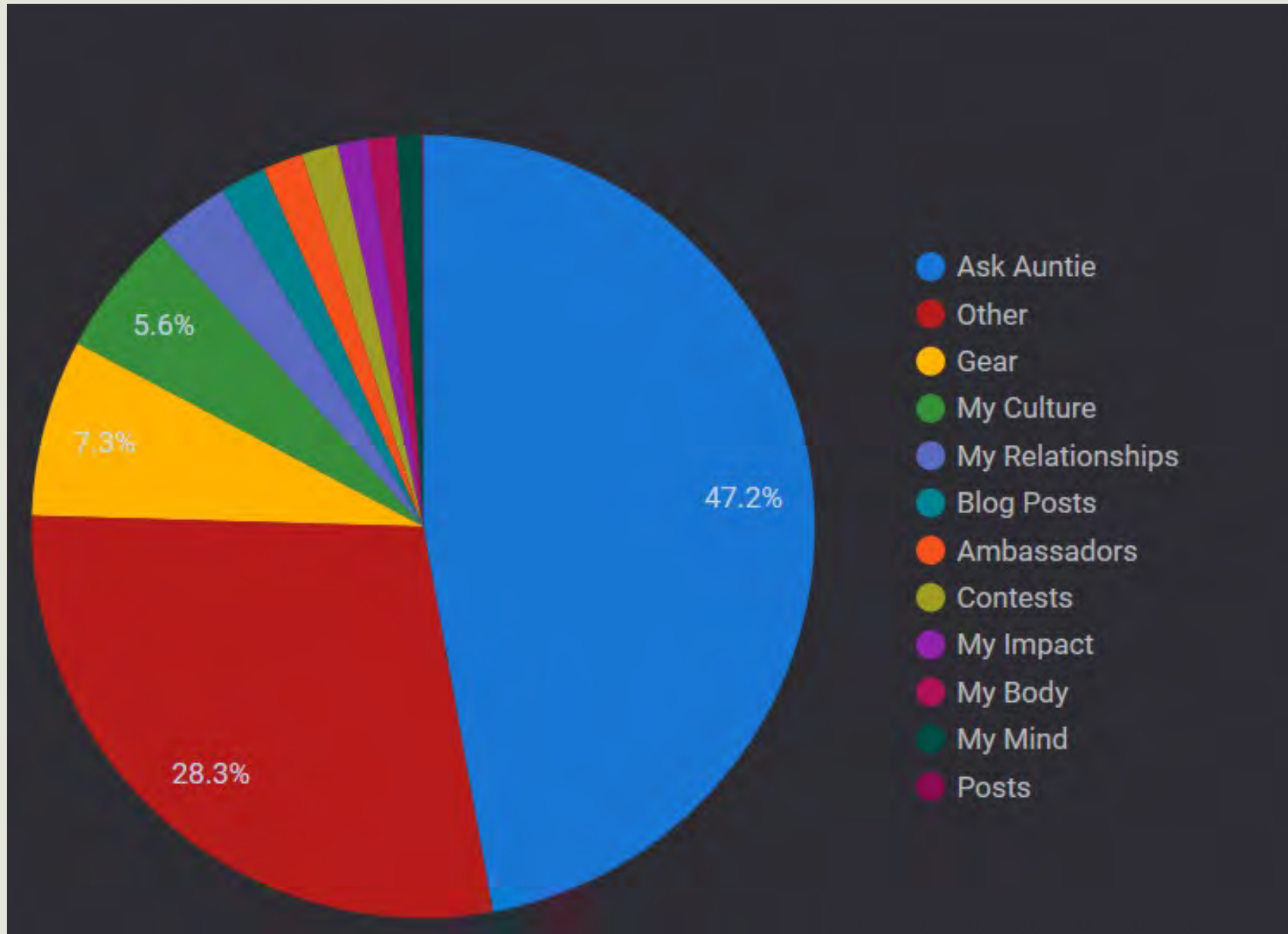
Search

0:58 / 1:33

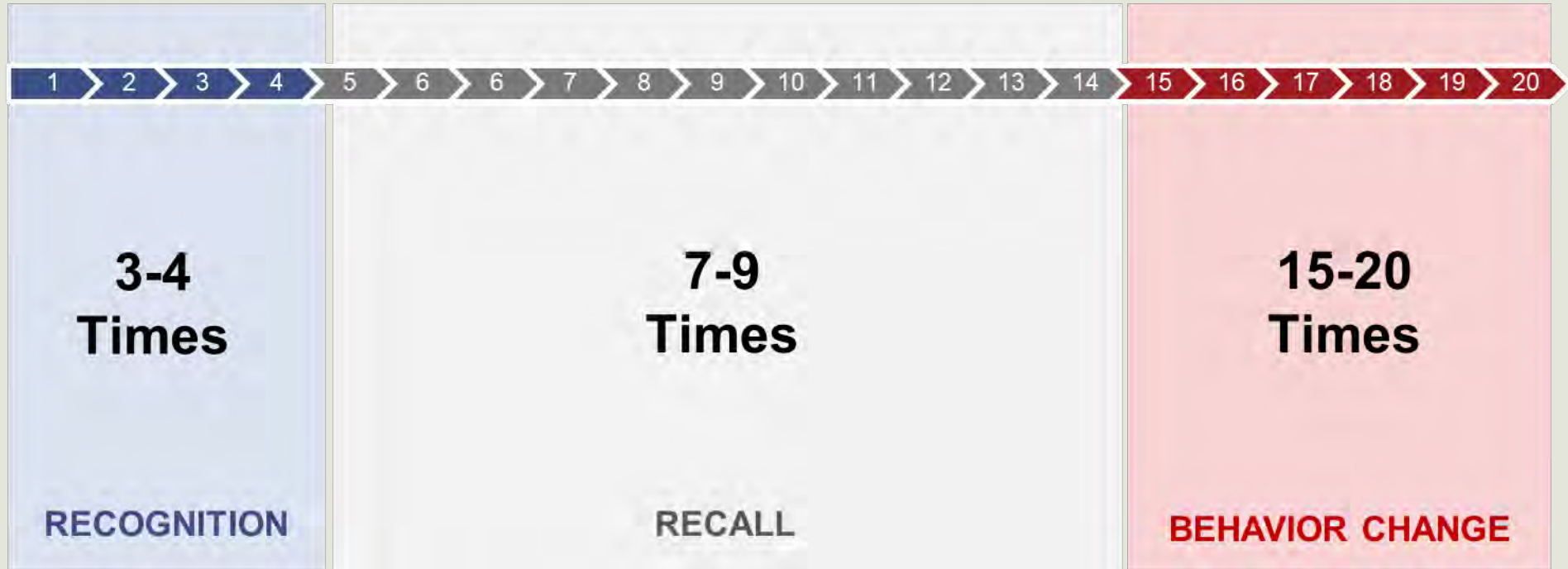
My tribe does not recognize me

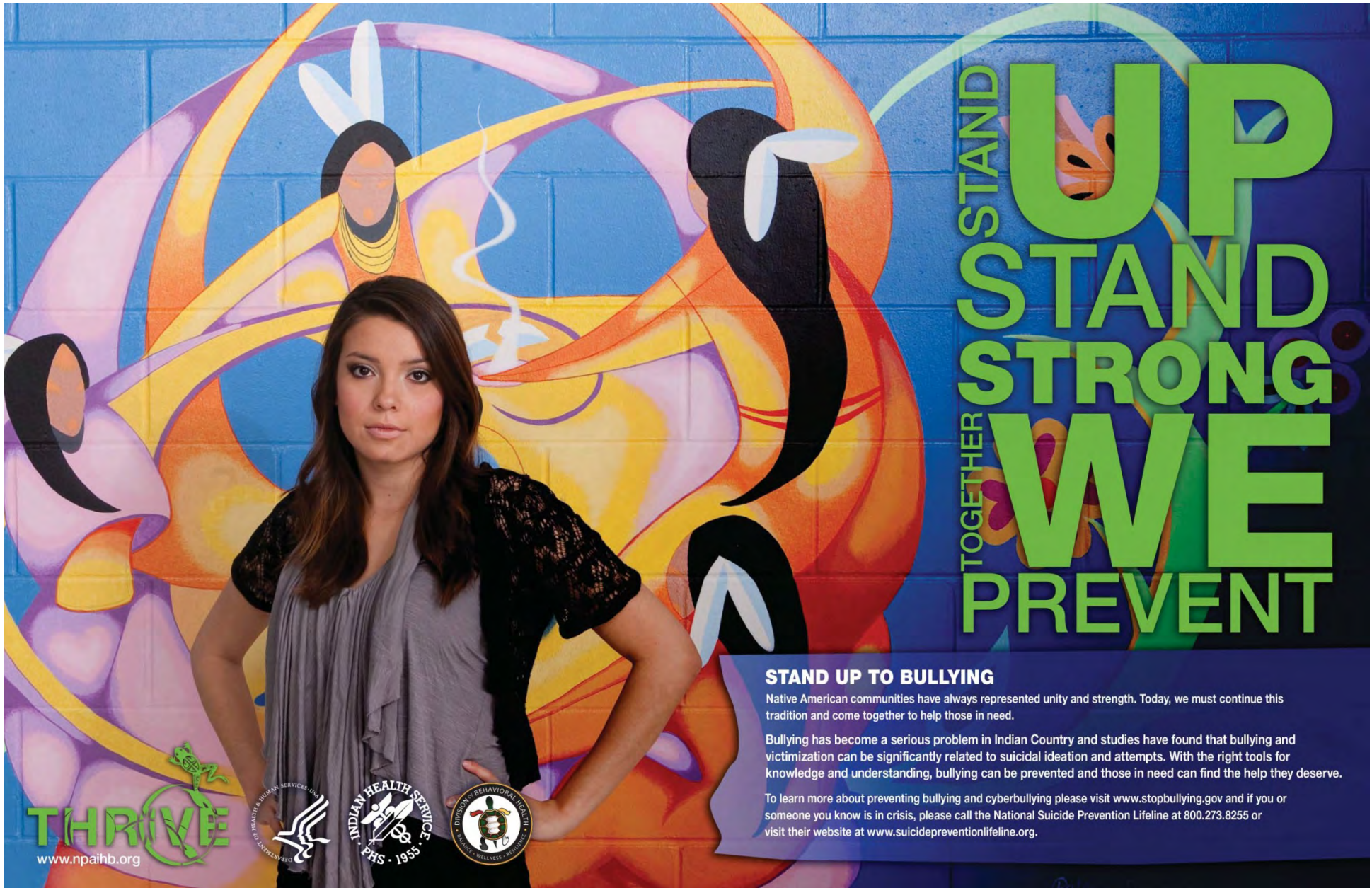
4,075 views

74 3 SHARE SAVE ...



TIMING → BEHAVIOR CHANGE





TOGETHER
**STAND UP
STAND STRONG
WE PREVENT**

STAND UP TO BULLYING

Native American communities have always represented unity and strength. Today, we must continue this tradition and come together to help those in need.

Bullying has become a serious problem in Indian Country and studies have found that bullying and victimization can be significantly related to suicidal ideation and attempts. With the right tools for knowledge and understanding, bullying can be prevented and those in need can find the help they deserve.

To learn more about preventing bullying and cyberbullying please visit www.stopbullying.gov and if you or someone you know is in crisis, please call the National Suicide Prevention Lifeline at 800.273.8255 or visit their website at www.suicidepreventionlifeline.org.

THRIVE
www.npaihb.org





#RESPECT OUR ELDERS

#NATIVE STRONG

#KEEP IT ALIVE

#WERQUILEUTE

VIDEO: HEALTHY RELATIONSHIPS PSA LONG VERSION



Healthy Relationships PSA Long Version

Unlisted

13 views

👍 0 👎 0 ➦ SHARE 📌 SAVE ⋮



weRnative

Uploaded on Feb 7, 2019

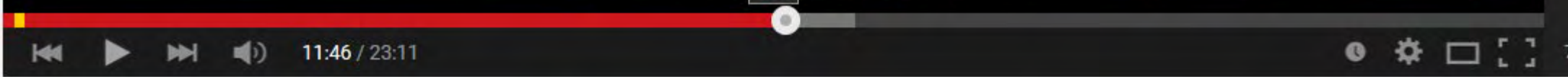
ANALYTICS

EDIT VIDEO

Know someone in an unhealthy relationship? Don't back away, seek advice from someone you trust and lookout for one another. For more tips and resources visit

<https://www.wernative.org/my-relation...>

SHOW MORE





We R Native

@weRnative

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Posts

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Videos

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Events

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Services

Notes

Groups

Offers

Jobs

Community

Info and Ads

Promote

Manage Promotions



Liked Following Share

Learn More

Create Post Live Event Offer Job



Write a post...

Photo/Video Feeling/Act... Check in

Share a recent photo from your Instagram account

Only you can see this



48 Drafts Last draft modified Thursday, June 28, 2018 at 3:08 PM. See drafts.

1 Scheduled Post Scheduled for today at 12:00 PM. See post.



ABOUT WE R NATIVE

For Native Youth, By Native Youth

We are a comprehensive health resource for Native youth, by Native youth, providing content and sto...

See More

Page Tips

See All

Talk to Your Marketing Expert Stephanie, have a free call for 1-on-1 help to improve your Facebook Ads and learn more strategies to grow your business.

How to Create Effective Posts



wernative Following

696 posts 8,323 followers 4,772 following

We R Native is the largest health resource for Native youth, by Native youth. #weRnative

wernative.worldsecuresystems.com/contests/july-2019-2

Followed by northerndineyouth, ghostdizzle, youthengaged4change + 30 more

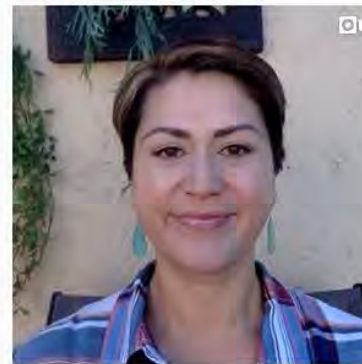


HonorNativ...



WRN Amba...

POSTS TAGGED





WERNATIVE

text NATIVE
to 97779

text NATIVE
to 97779

Fri, Oct 2, 2:01 PM

October=Bullying Prevention Month. See bullying? Want to help, but don't know how? Text MORE to learn how to be more than a bystander!

More

Stand up. Stand strong. Help the person being bullied. Say something like "We've got better things to do. Let's get out of here." Text AGREE for next tip.

Agree

Just because others ignore it doesn't mean you have to. There r things u can do without putting urself at risk. To give help, get skills at <http://mozeo.me/kQ79>

Fri, Oct 9, 2:03 PM

Text Message

Send

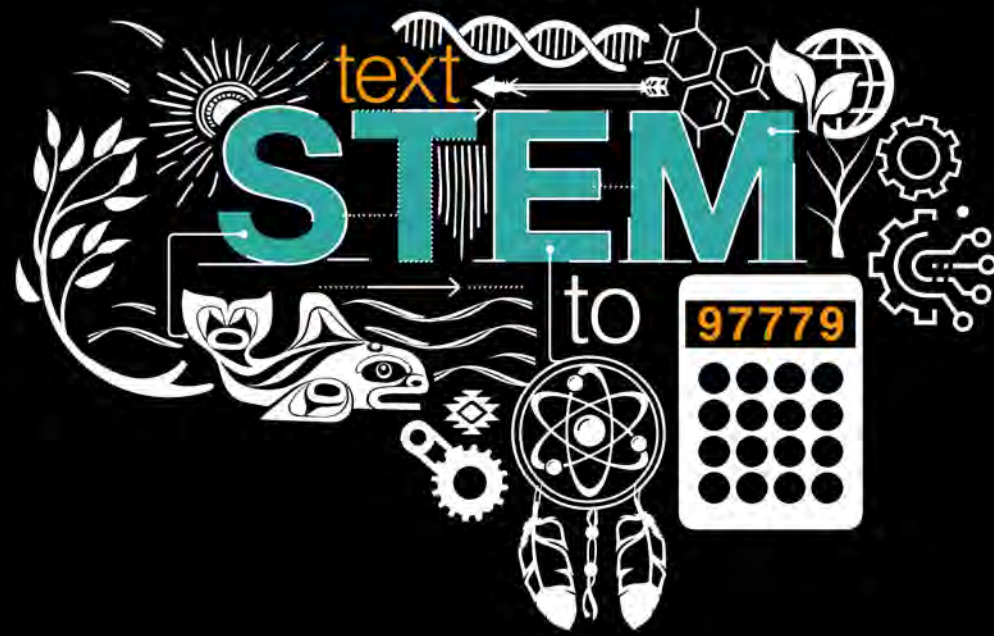


TEXT SEX TO 97779



**TEXT FITNESS
TO 97779**

**Take the We R Native
fitness challenge!**



INTERESTED IN A HEALTH OR WELLNESS CAREER?

Sign up to receive weekly
tips, one-on-one coaching,
ideas and inspiration

TEXT HEALER TO 97779



INTERESTED IN A HEALTH OR WELLNESS CAREER?

Sign up to receive weekly tips,
one-on-one coaching, ideas
and inspiration.



TEXT HEALER TO 97779

Sent

417,000+
messages

Received

17,000+

Over

5,000

subscribers

messages

WERNATIVE



We R Native REACHES

1.3 million viewers





**We R Native REACHES
1.7 million viewers**







TYD November Virtual Meeting

5 views

👍 0 💬 0 ➦ SHARE 📌 SAVE ⋮



Northwest Portland Area Indian Health Board
Published on Nov 4, 2018

SUBSCRIBE 15

YOUTH HEALTH TECH 2016

Thanks for your participation!!!



We had participation from 29 States with Arizona coming in with the highest # of participants.

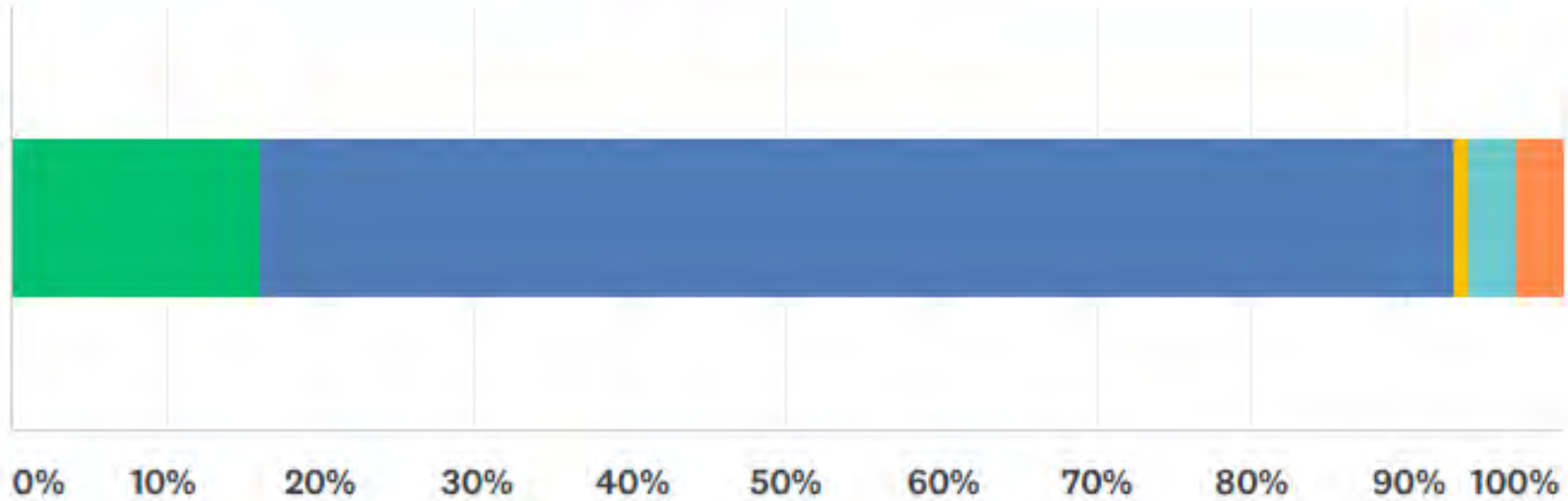


What do you care about most?



Q2 Do you think of yourself as: (Check one)

Answered: 99 Skipped: 0

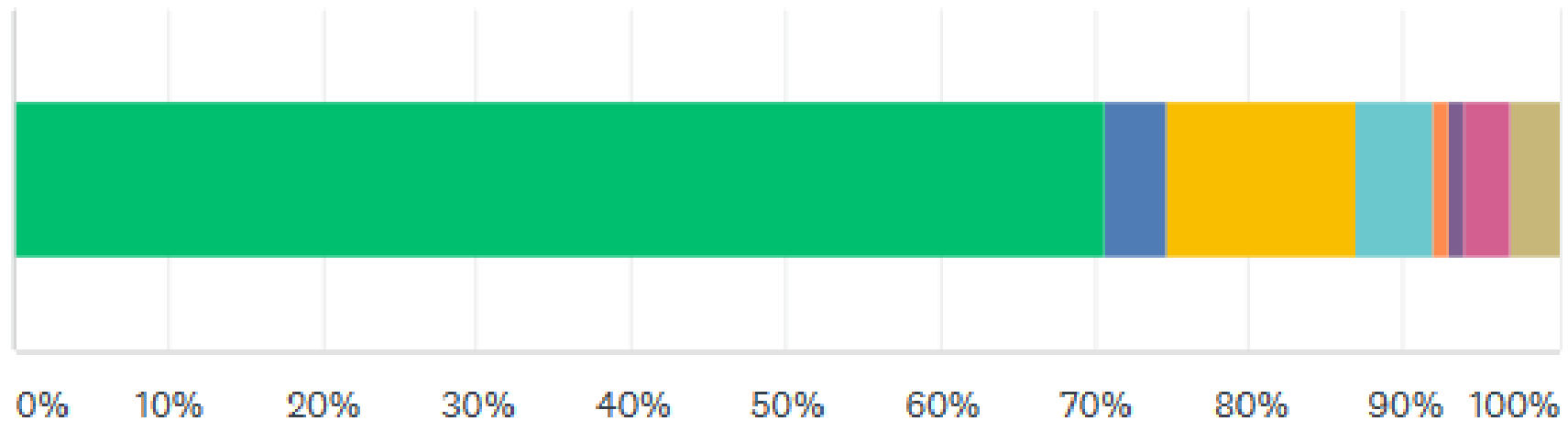


- Male
- Female
- Transgender
- Two Spirit
- Genderqueer, neither exclusively male nor female
- Another gender identity (please specify):



Do you think of yourself as: (Check one)

Answered: 99 Skipped: 0



- Straight or heterosexual (attracted to the opposite sex)
- Lesbian (you are a woman attracted to other women) or Gay (attracted to the same sex)
- Bi-sexual (attracted to both men and women)
- Two Spirit
- Indigiqueer
- Not sure
- Prefer not to answer
- Another orientation (please specify)

Q10 Select the answer that best fits for you

Answered: 99 Skipped: 0

In the last 6 months, how many times have you visited www.weRnative.org?



In the last 6 months, how many times have you asked Auntie a question?



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

None 1-2 3-4 5+



In the last 6 months, have you received text messages from We R Native? (from: text NATIVE to 97779)

In the last 6 months, have you received messages on Facebook from We R Native?

In the last 6 months, have you received messages on Instagram from We R Native?

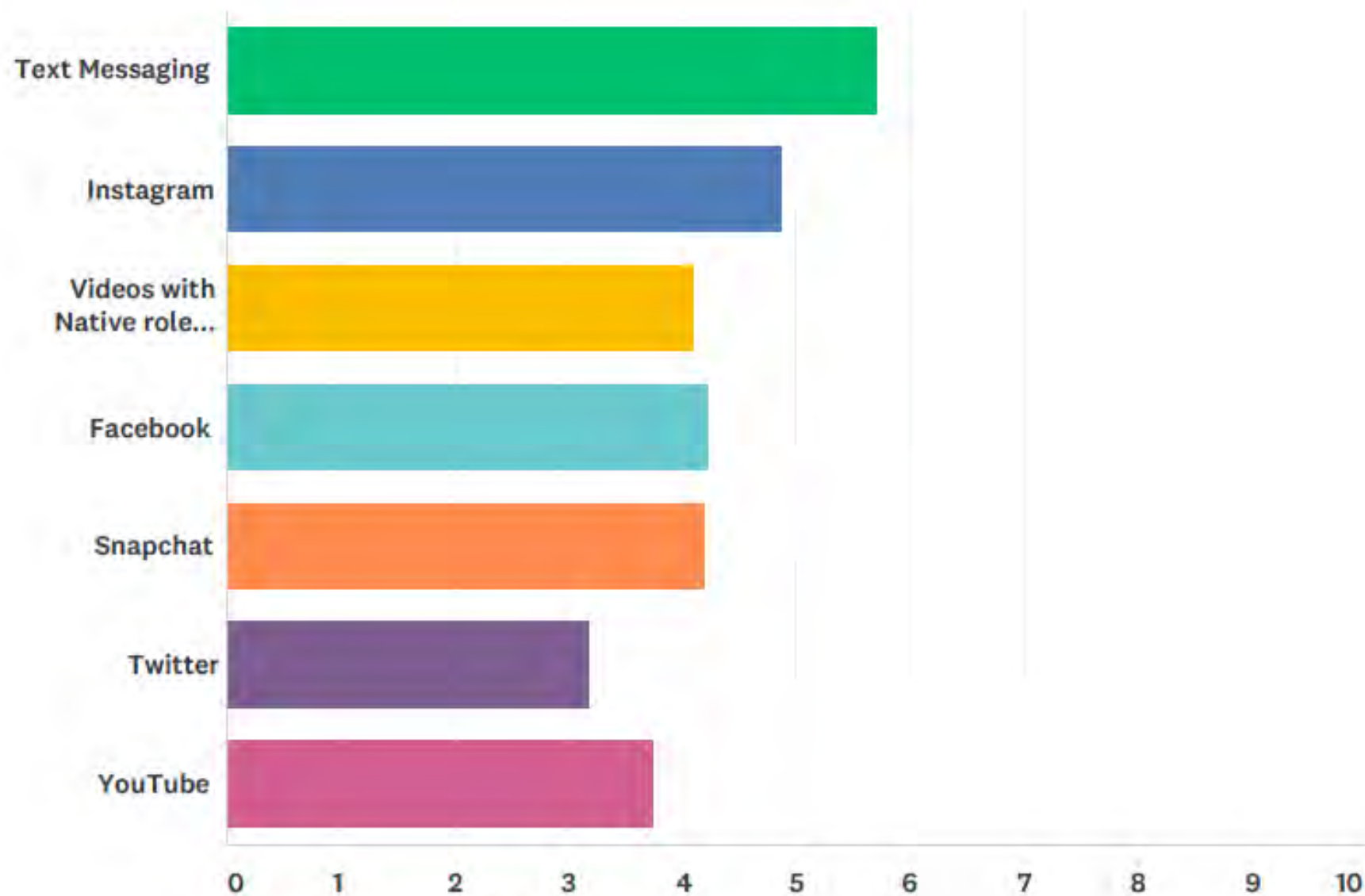
In the last 6 months, have you received messages on Twitter from We R Native?

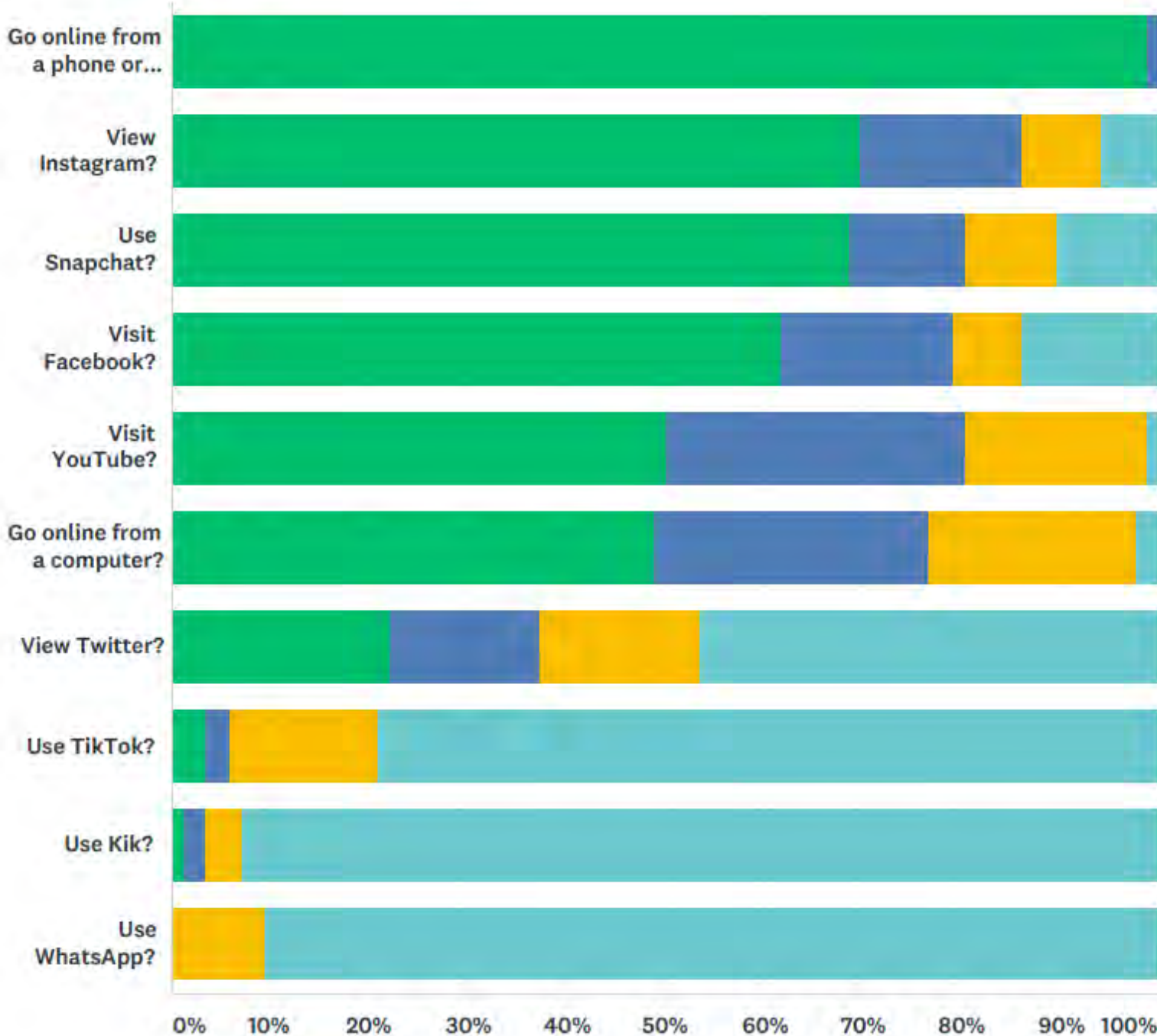
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Yes No



Please rank the channels you'd like to get health messages from We R Native.

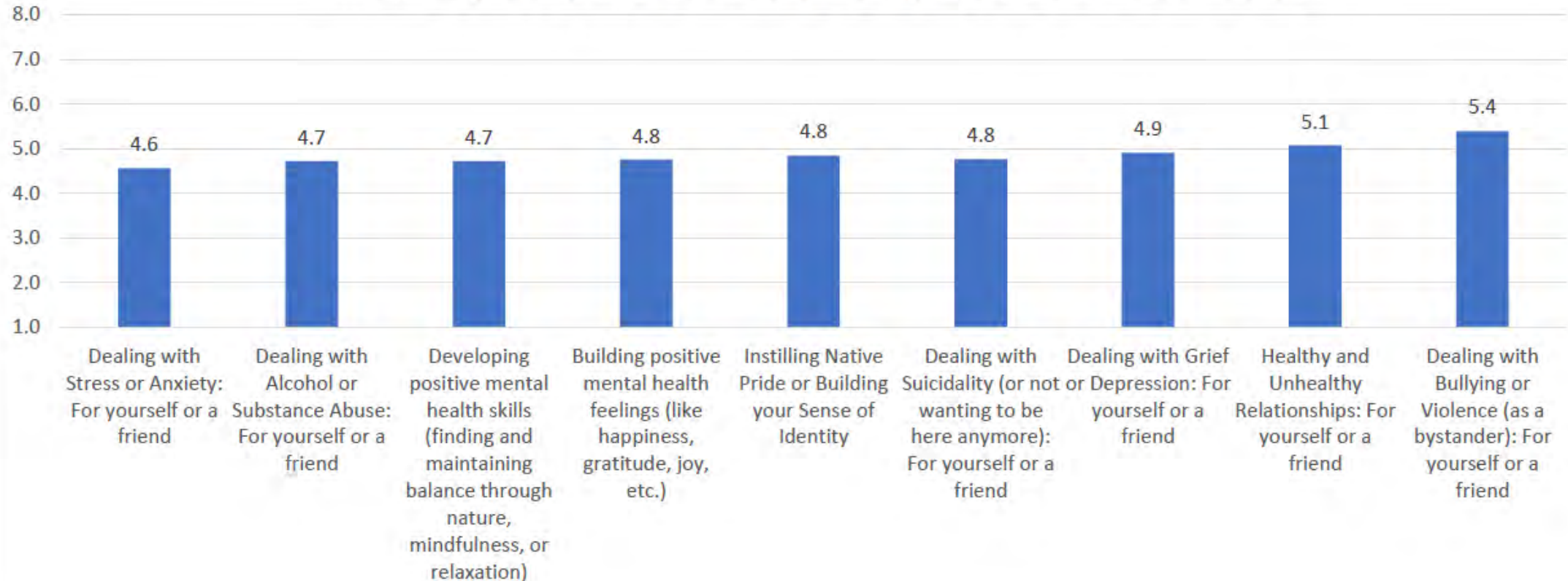




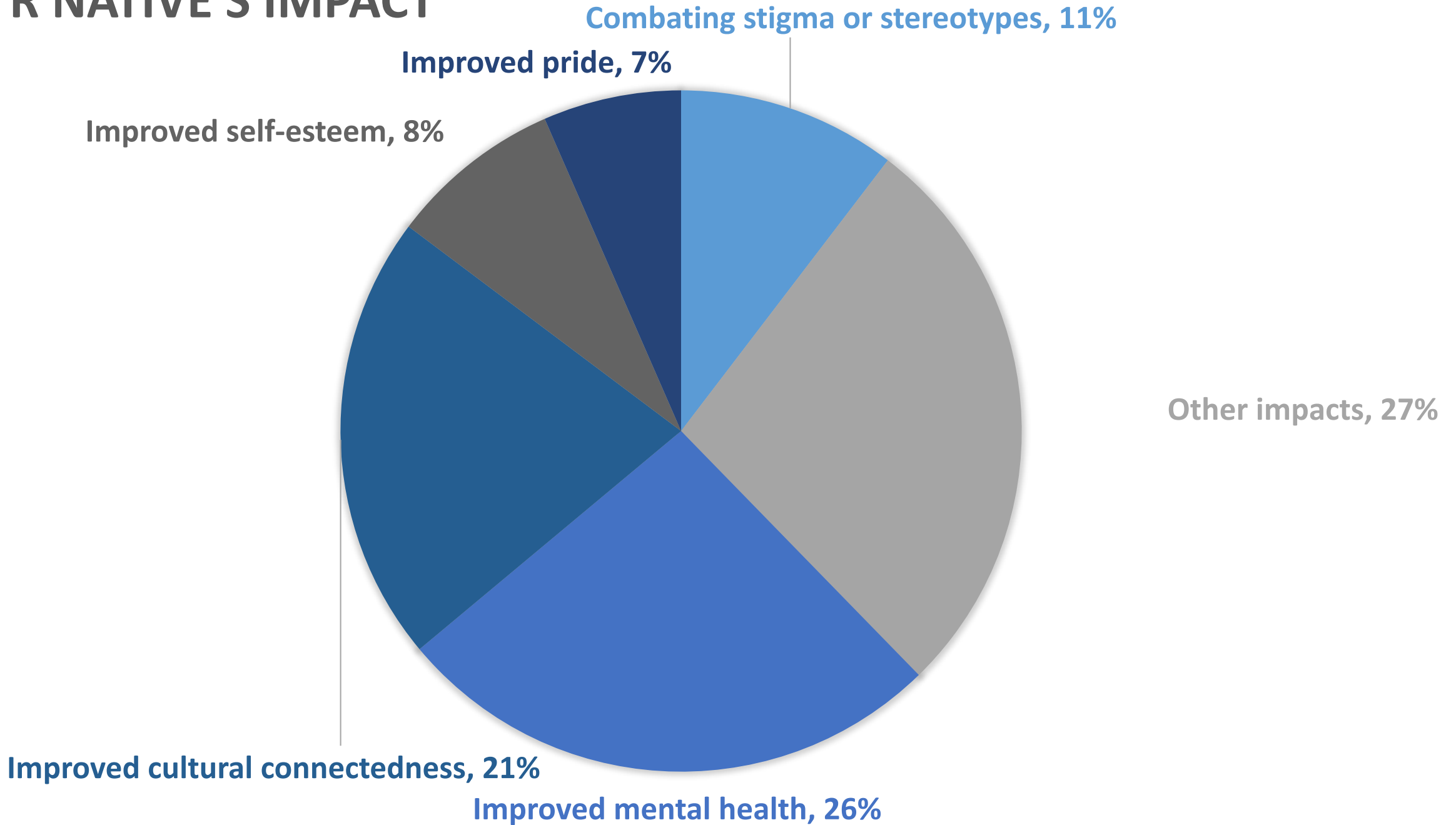
■ Daily (several times a day)
 ■ Weekly (several times a week)
 ■ Occasionally (several times a month or year)
 ■ Never



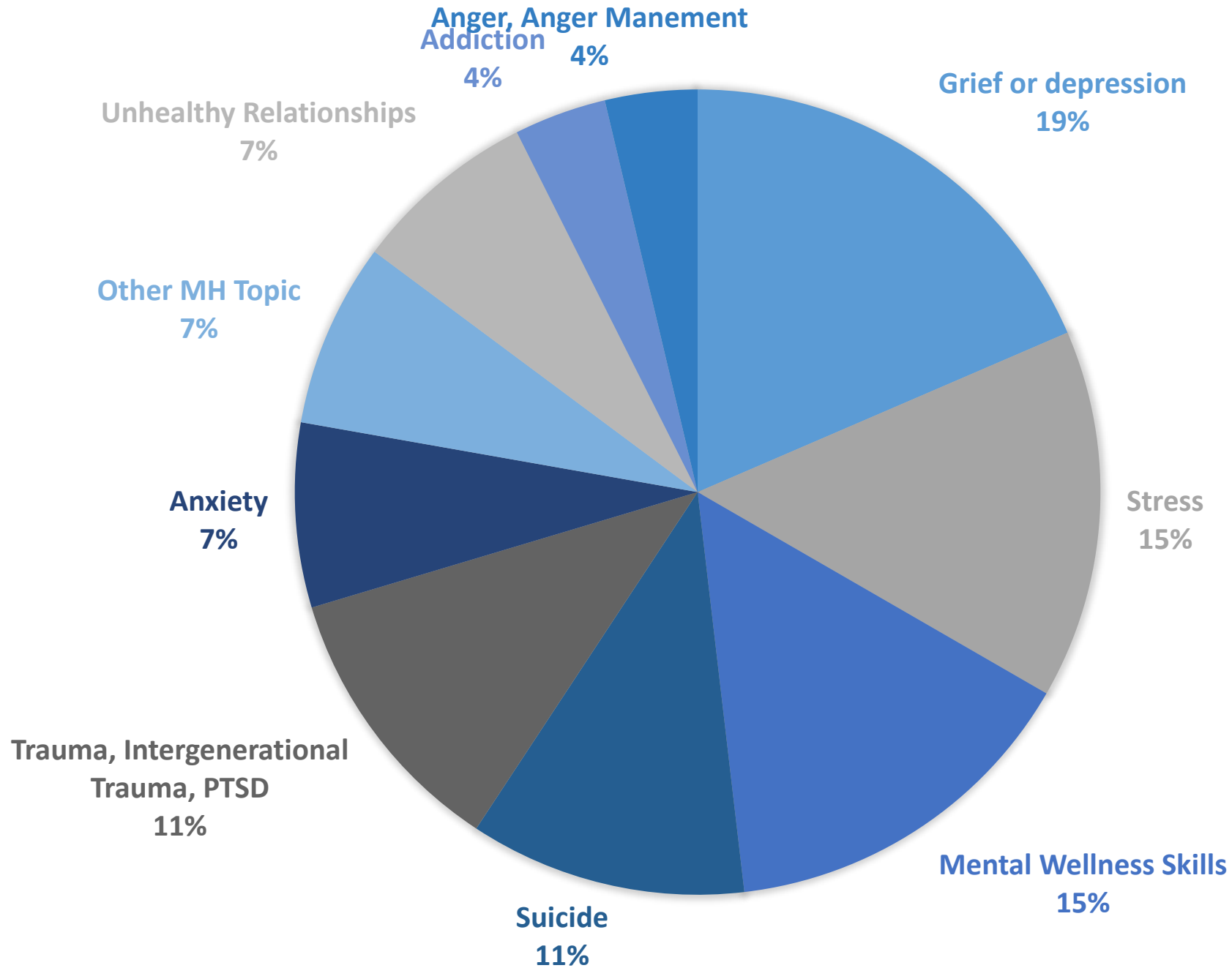
Please indicate how interested you are in the following topics, from 1 ("Very interested") to 8 ("Not so interested").



WE R NATIVE'S IMPACT



MOST IMPORTANT MENTAL HEALTH TOPICS



Quotes from We R Native Interviews

“Mainly depression but also stress management for sure. I mean it's honest there. I mean I'm going to college in the fall and so graduation and work and like homework and jobs and everything is just a lot sometimes. I'll probably say depression, stress management are probably the two biggest for me.”

Quotes from We R Native Interviews: Tips for Future Messaging

Probably like a link or something to a website or something that like gives you little tips or something of things you can do to kind of like **boost your mood** or things you can do to get your energy flowing or something like that.

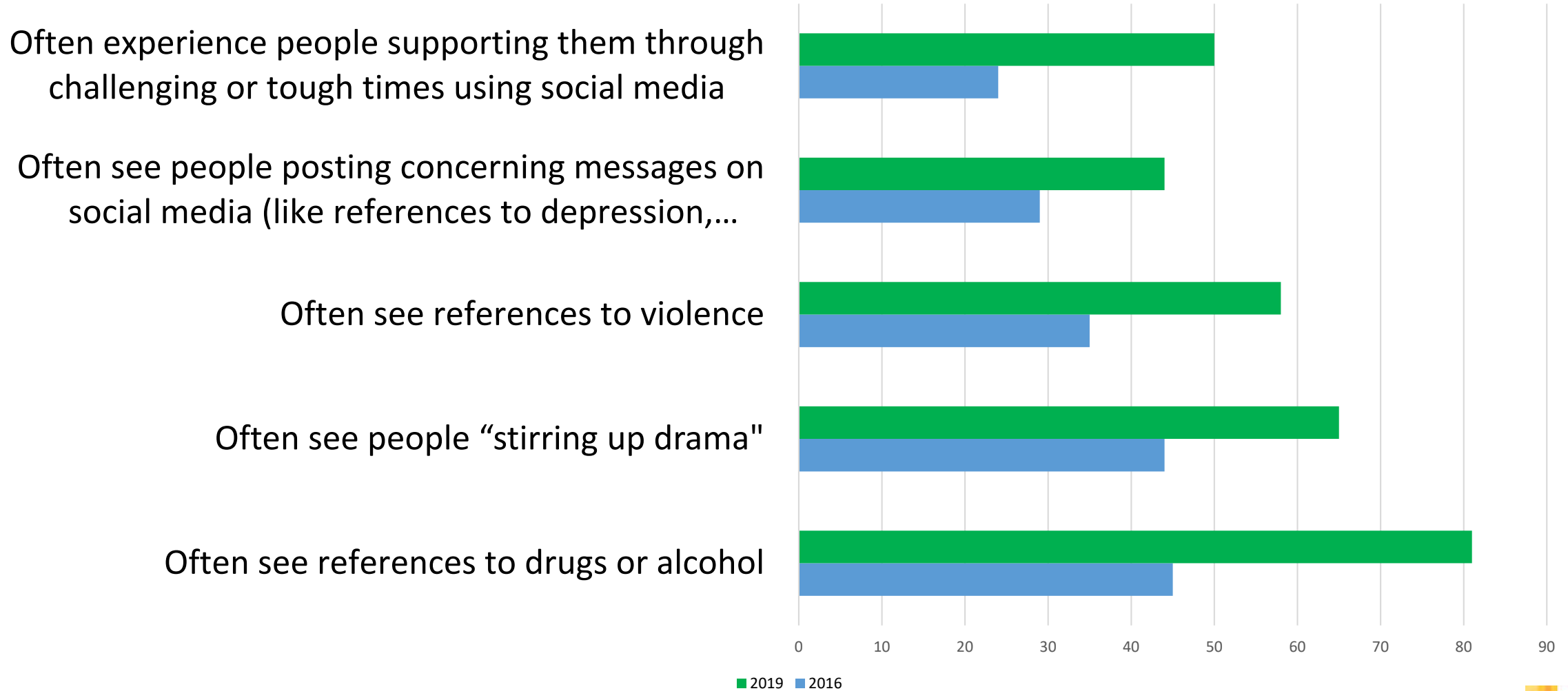
Something that you can do like to remind you like **three things you've done today** to give back to yourself.

I think, if you had like small videos of **people showing coping skills** that you can do. Like deep breathing. Videos that are really helpful to me is finding like, I like ASMR just because you know like it calms me down. Maybe even like some cooking videos that you can do like if you're stressed out you can cook.

I like the [texts] that make me think about mental health and taking care of myself and going outside. I like all of them. I like the interactive ones.

More awareness to the **LGBT community**. I know it's on there but it's not like, I feel like it's not as big as it should be. Cause I know personally there's some native youth who are like struggling with their identity and such. And it can be hard.

Social Norms on Social Media

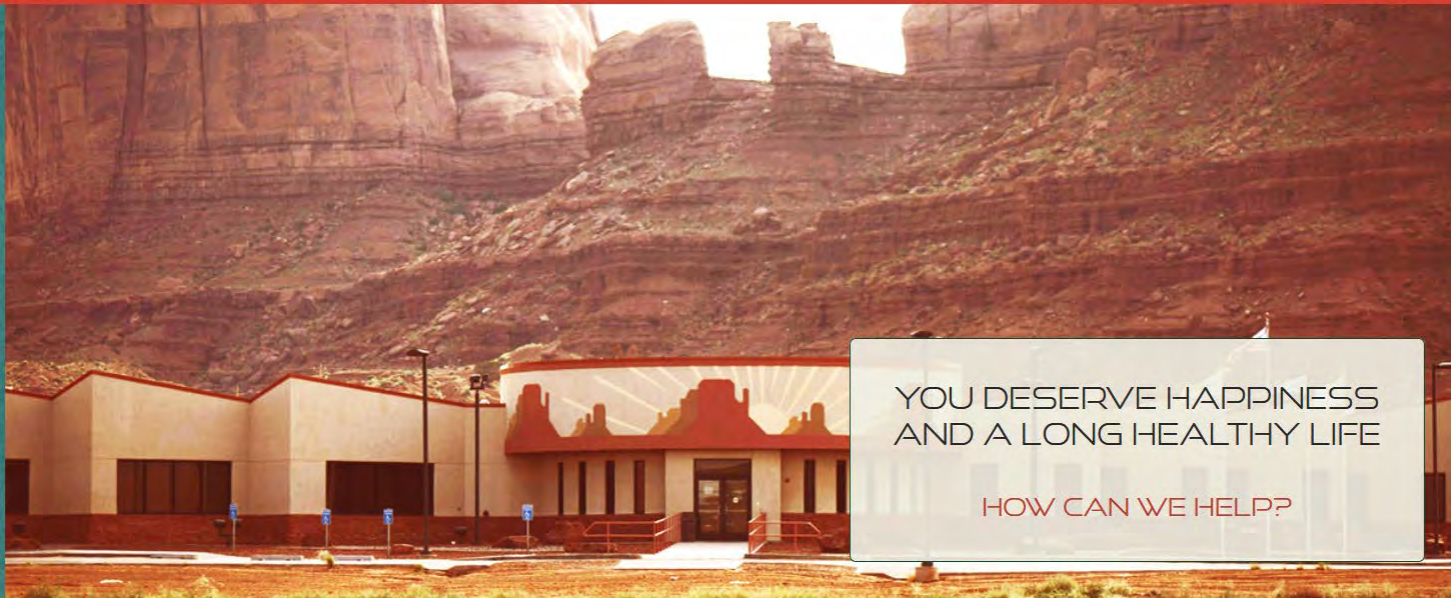




Are you in crisis?



[WEARENAVAJO](#) [PROGRAMS & SERVICES](#) [HEALTH CARE RESOURCES](#) [HEALTHY LIVING](#) [WHAT'S HAPPENING](#) [WE'RE HERE FOR YOU](#)



YOU DESERVE HAPPINESS
AND A LONG HEALTHY LIFE

HOW CAN WE HELP?

PHOTO CREDIT: MONUMENT VALLEY COMMUNITY HEALTH CENTER

Do I like merch?

Win merch! Win merch!



find curricula

RAISING HEALTHY NATIVE YOUTH

THROUGH CULTURALLY RELEVANT HEALTH EDUCATION

ENGAGING. RELEVANT. EFFECTIVE.

Healthy Native Youth promotes age-appropriate health curricula designed for American Indian and Alaska Native Youth. We will continue to expand the health curricula provided on this website to include more topics such as example A, example B and welcome you to submit your own curricula for consideration. [Learn More](#)

SIGN UP FOR CURRICULUM, NEWS AND UPDATES

NAME

LAST NAME

TRIBAL AFFILIATION

EMAIL ADDRESS

[How to use this site](#)

[Give us feedback](#)

[Contact us](#)

[@healthynativeyouth](#)

LOG IN TO UPDATE YOUR CURRICULA

USER NAME

[FORGOT PASSWORD? CLICK HERE](#)

Healthy Native Youth Website

SEXUAL HEALTH CURRICULA

GIVE US FEEDBACK



COMPARE CURRICULA



VIEW:



FILTER YOUR SEARCH



MULTIMEDIA CIRCLE OF LIFE (MCOL)

Ages
Middle SchoolProgram Setting
Flexible

VIEW MORE



NATIVE IT'S YOUR GAME

Ages
Middle SchoolProgram Setting
Flexible

VIEW MORE



NATIVE STAND

Ages
High SchoolProgram Setting
Flexible

VIEW MORE

FINDING THE RIGHT CURRICULA

To be effective, health curricula must be age-appropriate, culturally-relevant, and reflect the values and learning styles of the learners being taught. Finding curricula that meet these requirements for American Indian and Alaska Native youth can be challenging. *Healthy Native Youth* is a one-stop-shop for educators and health advocates who want to expand learning opportunities for youth.

Click on the program name to learn more about each curriculum, including intended age-group, where it can be implemented, and how much time will be required. Lesson plans, handouts, and supplemental materials are also listed there. Many include recorded videos and webinars to help prepare educators to facilitate each program. Finally, we provide information about how the program was designed or adapted, and evaluated with AI/AN youth.

COMPARE

[GIVE US FEEDBACK](#)


Check the programs you wish to compare. Then click the "Compare" button.

Name	Age	Program Setting	Duration	Cost	Student/Teacher Ratio	Certification Required	Evidence of Effectiveness	Endorsement
<input type="checkbox"/> Multimedia Circle of Life (mCOL)	Middle School	Flexible	7 online lessons @ 20 min each + 7 group lessons @ 45 min each	Free	15:1	No	Leading Practice	Office of Minority Health
<input type="checkbox"/> Native It's Your Game	Middle School	Flexible	13 lessons (30-50 minutes each)	Free	Any	No	Promising Practice	It's Your Game...Keep It Real is recognized as a Tier 1 intervention by TPP and by What Works 2010.
<input type="checkbox"/> Native STAND	High School	Flexible	27 sessions (90 minutes each)	Free (plus cost of materials for class activities, roughly \$500)	20:2	No	Leading Practice	N/A,
<input type="checkbox"/> Native VOICES	High School, Young Adults	Flexible	1 lesson at 35 minutes; 1 lesson at 75 minutes; or 5 lessons at 60 minutes apiece	Free	Up to 75:1	No	Best Practice	CDC's HIV Effective Interventions,

ABOUT THIS PROGRAM

Updated: 09/19/2016

Native It's Your Game (Native IYG) is a web-based HIV, STD, and pregnancy prevention curriculum for American Indian and Alaska Native (AI/AN) youth ages 12-14. Native IYG is comprised of thirteen 30-50 minute interactive lessons, which can be used in the classroom, or as an extracurricular program. The program teaches about healthy relationships, life skills, communication, and refusal skills using interactive activities, videos, games, personalized "journaling" activities, tailored feedback, and individually tailored activities. It emphasizes abstinence, but also teaches learners how to protect themselves from pregnancy and sexually transmitted infections using medically accurate information.

AGE GROUP DESIGNED FOR: Middle School

LGBT INCLUSIVE: Yes

PROGRAM SETTING: Flexible

DURATION: 13 lessons (30-50 minutes each)

COST TO PURCHASE: Free

TEACHER TRAINING OR CERTIFICATION REQUIRED: No

STUDENT TO TEACHER RATIO: Any

PROGRAM OUTCOMES: Increased reasons not to have sex; Increased STI and condom knowledge; Increased condom availability self-efficacy; Increased condom use self-efficacy.

EVIDENCE OF EFFECTIVENESS: Promising Practice

ENDORSEMENTS: It's Your Game...Keep It Real is recognized as a Tier 1 intervention by TPP and by What Works 2010.



**DOWNLOAD PROGRAM
FACT SHEET**

WE R NATIVE TEACHER'S GUIDE

GIVE US FEEDBACK



COMPARE CURRICULA



ABOUT

TRAINING

LESSON PLANS

SUPPORTING MATERIALS

CULTURAL RELEVANCE

EVALUATION

REFERENCES

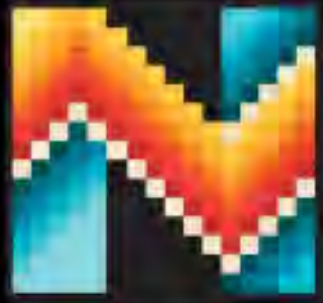
ABOUT THIS PROGRAM

Updated: 06/11/2018

Get your students actively involved in their own health and wellbeing! We R Native has created a guide for using We R Native's multimedia health resources with students 13-18 years old. The guide's 10 lessons align to common core standards. Students will be able to evaluate and support claims while analyzing an online health resource, and will demonstrate their understanding of health topics by designing a community service project.

AGE GROUP DESIGNED FOR: High School,**LGBT INCLUSIVE:** Yes**PROGRAM SETTING:** Flexible,**DURATION:** 10 lessons, 50 minutes each**COST TO PURCHASE:** Free**TEACHER TRAINING OR CERTIFICATION REQUIRED:** No**STUDENT TO TEACHER RATIO:** 20:1**PROGRAM OUTCOMES:** , , Aligns with Common Core Standards; Deemed medically-accurate by DHHS FYSB**EVIDENCE OF EFFECTIVENESS:** Emerging Practice,**ENDORSEMENTS:** , , Approved for use as a Tribal PREP curricula**WERNATIVE****DOWNLOAD PROGRAM
FACT SHEET**

WERNATIVE.ORG



**Unit Goal: Get AI/AN Youth Actively Involved
in their own Health and Wellbeing.**

Grade levels: Ages 13-18, Grades 8-12

Unit Objectives:

- **Students employ technology thoughtfully to enhance their reading, writing, speaking, listening, and language use.**
- **They become proficient in new areas through research and study.**
- **They refine and share their knowledge through writing and speaking.**
- **They become self-directed learners, effectively seeking out and using resources to assist them, including teachers, peers, and print and digital reference materials.**

Covers: suicide prevention, mental health, sexual health, dating and relationships, drug and alcohol use and bullying

RESPONDING TO CONCERNING POSTS ON SOCIAL MEDIA

GIVE US FEEDBACK



COMPARE CURRICULA



ABOUT

TRAINING

LESSON PLANS

SUPPORTING MATERIALS

CULTURAL RELEVANCE

EVALUATION

REFERENCES

ABOUT THIS PROGRAM

Updated: 12/13/2018

Suicide prevention remains challenging among youth, as many do not disclose suicidal ideation to others before attempting suicide. However, emerging research suggests that nearly one-third of AI/AN youth see concerning messages on social media on a daily or weekly basis. This webinar training will prepare adults who work with Native youth to identify youth who post or view concerning posts on social media, and connect them to appropriate services.

AGE GROUP DESIGNED FOR: Middle School, High School, Young Adults

LGBT INCLUSIVE: No

PROGRAM SETTING: Flexible

DURATION: 1, 1-hour webinar

COST TO PURCHASE: Free

TEACHER TRAINING OR CERTIFICATION REQUIRED: No

STUDENT TO TEACHER RATIO: 40:1

PROGRAM OUTCOMES: The training improved participants confidence and self-efficacy.

EVIDENCE OF EFFECTIVENESS: Promising Practice

[DOWNLOAD PROGRAM
FACT SHEET](#)

Overview of the Training



The webinar will take about an hour:

1. **Watch the Video** (30 min.)
2. **Review Video Highlights & Handouts** (10 min.)
3. **Community Awareness Activity** (10 min.)
4. **Review the Viewer Care Plan** (5 min.)

Text "Concerning Post" to 97779



You're invited to join *Healthy Native Youth's* Community of Practice virtual meetings - a community that shares strengths and expertise of supporting Native youth.

The 1 hour-long monthly meetings include new resources, and an opportunity to engage in a session focused on how our collaboration can serve our youth.

**SECOND
WEDNESDAY OF
EVERY MONTH
10AM(PST)**



HOW TO JOIN

At the time of the meeting, join us online via Zoom
<https://echo.zoom.us/j/458332611>

If you do not use the audio via your computer you can call in at (669) 900-8833
Enter Meeting ID: 458 332 611
Enter your participant #: This will be a unique number provided to you after you join online.

Watch previously recorded sessions (topics vary)

<https://www.healthynativeyouth.org/community-of-practice-sessions>

[HealthyNativeYouth.org](https://www.healthynativeyouth.org) contains health promotion curricula and resources for American Indian and Alaska Native youth. The site is designed for tribal health educators, teachers, and parents - providing the training and tools needed to access and deliver effective, age-appropriate programs.

2019 SCHEDULE

- 2/13/19 Technical Assistance for Selected Curricula
- 3/13/19 Cultural Connectedness: Supporting curricula with enhancement activities
- 4/10/19 LGBTQ2S Inclusion
- 5/8/19 New to the Rez: Becoming an Ally - Understanding and Working with Tribal Communities
- 6/12/19 Tap into Online Resources: We R Native & I Know Mine
- 7/10/19 Stay Connected: Community Engagement

Please let us know if you have any questions!

Amanda Gaston, MAT (Zuni Pueblo)
Northwest Portland Area Indian Health Board
agaston@npihb.org

Jennifer Williamson
Alaska Native Tribal Health Consortium
jwilliamson@anthe.org

COMMUNITY OF PRACTICE SESSIONS

Watch Previously Recorded Sessions & Download Supporting Documents

- 9/12/18: *Using HNY to Select A Curriculum*

Community of Practice September 2018

36,286 page views
13,504 sessions
9,007 users
3:02 average duration
2.67 pages/session
85% new sessions

Watch later







Share

Resources:

- Needs and Resource Assessment
- Parent Poll Checklist



HEALTHY NATIVE YOUTH

-  www.healthynativeyouth.org
-  [@healthyN8Vyouth](https://twitter.com/healthyN8Vyouth)
-  Listserve: Text "YouthNews" to 22828
-  Text Message: Text "Healthy" to 97779
-  fb.com/HealthyNativeYouth
-  native@npaihb.org



WHAT'S NEXT?

**Text THE TALK
to 97779**



WHAT'S NEXT?

**Text BRAVE to
97779**



HAPPY NEW YEAR!
new year, same grind, better outcomes.

[learn more](#)

WERNATIVE

For Native Youth, by Native Youth.

WERNATIVE





NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD

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