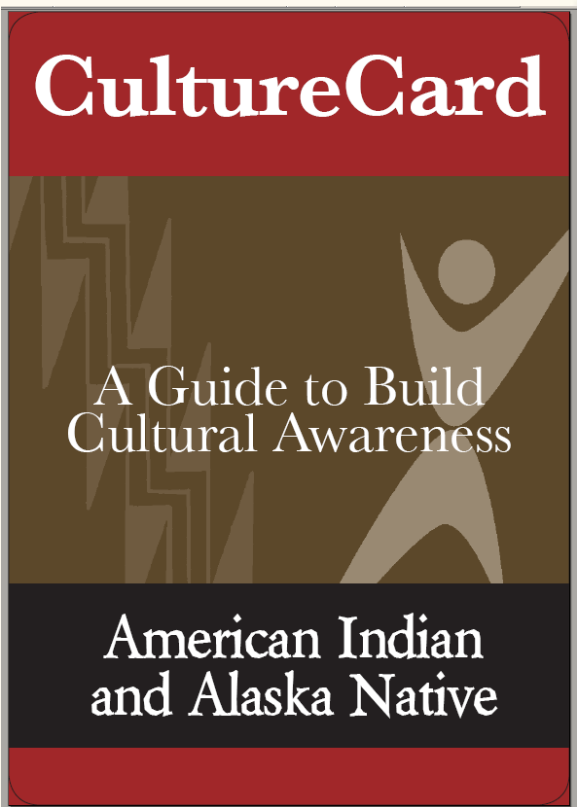




American Indian/Alaska Native Culture Card

A Guide To Build Cultural Awareness (PART 2)



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Culture Card – An idea is hatched...

- Concept was inspired by the Iraq Culture Smart Card developed by the Marine Corps Intelligence Agency for the military deploying to Iraq.
- The idea was to develop a “pocket guide” for non-Indian PHS Officers deployed to Indian Country in response to tribal suicide clusters.
- In August of 2006 I assembled an ad hoc workgroup who volunteered their time over the next 2 years to develop content and review materials.



AI/AN Culture Card - Core Workgroup

(2006-2008)

Indian Community Members

- Shannon Crossbear (Lake Superior Ojibwa)
- Carol Iron Rope Herrera (Oglala Lakota)
- Terry Cross (Seneca)
- Vicky Oana (Chamorro)
- Constance James (Turtle Mountain Chippewa)

PHS Commissioned Officers

- CAPT Lemyra DeBruyn
 - CDC
- CAPT Andrew Hunt (Lumbee)
 - SAMHSA
- CDR Laura Grogan
 - HRSA
- CAPT Jean Plaschke (Lumbee)
 - SAMHSA
- CAPT Stacey Williams
 - Walter Reed Behavioral Health Dept
- CDR Betty Hastings
 - IHS



Purpose

- ...provide basic information for federal disaster responders and other federal health providers who may be deployed or otherwise assigned to provide or coordinate services in AI/AN communities
- Intended to serve as a **general briefing to enhance cultural competence** while providing services to AI/AN communities. (cultural competence is defined as: the ability to function effectively in the context of cultural differences.) A more specific orientation or training should be provided by a member of the local community in any particular AI/AN community



Guiding Questions for the Workgroup to drive the content

- For the AI/AN Community members:
 - “What are the important things for an outsider to know about your tribal community/culture before they came to work as a helper?”
- For non-Indian PHS Officers/providers:
 - “Looking back at your tribal deployment experience, what are the things you wish you would have known about the culture or community before you arrived?”



AI/AN Culture Card – Development Process

- Agree on categories/topic areas (16)
- Develop content that was not too generalized as to reinforce stereotypes, but not too specific as to be irrelevant to differences among the 560+ tribes
- Focus on practical information for non-Indian providers
- Keep it strength-based
- Review and decide on the format and graphics
- Seek funding and approval to print
- Spread the word and disseminate



AI/AN Culture Card - Workgroup effort

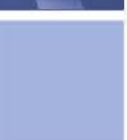
- Members take responsibility for writing specific sections, get feedback from constituents and e-mail content to project lead
- Project lead edits, condenses and re-drafts language for consistency and e-mails drafts to group for review
- Monthly, or bi-monthly group conference calls to discuss each iteration of the draft
- Individual calls and e-mails to address feedback members get from their constituents and make additional edits
- Get feedback from informal focus groups at various AI/AN conferences and make necessary edits





The Final Product

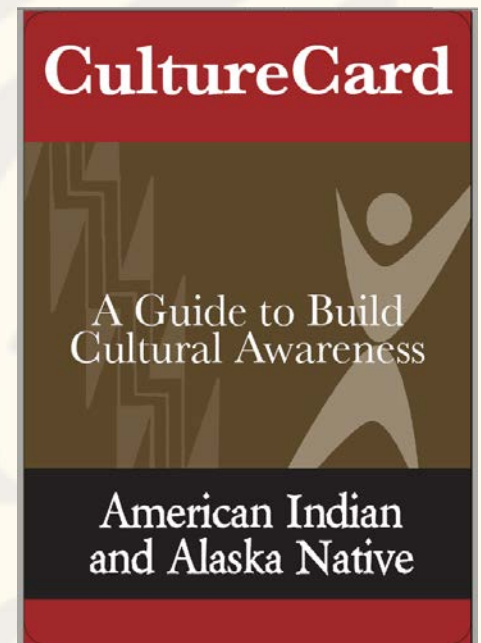
- Over 300,000 copies have been distributed since 2008.
- An average of 4,111 copies are ordered each month, which does not include digital downloads of the pdf
- Copies have been distributed throughout all 50 states and in many tribal/urban Indian organizations
- Some tribes are taking the framework of the Culture Card and developing community-specific versions





Questions and Comments ?

- The Culture Card can be obtained for **free** through SAMHSA's Publication Clearinghouse.
- Order Publication No. (SMA) 08-4354:
- By phone at 1-877-SAMHSA-7
- Online at <http://store.samhsa.gov/product/American-Indian-and-Alaska-Native-Culture-Card/SMA08-4354>





Thank you

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