



If You Need Someone to Talk to, We're Here:
Native Youth's Perspectives &
Recommendations to Address Concerning
Posts on Social Media

Thomas Ghost Dog: NPAIHB
Jesse Gritton, MPH: SMAHRT

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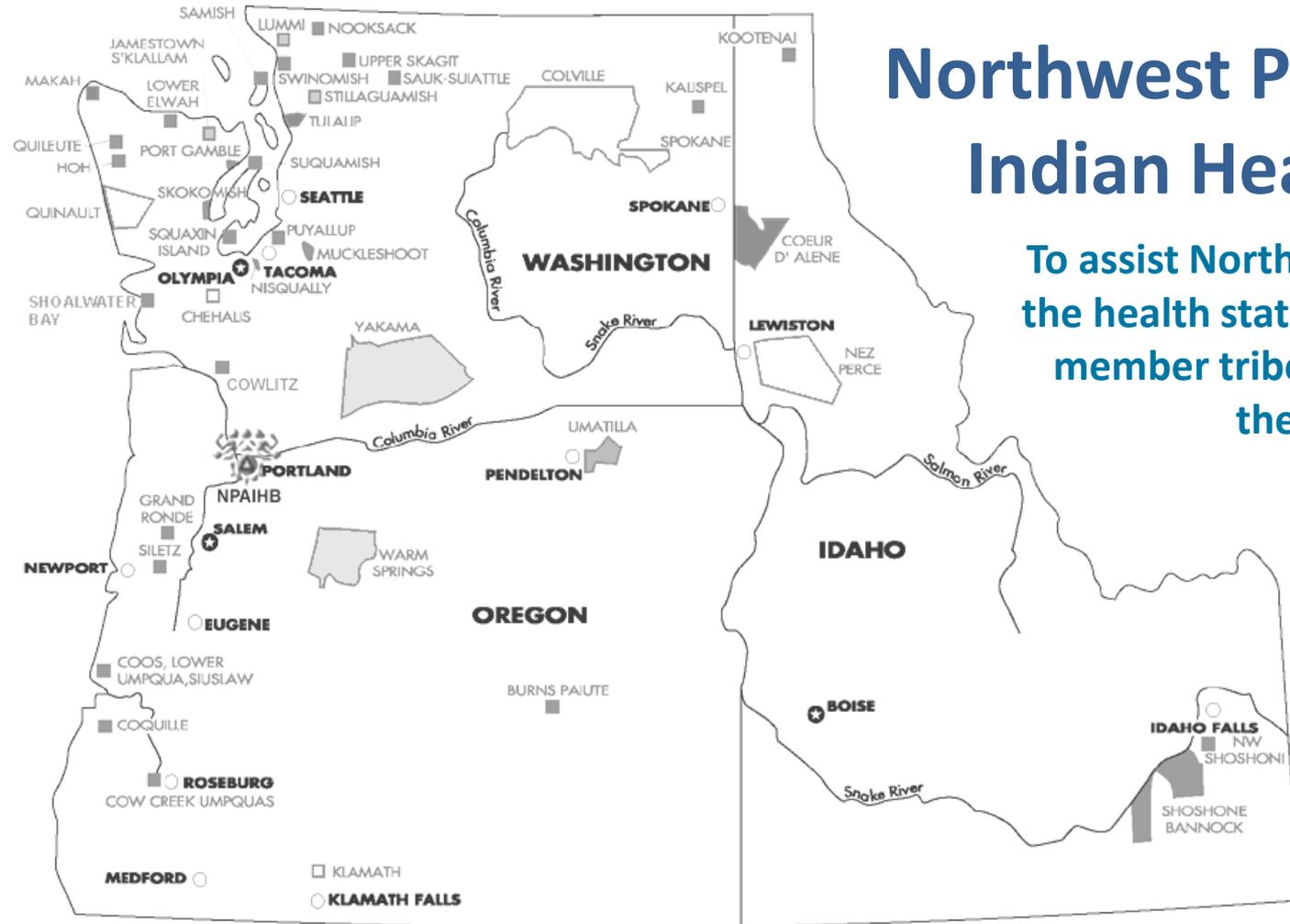
We R Native
&
SMAHRT
Partnership



SMAHRT
SOCIAL MEDIA & ADOLESCENT HEALTH RESEARCH TEAM

Northwest Portland Area Indian Health Board

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.



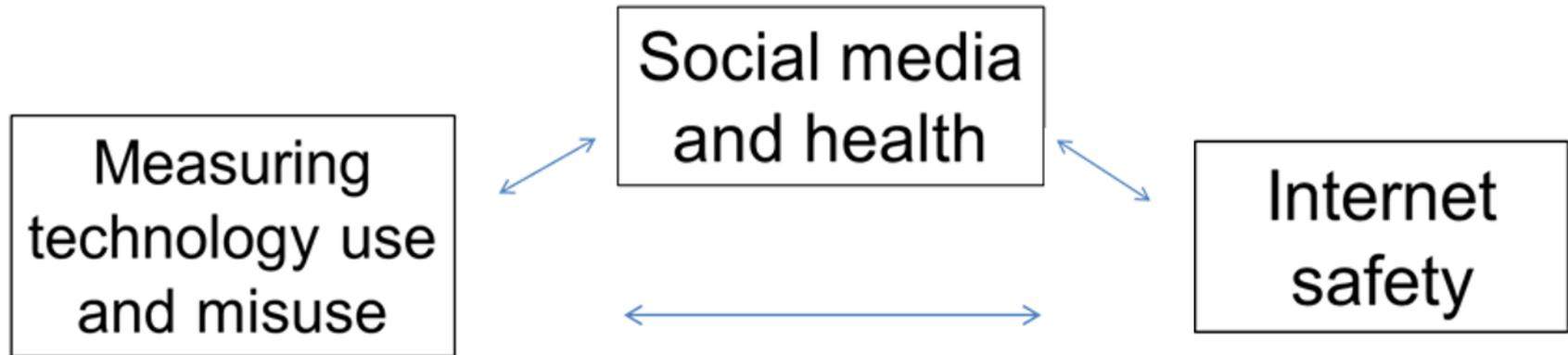
SMAHRT RESEARCH TEAM

❖ **Our values** include

- An interdisciplinary approach with emphasis on using ethical and sound research practices
- Partnering with other researchers, educators, clinicians and community members in the development and translation of our research projects
- A diverse and collaborative research team

SMAHRT RESEARCH TEAM

- **Our vision** is to provide education to adolescents and families towards safe internet use, to develop tools to assess internet use and define problematic internet use, and to both create and interpret messages within social media to promote healthy behaviors.



PARTNERSHIP BACKGROUND

- Two Washington State events in 2014
 - Seattle Pacific University
 - Marysville
- SMAHRT Conference 2014



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Status



Photo / Video



Life Event

It's too heavy. It's too hard. I don't know what to do.



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.

METHODS & PARTICIPANT DEMOGRAPHICS

- Focus groups
 - Native Youth
 - Washington & Oregon
- Study Population
 - Male & Female
 - Age range 14-22 years

N=32	Number (%)
Gender	
Female	21 (65.6)
Male	11 (34.4)
Age	
14-17	19 (59.4)
18+	14 (40.6)



RESULTS – Theme 1

FINDINGS

Theme 1: I saw it. I alone ought to do something about it!

Key Points

- Youth are responding on their own
- Youth are responding in-person and concerned for well-being



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RESULTS – Theme 2

FINDINGS

Theme 2: Knowing what to do is much harder than it sounds.



Key Points

- Barriers to action
- Deciphering meaning (e.g., drama vs. cry for help, fly with the eagles)
- Responder fatigue, stress and guilt
- Level of relationship influences how they respond



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RESULTS – Theme 3

FINDINGS

Theme 3: Tools and training are needed.



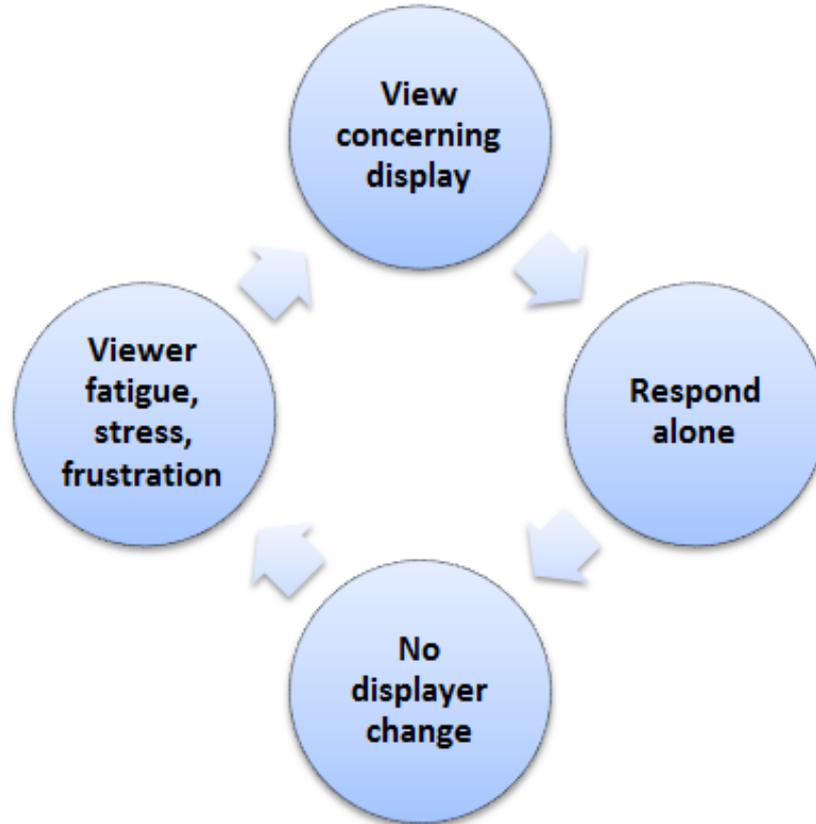
Key Points

- Youth identified various people they would go to for help, third party responders were frequently mentioned
- Youth don't feel trained or prepared to respond

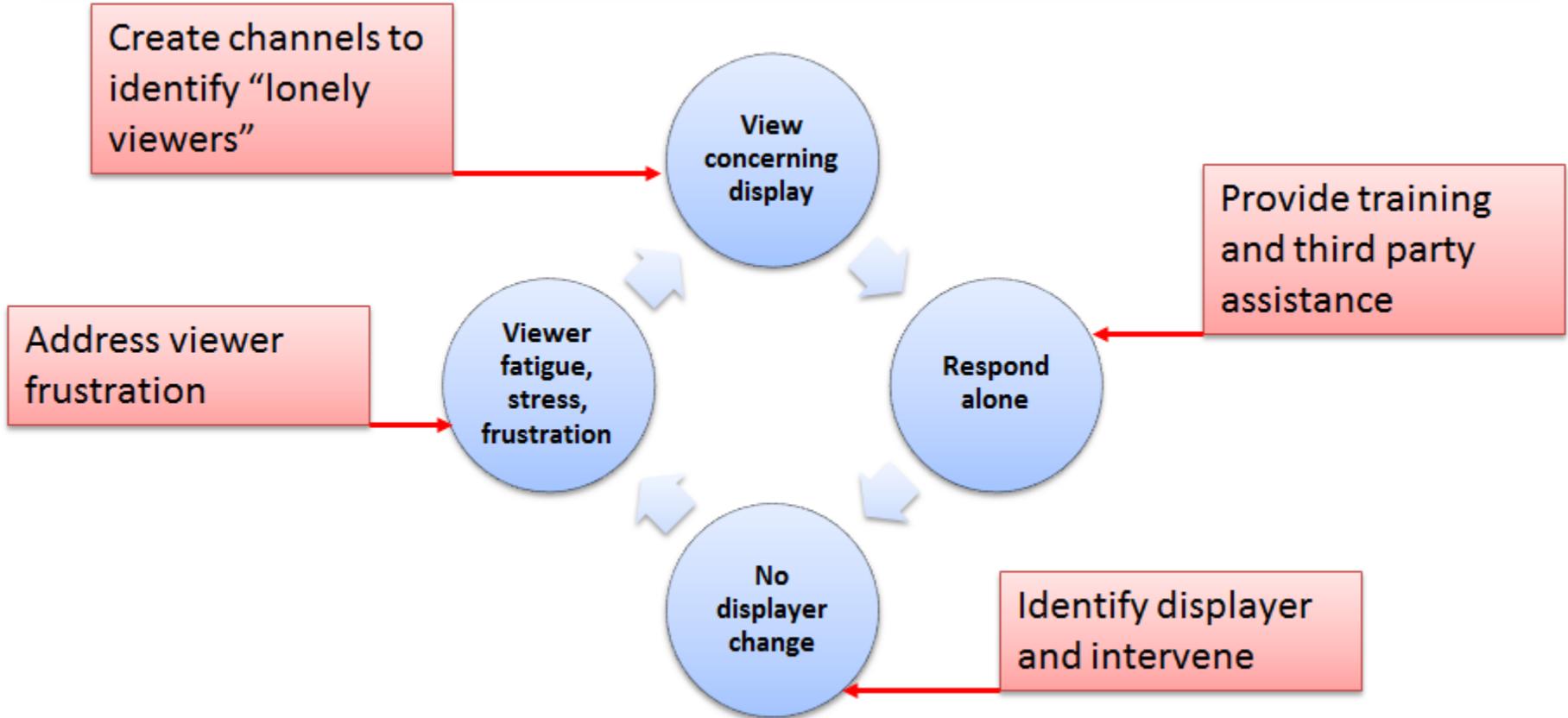


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VIEWER DISTRESS CYCLE



INTERVENTION FRAMEWORK Interrupting the cycle



RESOURCES

Over two-thirds of participants recommended technology-based, Native-specific content



Inspirational Videos

“Positive videos or posts that send good vibes and hopefully give them some help to have the bad vibes flush away.”

Native Resources

“Ask Auntie” “We R Native” “Tribal Social Worker”
“Native voices”

Training and Guides to Respond

“Knowing what to say to them, don’t want to say the wrong thing.”
“Talking about it so I would know what to do in a real situation.”



MENU



SUMMER

A time to connect with culture

[learn more](#)

WERNATIVE

For Native Youth, by Native Youth.



Powwow Sweat

WERNATIVE

FOR NATIVE YOUTH BY NATIVE YOUTH

My
Culture



My
Body



My
Mind



My
Relationships



Visit Us Online



- Over 350 health articles, reviewed by AI/AN youth and topical experts.
- Over 204,000 page views!
- Across all media channels, the service reaches 31,000+ users per week.

Text
NATIVE
TO
24587



Fri, Jan 22, 2:01 PM

Friend sharing things on social media that's got you worried? It's important to take action and reach out to them. For tips on what to say, text MORE.

More

Message, call or text them. Try saying: "You ok? If anything is wrong, you can talk to me. I'm here to support you." Text AGREE for tip 2.

Agree

Share your concerns with a trusted adult or health professional. For more ideas, start a conversation with a trained helper by texting START to [741741](text:741741)

TRANSLATION OF FINDINGS



We R Native

about 5 months ago



You don't have to do it alone. If you see a friend post something that concerns you, check out a few of these resources that can help.



👍 931 💬 3 ➦ 114



We R Native

January 24 · 🌐

I'm worried about a friend who keeps posting depressing music lyrics and sharing posts about dying. When I ask him about it at school, he always shrugs it off. Do you think I should be worried? #AskAuntie

For Auntie's full answer, check out http://wernative.org/faq_details.aspx?id=157

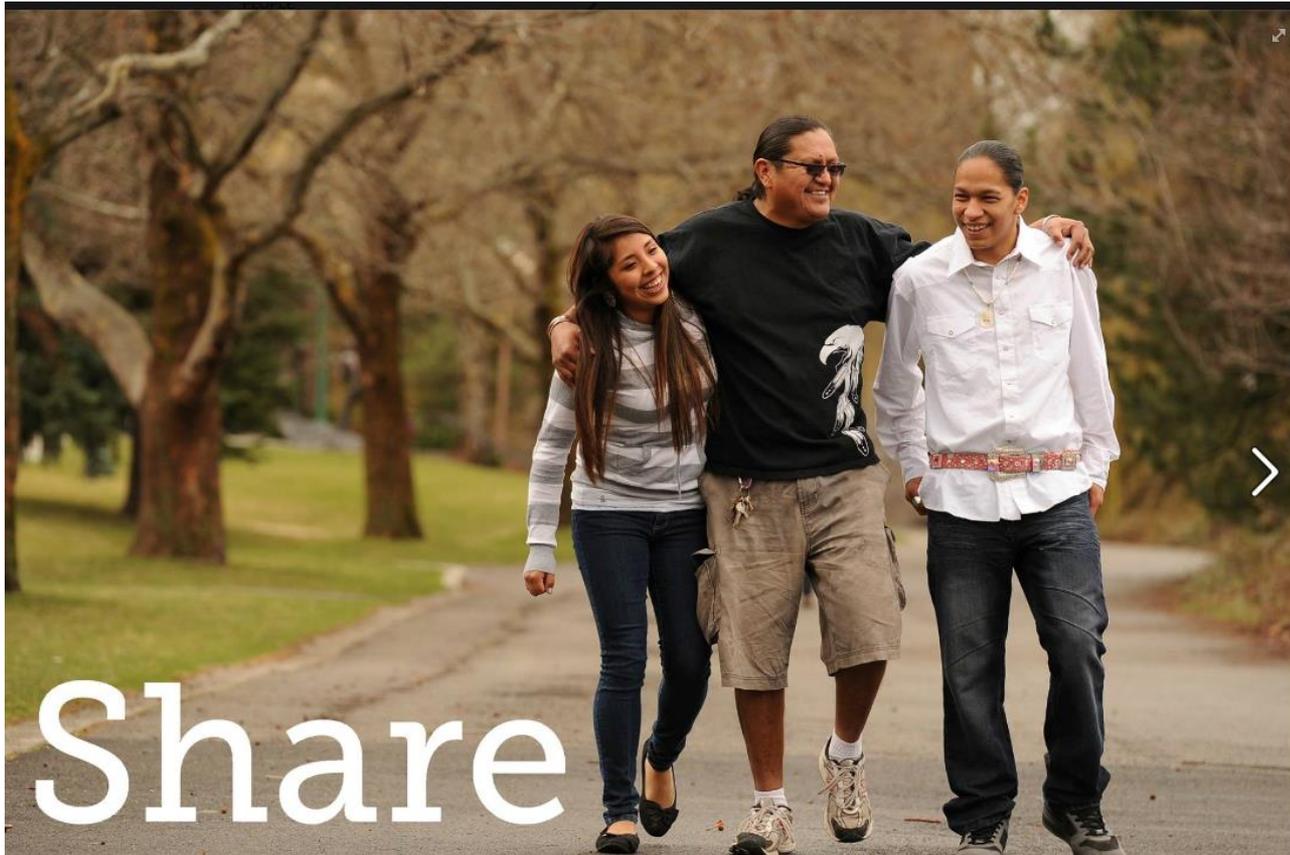


13K Views

211 Likes 3 Comments 25 Shares

➦ Share

TRANSLATION OF FINDINGS



We R Native

Like This Page · January 23 · Edited ·

Share your concerns about your friend with a trusted adult or health professional. Visit your tribal clinic or contact a trained helper with the National Suicide Prevention Lifeline at 1-800-273-8255 or text "START" to 741741 to start a conversation.

Lil Mike & FunnyBone, Deanna May Chronological · Peters, Bohio Timucua and 18 others like this.



Deanna May Peters A must number to call if needed

1 · January 31 at 3:29pm

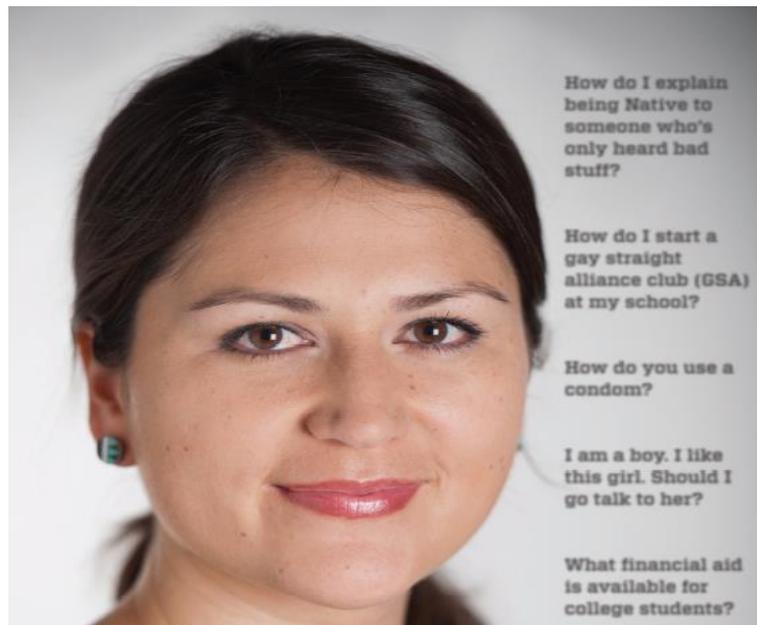
ASK AUNTIE QUESTIONS

I'm worried about a friend who keeps posting depressing music lyrics and sharing posts about dying. Do you think I should be worried?

Hey there. Thank you for caring enough about your friend to write in. If something is worrying you, listen to that, don't shrug it off. Trust your gut and have confidence you're doing the right thing.

It sounds like your friend might be reaching out by sharing posts around depression and death. Here are some other warning signs to look out for:

- Talking about wanting to die or to kill themselves
- Looking for a way to kill themselves, such as searching online or buying a gun
- Talking about feeling hopeless or having no reason to live
- Talking about feeling trapped or in unbearable pain
- Talking about being a burden to others
- Increasing the use of alcohol or drugs
- Acting anxious or agitated; behaving recklessly
- Sleeping too little or too much



TRANSLATION OF FINDINGS



MENU

WERNATIVE



BLOG POSTS

Friend Post Something Concerning?

If your friend posts something that makes you concerned, it's important to take action. If your friend shares content that makes you think they're not safe or posts about suicide, self-harm, excessive drinking or substance use, or depressing thoughts, it's important to reach out to them. Some comments may seem subtle while others stand out, but these kinds of warning signs should always be taken seriously. Private message them, call them or text them. Try saying things like:

- *You ok? If you need someone to talk to, I'm here.*
- *Hey, I care about you, what's going on?*
- *How are you doing? If anything is wrong, I got you. Talk to me. I'm here to support you*

Facebook also offers another way to help if you are worried about someone after seeing content they've shared about suicide or self-harm.



Series reached
178,693 viewers



WEBINAR

- Native Health Educators: *50% felt unprepared to respond to a concerning display*
- Share study findings
- Viewer Care Plan
- Webinar Clip [Here](#)



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Suicide Prevention

THANK YOU!

Questions?



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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,
MPH**

Director – Project Red Talon &
THRIVE

scraig@npaihb.org

Colbie Caughlan, MPH

THRIVE Project Manager

ccaughlan@npaihb.org

Celena McCray

THRIVE Coordinator

cmccray@npaihb.org

Amanda Gaston, MAT

Ask Auntie

agaston@npaihb.org

David Stephens, RN

Multimedia Project Specialist

dstephens@npaihb.org

Tommy Ghost Dog

PRT Assistant

tghostdog@npaihb.org

Jessica Leston, MPH

STD/HIV Clinical Services Manager

jleston@npaihb.org

SMAHRT CONTACT

- Website: www.smahrtresearch.com
- Email: SMAHRT@seattlechildrens.org
 - Jesse.gritton@seattlechildrens.org
- Phone: 206-884-8261
- @SMAHRTeam

