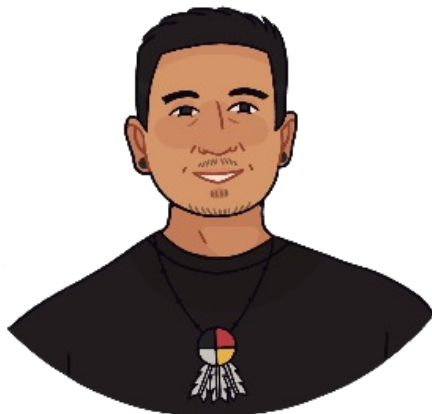


# We R Native: Amplifying Youth Voices Through Digital Storytelling

1



Thomas Ghost Dog, Jr.  
(he/him)  
Burns Paiute/Oglala Lakota  
[tghostdog@npaihhb.org](mailto:tghostdog@npaihhb.org)



WE R NATIVE



Michelle Singer  
(she/her)  
Navajo  
[msinger@npaihhb.org](mailto:msinger@npaihhb.org)



2



# Welcome, Welcome, Welcome!

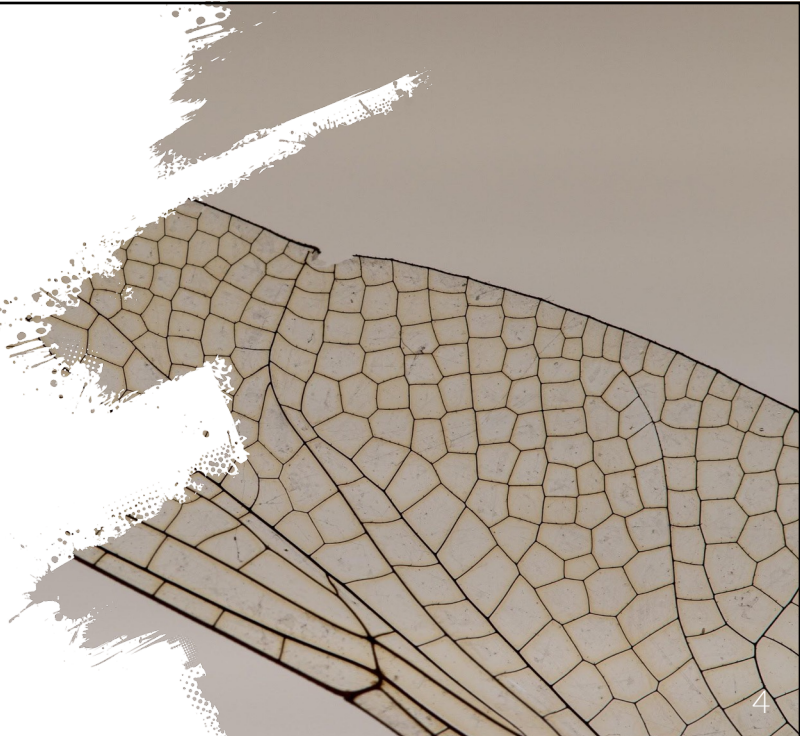
Please introduce yourself in the chat box. Include your:

- ★ Name, Pronouns
- ★ Tribe/ Organization
- ★ Where are you from?
- ★ Email address

3

" Our stories were us, what we knew, where we came from, and where we were going. They were told to remind us of our responsibly, to instruct, and to entertain. There were stories of the creation, our travels, our laws. There were legends of hard-fought battles, funny anecdotes- some from the smokehouse, some from the trickster- and there were scary stories to remind us of danger, spiritual and otherwise. Stories were our life and they still are."

-Larry Hill (Seneca Nation)



4



# We've Got Goals!

By the end of today's session, you will be able to...

- ★ **explain** the importance of youth voice and youth driven messages.
- ★ **determine** ways you might create PSA's with your youth and/or young adults.



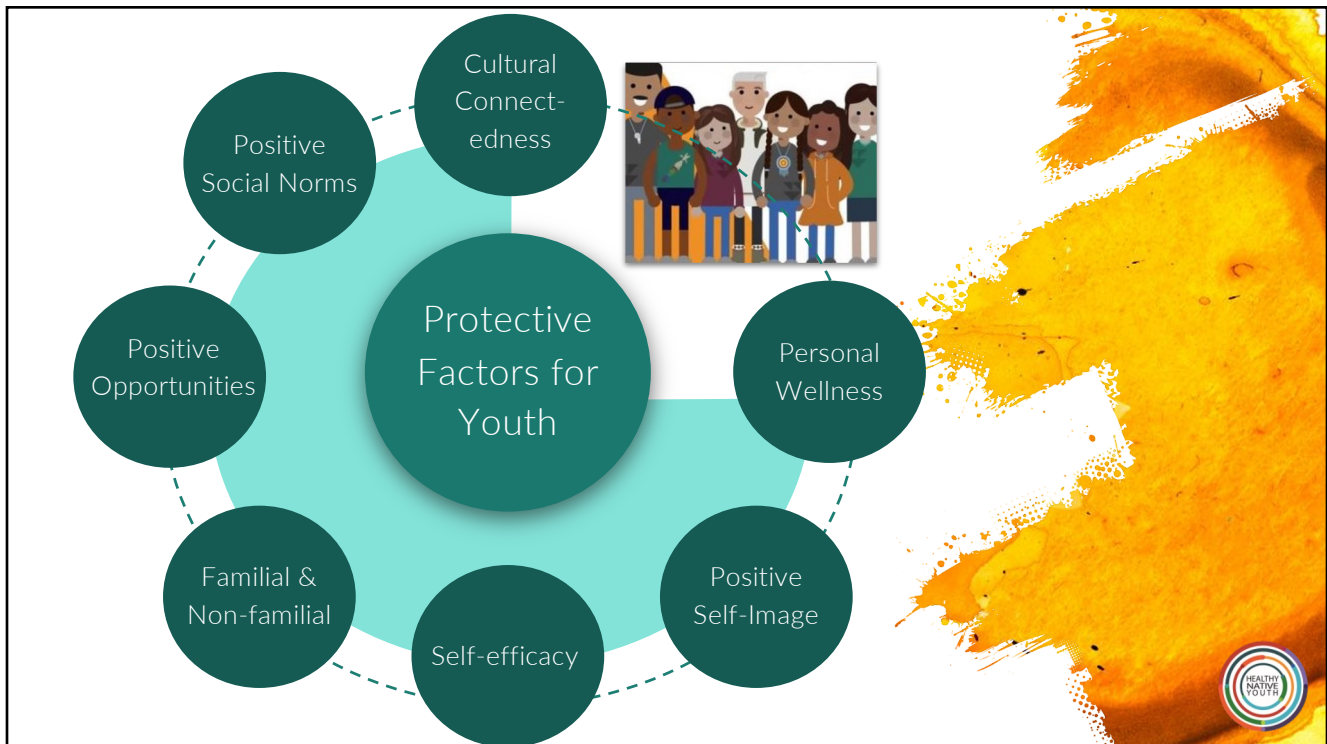
5

## Where we are going

- 1) Background of Social Marketing "Boot Camps"
- 2) Partnering with Topical Experts
- 3) Identifying Youth Groups/Communities
- 4) Finding the Right Medium
- 5) Youth Voice
- 6) Creation Time!
- 7) Final Products & Assets
- 8) Supportive Partner Resources

6

6



7

# 1. Background of social marketing bootcamps



8



## Purpose For Generation Indigenous

Host social marketing bootcamps to help Native Youth use social media to tell their own stories, which focused on:

- Suicide Prevention
- Bullying Prevention/Bystander Intervention
- Drug/Alcohol Prevention
- Cultural Pride/Resilience



## All efforts were youth-led and driven

9

### Suicide Prevention



10

## Bullying Prevention



11

## Drug/Alcohol Prevention



12



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## Purpose For Generation Indigenous

Overall:

- Hosted 19 virtual and in-person bootcamps
- Reached over **14 million people** across We R Native's website and social media channels over a 6 year span
- **ALL YOUTH LED**



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## Response Circles Project



NORTHWEST PORTLAND AREA  
INDIAN HEALTH BOARD  
*Indian Leadership for Indian Health*

~15

15

## 2. Partnering with Topical Experts



**STRONGHEARTS**  
Native Helpline  
1-844-7NATIVE



**NATIONAL  
INDIGENOUS**  
WOMEN'S RESOURCE CENTER

~16

16

### 3. Identifying Youth Groups/Communities



~17

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### 4. Finding the Right Medium



~18

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## 5 & 6. Youth Voice + Creation time!

**Topic:** Healthy Relationships

**Focus(s):**

- Female to male violence.
- What to do if your friend is in a unhealthy relationship.
- What to do if you witness intimate partner violence.

**Audience:** Their peers.

**Storyboard:**

- Male playing basketball with friends.
- Partner calls and calls but he doesn't pick up.
- She shows up at the courts and gets upset.
- He follows her out, friend follows, and he sees him get slapped.
- Friends seeks advice from Uncle, then approaches his friend.



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I deserve a healthy relationship



20

20



## 5 & 6. Youth Voice + Creation time!

**Topic:** Types of abuse youth see in their community.

**Focus(s):**

- Cultural Abuse
- Digital Abuse
- Financial Abuse

**Audience:** Their peers.

**Storyboard:**

- All 3 of these types of abuse were seen in their local community.
- Created 3 different scenarios for each one.
- Used different locations around their local community, which was important for them.



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22

## 5 & 6. Youth Voice + Creation time!

**Topic:** Raise Awareness for MMIWG.

**Focus(s):**

- Use statistics to educate on the issue.
- Reaction to hand print.
- Share their MMIWG shirt they designed with OXDX clothing.

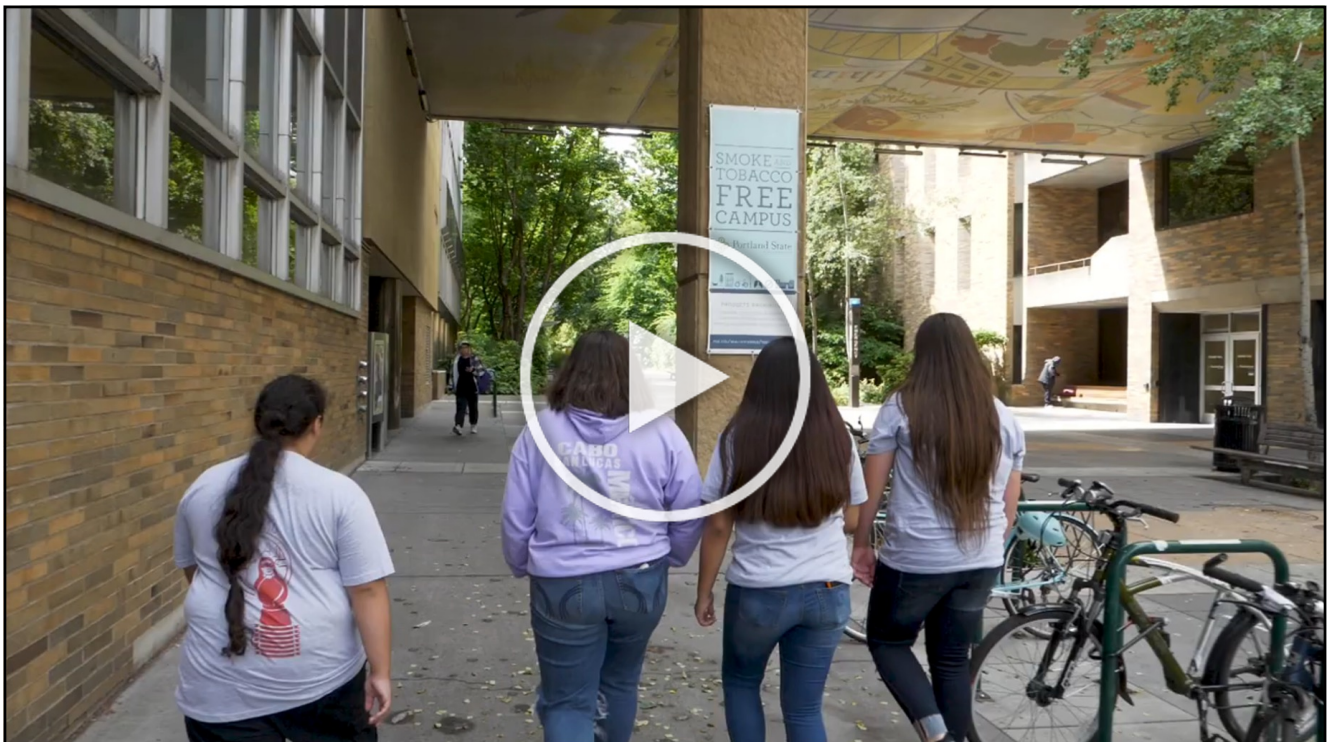
**Audience:** For all.

**Storyboard:**

- Paint hand on face and walk around downtown Portland for reaction shots.
- Have another youth sing their background song.
- Research statistics about MMIWG.



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## 5 & 6. Youth Voice + Creation time!

**Topic:** MMIW & Consent.

**Focus(s):**

- Raise awareness for MMIW.
- Share the message of consent in a relationship.
- Talk to their "younger self" to give advice.

**Audience:** Peers and those in relationships.

**Storyboard:**

- Pass a paper to make a connection (during COVID period).
- What would you tell your younger self about consent, relationships, and your body.



~25

25



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Search for lessons, subjects and videos

IMPLEMENTATION TOOLBOX   CURRICULA   TOOLS FOR PARENTS   COMMUNITY   RESOURCES

INTRODUCTION  
 WHERE DO I START?  
 THE BIG PICTURE

## Raising Healthy Native Youth

Through Culturally Relevant Health Education

<https://www.healthynativeyouth.org/>


**ENGAGING. RELEVANT. EFFECTIVE.**

HealthyNativeYouth.org contains health promotion curricula and resources for American Indian and Alaska Native youth. The curricula housed on our site promote positive youth development, embrace cultural teachings, and demonstrate evidence of effectiveness.

This site is designed for tribal health educators, teachers, and parents.

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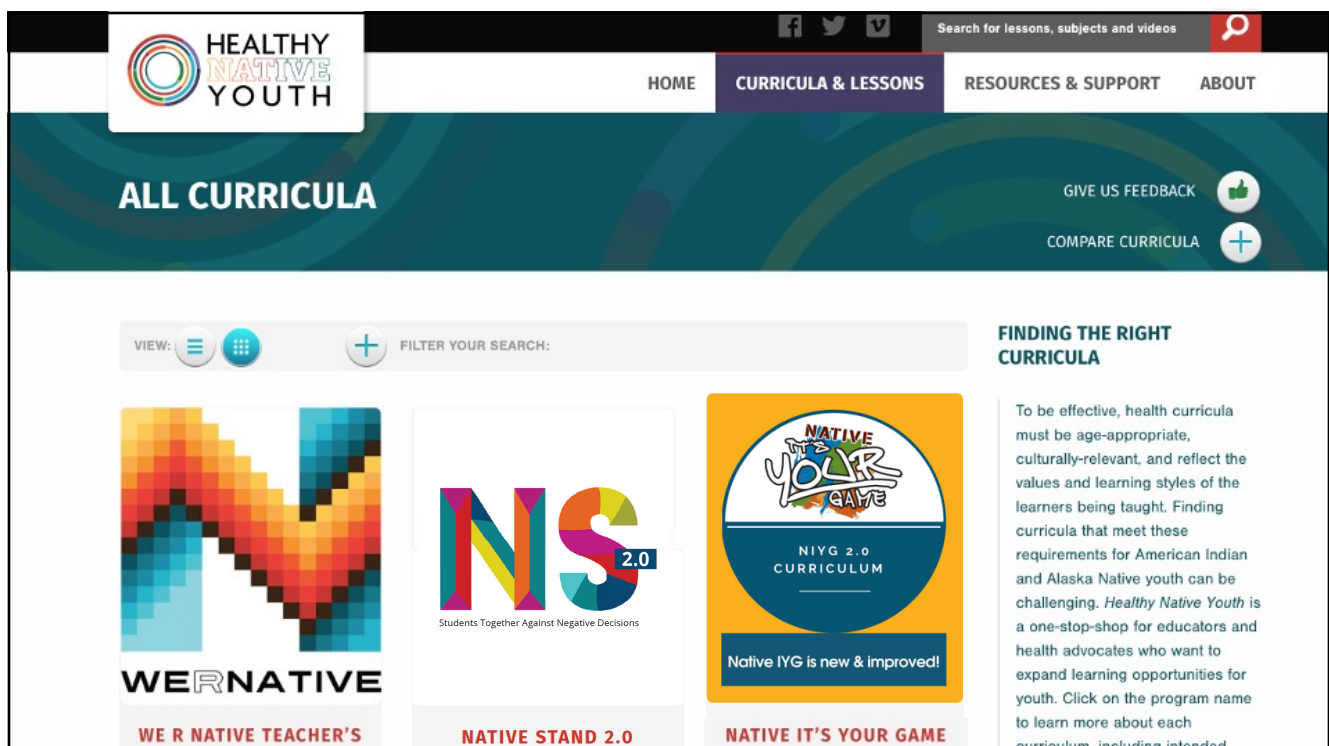


## Find Curricula on Healthy Native Youth

- ❖ Filter & Compare Tool
- ❖ All Materials Needed to Implement
- ❖ Enhancement Activities
- ❖ Array of Resources & Support
- ❖ Community of Practice
- ❖ Tools for Parents & Caring Adults
- ❖ Monthly e-Newsletter
- ❖ Upload & Submit Your Own Curricula
- ❖ Training & TA

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HEALTHY NATIVE YOUTH

HOME CURRICULA & LESSONS RESOURCES & SUPPORT ABOUT

ALL CURRICULA

GIVE US FEEDBACK

COMPARE CURRICULA

VIEW: [icon] [icon] FILTER YOUR SEARCH: [icon]

**WERNATIVE**  
WE R NATIVE TEACHER'S

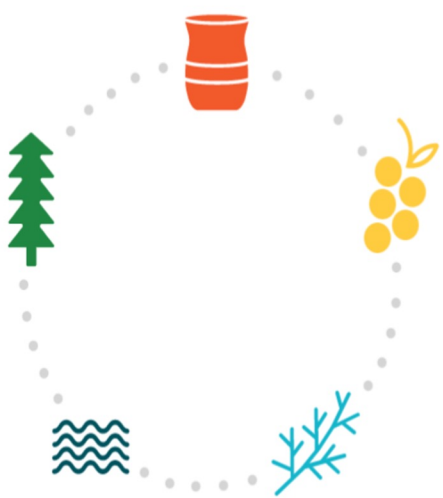
**NATIVE STAND 2.0**  
Students Together Against Negative Decisions

**NATIVE IT'S YOUR GAME**  
NIYG 2.0 CURRICULUM  
Native IYG is new & improved!

**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

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## Get Tools From Our Implementation Toolbox

As a member of your community, you already know a lot about what your community needs to better support youth. Other members of your community – like youth, parents, teachers, youth advocates and school counselors – also have important perspectives and are vital decision-makers and champions when you select and implement a health ed curriculum.

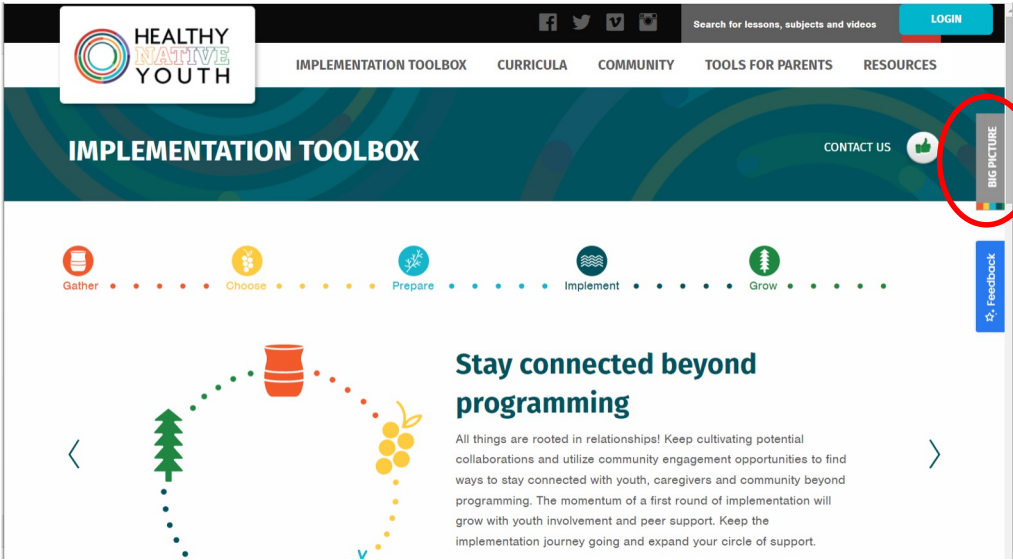
The steps and tools in the Implementation Toolbox will help walk you through important phases in the planning process with ready-to-go templates, tips, examples, and words of encouragement.

[Start From the Beginning](#)      [Find Your Best Starting Point](#)

[See the Big Picture](#)



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HEALTHY NATIVE YOUTH

IMPLEMENTATION TOOLBOX CURRICULA COMMUNITY TOOLS FOR PARENTS RESOURCES

SEARCH FOR LESSONS, SUBJECTS AND VIDEOS LOGIN

IMPLEMENTATION TOOLBOX CONTACT US

**BIG PICTURE**

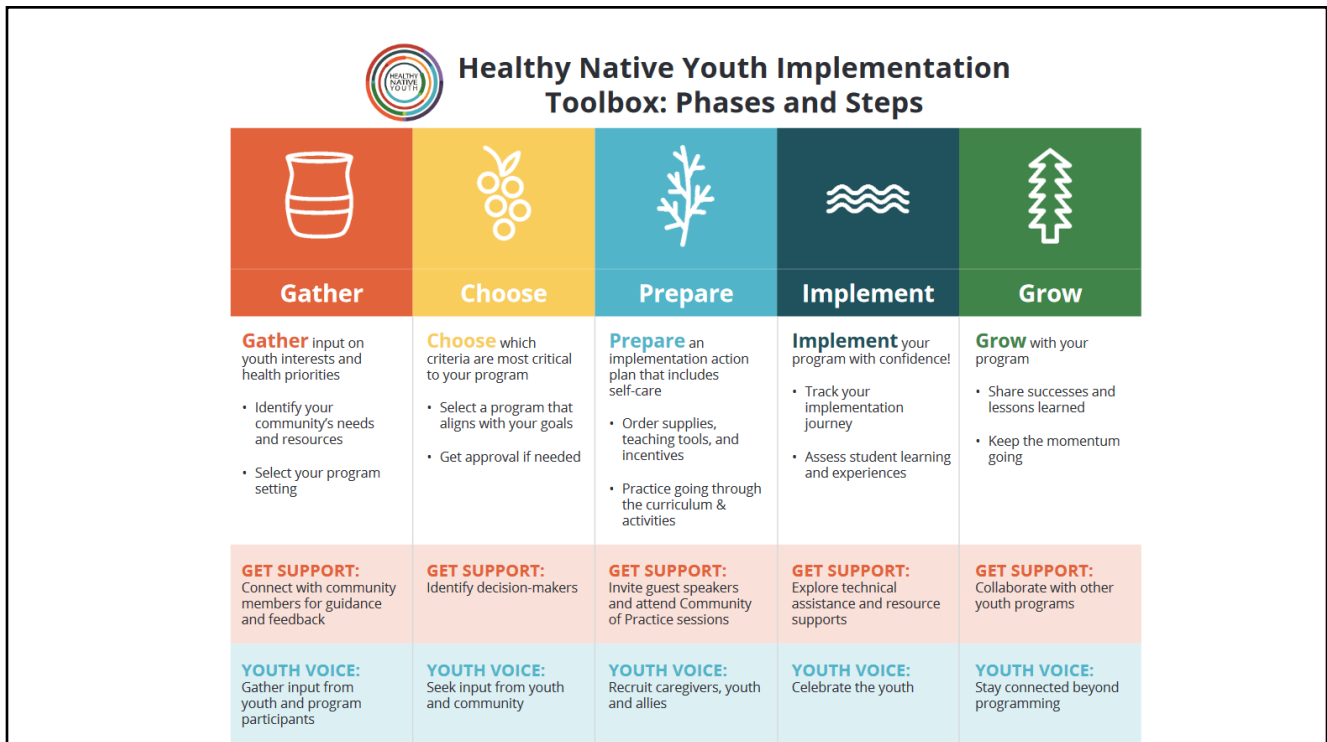
Feedback

**Stay connected beyond programming**

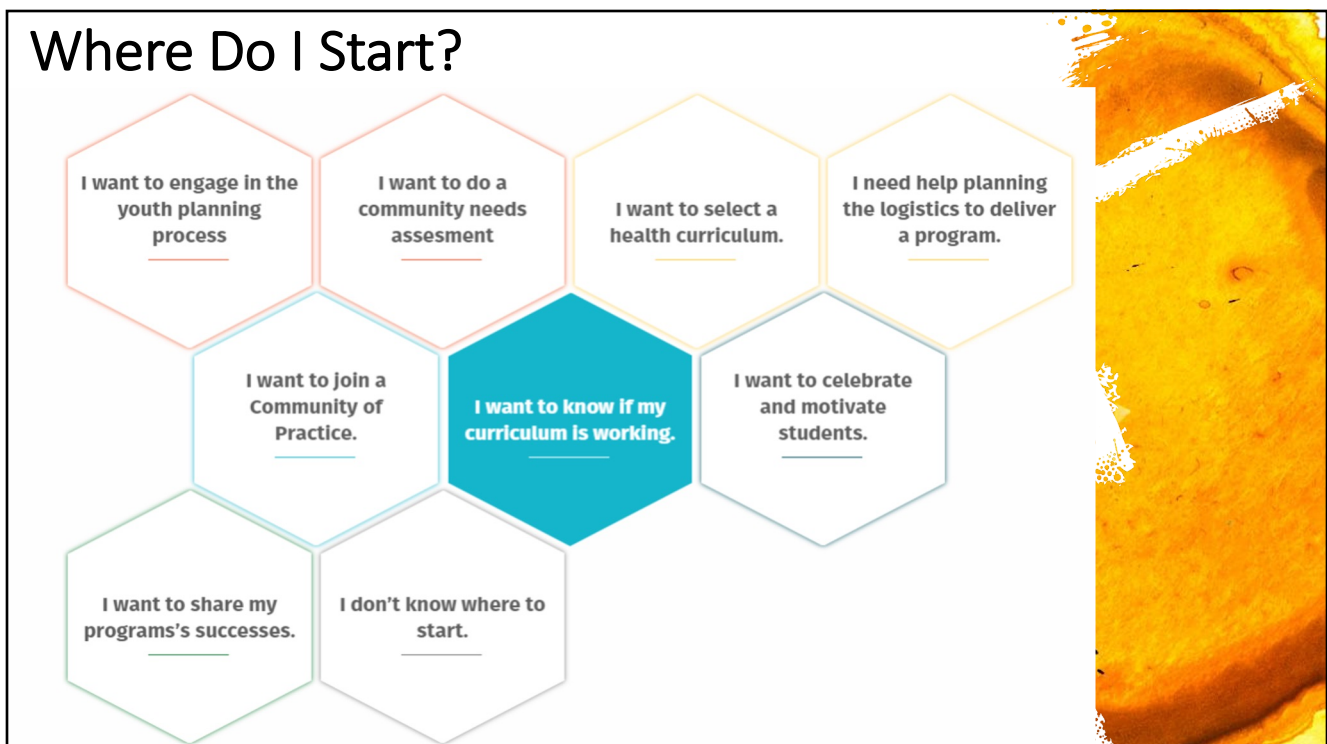
All things are rooted in relationships! Keep cultivating potential collaborations and utilize community engagement opportunities to find ways to stay connected with youth, caregivers and community beyond programming. The momentum of a first round of implementation will grow with youth involvement and peer support. Keep the implementation journey going and expand your circle of support.

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## The Big Picture

Where do I start?


 **Gather** 

**Get support:** Connect with community members for guidance and feedback. [Learn more](#) 


---

Gather input on youth interests and health priorities. [Learn more](#)


---

Identify your community needs and resources. [Learn more](#) 



---



Select your program setting. [Learn more](#) 



---



**Youth voice:** Gather input from youth and program participants. [Learn more](#) 

---

 **Choose** 

 **Prepare** 

 **Implement** 

 **Grow** 

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### Template: Identify Youth & Community Partners Map

#### GATHER Identify Youth Advocates and Community Partners



**Get Support:** This is a resource that can help you identify community partners and key decision-makers that can help support the delivery and implementation of your program. These partners may have resources or contributions beyond what you can think of, so stay open to learning about what they are doing and how they want to work together.

**Instructions:** In the left column, brainstorm potential and existing partners that can support your work. Include actual names or organizations, if you know them. There are a few categories written in to get you started and a few "Other" spaces that can be used for partners that don't fit into the other boxes. In the right column, list ways these partners can support or participate in your programming.

#### Youth Advocates and Community Partners

Who can support the program?

How can they support the program?



Youth:



Families & Relatives:



Tribal Departments:



Decision Makers:  
Health committee,  
Tribal council



Schools: School  
Board, Principal,  
Teachers



Clinic & Health Staff:




Community Orgs:



Other:




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Template: [Letter of Support \(for educator & site\)](#)

Template: [Memorandum of Agreement](#)



**MEMORANDUM OF AGREEMENT**

Between  
[School or Organization Name]  
And  
[Tribe or Partner Name]

---

**I. PURPOSE**  
This Memorandum of Agreement (MOA) is made between the [School or Organization Name] and the [Tribe or Partner Name]. The purpose of this MOA is to delineate the responsibilities of each party to implement the [Program Name].

**II. GENERAL INFORMATION**  
The [Program Name] is... [Add a few sentences about the program you selected. You can find this information on the Healthy Native Youth website.].

**III. SCOPE**  
This Agreement constitutes the entire agreement between the parties and supersedes any previous agreement between the parties regarding the [Program Name]. It is agreed that this agreement is not intended and shall not be construed to create the relationships of agent, servant, employee, partnership, joint venture or association between the [Tribe/Partner Name] and [School/Organization Name].


By entering into this agreement, the [School or Organization Name] agrees they shall [What is the agreement? Allow program activities to take place? List here], in compliance with stated program objectives outlined herein.

In addition, as partners in the delivery of this curriculum, they will [List any additional duties or requirements here].


**IV. ARTICLES OF AGREEMENT**

1. The [Tribe or Partner Name] will:

a. [List duties or other requirements here]




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# Stories From the Field

**Stories from the Field**



**Michelle Singer**

Oregon

Michelle Singer (Navajo), Healthy Native Youth Project Manager, shares her words of encouragement to inspire caring adults to support Native youth by selecting and implementing culturally-relevant programs.

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## 2021-22 Community of Practice Lineup

Date	Title	Description
December 8, 2021	<i>Set the Stage for Program Success</i>	Our Elders have taught us the importance of the gathering season; to prepare and maintain us throughout the year, setting a strong foundation to create ease and success for the future.  Join the HNY crew to talk about how to GATHER and process community and youth input on health priorities and interests to set the stage for program success.
January 12, 2022	<i>Pickers Can be Choosers: Choosing a Program</i>	You have gathered youth and community feedback to identify health priorities, resources and needs. Now you are ready for the CHOOSE phase!  Let the HNY crew help choose critical criteria for program selection, getting approval, and tips for involving youth in the selection process. Hear from program developers on Native youth programming: We R Native, Native STAND, Native WYSE Choices, Native It's Your Game.
February 9, 2022	<i>Thrive in the Spaces we Create</i>	Help Native youth build affirmative, inclusive, FUN and creative spaces together using Indigenous leadership and peer mentoring approaches.  Hear how Native youth are using creative expression to positively process emotions to thrive in their spaces. Come learn how you can help youth in your community do the same.



### Set the Stage for Program Success

**Dec 8  
90-minutes**

**START TIMES:**  
9:00 AM AK  
10:00 AM PST  
11:00 PM MST  
12:00 PM CST  
1:00 PM EST

**How to Join**  
1. Sign up for the event  
2. Add the event to your calendar  
3. Join the event on the day of the event

**Text "Healthy" to 97779**



*Shanda Gustin  
(Tune Red)*

Contact us

agustin@hny.org  
hny@hny.org

www.hny.org  
Text HEALTHY to 97779

We welcome you to join the Healthy Native Youth Community of Practice: monthly virtual gatherings that include new resources and opportunities to engage with topical experts and others!

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## Youth Support



In crisis? Connect 24/7...

**CRISIS TEXT LINE**  
Crisis Text Line  
Text: NATIVE to 741 741  
WhatsApp



National Suicide Prevention Lifeline  
Call: 1-800-273-TALK  
Chat

### Abuse & Sexual Assault

**StrongHearts Native Helpline**  
Call, text, or chat 24/7  
1-844-7NATIVE (762-8483)  
Chat

**National Sexual Assault Hotline**  
Call (24/7): 1-866-331-9474  
Text: LOVEIS to 22522  
www.loveisrespect.org

**National Teen Dating Abuse Helpline**  
Call (24/7): 1-866-331-9474  
Text: LOVEIS to 22522  
www.loveisrespect.org

**Childhelp National Child Abuse Hotline**  
(24/7): 1-800-4-A-Child (422-4453)

### Drugs, Alcohol & Tobacco

**National Institute on Drug Abuse for Teens**  
Call: 1-800-662-HELP  
Get 24/7 Support  
Text: DITCHVAPE to 88709

**Truth: Smoking, Vaping, and Opioids**  
Get 24/7 Support  
Text: DITCHVAPE to 88709

**Get the Facts About Drugs**  
Just Think Twice  
Call: 1-855-378-4373  
Text: 55753

**National Drug Information Treatment & Referral Hotline**  
Call: 1-800-662-4357

### Mental Health

**Mental Health America**  
Call: 1-800-969-6642  
Text: MHA 741 741

**Teens Helping Teens**  
Call: 1-800-852-8336  
Text: TEEN to 839 863

**We R Native: My Mind**  
Ask Auntie & Uncle  
Text: CARING to 65664

**National Hotline: Reach Out & Get Help**  
Call: 1-800-448-3000  
Text: VOICE to 20121

**Caring Messages - to remind you of how awesome you are!**  
Text: CARING to 65664  
Text: COLLEGE to 65664

PAGE 1

CLICK ON THE LOGOS TO GO TO RESOURCE

<https://www.wenative.org/wp-content/uploads/Youth-Support-Resources.pdf>

## Youth Support



PAGE 2

### Relationships & Dating

**StrongHearts Native Helpline**  
Call, text, or chat 24/7  
1-844-7NATIVE (762-8483)  
Chat

**Love is Respect**  
Call (24/7): 1-866-331-9474  
Text: LOVEIS to 22522  
www.loveisrespect.org

**That's Not Cool**  
Healthy Relationships, Online & Off  
Call (24/7): 1-866-331-9453

**We R Native: My Relationships**  
Ask Auntie & Uncle

### Sexual Identity - 2SLGBTQ+

**Paths (Re)Membered Project**  
Text: 2SLGBTQ to 97779

**Native Youth Sexual Health Network**

**The Trevor Project**  
Call (24/7): 1-866-488-7386  
Text: START to 678 678  
Chat

**It Gets Better Project**  
Embrace the Journey

### Sexual Health

**Planned Parenthood**  
Call: 1-800-230-7526  
Chat: Ask.Bee  
Find a Clinic

**We R Native: Sexual Health**  
Text: SEX to 97779  
Ask Auntie & Uncle

**I Know Mine**  
Ask Nurse Lisa  
I Want the 1st & Older  
Condoms (All mailing only)

**It's Your Sex Life**  
Love Chat

**Bedidder**

**Get Yourself Tested #GYT**  
Find a clinic near you

**Trans Life**  
Call: 1-877-565-8860

**Human Trafficking Hotline**  
Call (24/7): 1-888-373-7888  
Text: HELP to 333 733  
www.humantraffickinghotline.org

### Bullying

**Stopbullying.gov**  
What Teens Can Do  
What Adults Can Do

**Cyberbullying Resources for Youth**  
Report Cyberbullying

**We R Native: Bullying Prevention**  
Ask Auntie & Uncle

### Find Help Near You

**SAMHSA** - Zip code locator for a treatment center closest to you

**MHA** - Zip code locator for a clinic closest to you

CLICK ON THE LOGOS TO GO TO RESOURCE

### Text Message Campaigns

**Text: NATIVE to 97779**  
For health & wellness tips

**Caring Messages** - to remind you of how awesome you are!  
Text: CARING to 65664 (ages 13-24)  
Text: COLLEGE to 65664 (college youth)

**Text: SEX to 97779**  
Get tips and resources to protect your sexual health

**Text: LGBTQIES to 97779 or ALLY to 97779**  
Native, Two-Spirit, LGBTQ+ #BornSecred

**Text: STEM to 97779**  
For inspiration and motivation on your journey in health, technology, engineering or math

**Text: FITNESS to 97779**  
For inspiration and motivation to conquer your personal wellness goals and you could win fitness gear or a fitbit!

TIP: SIGN UP FOR ONE CAMPAIGN AT A TIME. OTHERWISE YOUR MESSAGES WILL GET ALL MIXED UP AND THAT'S NO FUN!

### We ALL need Help...

...at different points in time. Every single one of us! Trust your gut and...

**Share** - any concerns you have

**Talk** - with someone you can trust

**Report** - if you're worried about someone



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## For Adults & Caring Adults: Text “EMPOWER” to 97779

- ★ Tips & Resources for Talking to Youth About Sexual Health
- ★ Need some help getting the convo started?

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## HEALTHY NATIVE YOUTH MONTHLY NEWSLETTER

### Healthy Relationships

In observance of Teen Dating Violence Awareness Month, we've included resources that will help you promote [healthy relationships](#) and deliver sexual health programming to youth in your community, virtually and in-person.

### Healthy Native Youth Spotlight

**Curriculum: I Know Mine**

The [Safe in the Village](#) program is designed to start conversations about healthy relationships with Alaska Native youth. The

### Lesson Enhancement: Two Spirit, LGBTQ and Sexual Identity

In response to requests from Native youth, Western States Center partnered with the Affiliated Tribes of Northwest Indians, the Center for Native American Youth, and Native Youth Leadership Alliance to develop a resource toolkit. This toolkit is written to support Native youth, tribal communities, Two-Spirit and Native LGBTQIA+ collectives, community leaders, and partners who intend to better understand and support our Two-Spirit and LGBTQIA+ communities. Download the guide here: [Indigenizing+Love+Toolkit+Youth](#)



### Resources for Parents and Caring Adults: Talking is Power!

Join **Talking is Power**, a weekly text messaging series for parents and caring adults. We know talking to teens about sensitive topics is never easy, but it's important to talk to them openly and honestly. Text the word “**EMPOWER**” to 97779 and you'll receive culturally appropriate tips and resources, covering sexual health, pregnancy, STDs, and consent!

- Text “**EMPOWER**” to 97779
- Access all of the campaign's tips and tools [HERE](#). Share the campaign on your social media channels.



### Community of Practice: Connecting our Past to our Present Re-traumatization


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**Sign up for the  
*Healthy Native*  
Youth Newsletter!**

Stay up to Date with the Latest...



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## Final thoughts and key takeaways:

- Youth have amazing ideas and it is our collective responsibility to foster and nurture these ideas.
- Trust the youth. They know what they want to say & can handle it.
- Try to will all your power to make their ideas come to fruition.
- Remember, it's their project, NOT yours.

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*Healthy Native Youth, We R Native and Paths Remembered Projects are all funded by the Indian Health Service HIV and behavioral health programs. This work is also supported with funds from the Secretary's Minority AIDS Initiative Fund.*



**NORTHWEST PORTLAND AREA  
INDIAN HEALTH BOARD**  
*Indian Leadership for Indian Health*

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**CC Hovie,**  
Communications Manager  
Anishinaabe Ojibwe  
(Sault Ste. Marie Tribe of  
Chippewa Indians)

[ehovie@strongheartshelpline.org](mailto:ehovie@strongheartshelpline.org)

612-418-0876

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**STRONGHEARTS**

Native Helpline

**1-844-7NATIVE**

[strongheartshelpline.org](https://strongheartshelpline.org)  
[info@strongheartshelpline.org](mailto:info@strongheartshelpline.org)



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## **StrongHearts Native Helpline**

### **Our advocates provide:**

- Peer-to-peer support and crisis intervention
- Assistance with safety planning
- Information and education about healthy relationships
- Referrals to specific Native-centered services

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## **StrongHearts Native Helpline**

### **What to Expect When Reaching Out**

- **Know that you are not alone.**
- **Every communication is confidential and anonymous.**
- **What brings you to reach out?**

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## **StrongHearts Native Helpline**

- **We offer support by exploring options.**
- **What else can StrongHearts do to help?**
- **This is your time. We are here for you.**

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## StrongHearts Native Helpline

### Educational Articles on our Website

- × Online Dating Safety and How to Recognize Red Flags
- × 6 Common Tactics of Teen Dating Sexual Coercion
- × Why Do People Abuse
- × Recognizing Dating Violence
- × Suicide and Domestic Violence
- × Healthy Relationship Quiz

### Personal stories

- × When Dating Turns Violent
- × Reclaiming My Power

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## StrongHearts Native Helpline

Please like, follow and share our messages!  
Search @StrongHeartsDV

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn



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