

# Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

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October 10, 2024

1:00 pm – 3:00pm

# Welcome

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- Blessing
- Introductions
  - Tribal elected officials
  - Tribal health leaders
  - UIHPs/Urban Health Organizations
  - State staff

# Opening Remarks Tribal Campaign Updates

# Youth Opioid/Fentanyl Education and Awareness Campaign Updates and Review

Lucilla Mendoza, HCA & Megan Hathaway, Desautel-  
Hege (DH)



# FOR OUR LIVES

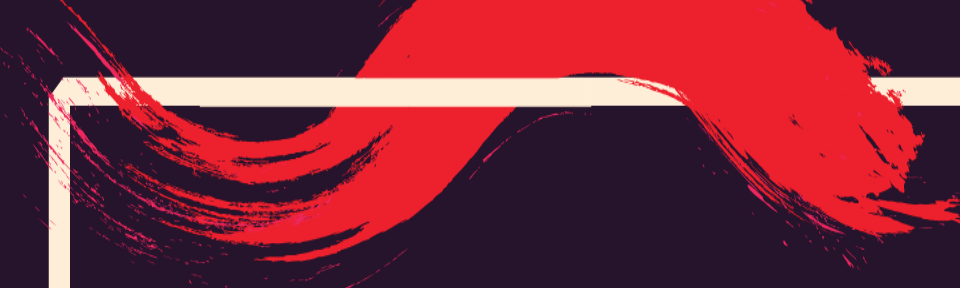
## Acting now to end overdose

Native Youth Overdose Prevention | October Update



# Approach

- Phased campaign approach:
  - **Phase 1:** Adapt and expand existing materials (August-October). Initial, mini youth toolkit available in October.
  - **Phase 2:** Listening, research and development (September-March)
  - **Phase 3:** Implementation of new materials and launch of full youth toolkit (~March-June)



**Phase 1:  
Adapt and expand existing  
materials**

# Adapt and expand existing materials

- Update reading level of age-appropriate FOL materials
  - Custom materials for young people already exist at the request of Tribes, Native-serving organizations, school districts including:
    - ending overdose materials
    - anti-stigma materials
    - pocket card (signs of overdose and how to use naloxone/Narcan)
    - small collateral (buttons, stickers, pop sockets, social media graphics)
- Develop small set of 1-2 new materials specifically for youth for immediate availability
  - Informed by discussions with prevention and harm reduction coordinators, other professionals working with youth (STA, NPAIHB, UIATF, etc)
  - Note that new photos will be available with the full launch of the toolkit in the Spring









**“ I want my sisters to have the best life they can. ”**

Tori Denison (center) | Spokane Tribe of Indians

**Fentanyl** is taking Native lives. We are **taking action.**

-  We are talking about the **unpredictable drug supply.**
-  We are carrying **naloxone** (also called Narcan).
-  We are finding **culturally grounded** treatment and recovery.

**FOR OUR LIVES**  
ForNativeLives.org

 Learn Tori's story. She and her sisters Clara and Sophie Denison showed up regularly at school meetings after their mom died of an overdose.

 **Muckleshoot Behavioral Health Program**  
1703 SE 190th St, Auburn WA 98002  
(253) 834-8762  
After hours: (253) 290-2824



**ENDING OVERDOSE**

**FOR OUR LIVES**

**We are acting now to prevent overdose from fentanyl.**

**Learn how to help.**



**“ Living with addiction, sticking with recovery — that takes strength. ”**

Dakota Ford | Spokane Tribe of Indians

**Stigma** tells stories that harm us. **We are telling stories that heal.**

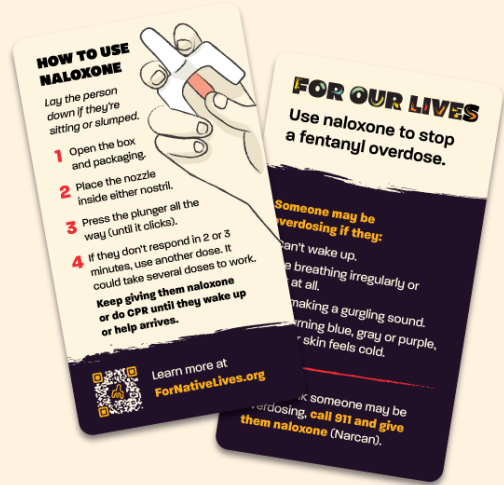
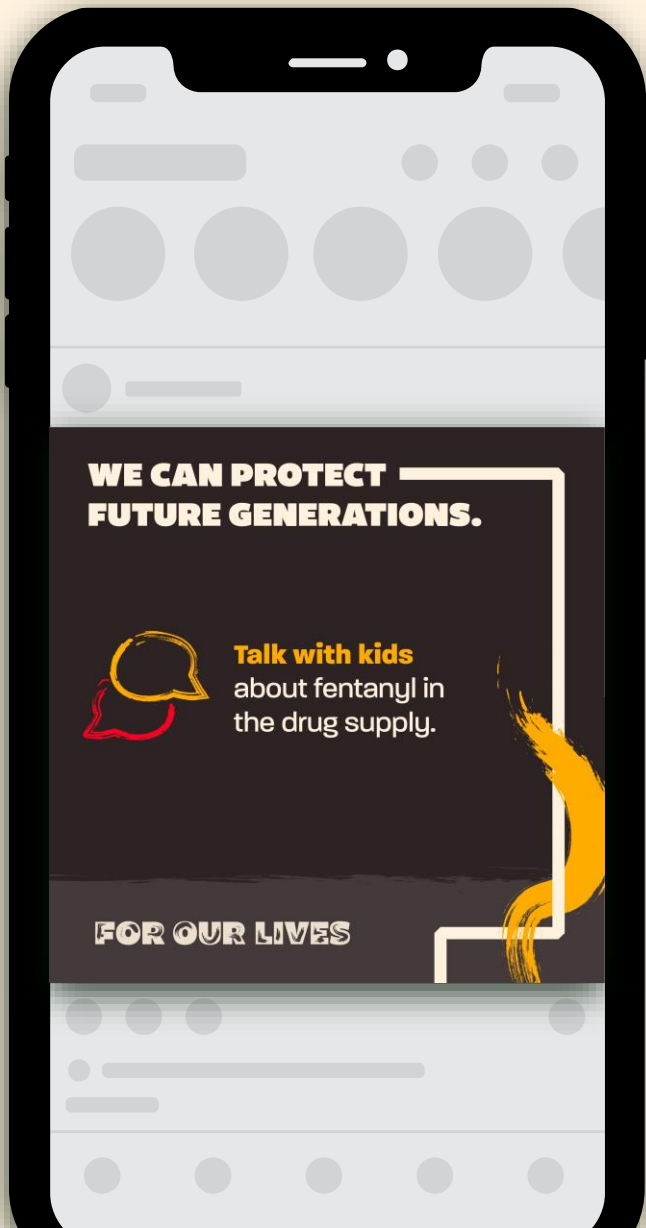
The way we talk about treatment tells a story that others take to heart. All it takes to change a story is one word.

For Dakota, the word is strength.

He says his strength comes from inside, but also from others. His mom, his dad, his friends and relatives who check on him — when people show they care, that gives him strength to stay in recovery.



 **FOR OUR LIVES**  
ForNativeLives.org/story





# Recommended materials

- Tool to help youth 1) understand the basics of fentanyl and 2) understand how to identify the signs of overdose and how to use naloxone
- Tool to help adults start a conversation about substance use and a way to facilitate practicing refusal skills with youth
- Small items that kids will enjoy wearing or using (stickers, buttons, beanies, etc) and connect with visually

## FENTANYL BASICS

### PLAN AHEAD TO HELP YOURSELF AND OTHERS.



#### Practice ways to turn down drugs in the future.

You can make an excuse or suggest doing something else — you have options and control over whether you use.



#### Learn the signs of a fentanyl overdose and what to do.

Anyone can carry and learn to use **naloxone** (also called Narcan), which can reverse an overdose and save a life.

Find out more at [ForNativeLives.org/overdose](https://ForNativeLives.org/overdose).

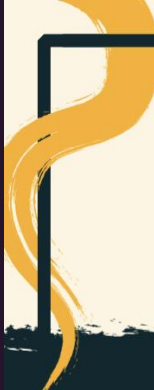


# FOR OUR LIVES

Knowing the facts helps keep us safe from fentanyl.

Rack card back

Rack card front



## **FENTANYL IS STRONG AND ADDICTIVE.**

By knowing how it works,  
we can help protect  
ourselves and others.



Drugs are  
**unpredictable**  
and always  
changing.

Any drug that you didn't get directly from  
a pharmacy could have fentanyl in it. A tiny  
amount can lead to addiction or cause overdose.

Fentanyl sold on social media or the street can  
look like real pills, and it's commonly mixed into other  
drugs. No one can see, taste or smell fentanyl in pills,  
powder, or any other form. If it's present, there's no  
way to know how much.



Fentanyl  
**changes**  
your brain.

It's an opioid many times stronger than heroin  
or "oxy." When someone uses fentanyl, it can  
change how their brain works, and they need  
more and more to feel normal. Addiction happens  
faster than many people expect.



A tiny amount  
**can cause**  
overdose.

A dose of fentanyl as tiny as a few grains of salt can  
cause someone to overdose. Their breathing and heart  
slow down too much. They can die if they don't get  
medical help right away. Learn the signs of overdose  
and what to do at [ForNativeLives.org/overdose](https://www.ForNativeLives.org/overdose).

Rack card  
inside, left

Rack card  
inside, right

## Carrying naloxone can save lives.

Anyone can carry naloxone, also called Narcan, and use it to reverse a fentanyl overdose to save someone's life. Young people can learn what an opioid overdose looks like, call 911, and use naloxone to reverse an overdose.

Under Washington law, they won't face drug-possession charges — even if there are drugs present — when they call for help to save a life. Many tribes have similar laws.



## Talking with young people about fentanyl helps to protect them.

Young people have different levels of knowledge or experiences related to fentanyl. Some have none. As parents and other caring adults in kids' lives, we can provide information and support to help protect them.

Adjust your conversations based on the child's age and experiences. But no matter what, it's important to give them honest information and tell them you're there for them.

**FOR OUR LIVES**



Learn the signs of overdose and where to get naloxone at [ForNativeLives.org/overdose](https://ForNativeLives.org/overdose).



Conversation guide, back

Conversation guide front

Conversation  
guide inside,  
left

## Listen, be honest, and keep checking in.

### **You can talk about fentanyl anytime.**

It doesn't have to be the "right time" — just a time when you both can focus, like during a meal or a car ride.

### **You could ease into it with a question, like "Can we talk about something that's on my mind?"**

Or, with some kids, a direct approach might work best, like: "We should talk about fentanyl, because we're seeing it hurt people in our community (or tribe or family)."

### **Ask them if they feel like sharing what they know and what questions they have.**

Listen to them. Answer their questions honestly.

### **Avoid judging kids, their friends or their relatives.**

People shut down when they feel judged or defensive of people they love.

### **Remind them they're strong and able to make their own decisions.**

They have control over whether they use substances, including fentanyl.

### **Let them know you care about them.**

Remind them you'll be there to support them.

### **Keep checking in.**

Ongoing short conversations can work better than one "big talk."

## Share information they need to know.

### **Fentanyl is in the drug supply.**

It's invisible, and you can't taste, smell, or see it.

### **Fentanyl is commonly mixed with other drugs sold on social media and on the street.**

It can be mixed with heroin. It can be in fake pills that look like oxycodone (oxy), Percocet, Adderall, or Xanax. It can be in other drugs. Sometimes people don't know they're taking it.

### **A tiny amount of fentanyl can cause a fatal overdose.**

A tiny amount of fentanyl can cause a fatal overdose. Anyone can learn the signs of overdose and learn to use naloxone to save a life at [ForNativeLives.org/overdose](https://www.fornativelives.org/overdose).

### **There's no safe way to get illegally made fentanyl, even if it's from someone you trust.**

No matter where people get illegal pills, powders, or drugs in any form, they can overdose. If one pill doesn't cause an overdose, the next one could.

### **Fentanyl is a powerful and addictive opioid — far stronger than heroin or oxy.**

Many people get addicted faster than they expect.

### **Opioid misuse often starts with people using**

Conversation  
guide inside,  
right



**Thoughts and feedback?**

Email Megan: [meganh@wearedh.com](mailto:meganh@wearedh.com)



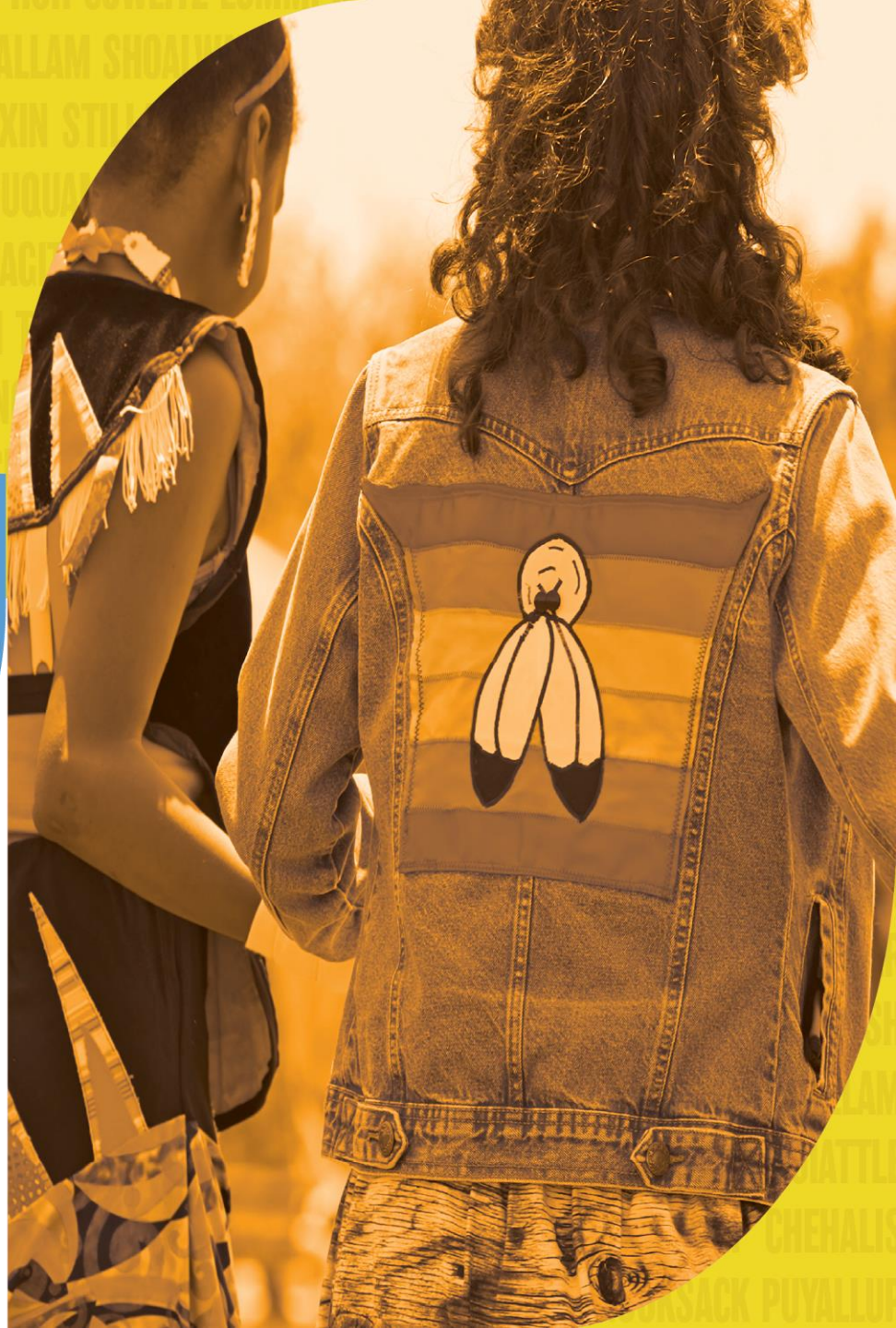


# Department of Health (DOH) Native and Strong Tribal Suicide Prevention Media Campaign Updates

Cortney Yaholar and Rochelle Hamilton, Kaufman  
and Associates

# Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

October 10 | 1–3 p.m.



**NATIVE &  
STRONG** | **Connection is  
Prevention**

# Partners



**KAUFFMAN**  
AND ASSOCIATES INCORPORATED

**NATIVE &  
STRONG**



**Connection is  
Prevention**



## What is the Native and Strong Campaign?

The Native and Strong Campaign is a media campaign designed to inform and educate tribal communities about suicide prevention and advance Native American suicide prevention efforts across Washington state. We know that culture heals and this campaign centers around what we have always known as Native people—

**Connection is Prevention!**





# Priority Population

2024–2025

- Native Youth
  - Two Spirit and LGBTQIA2S+
  - Native Veterans
- 
- 



**How does seeking help show strength?**

# What have we accomplished?

## New Style Guide and Branding

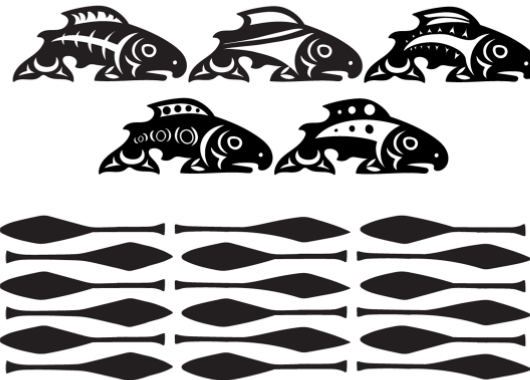
### Typefaces

Brandon Grotesque Thin	Raritas Thin
Brandon Grotesque Light	Raritas Extra Light
Brandon Grotesque Regular	Raritas Light
Brandon Grotesque Medium	Raritas Regular
Brandon Grotesque Bold	Raritas Medium
Brandon Grotesque Black	Raritas Semibold
	<b>Raritas Bold</b>
	<b>Raritas Extrabold</b>
	<b>Raritas Black</b>

### Palette



### Design Elements



### Styles

## Heading 1 (Raritas)

## Heading 2 (Brandon Grotesque)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation (Brandon Grotesque Light)

### Heading 3 (Raritas)

- Lorem ipsum
- Dolor sit amet

Heading 4 (Brandon Grotesque)

### Pattern




# What have we accomplished?

## Dear Tribal Leader Letter

- September 4, 2024

## Media Buys


- Digital
  - Social media
    - Had over 6 million impressions
    - Snap Chat and YouTube
  - Banner ads
- Radio
  - Contracted with radio stations in eastern and western Washington to cover the entire state



Thoughts of suicide can be a hidden burden for anyone.

Connection is prevention.

Call 988 or visit [NativeAndStrong.org](https://NativeAndStrong.org).





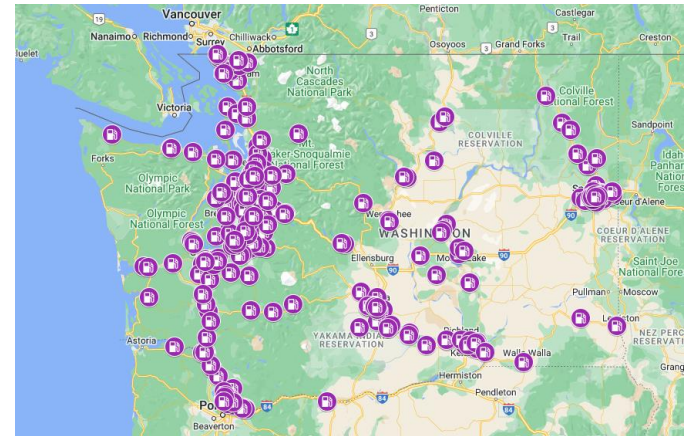
# What have we accomplished?

## Digital Gas Toppers

- Located throughout the state, as shown in the map

## Gas Pump Toppers

- Placed in high AI/AN population concentrations
- 2.5 million impressions



# What have we accomplished?

## Print

- Newspapers and local tribal newsletters are a way to capture attention of those who do not engage with digital platforms
- Have print coverage in all Washington State Homeland Security Regions
- Tribal newsletters
- Magazine publications

### Washington State Homeland Security Regions

Note: These coincide with Local Health Regions for Public Health Emergency Planning and Coordination



<b>Region 1:</b> Snohomish County	<b>Bill Chae</b>	3509 109th Street Southwest, Everett, WA 98204	(425) 388-5061
<b>Region 2:</b> Kitsap County	<b>Anna Sandstrom</b>	911 Carver Street, Bremerton, WA 98312	(360) 307-5878
<b>Region 3:</b> Thurston County	<b>Patricia Fales</b>	2703 Pacific Avenue SE, Suite B, Olympia, WA 98501-2036	(360) 754-3360
<b>Region 4:</b> Clark County	<b>Steve Schreiber</b>	710 West 13th Street, Vancouver WA 98660-2810	(360) 737-1911 x3950
<b>Region 5:</b> Pierce County	<b>Tom Burrows</b>	2501 South 35 <sup>th</sup> Street, Tacoma, WA 98409-7405	(253) 796-6595
<b>Region 6:</b> King County	<b>Heather Kelly</b>	3511 NE Second, Renton, WA 98056	(206) 205-4066
<b>Region 7:</b> Grant County	<b>Sam Levine</b>	3953 Airway Drive NE, Bldg #4, Moses Lake, WA 98837	(509) 762-1462
<b>Region 8:</b> Franklin County	<b>John Schae</b>	502 Boeing Street, Pasco, WA 99301	(509) 546-5845
<b>Region 9:</b> Spokane County	<b>Tom Mathers</b>	1618 N. Rebecca, Spokane, WA 99217	(509) 477-7607
<b>State Homeland Security Coordinator</b>	<b>Mark Borremans</b>	Building 20, MS. TA-20, Camp Murray, WA 98430	(253) 512-7083






## What support is available for our campaign?

- Website
  - Online toolkit with downloadable resources
  - Technical assistance is available
- 





## **Call to Action: Tribal Leaders and Tribal Serving Organizations**

- Use the Native and Strong messaging
  - Reach out and for support, use technical assistance services with new and existing local awareness campaigns
- 





## **Call to Action: Recruit for Community Advisory Group**

KAI is recruiting a community advisory group to provide input and guidance to the Native and Strong campaign by:

- Providing guidance to local community outreach
- Strengthening local connections
- Serving as an ongoing voice to reflect the needs of the community
- To champion the Native and Strong media campaign

If you are interested in being a part of this group, please email [Cortney.Yarholar@kauffmaninc.com](mailto:Cortney.Yarholar@kauffmaninc.com)





## What's Next?

We will be updating [NativeAndStrong.org](https://NativeAndStrong.org) with new branding.

Join us in our **quarterly webinars** to hear updates, and amazing stories from tribal communities across Washington making this campaign their own and saving lives. Kick-off webinar scheduled for October 22, 10–11 a.m. Pacific.



**Questions? Please reach out:**

Cortney Yarholar, LMSW  
Technical Assistance Specialist  
Kauffman and Associates, Inc.

[Cortney.Yarholar@kauffmaninc.com](mailto:Cortney.Yarholar@kauffmaninc.com)



# Discussion/Questions



# Meeting Wrap-Up/ Next Agenda

Steven de los Angeles, Vice Chair, Snoqualmie Tribe, Lucilla  
Mendoza, HCA & Candice Wilson, DOH

# Blessing/ Meeting Adjourn

Steven de los Angeles, Vice Chair, Snoqualmie Tribe, Lucilla  
Mendoza, HCA & Candice Wilson, DOH