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

December 6, 2024 1:00 pm – 3:00 pm



# Welcome

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



# **Opening Remarks Tribal Campaign Updates**



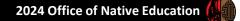
# STEC School Program Curriculum Update Rebecca Purser, OSPI



## Bill # 5950 or proviso 522(4)(v) Title: Tribal Schools Opioid Prevention Pilot

## Rebecca Purser, Suquamish, MPA Office of Native Education (ONE) Rebecca.purser@k12.wa.us





## Bill # 5950 or proviso 522(4)(v) Title: Tribal Schools Opioid Intent - Proviso 5950 appropriated \$00, for evention erent il of tate appropriation is provided

- Intent Proviso 5950 appropriated \$00,000 bit and a series at the ment address solely for the office of the superintendent of public instruction to administer a pilot program for volunteering state-tribal education compact schools offered by tribes to adopt opioid and fentanyl abuse prevention materials and resources during the 2024-25 school year. State appropriation is provided solely for the volunteering state-tribal education compact schools to implement the pilot program.
  - STEC Sign-on
    - Chief Kitsap Academy
    - Chief Leschi
    - Pascal Sherman
- Grants for an Opioid Fentanyl Prevention Education Pilot Project
  - Application is NOW AVAILABLE EGMS
  - Will be available to apply until Dec 27, 2024
- Role of the Office of Native Education and implementation lead
  - Facilitates grant award/implementation
  - Convenes grantee program staff to build capacity
  - Data and Reporting Requirements
  - Prepares End of the Year June 25' Report
  - Shares Promising Practices with Districts state-wide serving AI/AN Youth

Washington Office of Superintendent of **PUBLIC INSTRUCTION** 

2024 Office of Native Education

Youth Opioid/Fentanyl Education and Awareness Campaign Updates and Review Megan Hathaway, Desautel-Hege (DH)



# **For Our Lives** Youth Discovery & Research

Tribal Opioid Campaign Workgroup | December 6, 2024

#### FOR OUR LIVES UPDATES

## • Mini youth toolkit launched on the FOL website

• Materials available for request and customization

## • Mailing of sample toolkit materials sent to:

- o Tribes
- Organizations serving Native youth
- Tribal Schools
- o Title VI Native educations programs
- Agency partners and UIHPs

## • Youth listening sessions

- Hosted by Sister Sky, Inc (Native, women owned consultancy based in Spokane)
- o 4 sessions with Native youth across WA in November and December

# Landscape Review

#### DISCOVERY























#### WE MATTER | YOUTH AMBASSADORS





Ethan Lyrig



#### Aydan Joachim

Hi, I'm Aydan Joachim. I'm an 18 year old indigenous woman. I am Aseniwuche Winewak from treaty 8 territory in Alberta, but currently reside in Edmonton while attending school.

I could be found playing sports (snowboarding, hockey, ball), dancing at powwow, working within indigenous communities to assist in making sure our youth are taken care of, partaking in ceremonies in my culture, or having a good laugh with people.

I'm an advocate for indigenous women who have been domestically abused, and sexually assaulted. I also advocate for children in abuse situations and that are at risk. As well as for reconnection to culture.

### WE MATTER | SOCIAL MEDIA



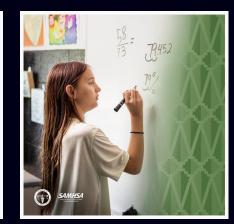


#### SAY YES



## SAY YES to your future.

- to playing basketball. to your culture.
- to leading your generation.
- to trying something new.
- to playing drums.
- to your health. SAMUSA





### SAY YES









#### SAY YES



## 66

My culture gives me so much — dancing, friendships, the chance to be me.

#### WE R NATIVE + INDIGILOVE



#### WE R NATIVE + I STRENGTHEN MY NATION



## 66

My inspiration was my identity, and what I find beautiful in my culture.





### NATIVE AMERICAN TEAM PROJECT | STORIES & POEMS



### NATIVE AMERICAN TEAM PROJECT | STORIES & POEMS



#### Respect the Numbers THEY COULD BE YOURS: SPORTS AND TOBACCO

Native people of the Northeast have a history of using running as a means of transportation. They were known to be fast on wooded trails, whether rocky, rough, or hilly. We also know that Native youth have had wonderful success as track and field athletes. These are abilities that you can think about when you are deciding how you spend your after-school time

First, if you spend time involved in healthy activities, the stronger you are likely to be. You will find that your chances of success in any activity areatly improve when you spend your free time doing positive things.

Second, smoking, vaping, or using any form of tobacco make your heart less able to perform at its best when you are playing sports. Tobacco also makes your hands less steady.

The more time you spend away from circles that tolerate tobacco and other drug use, the less likely you are to use them. The greatest losses occur when bright futures don't happen because tobacco or other drugs affect performance.

#### Here is the YOU + YOU + YOU principle:

When YOU use your time to build YOU, then YOU are more likely to have a positive outlook.



#### How was ceremonial tobacco used by our ancestors?

"Depending on the tribe, tobacco may be used for some of the following purposes:

- · Honor and welcome guests · Bless the food crops
- · Communicate with the Creator · Ensure the welfare of the people
- and healing · Bless the hunt
- · Bind agreements between tribes · Payment to the Healer

- Natick Nipmuc Youth Development Specialist

#### We can see that using tobacco regularly is not traditional to Native American health and well-being.

"Tobacco is sacred and used in many Native American cultures for ceremonial purposes. The Creator provided tobacco as a gift to our ancestors for cultivation and prayer. It is a symbol of our relations across markind. When used respectfully and appropriately, the rsing smoke of tobacco is an offering to the Great Spirit and opens a path to communicate with the Creator, allowing the individual to become centered and grounded in this life."

We rely on everything in nature to survive. Our traditional tobacco is sacred. It is what we use to say thank you for all the Creator has given us. When we hunt or fish, we put tobacco down to thank the animal for their sacrifice. When going the older for advice, ask for a song on the drum, or to be told an old story, an offering of tobacco is given as a sign of the highest appreciation fraditional tobacco is our gift to show the Spirit our gratitude."





## Literature Review and Insight Interviews

# Culture, connection and sense of identity remain protective factors for Native youth.

Information presented in alignment with Indigenous worldviews and ways of knowing can help reduce substance use among young Native people.

# 66

Tell them, 'You are our future generations. You will lead our continued existence as Indigenous people. Any (traditional) substances were used ceremoniously. Addiction wasn't an Indigenous thing.'

SCOTT, UNITED NATIONS OF ALL TRIBES

## Any Native adult can help any Native young person protect themselves and others against fentanyl.

Communitywide support as part of daily life has reduced substance use among young people elsewhere — and reflects the holistic worldviews and practices of many Indigenous cultures. Effective messaging should highlight personal choice and agency in a positive, empowering way, along with refusal and harm-reduction skills.

Messaging should avoid "othering" people who use substances.

## Ongoing, open conversations about drugs between adults and kids as young as 9 help prevent drug use and overdoses.

These conversations can leave space for different experiences and realities: Adults who've used drugs can talk to kids about avoiding drugs, and there's also a place for harm reduction.

# Mental health concerns and substance use are often related.

Information about drug use that addresses the role of mental health can engage Native youth who value transparency and self-care. This also can help others understand how emotional well-being supports prevention, resilience and recovery.

## Gen Z and A highly value authenticity.

Campaigns that stay truly true to life can build credibility and trust.

## Overall, Gen Z is more open to talking about stigmatized issues like mental health and substance use.

However, sometimes Native youth have their own reasons to stay silent about substance use, including historical trauma and present-day concerns.



They want to be quiet about it so nothing happens to their family — law enforcement or CPS. Even if they're not living with their parents, it's a taboo thing to talk about.

PENNY, SPOKANE TRIBAL NETWORK

Addressing stigma among youth in a classroom setting can create a more approachable environment, particularly for Native youth. Successful programs to prevent substance use empower youth to make decisions and invest in the effort.

## Visuals and content created with or led by Native young people can help make content feel authentic .

By combining visual expressions (photos, collage, drawing, poetry), campaigns can convey warmth and authenticity while honoring the diversity and layers of young people's experiences.

## Storytelling can demystify clinical topics and ease fears around the stigmatized or painful topic of substance use.

By creating space for questions and dialogue, we can grant youth the opportunity to voice their own thoughts and perspectives. Friends for Life & Starts With One Campaign Updates Melissa Thoemke and Anne Paulsen, HCA





# Preventing Opioid Misuse and Overdose

Overdose deaths involving opioids, including prescription pain medication and illicit fentanyl, are a **growing crisis in Washington's communities**.

As part of our commitment to promoting a healthier state, the Washington State Health Care Authority **leads multiple campaigns** to inform and educate people about:

- The risks of misusing prescription opioids;
- The dangers of illicit fentanyl; and
- Ways to protect friends and family from overdose.



#### www.WAFriendsForLife.com

#### Goals:

- Illicit fentanyl education
- Overdose prevention
- Naloxone awareness
- Harm reduction

#### Audiences:

Teens, young adults, parents/caregivers









Washington State Health Care Authority O Spontored

Most teens say they trust their parents or caregivers more than anyone when it comes to information and advice about drugs. Talk to them. Because to them, you're the expert. Start the conversation today with resources at WAFriend/Exprit if e com



wafriendsforlife.com Friends For Life - Prevent Overdose



#### Campaign Outcomes (2023-24)

- 147 million impressions resulting from ads
- 216,000+ website visitors
- 5,500 downloads of materials (English and Spanish)
- Fulfilled **65**+ **requests** for materials from organizations across the state
- Materials have been shared locally in 30 of 39
  Washington counties
- Each of the state's **37 syringe service programs (SSPs)** received harm reduction education materials
- Community partners appreciate the care-centric and empathetic tone that resonates with their audiences, which has led to a high-demand of materials in schools, health centers, and other organizations.

# For our Lives

#### www.ForNativeLives.org

#### **Goals:**

- Native-centered education
- Illicit fentanyl information
- Overdose prevention
- Naloxone awareness
- Treatment and recovery
- Destigmatization

#### Audiences:

Native people (adults and youth), Tribal communities



# for our Lives

#### Campaign Outcomes (2023-2024)

- Ads resulted in over 60 million impressions
- 100,000+ website visitors
- Fulfilled requests for toolkit materials from all 29 federally recognized Tribes and 15+ organizations serving Native people in Washington state
- Placements in 11 Tribally owned print publications directly reaching Native people in Washington state
- Campaign evaluation research revealed that audiences appreciated the simplicity, authenticity, and thoughtfulness of campaign materials.
  - The storytelling approach was received as a relatable, effective way to communicate and connect with Native communities.

# STARTS WITH

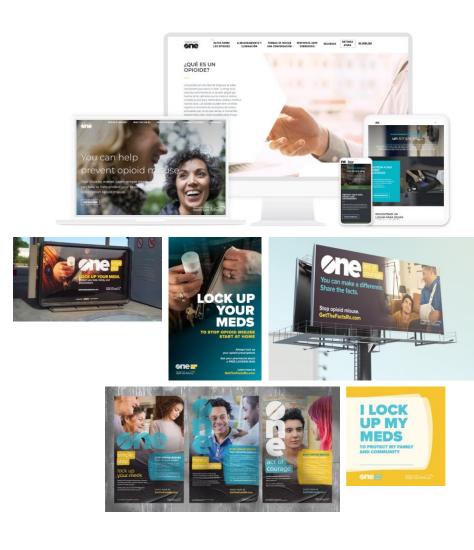
#### www.GettheFactsRx.com

#### **Goals:**

- Prescription opioid misuse prevention
- Safe storage and disposal of opioids
- Prescriber education
- Pharmacy engagement program

#### Audiences:

Patients, caregivers, providers



# STARTS WITH

#### Campaign Outcomes (2023-24)

- 89 million impressions resulting from ads
- 94,242 website users
- 1,446 downloads of prevention material (English and Spanish)
- 13,263 lbs of medication collected on National Take Back Days
- A post-campaign evaluation survey of Washingtonians found that respondents were **at least 10% more likely to adopt prevention behaviors** after viewing campaign ads.
- Pharmacy program, year-to-date:
  - Partnerships with **35 pharmacies** across **14 counties** in Washington
  - 1,742 locking bags distributed to patients
  - **3,255 conversations** between pharmacists and patients about locking up opioid medications
  - 1,877 people pledged to lock up their opioid medications

# Starts with One + WSHA

A partnership with the Washington State Hospital Association (WSHA) to share providerfocused resources with their members.

#### **Goals:**

- Provider education and engagement
- Responsible prescribing practices
- Safe and responsible prescription opioid use
- Alternative pain management

#### Audiences:

Health care providers, patients









# Starts with One + WSHA





#### Campaign Outcomes (2023-24)

- Outreach to 130+ hospitals/hospital systems with campaign information and messaging
- 2,901 users visited the online toolkit
- 504 downloads of toolkit materials
- Paid media effort focused on reaching providers and patients resulted in over **5 million impressions**
- 257 kits of educational materials distributed directly to providers at conferences and events
- Provider ambassadors shared about responsible prescribing practices in videos circulated to all WSHA members and in an op-ed that ran in The Olympian

# simple step

# MEDICATION SAFE STORAGE PROGRAM

# BACKGROUND

- Over the past 4 years, HCA's
  Pharmacy Program has partnered with WA pharmacies to distribute free medication locking devices to patients receiving an opioid prescription.
- Other organizations expressed the need to provide locking devices to their community members.
- Now, HCA is expanding the Pharmacy Program model to address this need.







# MEDICATION SAFE STORAGE PROGRAM



- HCA is piloting the Medication Safe Storage Program to encourage safe storage of medication and help people overcome barriers (financial or otherwise) to locking up.
- Organizations can order free medication locking bags and lockboxes to distribute to their communities.
- This pilot program is part of HCA's <u>Starts</u> <u>with One</u> campaign, a prevention campaign designed to inform and educate Washingtonians about prescription opioid misuse and to promote safe storage and safe disposal practices.





## **PROGRAM REQUIREMENTS**

- 1. Distribute locking devices (and supporting educational material) directly to community members
- 2. Track the number of locking devices distributed
- **3. Share feedback** and **total number of distributed locking devices** by completing a required survey at the end of the program

Partner organizations can include (but are not limited to) treatment and recovery centers, therapeutic courts, prevention coalitions, and other providers/prescribers.





## **HOW TO PARTICIPATE**

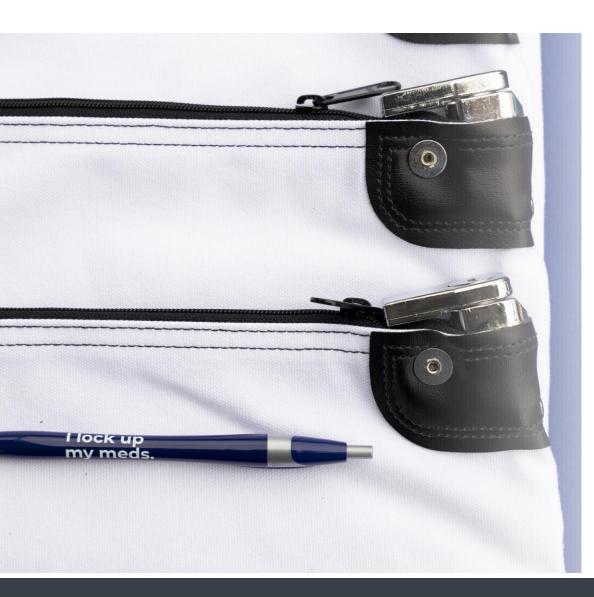
- Fill out an order online here
- Orders are fulfilled at the start of each week
- Distribute and track locking devices handed out
- Have conversations about the importance of safe storage and safe disposal of medication
- Fill out the end of program survey



Scan the QR code to place an order







## WHAT PARTNER ORGANIZATIONS RECEIVE

- Medication locking devices (up to 50 lockboxes and 100 locking bags)
- Rack cards about medication safe storage & disposal
- "I lock up my meds" pens





### SPREAD THE WORD

Use the **outreach** email template and informational one**sheet** to invite more organizations to participate.





**How to Participate** 

your order is mailed.

While supplies last, organizations can submit a request for medication locking devices through the Medication Safe Storage Program.

Fill out the order form to submit a request. Orders will be fulfiled at the start of each week. You will be notified when

#### Washington State Health Care Authority

#### **MEDICATION SAFE STORAGE PROGRAM**

The Washington State Health Care Authority (HCA) is piloting a program to provide medication locking devices into the hands of those who need them. Through this program, HCA will supply medication locking bags and

What You Will Receive

Partner organizations will receive the following materials to distribute to community members:

Locking medication devices (up to 50 lockboxes and 100 locking bags)

Rack cards with information about medication safe storage and opioid misuse prevention

"I lock up my meds" pens

Questions? Email kathym@wearedh.com







# **QUESTIONS?**

estherb@wearedh.com

# Native and Strong Lifeline's Metric Update Amira Caluya, DOH



# **Native & Strong Lifeline**



# **Native and Strong Lifeline**

- For Native people, by Native people
- You can call regardless of your Tribe's homeland, whether you are an enrolled member or not
- The Native and Strong Lifeline is staffed by Native crisis counselors who are:
  - Trained to listen and provide confidential support for Indigenous people in Washington
  - Tribal members and descendants who understand Native cultures and ways of healing
- The line is operated by Volunteers of America Western Washington



# Native and Strong Lifeline Data

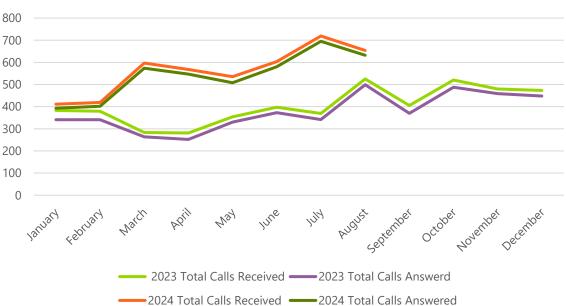
#### 2023:

- Calls Received: 4,849
- Answered: 4,507
- Average answer rate: 92%

#### 2024:

- Calls Received: 4,506
- Answered: 4,331
- Average answer rate: 96%

\*Average Answer rate within 30 seconds \*2024 data from January through October



2023-2024 NSLL Calls Received and Answered



## **Looking Forward**

- Anticipated launch of Native and Strong Lifeline Text and Chat in Spring 2024
- Expansion into other states or nationally
  - Oregon, Colorado expressed interest in possibility
- Tribal Crisis Coordination Protocols
  - Working with Tribes to complete Tribal Crisis Coordination Protocols, which 988 crisis center counselors can reference when they have reason to believe the help-seeker is a Tribal member
- Tribal Data Sovereignty Principles
  - Incorporate Tribal Data Sovereignty Principles as we build out the Technology Platform for 988
- Continued Tribal Engagement
  - We continue to collaborate and include Tribal Partners' feedback as we implement 988's vision of someone to call, someone to come, and somewhere to ao



# Native & Strong Spotlight: Mia





# **Tribal Services VOAWW Call Center Tour**





Overdose Data to Action in States Cooperative Agreement Anjali Shankar, DOH





# **OD2A-S Tribal RFA Overview**



Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup December 6, 2024

# **Application Timeline**

RFA release date	December 11, 2024	
*Q&A call #1 for Tribal Nations	January 8, 2025	
*Q&A call #2 for Tribal Organizations and Communities	January 9, 2025	
Application Due	January 29, 2025	
Successful applicants notified	February 6, 2025	
All applicants notified	February 13, 2025	
Tentative contract start date	March 1, 2025	

# **Eligible Applicants**

<u>Tribal Nations:</u> Federally recognized tribes listed in the Governor's Office on Indian Affairs Tribal Directory

<u>Tribal Organizations:</u> Organizations that serve tribes and tribal communities on and near reservation areas

Tribal Communities: Tribal centers, nonprofits, businesses, and treaty tribes without federal recognition

# **Application Requirements**

Apply for a minimum of two (2) Required Activities. Show that at least 60% of proposed activities in your workplan are for direct client services.

# Engage in evaluation activities by:

- Collecting quantitative and qualitative performance measures
- Collaborating with the DOH evaluator on an indepth evaluation of navigation activities

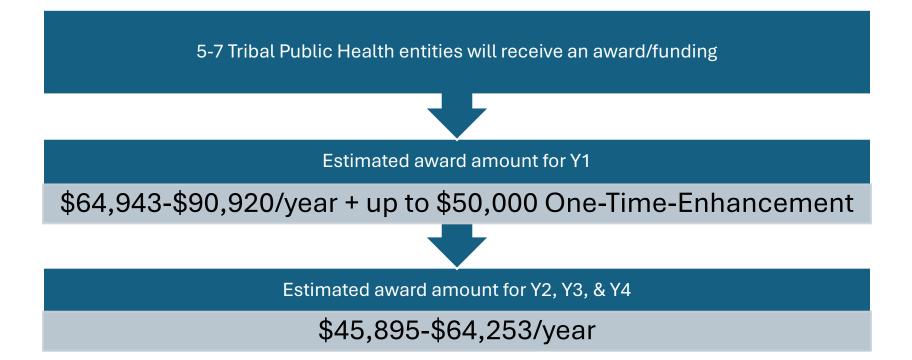
# **Eligible Activities**



# **Projected Funding Overview**

	OD2A-S (Federal Funds)	One-Time Enhancement (Federal Funds)	State Funding	TOTAL for all Tribal Entities
Year 1	\$321,266	\$321,266	\$133,333	\$775,865
Year 2	\$321,266	\$0	TBD	\$321,266
Year 3	\$321,266	\$0	TBD	\$321,266
Year 4	\$321,266	\$0	TBD	\$321,266

# Award Breakdown



**Estimated Contract Term** 

Year 1: March 1, 2025 – August 31, 2025

--Possibility of annual renewals--

Year 2: September 1, 2025 – August 31, 2026 Year 3: September 1, 2026 – August 31, 2027 Year 4: September 1, 2027 – August 31, 2028

# Questions?

Email Overdose Prevention Program Manager Anjali Shankar – <u>anjali.shankar@doh.wa.gov</u>



hearing customers, please call / 11 (Washington Relay) or email civil.rights@don.wa.gov.

# 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 Chairman, Snoqualmie Tribe Lucilla Mendoza, HCA Candice Wilson, DOH

