

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

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September 5th, 2024

1:00 p.m.-3:00 p.m.

# Welcome

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

# Opening Remarks Tribal Campaign Updates

# Project Aware and Opioid Education and Policy Information for Schools/School Districts Follow Up

Brisa Cornejo-Sanchez, Tammy Bolen, & Rebecca  
Purser - OSPI Team



# Fentanyl/Opioid Education

# The Team

Annie Hetzel, MSN  
RN

Rebecca Purser

Tammy Bolen

Brisa Sanchez  
Cornejo



# Agenda

- **Tribal Schools Opioid Education Pilot** – Rebecca Purser
- **Fentanyl/Opioid Education**  
– Tammy Bolen
- **Raising Awareness & Providing Support** – Brisa Sanchez Cornejo





# Raising Awareness

*Brisa Sanchez Cornejo*



# Current Fentanyl Use (Past 30 Days)

*2023 Healthy Youth Survey*

8<sup>th</sup> Grade  
Students .5%

10<sup>th</sup> Grade  
Students .8%

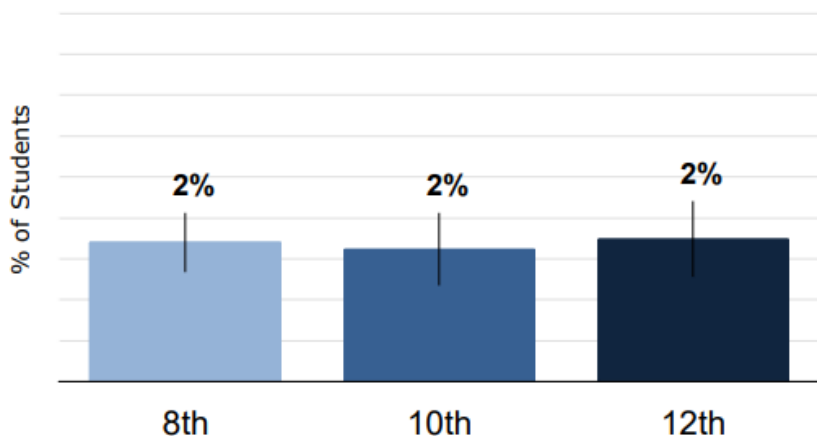
12<sup>th</sup> Grade  
Students .8%

# Medication/Opioid Misuse

## 2023 Healthy Youth Survey

### **Student Misuse of Painkillers (in last 30 days)**

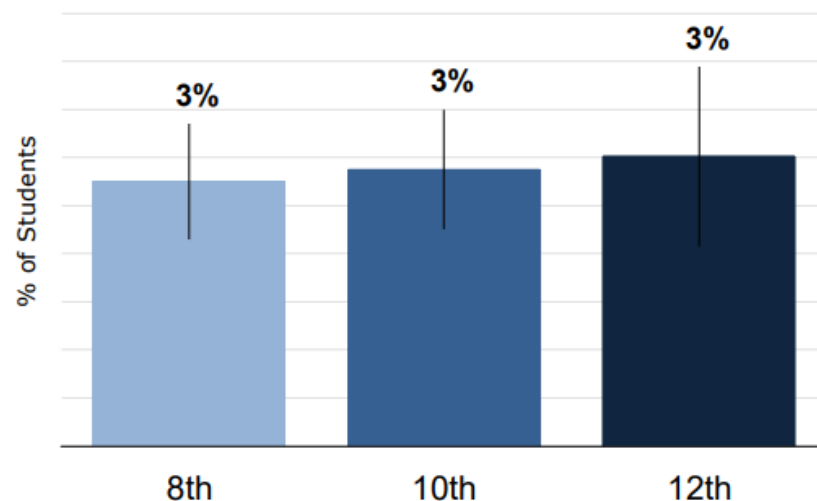
Students who report using painkillers\* to get high at least once in the past month



\*painkillers like Vicodin, OxyContin (sometimes called Oxy or OC) or Percocet (sometimes called Percs)

### **Students Misuse of Someone Else's Prescription (in last 30 days)**

Students who report using prescription drugs not prescribed to them in the past month



# Knowledge of Services for SU Issues

*2023 Healthy Youth Survey*

8<sup>th</sup> Grade  
Students  
60%

10<sup>th</sup> Grade  
Students  
61%

12<sup>th</sup> Grade  
Students  
57%

Student Engagement and Support | 9/5/2024 | 11



# Substance Use Education

*2023 Healthy Youth Survey*

8<sup>th</sup> Grade Students – 64%

10<sup>th</sup> Grade Students – 75%

12<sup>th</sup> Grade Students – 78%

Student Engagement and Support | 9/5/2024 | 12



# Objectives of OSPI Efforts



Include key concepts in state learning standards



Access culturally responsive instructional resources and supports



Real time technical assistance



Evaluate impact and effectiveness



# Tribal Schools Opioid Education Pilot Project

*Rebecca Purser*

# HB1956 Addressing fentanyl and other substance use prevention education.

E2SHB 1956-K-12 learning standards and develop classroom materials aligned with DOH/HCA prevention and awareness campaign

- 334,000 FY25 & \$125,000 FY26 Office of Superintendent of Public Instruction

Directs the Secretary of Health to annually develop and deploy a statewide multimedia substance use prevention and awareness campaign that meets specified requirements.

Requires the Office of the Superintendent of Public Instruction to develop, periodically update, and actively distribute school and classroom substance use prevention and awareness materials



<https://youtu.be/waQ4eK7wfb8>

2024 Office of Native Education



# Proviso 5950 522(4)(v)

## Tribal Schools Opioid Prevention Pilot

- (v)(i) \$900,000 of the opioid abatement settlement account—state appropriation is provided solely for the office of the superintendent of public instruction to administer a pilot program for volunteering state-tribal education compact schools and before and after school programs offered by tribes to adopt opioid and fentanyl abuse prevention materials and resources during the 2024-25 school year. Of the amounts provided in this subsection, \$900,000 of the opioid abatement settlement account—state appropriation is provided solely for the volunteering state-tribal education compact schools to implement the pilot program.



# State-Tribal Education Compact Schools (STECs) and Tribal Before & After School Programs Grant Opportunity

- Participation is Voluntary
- One Year Pilot Project
- Office of Native Education
  - Facilitates Grant Award / Implementation
  - Provides technical support to grantees
  - Data and Reporting Requirements / Timelines
  - Prepares August Report
  - Prepares End of the Year Report
  - Shares Promising Practices with Districts serving AI/AN Youth



# Fentanyl/Opioid Education

*Tammy Bolen*

9/5/2024

# 2024 - HB 1956 Efforts



Update Health Learning Standards to include the facts and dangers of Fentanyl and Opioid use.



Bring state agencies, ESDs, Tribal and Community leaders together to review the resources and curricula.



Organize culturally sustaining resources and curricula for middle school and high school classroom delivery.

*" By December 1, 2025, the office of the superintendent of public instruction shall adjust the state health and physical education learning standards for middle and high school students to **add opioids** to the list of drugs included in drug-related education "*

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# Additional Efforts

Hold community listening sessions to review the resources and curricula and identify necessary modifications and additions.

Organize materials aligned with Social Emotional Learning Standards and Health Learning Standards

Create webinar training on how to use the resources and curricula in the classroom

Provide professional development to districts and ESDs and community

Create an OSPI Fentanyl Education webpage

Partner with OSPI to create and implement a communication plan

## Additional Work- Student Voice



Contract with regional entities that will work directly with students to review/create messaging and/or lessons

Provide subgrants to school districts to pilot the curricula and train educators

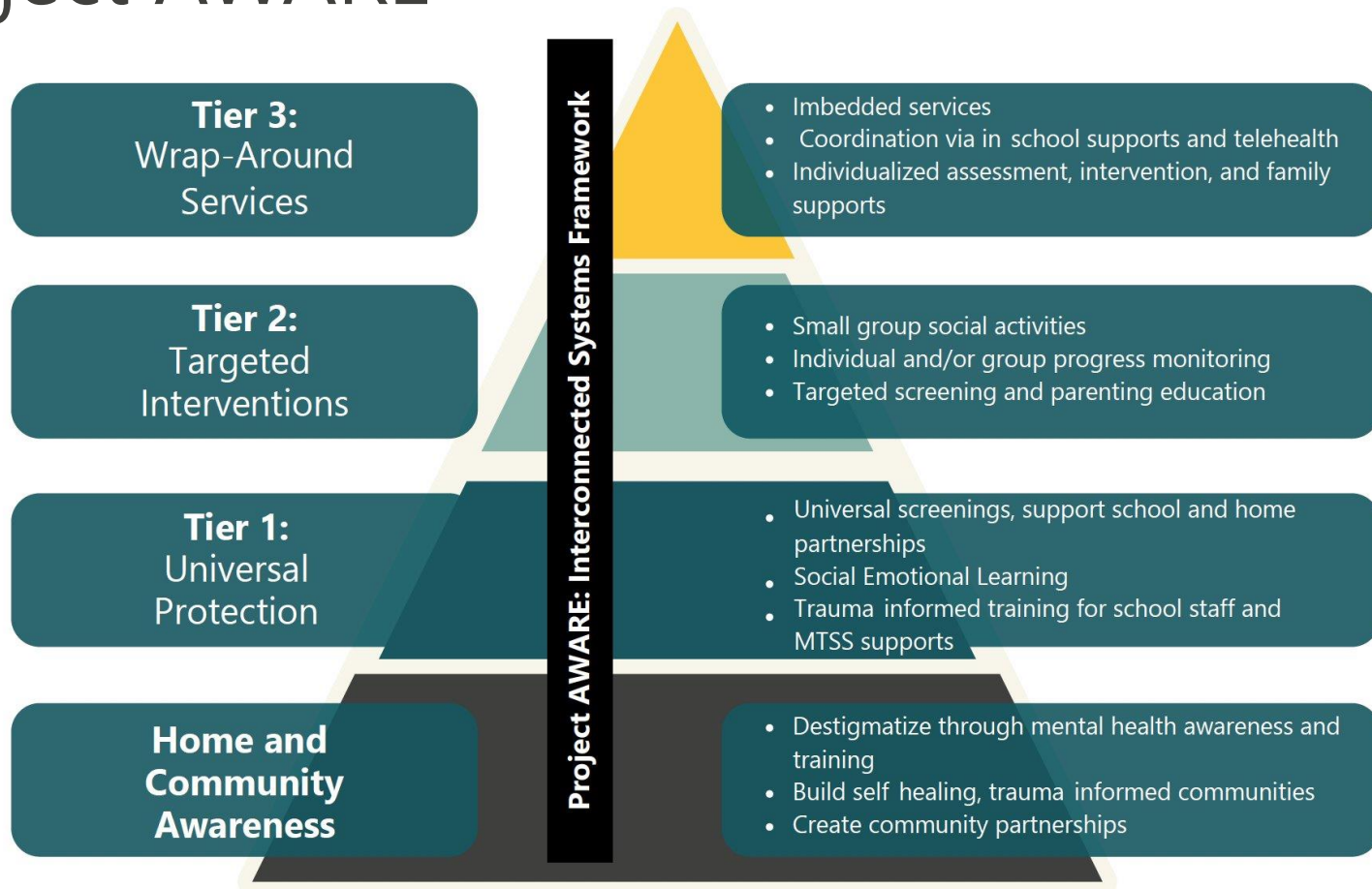
Integrate the Fentanyl support with social emotional learning and health



# Providing Support

*Brisa Sanchez Cornejo*

# Project AWARE



# Ongoing Support

[Substance Use Prevention & Intervention \(ospi.k12.wa.us\)](https://ospi.k12.wa.us)



NEWSLETTER/NEWSFLASH



PROFESSIONAL DEVELOPMENT



OSPI WEBSITE



TECHNICAL ASSISTANCE



# OSPI Staff Contact Information



**Annie Hetzel, MSN, RN**

School Health Services Consultant

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**Substance Use Prevention**  
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**Tammy Bolen**  
**Assistant Director**

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

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

# Department of Health (DOH) Behavioral Health and Opioid Campaign Updates

*Gerry Rainingbird and Beth Schuurmans DOH*



# NATIVE AND STRONG TRIBAL SUICIDE PREVENTION MEDIA CAMPAIGN



Office of Injury and Violence Prevention

# Native and Strong Tribal Suicide Prevention Media Campaign Update

- “Native and Strong” Media Campaign entering year 5 (2024-25) with Kauffman and Associates, Inc., as the new Lead Contractor
- Years 1 and 2 (2020-21 and 2021-22) focused on a general campaign “We All Make Us All Strong”
- Year 3 and 4 (2022-23 and 2023-24) added focus on Two-Spirit and Tribal Veterans
- Based on the Indigenous principle of “Being a Good Relative”.

# Native and Strong Tribal Suicide Prevention Media Campaign Update

- Increased Media Buys in May-September
- An orientation webinar is being planned for late October, early November
- Will be present at major AI/AN focused state gatherings (6 minimum)
- KAI will have a dedicated Technical Assistance Tribal Liaison (Cortney Yaholar)



 **We all  
make us  
all strong.**

**Our connection helps  
make us who we are.  
It protects us, too.**

**[NativeAndStrong.org](https://NativeAndStrong.org)**



SUICIDE PREVENTION

**We all make us all strong.**

Our Native identities and cultures, the values and traditions we share, make us who we are. Our connection makes us strong.

Our connection protects us, too. As good relatives, we all help keep us healthy and safe. That includes talking about mental health and suicide — and getting support when we or others need it.



 Lower Elwha Wellness Center  
(360) 482-6282

**As good relatives, we watch out for friends and family.**

**Suicide warning signs to look for.**

Talk to your friend or relative if they're

- Talking, joking or searching about death.
- Feeling hopeless, depressed, anxious, angry or frustrated.
- Experiencing changes in their personality or in their performance at school or work.
- Seeking out ways to die.
- Isolating themselves.
- Using more alcohol or drugs, especially if they talk about feeling themselves with under the influence.
- Showing sadness.
- Giving away possessions.

Call the Suicide Prevention Lifeline at (800) 273-8255, or text **NATIVE** to 743381.  
NativeAndStrong.org  
Lower Elwha Wellness Center  
(360) 482-6282

 **We all make us all strong.**

**We ask questions. We listen. We connect people with support.**

Good relatives can help prevent suicide.

- Learn about suicide warning signs at [NativeAndStrong.org](http://NativeAndStrong.org).
- If you think someone may be thinking about suicide, ask them. You could start by saying, "I'm worried about you."
- Listen with compassion and without judgment. Stay calm.
- Remove dangerous objects from places where they spend time.

**Connect them with the support they need.**

Call the Suicide Prevention Lifeline at (800) 273-8255, or text **NATIVE** to 743381.  
[NativeAndStrong.org](http://NativeAndStrong.org)  
Lower Elwha Wellness Center  
(360) 482-6282

 **We all make us all strong.**











# Native and Strong Tribal Suicide Prevention Media Campaign Update

For more information:

[gerry.rainingbird@doh.wa.gov](mailto:gerry.rainingbird@doh.wa.gov)

360-831-2511

# Meeting Wrap-Up/ Next Agenda