

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

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March 26, 2025

1:00 pm – 3:00 pm

# Welcome

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

# Opening Remarks Tribal Campaign Updates

# Native & Strong Lifeline Campaign

Gerry Rainingbird, DOH &  
Josephine Keefe , Kauffman & Associates

# Native & Strong Media Campaign

February 26, 2025



**NATIVE &  
STRONG** | Connection is  
Prevention





# What is the Native & Strong Campaign?

The Native & Strong campaign was developed in partnership with the 29 federally recognized tribes in Washington and the Washington State Department of Health (WA DOH). Rooted in the belief that Connection is Prevention, this suicide prevention campaign is led by the leadership, wisdom, and priorities of Washington tribes, with the support of WA DOH. Through this government-to-government collaboration, Native & Strong focuses on raising awareness, providing education, and sharing resources to support local efforts in preventing suicide and strengthening the well-being of tribal communities now and for future generations. To support this work DOH has contracted with Kauffman and Associates, Inc., an American Indian owned communications firm on community technical support, outreach, and campaign dissemination.

**Connection is Prevention!**



- <Video will be added for presentation>



# Impressions

- Snapchat
- Digital advertising
- YouTube videos
- Print Publications
- Radio Stations
- Gas Toppers

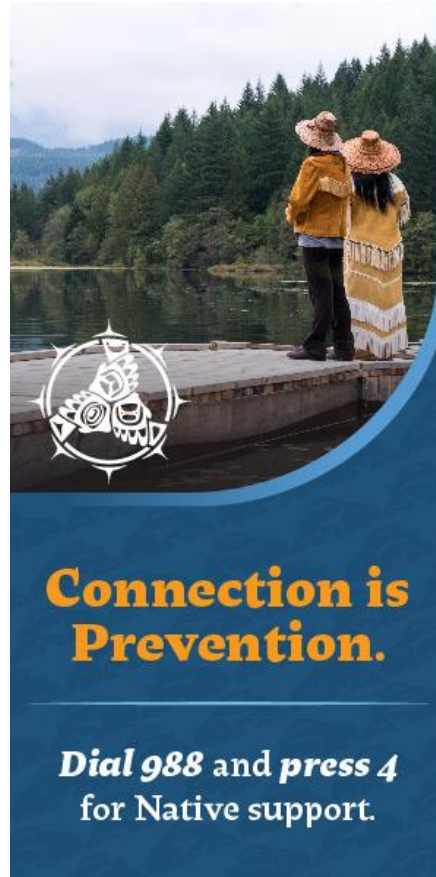


Across all regions: iHeart Media and Blue Line Media

**Total Estimated impressions throughout Washington state: 7,517,972**



# April Digital Ads and Snapchat Ads



**NATIVE &  
STRONG**



**Connection is  
Prevention**

## Gas Toppers



**Mental health**  
is just as important  
as physical health.

For immediate mental health  
support **dial 988** and **press 4**.

Visit **[NativeAndStrong.org](https://NativeAndStrong.org)** for  
mental health resources.

NATIVE &  
STRONG



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Prevention

## April Radio PSAs

Radio Station	Estimated Monthly Impressions and Reach
<b>KNKX</b>	75,61
<b>KDRK</b>	56,100



**NATIVE &  
STRONG**



**Connection is  
Prevention**

# Community Events

- Affiliated Tribes of Northwest Indians (ATNI) 2025 Winter Convention: January 26-30, 2025
- HCA's Washington State Prevention Summit: October 30-31, 2025
- Washington State Indian Education Association 40th Annual Conference: April 1-3, 2025

A poster titled "Support Native Youth with the challenges they face" featuring two young Native women. One is smiling and looking up, while the other is holding a smartphone up to take a selfie. The poster includes three key messages: "Keep their networks strong", "Empower them", and "Connect them to land, culture and elders". It also provides contact information for the Native and Strong Lifeline (988-4) and a QR code for more resources.

**Support Native Youth**  
with the challenges they face

**Keep their networks strong:** Connected Native families are inherently resilient. Give youth time and space to build relationships with family and their Native peers.

**Empower them:** Make asking for help normal. Encourage youth to get involved with community activities like tribal youth councils and youth-led mental health campaigns.

**Connect them to land, culture and elders:** Connection to place and culture builds identity, and youth with a strong sense of self are more resilient and more likely to ask for help. Connecting youth with tribal elders shows them wellness ways unique to their people.

Call 988 and press 4 talk with a Native counselor on the **Native and Strong** Lifeline, available 24/7.

Learn the signs of suicide and how to support your relatives at [NativeAndStrong.org](https://NativeAndStrong.org)

**NATIVE & STRONG**  
Connection is Prevention



# Swag Requests

- Lummi Nation Together we Rise for Hope
- Coulee Powwow and Health Fair
- AIHC Tribal Leadership Health Summit
- VA Puget Sound Health Care System
- Port Gamble S'Klallam Tribe
- Washington Prevention Summit
- Puyallup Tribal Health Authority
- Portland Area Health Board



## What Support is Available?

**Access an online toolkit with downloadable  
resources:**

[NativeAndStrong.org/partner-toolkit](https://NativeAndStrong.org/partner-toolkit)

**NATIVE &  
STRONG**



**Connection is  
Prevention**

## Contact Us:

- Gerry Rainingbird, DOH
  - [Gerry.Rainingbird@doh.wa.gov](mailto:Gerry.Rainingbird@doh.wa.gov)
- Kathy Pierre, DOH
  - [Kathy.Pierre@doh.wa.gov](mailto:Kathy.Pierre@doh.wa.gov)



# Overview of Opioid Education Projects from DCYF

*James Vallembois, DCYF Substance Use Disorder Program Manager*



# Addressing Fentanyl Prevention

Harnessing experience and education to Strengthen Child Welfare

Original Date: March 2025

Division of Prevention and Client Services | Approved for distribution by James Vallembois, SUD Program Manager

[www.dcyf.wa.gov](http://www.dcyf.wa.gov)



Washington State Department of  
**CHILDREN, YOUTH & FAMILIES**



# My Role as an SUD Program Manager

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## Leading Statewide Support

- Supporting families impacted by substance use
- Developing policies bridging child welfare and recovery
- Ensuring support, not punishment
- Advocating for system-wide change
- Cultural sensitivity training and addressing disproportionality



# Advocacy in Action

## Key Fentanyl Prevention Strategies

- Harm reduction kits for parents
- Narcan distribution to families
- Substance Use Disorder (SUD) case staffing
- Collaborating with SUD Professionals (SUDPs) for enhanced support
- Comprehensive youth & parent education on opioid overdose (OD) and Narcan administration
- For JR use, we release all residents with two doses of Narcan following education
- For parents, we provide Narcan education when there's indication of opiate abuse.



Original Date: March 25, 2025

Revised Date:

**Division of Prevention and Client Services**

*Approved for distribution by James Vallembois, SUD Program Manager*

[www.dcyf.wa.gov](http://www.dcyf.wa.gov)

Original Date: Month XX, 20XX

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# Addressing Opioid Use Disorder (OUD)

- Mandatory drug and alcohol evaluations for all JR residents and adults that are impacted by SUD.
- Referrals for Medication-Assisted Treatment (MOUD) for individuals with moderate to severe OUD.
- For JR youth, random and suspicion-based drug screens to guide treatment and inform placement decisions.
- For adults, automatic screening for fentanyl within the UA swab test and the hair follicle test.
- All adult screening automatically screens for fentanyl



Original Date: March 25, 2025

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# Raising Awareness and Education



## Make a Difference

DCYF has posters in all living units and offices providing information on:

- Signs and symptoms of an opioid overdose
- Basic information about fentanyl and other opioids
- Emergency treatment procedures



## Moving from Understanding to Action

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### Take Action Now

- Continued collaboration with community partners.
- Ongoing evaluation and refinement of prevention strategies.
- Promoting open communication and reducing stigma around substance use.



# Thank You!

Let's continue this conversation.

Contact:

**James Vallembois** | SUD Program Manager  
1115 Washington St. SE, Olympia, WA 98504  
[James.Vallembois@dcyf.wa.gov](mailto:James.Vallembois@dcyf.wa.gov)  
360-605-8947

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# DOH General Public Opioid Campaign Updates

Chantel Wang, C+C



# DOH OPIOID CAMPAIGN UPDATE

Chantel Wang, OPAE



## WA DOH Opioid Campaign Updates

The WA Department of Health has been given three House Bills that instruct the development, implementation and maintenance of a statewide campaign to prevent substance use and opioid overdose deaths

- House Bills **5906**, **1956** and **2396**
  - *Note that these are all tied to one funding source*

## WA DOH Opioid Campaign Updates

- These House Bills highlight that:
  - DOH will use this campaign to educate the general population about opioids (including fentanyl), the risks of substance use including the risk of an unsafe/contaminated drug supply
  - Outreach for this campaign must be geared towards youth and adults

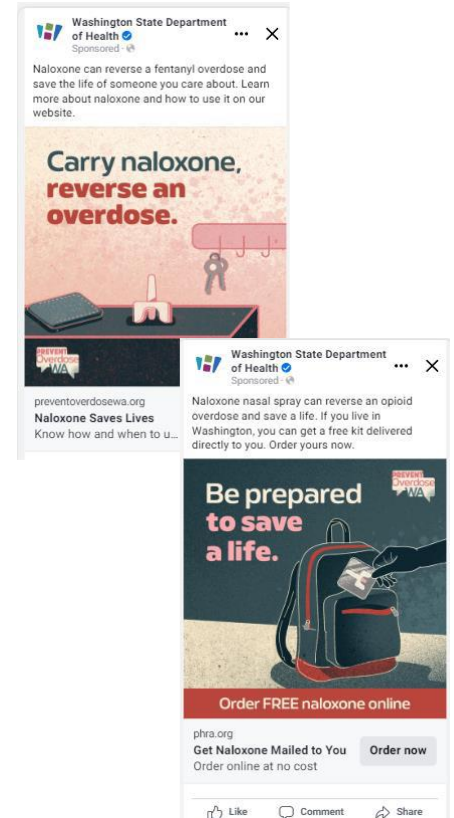
# Gen Pop Youth Campaign Update

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- Our priority audience is youth ages 14-18
- This work will be a mix of prevention and harm reduction
  - Our strategy (created through a mix HB 1956 and our youth research and subject matter expert interviews) is to focus on the unpredictability of the drug market, educate youth that it matters where they are getting the drugs (whether its from trusted friends or online sources), they may not know what they might contain, and educate on specific risks of what could happen if you use them even unintentionally.
- Next step is to finalize the creative concept and start creating campaign assets (such as ads for TikTok, Instagram, streaming services, radio, etc)
- Launch is anticipated for end of May or Early June 2025

# Gen Pop Adult Campaign Update

- Our priority audience will be adults who use opioids (non-prescribed) ages 25-64 with a skew towards males.
  - There will also be an emphasis of advertising going towards the unhoused population.
- This will be an extension of our original PreventOverdoseWA.org campaign (2023), this year will be mainly have a harm reduction focus.
- Currently working on the creative concept for this campaign.
- Anticipated campaign launch is around Mid May 2025.



## For any questions...

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- If we have time – happy to answer here or in the chat!
- If you think of any questions later please feel free to email me at [Chantel.Wang@doh.wa.gov](mailto:Chantel.Wang@doh.wa.gov) 😊

# Tribal Healthy Use Survey Report Listening Session

Kathy Pierre, DOH, Lucilla Mendoza, HCA &  
MichaelLynn Kanichy, WSU



# Reporting Tribal Healthy Youth Survey Data

*Adult Listening Session*

Michaelynn Kanichy  
OTA & HYS Fellow



# Overview of HYS

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- Administered in fall of even years 2002-2018 and in odd years from 2021 forward.
- Students in 6<sup>th</sup>-12<sup>th</sup> grade
- Administered through **school setting**
- Some questions asked on surveys of WA youth since 1988



# HYS Topics

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- Abuse
- Alcohol, tobacco and other drug (ATOD) use
- Bullying and harassment
- Community risk and protection
- Demographics and miscellaneous
- Disability, health conditions and care, sleep
- Family risk and protection
- Hope
- Mental health, social and emotional, and quality of life
- Nutrition
- Disordered eating, body shaming, intentional weight loss
- Peer-individual risk and protection
- Problematic internet use
- Safety, fighting, gangs and gambling
- School risk and protection
- School support, prevention, attendance
- Sexual behavior
- COVID-19-related worries and behaviors

# Overview & Objective

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## **HYSPC Goal:**

Develop a **new reporting model** for Tribal youth data from the HYS, ensuring it reflects **Tribal perspectives** and is **accessible and useful** for Tribal communities.

## **Listening Session Objective:**

Gather feedback from Tribal partners to shape a **meaningful, community-driven** reporting model for the Healthy Youth Survey.

# Current Reporting & Examples

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## Healthy Youth Survey 2023 Survey Results

American Indian or Alaska Native Students (AIAN)  
Alone or in Combination with Other Race/Ethnicities in the Statewide Sample  
Grade 12

February 15, 2024

Looking Glass Analytics  
101 Capital Way N, Suite 203  
Olympia, WA 98501

More information about the Healthy Youth Survey is available at [www.AskHYS.net](http://www.AskHYS.net)

2023  
Healthy  
Youth  
Survey: 12th  
Grade  
Results:  
AIAN AOIC

**MISSING AND  
MURDERED  
INDIGENOUS  
WOMEN &  
GIRLS**

*A snapshot of data from 71 urban cities in the United States*

\*This report contains strong language about violence against American Indian and Alaska Native women.

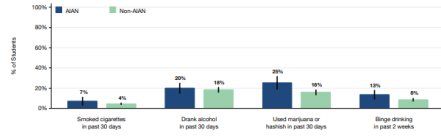
Missing and  
Murdered  
Indigenous  
Women and  
Girls: UIHI,  
2018



Highlights of the Local Results

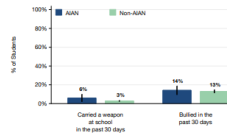
Local students and students statewide reported the following behaviors and attitudes:

Substance Use	AIAN % (LC9)	Non-AIAN % (LC9)
Smoked cigarettes in past 30 days	7.0% (±4.1)	4.4% (±1.0)
Drank alcohol in past 30 days	18.9% (±5.2)	18.3% (±2.8)
Used marijuana or hashish in past 30 days	25.3% (±6.5)	15.8% (±2.8)
Binge drinking in past 2 weeks	13.4% (±4.8)	8.5% (±1.5)



Bullying and School Climate

Carried a weapon at school in the past 30 days  
 Bullied in the past 30 days  
 Enjoyed school over the past year  
 Felt safe during school



For more information on specific results, visit [www.ASHYS.net](http://www.ASHYS.net), under the "Local Results" tab.

Frequency Results

Demographics and General Information

1. Where are you taking this survey?	AIAN % (LC9)	Non-AIAN % (LC9)
On school property	97.6% (±3.3)	98.7% (±0.6)
Not on school property	2.4% (±3.3)	1.3% (±0.6)

2. How old are you?	n=3,023	n=3,899
12 or younger	0.0% (±0.0)	0.0% (±0.1)
13	0.4% (±0.8)	0.0% (±0.1)
14	0.0% (±0.0)	0.0% (±0.0)
15	0.0% (±0.0)	0.2% (±0.2)
16	0.4% (±0.8)	1.3% (±0.4)
17	69.8% (±8.3)	76.1% (±1.9)
18	27.8% (±6.6)	21.3% (±1.6)
19 or older	1.6% (±3.2)	1.1% (±0.7)

[Question 3 appears only on the elementary version of the survey.]

4. What sex were you assigned at birth?	n=2,511	n=3,899
Female	41.8% (±6.2)	48.6% (±1.9)
Male	58.2% (±6.2)	51.4% (±1.9)

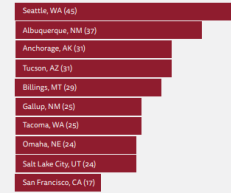
[Question 5 appears only on the elementary version of the survey.]

Gender Identity and Sexual Orientation

The next four items display data on gender identity and sexual orientation of participating students. There are different ways to look at these data. Items 5 and 7 show mutually exclusive categories. This means that every student is counted only one time. If a student indicated more than one identity, they are included in the bottom row (more than one identity marked). These items have been reported in prior HYS reports. Items 6 and 8 are new this year and show the data in non-mutually exclusive categories. This means that each student is counted for every identity they indicated. Each category displays the number of students who indicated they are of that particular sexual orientation or gender identity, either alone or in combination with another. Because these are not mutually exclusive categories the total will be more than 100%. The HYS continues to evolve, as do our reporting practices, to focus more on highlighting student identity and limiting erasure of students with multiple identities.

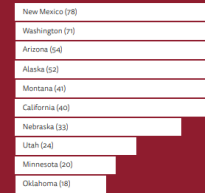
6. Below is a list of terms that people may use to describe their gender identity. Choose all that apply. These are mutually exclusive categories.	n=2,511	n=3,899
Boy/Man	48.6% (±5.5)	48.2% (±1.9)
Girl/Woman	33.5% (±6.2)	41.4% (±1.9)
Transgender boy/man	0.8% (±1.2)	0.9% (±0.3)
Transgender girl/woman	0.0% (±0.0)	0.3% (±0.2)
Questioning/not sure of my gender identity	0.4% (±0.8)	0.8% (±0.3)
Something else fits better	2.8% (±2.1)	2.7% (±0.6)
I do not know what the question is asking	4.4% (±2.9)	1.8% (±0.5)
More than one response selected	9.6% (±4.8)	6.1% (±0.9)

TOP 10 CITIES WITH HIGHEST NUMBER OF MMIWG CASES



See Appendix for data from all 71 cities surveyed.

TOP 10 STATES WITH HIGHEST NUMBER OF MMIWG CASES



MMIWG STATISTICS FROM A SURVEY OF 71 CITIES ACROSS THE U.S.

The ribbon skirt is a form of cultural clothing that represents the sacredness of American Indian and Alaska Native women and the deep connection their bodies and spirits have to the land. Just like a skirt, each American Indian and Alaska Native community has its own beauty and stories of resilience despite multiple ribbons of trauma and violence stacked upon them. We chose to represent the study's findings in this way to honor the sacredness of our urban missing and murdered Indigenous women and girls, the prayers we hold them in, and the responsibility we have to care for their stories.



# Question 1

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What data from the Healthy Youth Survey (HYS) would be most useful for supporting your students?

# Question 2

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What reporting formats would make HYS data easier to use in your school?



# Question 3

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What level of data breakdown would be most helpful for your school?

# Question 4

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How can we make HYS data more actionable for educators?

# Question 5

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Are there cultural considerations that should shape how HYS data is collected, analyzed, or shared to better serve your students and community?

# Next Steps

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# Thank You

Do you have any questions?

Feel free to reach out:

206-708-8653

[michaelynn.kanichy@hca.wa.gov](mailto:michaelynn.kanichy@hca.wa.gov)



# Meeting Wrap-Up Next Agenda

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

# Adjourn