Culture and Community: Suicide Prevention Resources for Native Americans in California

Nov. 13, 2014
Welcome!

- Please mute your line
- If you have a question, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel.

We will address questions throughout the webinar, which is being recorded.
Your presenters today

- Anara Guard, Know the Signs
- Kurt Schweigman, Oglala Lakota Tribe, Know the Signs
- Jeanine Gaines, Citizen Potawatomi, Each Mind Matters
First, a quick poll
More people in California will recognize warning signs, confidently offer help and be able to connect at-risk individuals to resources
Culture and Community - Suicide Prevention Resources for Native Americans

CULTURE AND COMMUNITY:
Suicide Prevention Resources for Native Americans in California

Know the Signs >> Find the Words >> Reach Out
Culture and Community

Developed by *Know the Signs* with significant contributions by Native American people, professionals, and programs across many settings and disciplines.
Culture and Community

Strength, resiliency, and hope are critical cultural characteristics that continue to be sustained in Native American communities, even when challenging circumstances abound.
Sections of *Culture & Community*

1. Intro to the Know the Signs campaign and this catalog.
2. Background on social marketing and safe messaging.
3. Helpful resources to plan, find, and create suicide prevention programs in American Indian and Alaska Native communities.
4. Collection of culturally relevant SP materials developed by tribal and urban Native American organizations.
5. Related materials on alcohol use, depression, bullying, etc.
II. Safe Messaging

Educational and outreach materials should promote and adhere to principles of:

1. Prevention
2. Help seeking
3. Warning signs, risks, and protective factors
4. Effective treatments for underlying mental health problems.
Safe Messaging

Some practices can be problematic in campaigns and may inadvertently lead to stereotypes, stigma, and even contagion:

1. Glorifying or romanticizing suicide.
2. Normalizing suicide as a common event.
3. Presenting suicide as an act that occurs without explanation or stress only.
4. Focusing on personal details of someone who died by suicide.
5. Providing detailed accounts of suicide methods.

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Positive Messaging

Most of the materials in this catalog emphasize the approach of integrating principles of hope, resilience, empowerment and helping that are centered on cultural strength and resources.
II. Social Marketing

Northwest Portland Area Indian Health Board

Creating a social marketing campaign (PPT)

THRIVE: Tribal Health- Reaching out InVolves Everyone

Reduce suicide rates among American Indians and Alaska Natives living in the Pacific Northwest by increasing tribal capacity to prevent suicide and by improving regional collaborations.
THRIVE’s Suicide/Bullying Prevention Campaigns

- Engage Community Partners:
  - Adolescent Health Alliance
  - Tribal Health Educators
  - Topical Experts

- Reviewed regional readiness (CRM) for suicide prevention.
- Pulled goals & objectives from our Tribal Action Plan.
- Used known suicide risk and protective factors.
COMMUNITY IS THE HEALER THAT BREAKS THE SILENCE

SUICIDE IS THE 2ND LEADING CAUSE OF DEATH FOR AI/AN YOUTH 15-24 YRS OLD

3X'S MORE WOMEN ATTEMPT SUICIDE THAN MEN

AI/AN MALES 15-24 YRS OLD HAVE THE HIGHEST SUICIDE RATE
THEIR WHITE COUNTERPARTS’ RATE IS 17.54

IF SOMEONE YOU KNOW... Threatens suicide, talks about wanting to die, shows changes in behavior, appearance or mood, abuses drugs or alcohol, deliberately injures themselves, appears depressed, sad or withdrawn...

YOU CAN HELP! Stay calm and listen, let them talk about their feelings, be accepting and do not judge, ask if they have suicidal thoughts, take threats seriously, and don’t swear secrecy—tell someone!

PROTECT YOURSELF AND LOVED ONES
• BUILD SPIRITUAL & CULTURAL ROOTS IN NATIVE TRADITIONS
• INCLUDE TEENS IN FAMILY DECISION-MAKING
• EAT BREAKFAST 5-7 TIMES A WEEK
• REACH OUT, AND MENTOR SOMEONE YOUNGER
• MAINTAIN GOOD PHYSICAL AND EMOTIONAL HEALTH
• LET OTHERS KNOW YOU CARE ABOUT THEM
• AVOID DRUGS AND ALCOHOL
• TALK ABOUT YOUR HOPES AND DREAMS

To learn more visit: www.suicidepreventionlifeline.org • us.reachout.com
Or call 1.800.273.TALK (8255)

Provided by THRIVE, a project of the Northwest Portland Area Indian Health Board, and by NARA NW.

Logo
Posters
Fact Sheets
Tip Cards
Window clings
Flash Drives
T-shirts
Marketing is not the sole answer...

A poster, brochure, or ad can be an effective communications tool, but alone, these cannot replace a support network, mental health services, training, or interventions.

It also takes a *community-based* and *culturally responsive* strategy engagement.
III. Resources on SP Planning and Programs

Existing programs that have been developed or adapted in American Indian & Alaska Native (AI/AN) Communities from:

- Suicide Prevention Resource Center (SPRC)’s Best Practice Registry [www.sprc.org/bpr](http://www.sprc.org/bpr)
- SAMHSA’s National Registry for Evidence-Based Programs [www.nrepp.samhsa.gov](http://www.nrepp.samhsa.gov)
- SPRC’s AI/AN pages [www.sprc.org/aiian](http://www.sprc.org/aiian)
Resources on SP Planning and Programs

To Live to See the Great Day that Dawns: Preventing Suicide by American Indian and Alaska Native Youth and Young Adults. 2010.

SAMHSA’s Center for Mental Health Services

Know the Signs >> Find the Words >> Reach Out
IV. Suicide Prevention Materials

Illustrated collection of culturally relevant and culturally responsive suicide prevention and social marketing materials that have been developed by tribal and urban Native American organizations in California and other states.
Healing Our Own People (HOOP)

California Rural Indian Health Board

Know the Signs >> Find the Words >> Reach Out

Pocket Guide, postcards
There Are Signs – What’s the Story?
Sonoma County Indian Health Project

Poster

Know the Signs >> Find the Words >> Reach Out
You Are The Future

Native American Health Center, Oakland

Know the Signs >> Find the Words >> Reach Out

Posters, videos
Life is Sacred

California Rural Indian Health Board

Know the Signs >> Find the Words >> Reach Out

Posters
Magnets
Postcards
Cards
Feeling Alone? Reach Out

Native Americans for Community Action

Billboard, bookmark, bumper sticker, fact sheet, magnet, posters
V. Sources for Materials on Related Topics

Addiction, Recover, and Sobriety
Bullying and Cyberbullying
Culture and Health
Depression, Grief, and Sadness
Mental Health
Tobacco
Trauma
Download from Your Voice Counts

Know the Signs >> Find the Words >> Reach Out

www.YourVoiceCounts.org
Other Useful Resources

Training Resource Guide for Suicide Prevention in Primary Care Settings
Target:
Language: English
The Know the Signs Campaign developed this resource to help guide county efforts to engage

CULTURE AND COMMUNITY: SUICIDE PREVENTION RESOURCES FOR NATIVE AMERICANS IN CALIFORNIA
Target: Native American communities and organizations, County agencies, Community based organizations Language: English
Language: English
This guide presents an annotated and illustrated collection for culturally based organizations.
Each Mind Matters:
Native American Communities

Native Communities of Care Toolkit includes:

- To Speak:
  - General Messaging
  - Youth Messaging
  - Provider Messaging
- To Show:
  - Video Resources
- To Share:
  - Resource Order Forms
- To Learn:
  - Event Planning Guide
  - Links to additional resources
Each Mind Matters: Tools and Resources
Each Mind Matters:
Grant Program

Healing the
Wounds of Time

October 4, 2014

Drumming & Record your Family History Day
10:00AM-4:30PM
NATIVE AMERICAN COMMUNITY MEMBERS
*Snacks and drinks will be provided

Community Dinner
5:00PM-8:00PM

Introductions

Discussion on the Effects of Boarding Schools in CA Tribes
BOB BURNS NOR-EL-MIX AND WINTU • JIM HAYWARD REDDING RANCHERIA

The California Indian Genocide & Modern Day Triggers
CALF SISK WINNEMEM WINTU • JILL WARD WINNEMEM WINTU

Flower Dance Demonstration
NATIVE WOMEN’S COLLECTIVE
Discussion on how bringing the ceremony back has affected them and their tribes

Wintu Cultural Museum
4755 Shasta Dam Boulevard
Shasta Lake, CA

Funded by countries through the voter-approved Mental Health Services Act (Prop 63)
Each Mind Matters:
Local Integration
To access the Native Communities of Care Toolkit online:

If you have any questions or have trouble accessing materials, please contact:
Jeanine Gaines, Citizen Potawatomi
jgaines@rs-e.com
Steps you can take

• Visit www.YourVoiceCounts.org to download Culture and Community and other campaign materials and use them in your work.

• Tell your Ethnic Services Manager and community-based organizations about the Guide and Toolkit.


• Your ideas??
THANK YOU!

Mark your calendars for the next webinar: **Tuesday**
Dec. 9th 2:00-3:00 pm  
**Cultural**
adaptations of materials for  
Asian/Pacific Islander populations

Please fill out the Evaluation!

Webinar will be archived on  
www.yourvoicecounts.org

K n o w  t h e  S i g n s  >>  F i n d  t h e  W o r d s  >>  R e a c h  O u t