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
Know the Signs – Our Goal

More people in California will recognize warning signs, confidently offer help and be able to connect at-risk individuals to resources.
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.
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.
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)*

THRVIE: 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
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

Pocket Guide, postcards

Know the Signs >> Find the Words >> Reach Out
There Are Signs – What’s the Story?

Sonoma County Indian Health Project

Poster
You Are The Future
Native American Health Center, Oakland

Posters, videos

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

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 of traditional healing practices including...
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

Native Communities of Care brings together California’s American Indian and Alaska Native Wellness Movement.

- We are Tribes and American Indian organizations working together to support behavioral health and wellness for mind, body, and spirit.
- We are Native Americans refusing to stay silent while untreated mental illness takes an unnecessary toll on our families and communities.
- Native Communities of Care is for everyone because mental wellness is for all of us.
- Together, we are creating Native Communities of Care across California.

Our Community, Our People

- Native American tribes and organizations are communities that care.
- One in four American adults lives with a diagnosable mental illness in a given year. The National Indian Health Board recognizes behavioral health as a top 3 AI/AN priority.
- Native Americans have come together in the past to overcome trauma and are uniting again to ensure each Native person is on a path to wellness.

- Fear of judgment, isolation and throwing many Native Americans off wellness, preventing them from knowing they need it and the support that comes with it.
- All people deserve wellness and these local programs and grants are conceived, designed and implemented at the local level to reach California tribes and American Indian communities with targeted solutions.
- Native American communities are a priority, because every person, family and community can benefit from improved mental wellness.

[NATIVE COMMUNITIES OF CARE]

*Source: AI/AN Behavioral Health Issues and Efforts: A Briefing Book, Indian Health Service, pg.17*
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-MEK AND WINTU • JIM HAYWARD BEDDING RANCHERIA

The California Indian Genocide & Modern Day Triggers
CALEEN SISK WINTU • JILL WARD 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 counties 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
- Promote and link to www.SuicideIsPreventable.org and www.EachMindMatters.org
- Your ideas??
THANK YOU!

Mark your calendars for the next webinar: **Tuesday**

Dec. 9\(^{th}\) 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

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