



**STATE OF WASHINGTON
HEALTH CARE AUTHORITY**

626 8th Avenue, SE • P.O. Box 45502 • Olympia, Washington 98504-5502

May 7, 2025

Dear Tribal Leader:

SUBJECT: 2025 Funding Opportunity: “For Our Lives” Campaign Youth Materials

In accordance with Chapter 43.376 RCW and the Washington State Centennial Accord of 1989 regarding collaboration with Indian tribes in the development of policies, agreements, and program implementation that directly affect Indian tribes, and the Tribal Consultation and Communication Policy of the Health Care Authority (HCA), the HCA seeks your input and partnership to advance initiatives impacting Tribal communities.

Purpose

[For Our Lives](#) is an educational health campaign that informs and educates Tribal communities about opioid misuse prevention, overdose response, and treatment. Over the last year, HCA and campaign contractor [Desautel Hege \(DH\)](#) have worked closely with Tribes across the state to share For Our Lives materials and localize/customize messaging specific to each Tribe. During the 2024 legislative session, funding became available to support a youth prevention campaign and continued funding to Tribes to customize and localize messaging. **Each Tribe in Washington is allocated up to \$40,000.** Funds come from the Opioid Abatement Settlement Account.

DH would like to meet with Tribes to share campaign updates, preview forthcoming youth-focused resources, and explore ways that you can use your allocated funding through community events and gatherings, youth programming, paid ad campaigns, and custom swag items. DH has begun their outreach, and over the last few days, several Tribal staff have already responded to DH’s request to meet—thank you!

For those who have not yet scheduled a meeting time with DH, please reach out to DH with your team’s availability at mariahj@wearedh.com or devani@wearedh.com. Include whether you prefer to meet virtually or in person, as DH can travel to you for convenience. Meetings can take up to 2 hours, and all **localization and customization plans must be in place before June 30, 2025**. As part of this year’s efforts, youth leaders and representatives from your Tribe are encouraged to participate in the discussion of this year’s projects and materials.

Comments and Questions

Please contact Aren Sparck, HCA Tribal Affairs Administrator, at aren.sparck@hca.wa.gov if you have any Tribal affairs-related questions.

Tribal Leader

May 7, 2025

Page 2

Please forward this information to any interested party.

Sincerely,

A handwritten signature in black ink, appearing to read "Teesha Kirschbaum", with a long, sweeping horizontal line extending to the right.

Teesha Kirschbaum

Division Director

Division of Behavioral Health and Recovery

By email

cc: Charissa Fotinos, MD, MSc, Medicaid and Behavioral Health Medical Director, MSA, HCA
Aren Sparck, Tribal Affairs Administrator, OTA, HCA
Lucilla Mendoza, Tribal Behavioral Health Administrator, OTA, HCA
Melissa Thoemke, Behavioral Health Communications Manager, COM, HCA