

Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

March 26, 2025

Meeting Notes

1:00 pm - 3:00 pm

Co-Chairs: Steven de los Angeles, Vice Chair, Snoqualmie Tribe;
Lucilla Mendoza, Health Care Authority (HCA); Candice Wilson, Department of Health (DOH)

Attendees: Brian Saluskin, Biologist, Confederated Tribes and Bands of the Yakama Nation; Erika Ochoa, Community Health Specialist, Yakima Health District, Confederated Tribes and Bands of the Yakama Nation; Francis Pickernell, Confederated Tribes of the Chehalis Reservation; Mary DuPuis, General Manager, Confederated Tribes of the Chehalis Reservation; Meghan Francis, Councilwoman, Confederated Tribes of the Colville Reservation; Nickolaus Lewis, Advisor, Confederated Tribes of the Colville Reservation; Zekkethal Val Vargas-Thomas, North Star Initiative, Confederated Tribes of the Colville Reservation; Neeka Somday, Legislative Assistant, Confederated Tribes of the Colville Reservation; Sheena Williams, SG Manager, Lummi Nation; William Lucero, Drug Task Force Coordinator, Lummi Nation; Jeannette Meeks, Addictions Client Advocate/MAT Team, Puyallup Tribal Health Authority; Mona Miller, Re-entry Specialist, Puyallup Tribe; Sid Sandstrom, At-Risk Youth Coordinator, Puyallup Tribe; Aliza Brown, Health & Wellness Director, Quinault Indian Nation; Bryce Greene, Peer Support Program Director, Quinault Indian Nation; Steve de los Angeles, Vice Chair, Snoqualmie Indian Tribe; Carole Veloso, CEO, David C. Wynecoop Memorial Health Center, Spokane Tribe of Indians; Dwayne Marsh, Health and Human Service Director, Spokane Tribe of Indians; Nicole Patina, Behavioral Health Program, Stillaguamish Tribe of Indians; Nakesha Edwards, Mental Health Programs Manager, Swinomish Indian Tribal Community; Courtney Jefferson, Youth Development, Tulalip Tribes; Marilyn Scott, Councilwoman, Upper Skagit Indian Tribe; Scott Pinkham, Equity Program Director, United Indians of All Tribes Foundation (UIATF); Cindy Gamble, Tribal Community Health Consultant, American Indian Health Commission (AIHC); JanMarie Ward, Senior Public Health, Policy and Project Advisor, AIHC; Vicki Lowe, Executive Director, AIHC; Naomi Jacobson, North Star Program Manager, Northwest Portland Area Indian Health Board (NPAIHB); Lucilla Mendoza, Tribal Behavioral Health Administrator, Health Care Authority (HCA); Candice Wilson, Tribal Relations Director, Department of Health, (DOH); Lisa Yanagida, Chief of Staff, Department of Social and Health Services (DSHS); Colleen Cawston, Director of Tribal Affairs, Department of Corrections (DOC); Charlene Abrahamson, Tribal Liaison, Health Benefit Exchange (HBE); Kathy Pierre, Tribal Relations Strategist, DOH; Shannel Squally-Janzen, Tribal Prevention Service Specialist, Department of Children, Youth and Families (DCYF); Michelle Gladstone-Wade, Director of Tribal Relations, Department of Commerce; Rebecca Purser, Native Educator Cultivation program Supervisor, Office of the Superintendent of Public Schools; James Vallembois, Substance Use Disorder Program Manager, DCYF; Lucilla Mendoza, HCA; Nakia DeMiero, Tribal Opioid Response Coordinator, HCA; Tina Anderson, Tribal Liaison, HCA; Lonni Rickard, Communications Consultant, HCA; Tim Collins, Senior Director, DSHS Office of Indian Policy; Brenda Francis-Thomas, Regional Manager, DSHS Office of Indian Policy; Aimee Gone, Regional Manager, DSHS Office of Indian Policy; Gerry RainingBird, Suicide Prevention Program Specialist, DOH; Sarah Cook-Lalari, Tribal Prevention System Coordinator, HCA; Josephine Keefe, Vice President of Communications, Kauffman & Associates; Michaelynn Kanichy, Research Associate, Washington State University (WSU); Megan Suter, Assistant Professor, WSU; Marina Van Pelt, Seven Directions Indigenous Public Health Institute; Mikayla Holm, Project Manager, Kauffman and Associates; Anne Paulsen, Opioid Response Communications Consultant, HCA; Lisa Pemberton, Tribal Affairs Administrator, Developmental Disabilities Administration; Beth Schuurmans, 988 Program, DOH; Melissa Thoemke, Behavioral Health Communications Manager, HCA; Renee Tinder, Management Analyst, DOH; Chantel Wang, Opioid Health Educator, DOH; Rachel Wilbur, Assistant Research Professor, WSU; William Lucero; Christine Winn, Tribal Affairs Deputy Administrator, HCA; Marcy Jordan, Local Planning Area Program Manager, DSHS

Welcome, Blessing

Steven de los Angeles, Vice Chair, Snoqualmie Tribe

Vice Chair de los Angeles thanked folks for joining and said this meeting also serves as the Tribal Opioid & Fentanyl Task Force's Family and Community Services Workgroup meeting. We appreciate the continued collaboration.

Opening Remarks and Tribal Campaign Updates

Steven de los Angeles, Vice Chair, Snoqualmie Tribe

Vice Chair de los Angeles said this workgroup has made progress in bringing together Tribal and state partners to work on Tribal opioid/fentanyl behavioral health, education and awareness messaging. He recapped presentations from the previous meeting which were:

- **Vicki Lowe & Lisa Rey Thomas:** Overview of opioid educational campaign needs from the Tribal Opioid and Fentanyl Task Force.
- **Gerry Rainingbird & Rochelle Hamilton:** Native and Strong Suicide Prevention Media Campaign update.
- **MichaelLynn Kanichy:** Healthy Youth Survey Data Reporting Template
- **Kathy Pierre & Nicole Casanova:** DOH Updates, Tribal School-Based health report from Seven Directions.
- **Meg Mills & Paj Nandi:** Youth Opioid/Fentanyl Campaign updates.

Native & Strong Lifeline Campaign Update

Gerry Rainingbird, DOH & Josephine Keefe, Kauffman & Associates

Josephine shared a presentation on the Native & Strong Lifeline Campaign, that included a public service announcement video. It is meant to target audiences on suicide prevention/mental health awareness, particularly for those who are two-spirited, or veterans, or youth. This campaign reaches folks digitally, through video bytes, Snapchat, YouTube, radio stations and gas toppers with expected coverage of 7.5 million people. She shared some examples. She also shared community events where they will have booths and distribute swag such as the Affiliated Tribes of Northwest Indians (ATNI) 2025 Winter Convention, HCA's Washington State Prevention Summit in October and Washington State Indian Education Association Annual Conference in April. Items can be requested by Tribes and Urban Indian Organizations. Access an online toolkit with resources [here](#). Contacts are Gerry RainingBird at Gerry.RainingBird@doh.wa.gov and Kathy Pierre at Kathy.Pierre@doh.wa.gov. Slides will be shared with the group.

Overview of Opioid Education Projects from DCYF

James Vallembois, Substance Use Disorder Program Manager

James shared a presentation on addressing fentanyl prevention. He helped to educate DCYF staff on harm reduction and breaking down barriers, such as allowing staff to carry Narcan. He develops policies to ensure support, not punishment and advocates for system-wide change. He supports case staffing where different members of the community can come in and support a family with resources such as harm reduction kits for parents, and Narcan distribution to families. He collaborates with substance use disorder professionals for Juvenile Rehabilitation (JR) releases, providing residents with two doses of Narcan after educating them on use. DCYF JR serves youth and young adults. JR evaluates all residents, and includes opioid use disorder. Referrals are made for medication-assisted treatment, and random testing is conducted. Staff receive monthly trainings to be better prepared to assist with residents who have a substance use disorder. DCYF has developed posters and videos that are available to the public. He said the road to recovery is continued collaboration with the community, ongoing evaluation and refinement of prevention strategies, and promoting open communication to reduce stigma.

Charlene asked if they had developed policy without making abstinence the hard rule and compiled data as to why that is more effective.

James said the policies have been rewritten to be informative of the treatment process, and to educate the parent where the treatment should go. Substance use isn't a reason to remove a child from their parent; parent behavior must cause a safety threat that can't be resolved while the child is in the home for them to be removed and there are strict guidelines on safety threat. They are working to develop more program so the whole family can be placed in the treatment facility to keep families together and residential programs to allow the parent to stay with children.

Marcy wondered if they are working with peer support family navigators?

James said that is a barrier he is working to remove. They have been able to pair parents/youth with peer support on a lower level and would like to have it elevated to make it the norm. The issue he is running into with is having a group large enough to support the population DCYF serves, and 82% of their cases are impacted by SUD. It must be offered to all cases equally.

Lucilla said HCA has a work plan under the Opioid Task Force and wondered if this group thinks we should move this issue forward to them. They are working on a plan for the Legislature to share needs. Have you worked with the peer team at HCA?

James said they had on a smaller level.

Anne: Asked if they could view the posters and information that DCYF uses?

James said shared a brochure titled “Dangers of Fentanyl” that contains resources. The information can be found on the DCYF website.

DOH General Public Opioid Campaign Updates

Chantel Wang, C+C

Chantel said for 2024-2025, DOH was given three health bills stating what they are to develop and maintain for the statewide campaign to prevent substance abuse and overdose, which includes educating the public on the risks of substance use and unsafe drug supply. Outreach is geared toward adults/youth. They anticipate the campaign will launch by early June 2025.

The youth campaign is for those aged 14-18 and will contain a mix of prevention and harm reduction. The adult campaign is for those aged 25-64, will contain info on taking medications not prescribed and will be an extension of the [PreventOverdoseWa.org](https://www.preventoverdosewa.org) campaign, also with a harm reduction focus. For more information, contact Chantel Wang at chantel.wang@doh.wa.gov.

Tribal Healthy Use Survey Report Listening Session

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

MichaelLynn said they are working on a reporting model for Healthy Youth Survey (HYS) data. The survey is conducted every other year, in middle/high school settings. They have partnered with OSPI, the Liquor and Cannabis Board and DOH. The survey contains questions about abuse, SUD, mental health and many other subjects. She shared some current reporting examples for AI/AN students. Folks can access the reports by grade, year, race on the [Healthy Youth website](https://www.healthy-youth.org). Slides will be shared following the meeting. The goal for the survey planning committee is to develop a meaningful, community-driven new reporting model for tribal youth data and is hoping to receive feedback today from this group and developed questions for response. Megan Suter will be assisting.

Question 1: What data from the HYS would be most useful for supporting your Tribal youth? Does anyone here use healthy youth survey data in their work? What types of data would be useful for supporting tribal youth? Any there any health and wellness concerns you would want data on?

Councilwoman Francis said they don't get the data back in Okanogan and Ferry Counties as the number of surveys completed is too small.

Neeka said for Okanogan County, the response rate is less than 40% which is considered low participation. She said in Ferry County, there is only one district.

Naomi Jacobson from NPAIH wondered if the data is hard to get from the school districts. Or are folks having difficulty pulling reports representing specific population. The NPAIH is currently doing a comparison of the Planet Youth to the Healthy Youth Survey and thinks there are base questions that should be asked in all of them. She said she was able to see the biennial report on HYS but the school district said they don't know how to pull reports from the system.

MichaelLynn said this could be based on their permissions, though they can pull data from the website and the responses for their school district. They receive summary reports, not raw data. Folks having issues can reach out to this email for assistance: Healthy.youth@doh.wa.gov.

Rebecca wondered if this is something Tribal Leaders could ask about during consultation with school districts?

Dwayne suggested obtaining data on historical trauma.

Lucilla said they did have a listening session last year where they looked at each question on the survey. She hopes Megan has the information and can get back to this group about it.

Megan said there were a few questions where elders were added. She is unsure if Lucilla is referring to a separate set of questions for Native youth which is being considered.

Lucilla said there are questions about connectedness and we were able to include feedback on certain activities that are community based. She will get back to Megan and this will be taken as a recommendation.

Dwayne is interested in how the data is sampled and what it's comprised of. What's the threshold for Native data for the smaller size.

Megan said for data suppression guidelines, they are listed as subgroups. To ensure folks are meaningfully represented, she is unsure. They are thinking about it. They are not allowed to collect tribal affiliation, and also want data from specific Tribes and can't do that as they sample by school. She would love to talk about that.

Dwayne asked when looking at intersectional analysis, are there any for outcomes across sex, gender, identity and others for Native Americans?

Megan said this would be great to do for the future and will take note of it. They are limited by the numbers.

Dwayne asked if was looked at over years?

Megan said it was tricky as they don't have individual identifiers to be able to see is. Is trends over time something folks are interested in?

Folks said they were interested in trends over time, and Charlene said it would especially help to understand the impacts of COVID.

Naomi said one of things she has been hearing in early discussions, maybe it's more about the service area in which tribal youth are at, such as the school districts they are in. She would like to see the trends around that, such as their peers, their environment and community and which could help understand what activity they are engaging in.

Marina said in her tribal communities, culture, connectedness and spirituality is important. There are tools that have been developed to measure those things and have been done in those communities. They are validated in Western science, statistically significant, and are potential resources that could be used. There are small data sets and ways scientifically you can work around it.

Megan asked if she could share those resources and Marina said she could. Megan said if the survey was changed so that a person identifies as Native, and are asked different question based on that identity, caution about privacy considerations and public disclosure needs to be taken. She wondered if there are other partnerships that might be better to do that more intimately.

Question 2: What reporting formats would make the HYS data easier to use in your community?

Scott asked if there was a way to pull up comparisons between counties, and if one school could be compared to another or must the comparison be done manually.

MichaelLynn said it would have to be an individual report and folks must do comparisons on their own.

Megan said this is intentional, to avoid pitting two geographies against the other. Folks can view state and county information. To dig deeper into districts, the superintendent of the school district must provide the information. This suggestion will be noted.

Scott targets urban native populations. For example, off reservation versus on reservation comparisons. King County is one that would be helpful.

Val said two of the larger schools in her area allowed her access to their portal, and it doesn't focus on Natives. Her Tribe has about seven-ten schools on or near their reservation. Most of the data is suppressed as the dataset is too small which is not helpful.

Megan will note that. One of the things DOH is working on are Tribal data sharing agreements. Some of the reports aren't combining areas in a useful way and small areas are suppressed. It's a good conversation to have. The suppression rules are to protect the privacy of the youth. She will reach out to Val.

Question 3: What level of data breakdown would be most helpful for your community? Sounds like comparisons would be helpful, at tribal levels where data is being suppressed.

Scott said it would be helpful if the percentages reported race/ethnic groups experiencing a scenario like bullying. Can you give a breakdown of the bullying that occurred, how many involved were AI/AN? He would like to know if AI/ANs are overrepresented in the demographics for the area.

Megan said she believes the website tool will allow you to do that.

Question 4: How can we make HYS data more actionable for Tribes? Are there any supports or training that would be helpful for folks to interpret and apply the data?

MichaelLynn said she noted folks are having difficulty pulling the reports.

Question 5: Are there cultural considerations that should shape how HYS data is collected, analyzed or shared to better serve your youth and community?

Nickolaus said with the Icelandic model they talked about having the support of the state in doing a demo project and bringing the feedback to them. Have you talked about the demo project on data collection that doesn't compete with the work you are doing? He asks because folks can over survey youth. Is there an official position on how the demo project complements the work you are doing with the five pilot Tribes? He feels like we are putting one against the other when we are just trying to get information for communities.

Lucilla said they don't have an official position. The HYS has been in place for 20 years. The Icelandic model has a youth survey. It's in RCW that we have the HYS. Before the launch of the Washington state tribal prevention system pilot, they received feedback from Tribes to work together between state agencies. They worked on a plan to address concerns such as underrepresentation, inability to participate in the Survey and knowledge dissemination to improve the HYS for Tribes and Urban Indian Organizations. We did talk about the survey questions from Planet Youth. We feel like we haven't had enough discussions with the state prevention system to collaborate and coordinate. Are the questions comparable? There's a lot of work to do and we are ready to have the conversation with Planet Youth. There are a lot of communities in the state that rely on HYS as it informs funding, recommendations, etc. and it is used to apply for grants. We do need to figure out how we will work together and determine the impact of bringing in a new survey. The HYS isn't serving Tribes and Planet Youth has an opportunity to do so. We would like to bring that forward and hope to do so in the next month.

Nick: Can the state recommend the schools that are working with the five tribes to work with them on the survey they are doing? It could be difficult to obtain data if we don't separate the two.

Lucilla said there's a lot of policy around the HYS, and we will need to look at that further. They will take this recommendation to the workgroup.

Nakesha suggested including questions regarding community connectedness, after school prevention activities offered to the youth on reservation and off, involvement in canoe pulling for those participating, and resource awareness. Working more together is the point.

MichaelLynn said they will compile the session notes and a report will be sent out with your feedback and guidance to ensure we captured it all. She shared her email which is:
michaelynn.kanichy@wsu.edu.

Lucilla said if you are interested in further conversation, please reach out to her at
lucilla.mendoza@hca.wa.gov.

Adjourn