

Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

April 23, 2025

Meeting Agenda

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: Leonard Forsman, Chair, Suquamish Tribe; Bill Iyall, Chair, Cowlitz Indian Tribe; Steven de los Angeles, Vice Chair, Snoqualmie Indian Tribe; Marla Tolliver, Councilmember, Makah Tribe; William Lucero, Drug Task Force Coordinator, Lummi Nation; Julia Ortiz, Business Council Program Manager, Lummi Nation; Bryce Greene, CSP Project Director, Quinault Indian Nation; Aliza Brown, Health & Wellness Director, Quinault Indian Nation; Jeff Riggins, Community Health Program Manager, Suquamish Tribe; Kelly Knittle, SUDP Program Outreach Manager, Nisqually Indian Tribe; Zenitha Jimicum, Youth Prevention Project Manager, Tulalip Tribes; Nakesha Edwards, Mental Health Programs Manager, Swinomish Indian Tribal Community; Jessica Williams, Community Family Services Program Coordinator, Puyallup Tribe; Sabrina Moses, Student Outreach Specialist, Tulalip Tribes; Michelle Ruiz, Puyallup Tribe; Linda Lauch, Executive Director, American Indian Community Center; Vicki Lowe, Executive Director, American Indian Health Commission (AIHC); Heather Holzer, Public Relations and Communication Consultant, AIHC; Lisa Rey Thomas, Research Scientist, University of Washington; 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); Rebecca Purser, Office of Native Education, Office of the Superintendent of Public Schools (OSPI); Lucilla Mendoza, Tribal Behavioral Health Administrator, Health Care Authority (HCA); Aren Sparck, Tribal Affairs Administrator, HCA; Nakia DeMiero, Tribal Opioid Response Coordinator, HCA; Tina Anderson, Tribal Liaison, HCA; Lonni Rickard, Communications Consultant, HCA; Christine Winn, Tribal Affairs Deputy Administrator, HCA; Tim Collins, Senior Director, DSHS Office of Indian Policy; Leah Muasau, Tribal Contracts Coordinator, DSHS Office of Indian Policy; Brenda Francis-Thomas, Regional Manager, DSHS Office of Indian Policy; Aimee Gone, Regional Manager, DSHS Office of Indian Policy; Heather Hoyle, Regional Manager, DSHS Office of Indian Policy; Sher Stecher, Tribal Relations Manager, DSHS Office of Indian Policy; Gerry RainingBird, Suicide Prevention Program Specialist, DOH; Sarah Cook-Lalari, Tribal Prevention System Coordinator, HCA; Michaelynn Kanichy, Research Associate, Washington State University (WSU); Anne Paulsen, Opioid Response Communications Consultant, HCA; Candice Wilson, Tribal Relations Director, Department of Health (DOH); Amira Caluya, 988 Implementation Specialist, DOH; Renee Tinder, Management Analyst, DOH; Danielle Koenig, Health Promotion & Education, DOH; Mary Beth Brown, Management Analyst, DOH; Rosalinda Fivekiller-Turk, Tribal Engagement Director, DOH; Paj Nandi, Desautel Hage (DH); Megan Mills, DH; Harj Aulakh, Management Analyst, DOC; Marina Van Pelt, Seven Directions Indigenous Public Health Institute; Myra Parker, Director, Seven Directions Indigenous Public Health Institute; Maya Magarati, Associate Director, Seven Directions Indigenous Public Health Institute; Denise Kelly, Region 2 Tribal Liaison, DSHS Economic Services Division

Welcome, Blessing

Steven de los Angeles, Vice Chair, Snoqualmie Tribe

- Vice Chair de los Angeles provided blessing.

Opening Remarks and Tribal Campaign Updates

Steven de los Angeles, Vice Chair, Snoqualmie Tribe

Lucilla Mendoza, HCA & Candice Wilson, DOH

Tribal Representatives

Vice Chair de los Angeles shared a recap of presentations from the previous meeting

- Gerry Rainingbird, DOH & Josephine Keefe, Kauffman & Associates shared an update on the Native & Strong Lifeline campaign.
- James Vallembois, Substance Use Disorder Program Manager with DCYF introduced himself and briefly shared the Opioid Education Projects he manages.
- Chantel Wang with DOH shared an update on the General Public Opioid Campaign.
- MichaelLynn Kanichy, WSU, with Lucilla Mendoza, HCA OTA, and Kathy Pierre, DOH, shared a listening session on the Healthy Use Survey Report.

WA Tribal Opioid/Fentanyl Task Force and Summit Update

Vicki Lowe & Lisa Rey-Thomas, AIHC & Lucilla Mendoza, HCA-OTA

Lucilla shared recommendations from the April 22 WA Tribal Opioid and Fentanyl Task Force Meeting for Community and Family Services Subcommittee which included:

- continued investment in prevention campaigns;
- investment into Tribal prevention models, including but not limited to Family Spirit, Healing of the Canoe, North Star, Reef Net Model, Positive Indian Parenting, Pulling Together for Wellness;
- funding for Full Family Peer Programs at Department of Children, Youth and Families; and
- funding for Tribes to fully implement the John McCoy Since Time Immemorial Curriculum and the [Billy Frank Jr. curriculum materials](#) with local schools.

HCA has requested funding for the For Our Lives campaign. Lucilla also asked folks to please support HB 1956, to share educational resources for school and support schools that need professional development.

Vicki said the Task Force is working on a report making recommendations to the Legislature and Governor which is due by June 30. She is hoping to get more information and insight at the Opioid Summit. The Task Force is looking for ways to focus on helping Tribes make education and prevention campaigns work for their communities, and to invest in Tribal prevention models across the state. She will send a meeting invite after the Opioid Summit to review all of the recommendations as she would like to provide a listing to the other Subcommittees of the things we are working on. She shared a link to the [Opioid Summit registration](#).

The Department of Children, Youth and Families is seeking funding for Full Peer Programs.

Heather shared AIHC is in the planning stages of the Native Youth Prevention Leadership Summit slated for mid- October and they are looking to recruit 15-20 Native Youth to join in virtual classes and planning sessions this summer. The theme is Pulling Together for Wellness. Here is the link to the [Native Youth Summit application](#) for those who are interested. Folks can also contact JanMarie Ward at janolmstead@gmail.com.

Colleen suggested avoiding scheduling the Summit during the week of October 21-24, which is being held for the 2025 Centennial Accord.

Lucilla and Rebecca remembered a discussion about having a youth panel at the 2025 Centennial Accord during last year's Accord.

Anne shared [prescription medication drop off site information link](#) and Take Back Day is Saturday, April 26.

Tribal Community Updates

Jeff said he is the Chair of the Suquamish Tribe Opioid Task Force and provided an overview. They established a steering committee to identify needs in the community. A workgroup focused on data collection was developed to see where the gaps are. They are also bringing Healing of the Canoe to the Tribe.

Kelly said the Nisqually Tribe is working to get their recovery camp open. Once complete, the Tribe will have 12 cabins, and 6 tiny homes. They hope to open by May 1.

Seven Directions Project Overview

Myra Parker, Director of Seven Directions and Maya Magarati, Associate Director

Myra said Seven Directions is a Tribal Public Health institute at the University of Washington and went through a national convening process to see if this was good to do. They met with tribal leaders, public health officials, and others, and served on an advisory board where they received direction in how they support public health in Tribal communities. They have also worked with the Center for Disease Control (CDC), supporting Tribes around the COVID response, developing measurement and data plans for information they are collecting and hoping to provide some alignment support for Tribes in the region. They support Tribes through the lens that family and community comes first, and guided by respect for Tribal Public Health governance and sovereignty, including parameters for data sharing and data sovereignty.

Seven Directions assists Tribes in their campaign work, identifying resources and avenues for building awareness and supporting Tribes in the best way. They work with Tribes and Tribal organization to receive accreditation, and help with tips for collecting data through indigenous research. Myra shared some resources in her presentation so Tribes can map out what it is like to walk the path of recovery.

Maya said Seven Directions has created and are using a [supplemental indigenous evaluation toolkit](#) to create the Native Overdose prevention Hub with funds from the CDC. She invited folks to share their community overdose prevention work and a space will be provided. She asked folks to let them know how you would like to collaborate with them to develop it. They have been providing a virtual space for a community of practice around

opioid and prevention work called Gathering Grounds and invited folks to attend and/or speak at them. They do a national gathering called Our Nations, Our Journeys and are planning the 2025 event. She invited folks to join them. She said they have other Tribal Public Health resources available on their website. If you find it useful, they will connect with you. They were funded by the Department of Health (DOH) last year to do listening sessions, and worked with four Tribal schools to see if there was interest in a school-based model. They provided a report to DOH. Seven Directions is here to support and collaborate for positive health outcomes. She shared a [link](#) to their site.

For Our Lives Campaign Update

Megan Mills and Paj Nandi, Desautel Hauge

Megan shared Desautel Hauge (DH) is currently working on youth expansion For Our Lives campaign. They worked with Sister Sky, a Native woman-owned firm, to test concepts with Native youth. Tahoma Peak Solutions tested taglines, storyboards and posters in five focus groups and DH relied heavily on their connections with Tribal communities and Tribal schools. A total of 54 students attended. Tahoma Peak will deliver a final report on April 30.

- Taglines tested were: 1. All of us 2. For all of us and 3. For Our _____ (community, family, friends, aunties, uncles, selves...).
- Video storyboards tested were: 1. Real classroom 2. Real conversation 3. Just the facts.
- Posters were created on Just the Facts themes.

Youth were asked what they liked, what caught their attention and how they felt. Native youth value their culture, people, places and events. They connected with “For Our _____” tagline and value “realness.” Facts about fentanyl are important to them. They respond to and connect with presenters and participants who share information such as stories and facts, speaking from personal experience. Some things they recommend are developing video and print materials based on the real conversation approach using the “For Our _____” tagline and incorporate information graphics for rack cards. DH recommends working with three-five Native youth who can share stories and information via a conversational approach. DH recommends building on the existing For Our Lives brand to open up the campaign as it is widely known among youth. Please contact Meg Mills at meganm@wearedh.com if you know of youth who would be interested in participating.

Paj each Tribe is allocated \$40,000 to customize and build on campaign materials for opioid/fentanyl awareness. Doing focus groups with Native youth will inform the campaign on this year’s phase which will be available in early fall. DH would like to connect with Tribes to see what community, school-related, and athletic events are occurring where youth are participating. Emails were sent to all Tribes and they heard back from about 20 tribes interested in partnering with them, and meetings are being scheduled. Tribes have asked if the same materials used last year are available and they are.

Lucy said HCA is working on a memorandum of understanding and Megan is hoping to share research with this group next month about it. Lucy said they are doing recordings of Tribal Leaders to share messages with Tribal communities addressing the crisis. If folks are interested, please reach out. This was done last year and the compilation of messages will be shared at the Opioid Summit. DH is also coordinating with Kauffman and Assoc on the Native and Strong Campaign to share resources.

Meeting Wrap-Up/Next Agenda

Steven de los Angeles, Vice Chair, Snoqualmie Tribe

Lucilla Mendoza, HCA & Candice Wilson, DOH

Naomi shared the Northwest Portland Area Indian Health Board THRIVE Conference registration is open. This will be in Portland, Oregon, June 23-27, at the PSU Native American Student & Community Center. There will be 3-4 interactive workshops. The target audience is AI/AN youth ages 13-19 years old. Please contact THRIVE@npaihb.org for more information

Charlene offered the closing blessing.

Adjourn