

Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

June 25, 2025

Meeting Minutes

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

Attendees: Caytee Cline, Tsapowum Behavioral Health Director, Confederated Tribes of the Chehalis Reservation; Dayna Seymour, Councilmember, Confederated Tribes of the Colville Reservation; Neeka Somday, Legislative Assistant, Confederated Tribes of the Colville Reservation; Zekkethal "Val" Vargas-Thomas, Project Coordinator, Confederated Tribes of the Colville Reservation; Erika Ochoa, Community Health Specialist, Confederated Tribes and Bands of the Yakama Nation; Tracy Gillett, Human Resource Manager, Hoh Indian Tribe; Morgan Snell, Higher Education and Professional Development Coordinator, Jamestown S'Klallam Tribe; Sheena Williams, Self-Governance Manager, Lummi Nation; Sharon Hamilton-Curley, Human Services Director, Muckleshoot Tribe; Mona Miller, Director of Reentry and Community Family Services, Puyallup Tribe of Indians; Bryce Green, COSSUP Director, Quinault Indian Nation; Steven de los Angeles, Councilmember, Snoqualmie Indian Tribe; Kristen Davis, Family Services Director, Squaxin Island Tribe; Jessica Dolge, Behavioral Health Office Manager, Squaxin Island Tribe; Zenitha Jimicum, Youth Prevention Project Manager, Tulalip Tribes; Sharon Hamilton-Curley, Muckleshoot Tribe; Christa McAllister, Case Manager, Upper Skagit Tribes; Scott Pinkham, Equity Program Director United Indians of All Tribes Foundation (UIATF); Vicki Lowe, Executive Director, American Indian Health Commission (AIHC); Heather Holzer, Public Relations and Communication Consultant, AIHC; Laura Kluever, Tribal Assister Support, AIHC; Reuben Twin, Waatunwan Program Manager, Mother Nation; Colleen Cawston, Tribal Relations Director, Department of Corrections (DOC); Amira Caluya, 988 Implementation Specialist, Department of Health (DOH); Kathy Pierre, Prevention/Community Health, DOH; Gerry Rainingbird, Health Services Consultant, DOH; Tim Collins, OIP Senior Director, Department of Social and Health Services (DSHS); Sher Stecher, OIP Tribal Relations Manager, DSHS; Marcy Jordan, Local Planning Area Program Manager, DSHS; Lisa Pemberton, Tribal Affairs Administrator, Home and Community Living Administration, DSHS; Charlene Abrahamson, Tribal Liaison, Health Benefit Exchange (HBE); Anne Paulsen, State Opioid Response Communications Consultant, Health Care Authority (HCA); Lucilla Mendoza, Tribal Behavioral Health Administrator, HCA; Nakia DeMiero, Tribal Opioid Response Coordinator, HCA; Melissa Thoemke, Behavioral Health Communications Manager, HCA; Lonni Rickard, Communications Consultant, HCA; Raina Peone, Regional Tribal Liaison, HCA; Erika Rodriguez, Mental Health Systems Program Specialist, Office of the Superintendent of Public Instruction (OSPI); Josephine Keefe, Vice President of Communications, Kauffman & Associates, Nicole Pino, Project Manager, Kauffman & Associates, Paj Nandi, Strategic Council, Desautel Hege (DH); Megan Mills, DH, Maya Magarati, Seven Directions, University of Washington

Welcome, Blessing

Steven de los Angeles, Councilmember, Snoqualmie Indian Tribe

- Councilmember de los Angeles shared this workgroup also serves as the Tribal Opioid & Fentanyl Task Force's subcommittee meeting titled Family and Community Services.
- Kathy Pierre offered blessing.

Opening Remarks and Tribal Campaign Updates

Steven de los Angeles, Councilmember, Snoqualmie Indian Tribe

Lucilla Mendoza, HCA & Candice Wilson, DOH

Tribal Representatives

- Councilmember de los Angeles reflected on progress made by this collaboration with Tribal and state partners to Vice Chair de los Angeles. Our workgroup has made progress in bringing together Tribal and state partners to work on Tribal opioid/fentanyl behavioral health, education and awareness messaging, and presentations made at the previous meeting.

988 Contact Hub/DTLL Native and Strong Text and Chat Update

Amira Caluya, 988 Implementation Specialist, DOH

Amira said the [988 Contact Hub Designation Application link](#) is live on the DOH website. The hubs are a vision of the crisis continuum of 988.

During the previous legislative session, DOH received funding to expand the Native and Strong Lifeline with text and chat capability and it is expected to go live in the fall of 2025. The Lifeline is a subnetwork of 988, which is run by Native, specialized crisis counselors. The chat allows callers to select the Native option.

Charlene asked how the choice between “Native” and “indigenous” was selected as a language choice.

Amira said it was selected by the 988 group.

Please reach out to Amira at amira.caluya@doh.wa.gov or Beth Schuurmans at beth.schuurmans@doh.wa.gov, if you have any questions.

Native and Strong Campaign Update, KAI

Nicole Pino and Josephine Keefe, Kauffman & Associates

Josephine said the [Native and Strong](#) Campaign was developed in partnership with Tribes and DOH. The campaign is rooted in suicide prevention.

Kauffman & Associates (KAI) were asked to get [campaign messaging and advertisements](#) out to target audiences within Tribal communities, including veterans, two-spirit members and youth. Today, there are a total of 1,784,396 impressions throughout the state, including gas toppers, radio station ads, TikTok, Snapchat, Instagram, and more. Public service announcements go out every month. In June during Pride Month, access to 988 ads were featured. IHeart Media has been instrumental in sending ads targeted to youth through TikTok, Snapchat, and Instagram.

KAI held a youth focus group in Spokane and feedback was incorporated into the ads, including video shoots and storyboards. Some wanted longer videos and to see their friends and relatives. The storyboard theme created for youth under 15 is community support and pulling together.

KAI held a youth focus group in Seattle last week. Feedback received was the youth felt they saw friends, empathy and help in the messaging that was shared with them.

KAI has concluded all community events, and the swag was well received. Lots of folks visited booths and gathered resources and they are now out of inventory. If the work continues, they will restock the inventory and continue fulfilling requests.

Please contact Josephine at josephine.keefe@kauffmaninc.com, Rochelle Hamilton, at Rochelle.hamilton@kauffmaninc.com, Kathy Pierre at Kathy.pierre@doh.wa.gov, or Gerry Rainingbird at Gerry.RainingBird@doh.wa.gov with questions.

WA Tribal Opioid/Fentanyl Task Force/Tribal Opioid Summit Report

Vicki Lowe, AIHC & Lucilla Mendoza, HCA-OTA

Vicki shared findings from the 2025 Tribal Opioid Summit Family and Community Services Workgroup session from the draft Washington State Tribal Opioid and Fentanyl Response Taskforce Report to the Legislature. The report talks about why the work is important, the need to figure out how to support and do prevention work and how the campaigns are helpful.

Legislative Recommendations:

- Identify where RCW/WAC needs to change the scope of work to support more providers who can address patients with co-occurring needs for mental health services and SUD treatment.

Policy Recommendations:

- Ensure private insurance pays for services provided by a Peer Support Specialist and work with the Office of the Insurance Commissioner to make that happen.
- Provide training for all staff on trauma-informed care and addressing co-occurring disorders.
- Support Tribes coordinating with the Bureau of Indian Affairs drug taskforce and other federal partners to address drug trafficking issues on reservations.

Program Recommendations:

- Develop a model or toolkit from successful community-based responses in other areas.
- Organize a gathering of storytellers to help reduce and eliminate stigma and promote cultural approaches to prevention and treatment.

Fiscal Cost Analysis:

- Toolkit development is happening under Foundational Public Health Services funding
- The estimated cost of gathering storytellers would be about \$50,000

Charlene asked if the cost being asked for is known and what the language was around the inception of the work.

Vicki said continued funding for the prevention campaigns came out of the Opioid Abatement funds, and some others and is unsure if the funds are ongoing.

Lucilla said HCA received the campaign funds through the legislative session and currently have \$3.2 million for the next two years. She suggested adding budget discussion to the next meeting agenda.

Vicki suggested discussing budget for 2025-26 and the next biennium.

Charlene: The prevention campaigns were borne out of the emergency of the crisis. Looking at the data this year and previous years, there's not a reduction in the population. Maybe the funding request can address that and combine under one umbrella. The Native and Strong Campaign shows clear proof of the quality of the work.

Vicki said she has heard there's a decrease in overdoses and resulting hospitalizations in the community but not in Indian country. She requested input on the draft Task Force Report to the Legislature and shared her email, vicki.lowe@aihc-wa.com.

For Our Lives Mid-Year Update

Megan Mills and Paj Nandi, Desautel Hege

Paj said they have been working with Tribes and Tribal liaisons to end overdose, expanding the For Our Lives campaign to Native youth, and updating Tribal focused prevention materials to include MOUD and reducing stigma over that treatment.

Tribal outreach and engagement is a large part of the work. In May, the Desautel Hege (DH) team held 12 in-person meetings and many virtually with 28 Tribes across the state. They will meet with the last Tribe in a few weeks and have received requests from five Tribes for localization requests. They have shared some customized materials, such as bags, socks, t-shirts, book marks, and booth items at the Tribes' request.

Megan shared new materials created and adaptations of existing materials for Native youth which are available now for download at ForOurLives.org. DH has been working with Native based development partners including the Native Student Program to create storyboards and posters. There will be updated prevention materials ready in July for people to request.. MOUD materials will be ready in September.

Charlene said at the last two Summits, there is stigma about MOUD. She understands that folks don't see the benefit. What stigmas are folks facing and what are the strategies you are looking at?

Megan said there were several different areas, providers, community members and it varies by community and by MOUD type. Methadone is highly stigmatized. There are a lot of opportunities around education, storytelling, especially around MOUD not being only one type. Some providers don't think certain folks should be using MOUD such as those who are pregnant.

Charlene suggested highlighting how MOUD saves lives, along with other methods.

If you have questions, reach out to Megan or meganm@wearedh.com or Paj at pajn@wearedh.com.

Discussion/Questions

Charlene asked about feedback received from the Summit.

Heather said some wanted more sessions so folks could attend them all. She shared a link to the [Summit survey](#) where people can provide feedback. She will send a photo of Summit presenters in the breakout sessions following the meeting.

Amira shared SAMHSA will discontinue the LGBTQ+ network of 988 next month and DOH is looking into options for the campaign.

Charlene wondered if there were any plans for litigation remedies thru the Attorney General's office.

Amira thinks they are. On 988, DOH is trying to see if there's anything that can be done at the state level for LGBTQ+ folks who call 988.

Charlene asked if the lived experience panel and messaging was positive?

Amira said it was.

Meeting Wrap-Up/Next Agenda

Steven de los Angeles, Councilmember Snoqualmie Tribe
Lucilla Mendoza, HCA & Candice Wilson, DOH

- DCYF Pilots at Tribes for Prevention Work for July meeting agenda
- Current and future budget on campaign funds discussion for July meeting agenda
- Federal Bill Discussion at the August meeting agenda
- Charlene provided the closing blessing.

Adjourn