

Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

April 23, 2025

1:00 pm – 3:00 pm

Welcome

- Blessing
- Introductions
 - Tribal elected officials
 - Tribal health leaders
 - UIHPs/Urban Health Organizations
 - State staff

Opening Remarks Tribal Campaign Updates

WA State Tribal Opioid/Fentanyl Task Force and Summit Update

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

Recommendations for Community and Family Services

Continued investment in Prevention Campaigns

Investment into Tribal Prevention models, including but not limited too:

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 DCYF- need amount

Funding for Tribes to fully implement the John McCoy Since Time Immemorial Curriculum with local schools.



AIHC Native American Youth Prevention and Leadership Conference Planning Committee – 3-25-25

**Recruitment of 10 Native Youth Leaders,
ages 14-24, to serve as a youth leader,
mentor, and advisor to the Native Youth
Leadership Planning Committee**



Commitment:

- Participate in virtual planning meetings April through October, plus follow-up sessions after the summit. Meetings will be scheduled after school hours.
- Participation in virtual training sessions that will address health topics faced by Native Youth to help build culturally informed strength-based prevention and leadership skills.
- Participation in creative approaches to development and planning of the summit agenda, activities, materials, and presentations.
- Working with other Native Youth, Tribal and Urban Indian Leaders, subject matter experts, and state partners.

**PULLING TOGETHER
FOR WELLNESS**



Responsibilities:

- Participate in planning meetings
- Attend virtual training sessions prior to meetings
- Demonstrate respect for all perspectives
- Work collaboratively
- Open to learning

Meetings/sessions timeframe:

- Total of 10 meetings
- All meetings will be virtual
- Scheduled after school hours
- 1 ½ to 2 hrs.



Learnings to gain an understanding in:

- Indigenous Health frameworks
- Trauma-Informed Strategies
- Prevention and Addiction Theory
- Native American Youth Leadership Skills

Compensation:

- \$100 per meeting/session up to \$1,000





AIHC Native American Youth Prevention and Leadership Conference Planning Committee

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CONTACT:

AMERICAN INDIAN HEALTH COMMISSION

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Seven Directions Project Overview

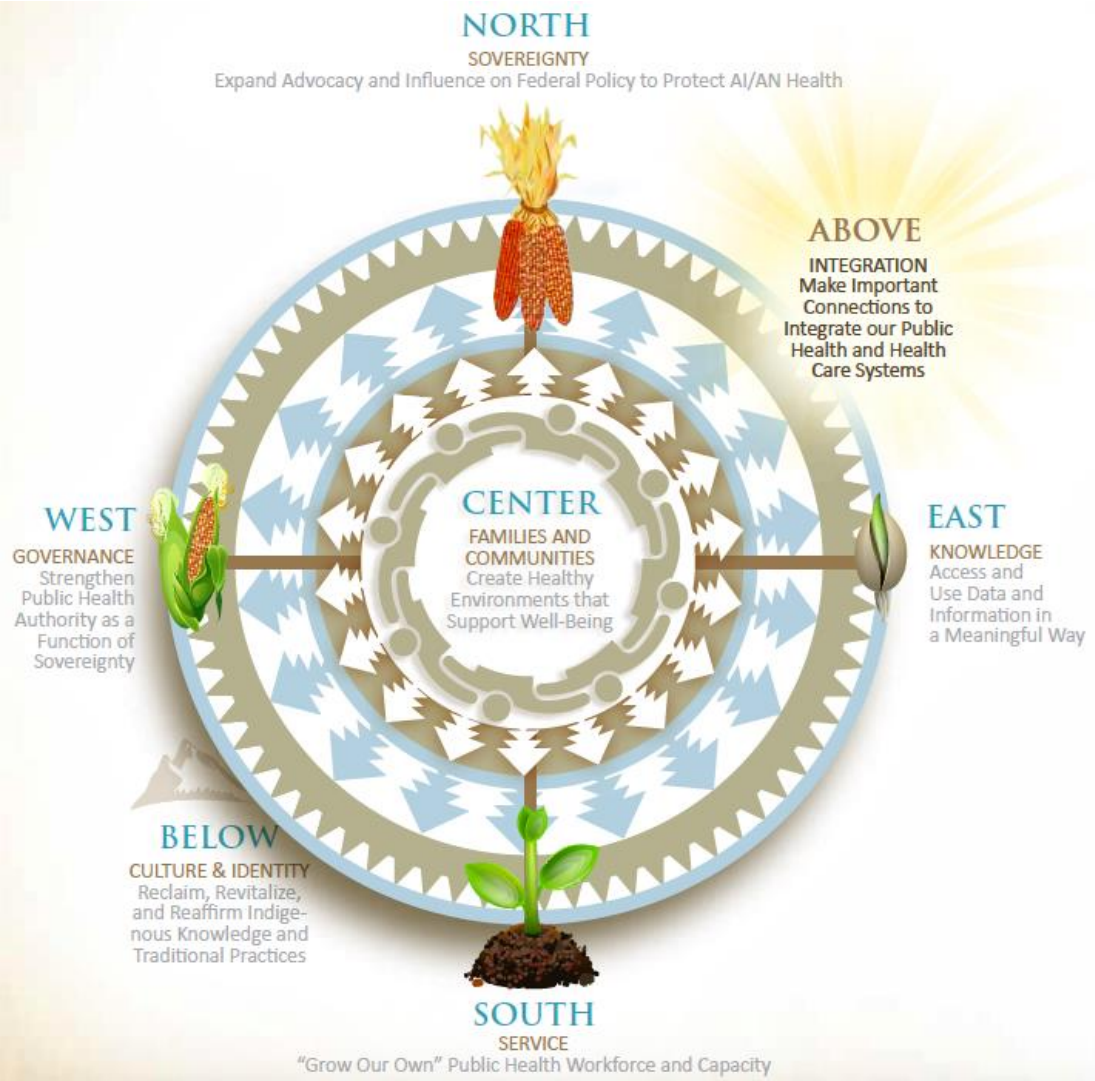
Myra Parker, Director of Seven Directions and
Maya Magarati, Associate Director



SEVEN DIRECTIONS

A CENTER FOR INDIGENOUS PUBLIC HEALTH





2011-2016 Tribal Public Health Institute

Seven Directions began with community, thanks to the vision and efforts of tribal leaders, public health officials, allies, and many other stakeholders.



VISION

All Indigenous
Peoples living
long and
healthy lives
for generations
to come



MISSION

Advance American Indian and Alaska Native health and wellness by honoring Indigenous knowledge, strengthening Tribal and Urban Indian public health systems, and cultivating innovation and collaboration.

Greetings from Our Team!



Seven Directions



Our Approach



SEVEN DIRECTIONS
INDIGENOUS VOICES FOR PUBLIC HEALTH

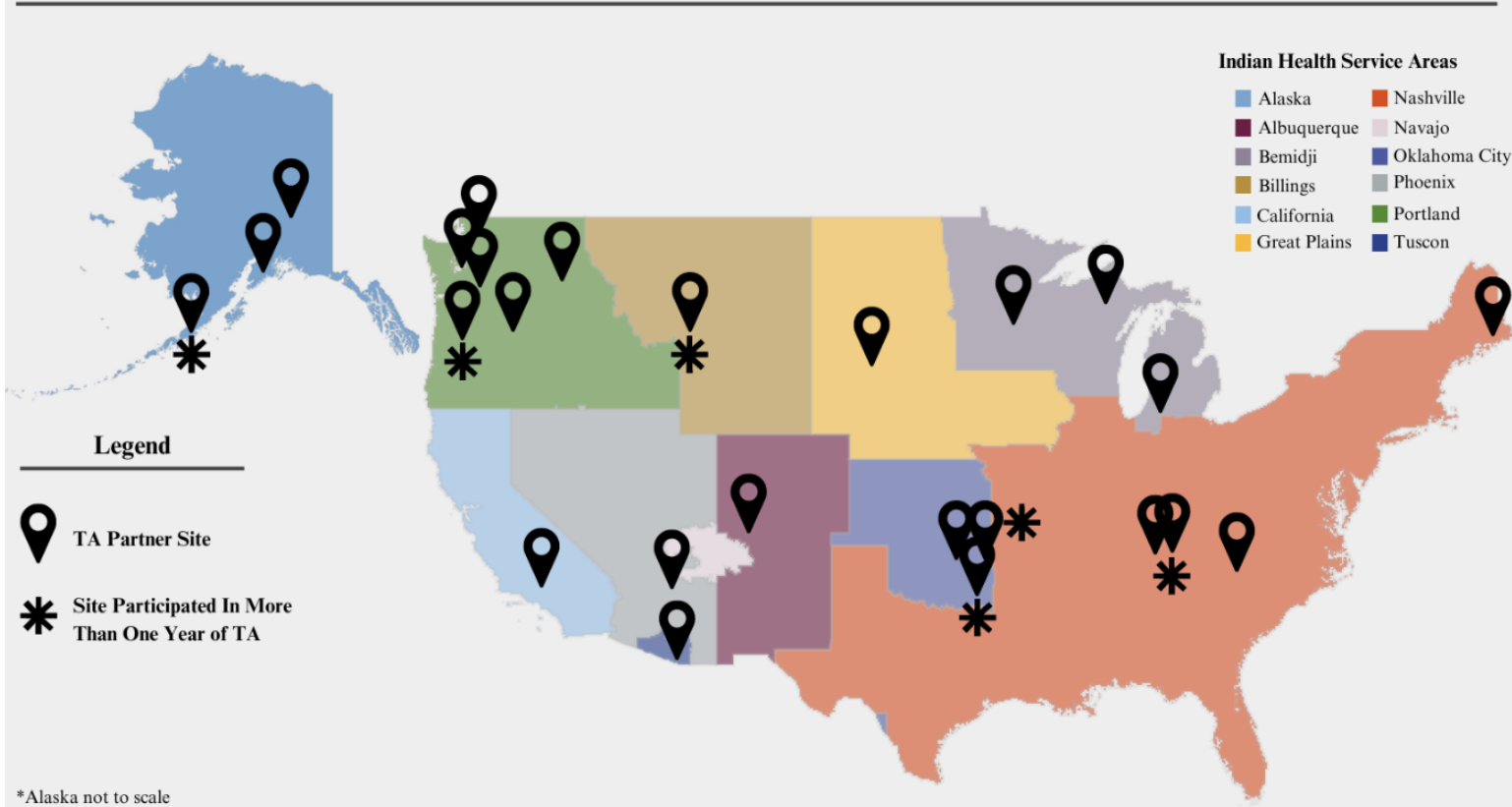


Supported by and in
Collaboration with using
Community Based
Participatory Research

- Tribes & Tribal Consortiums
- **WA Department of Health (2024 School-based Health Center: Tribal community listening sessions)**
- Vadon Foundation, Schmidt Foundation, Robert Wood Johnson Foundation
- CDC, NIH, HRSA

Opioid Overdose Prevention

Seven Directions Tribal Opioid Prevention Technical Assistance (TA) Partner Sites (2019-2024)



Technical Assistance

Supported 20+ sites with opioid-related technical assistance between 2019 - 2024

Free Technical Assistance & Training for Programs Working in Public Health Overdose and Other Prevention

Foundational Public Health Capabilities

Work with programs to strengthen their existing systems by developing organizational policies and building community partnerships.

Example

Public health accreditation navigation

Indigenous Evaluation

We support organizations using Indigenous evaluation methods to build knowledge they can use about their opioid programs.

Example:

Concrete tips for collecting data through Indigenous research methods

Program Innovation

Work closely with tribal program staff to plan, create, and develop a “mini project” in service of their opioid program goals.

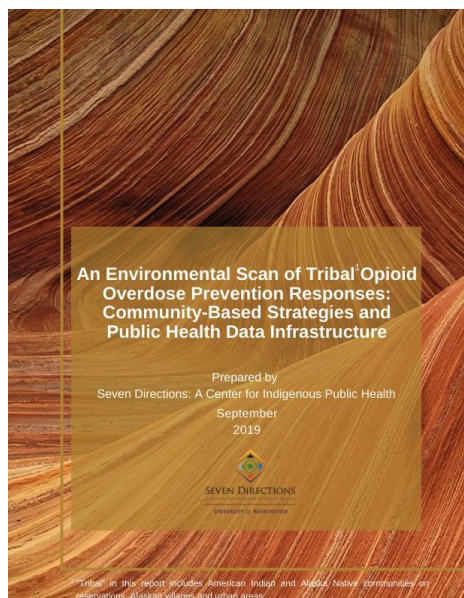
Example:

Designing a data dashboard to track opioid use and overdose rates using tribal, state, and national data sources



Opioid Overdose Prevention Resource: 2019 Onwards

Environmental Scan of Tribal Opioid Overdose Prevention Responses



An Environmental Scan of Tribal Opioid Overdose Prevention Responses: Community-Based Strategies and Public Health Data Infrastructure

Prepared by
Seven Directions: A Center for Indigenous Public Health
September 2019



*Tribal in this report includes American Indian and Alaska Native communities on reservations, Alaska villages and urban areas.

2021 Update: COVID-19 & the Pivot to Telehealth

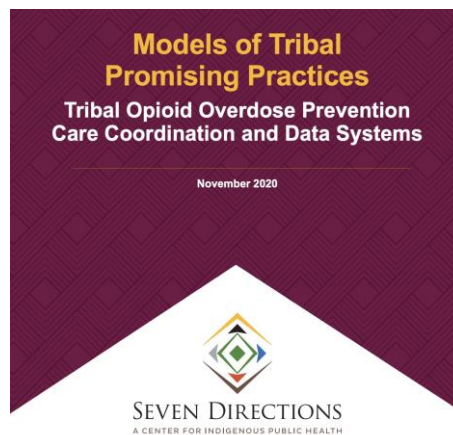
An Environmental Scan of Tribal Opioid Overdose Prevention Responses: Community-Based Strategies and Public Health Data Infrastructure

October 2021



SEVEN DIRECTIONS
A CENTER FOR INDIGENOUS PUBLIC HEALTH

Models of Tribal Promising Practices Tribal Opioid Overdose Prevention Care Coordination and Data Systems



Models of Tribal Promising Practices

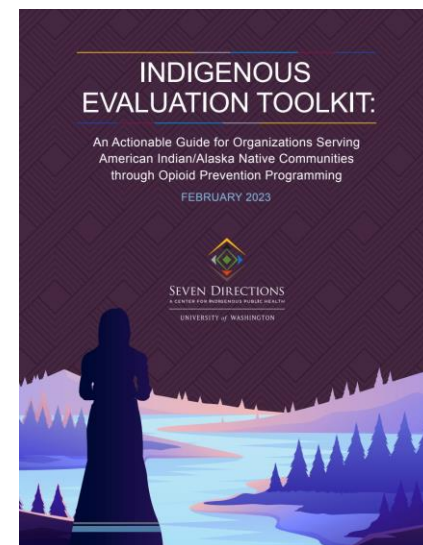
Tribal Opioid Overdose Prevention Care Coordination and Data Systems

November 2020



SEVEN DIRECTIONS
A CENTER FOR INDIGENOUS PUBLIC HEALTH

Indigenous Evaluation Toolkit



INDIGENOUS EVALUATION TOOLKIT:

An Actionable Guide for Organizations Serving American Indian/Alaska Native Communities through Opioid Prevention Programming

FEBRUARY 2023



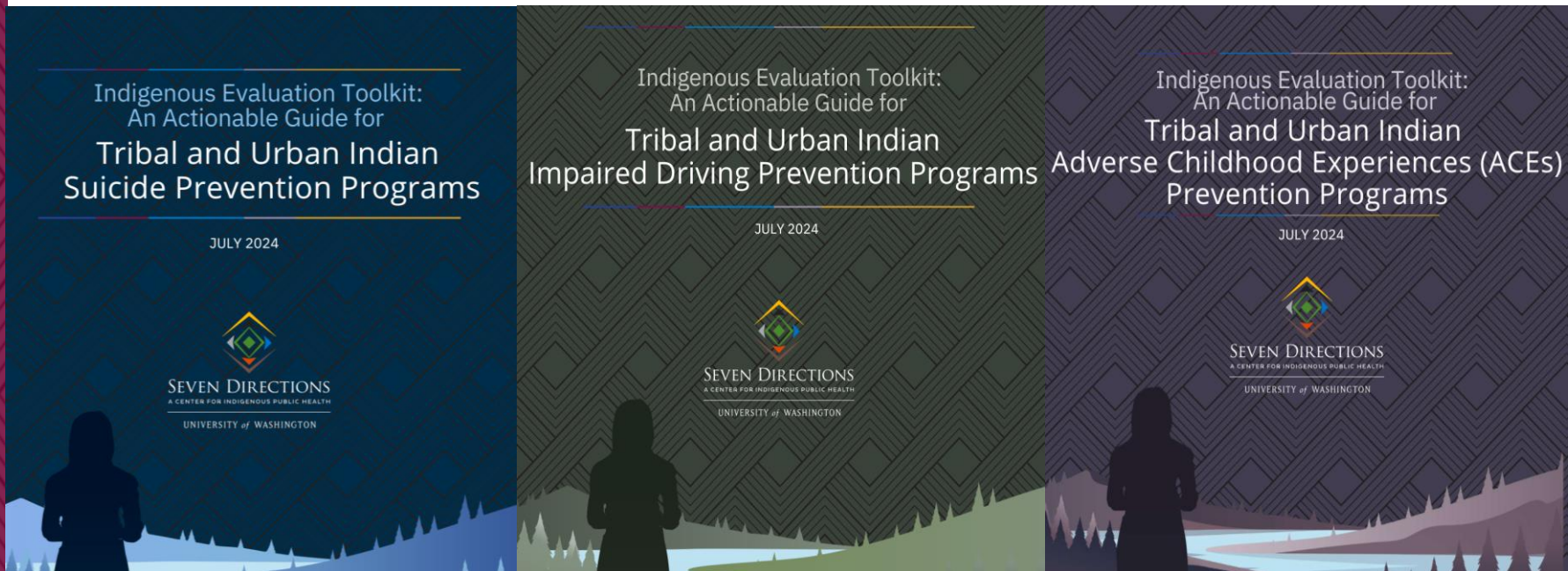
SEVEN DIRECTIONS
A CENTER FOR INDIGENOUS PUBLIC HEALTH
UNIVERSITY OF WASHINGTON

Core Values: Indigenous Evaluation Framework

Indigenous Knowledge	People of a Place	Centering Family and Community	Honoring Our Gifts	Respecting Sovereignty
<ul style="list-style-type: none">-Honor multiple ways of knowing-Moral responsibility to reflect on and use what is learned	<ul style="list-style-type: none">-Include local context when telling evaluation story-Respect that what works well in one setting may not translate to others	<ul style="list-style-type: none">-Deep community engagement, participatory methods-Community-level outcomes, not just individual	<ul style="list-style-type: none">-Multiple ways to measure accomplishment-Different starting points, strengths, experiences	<ul style="list-style-type: none">-Tribal ownership and control of ta; permission at all steps-Build evaluation capacity-Report findings to community in meaningful ways

(Adapted from LaFrance and Nichols, 2008)


Three Supplemental Indigenous Evaluation Toolkits



Native Overdose 1-Stop Resource Hub

[Home](#) | [Request TA](#) | [Contact Us](#) | [Share Your Work](#) |

[Community In Action](#) | [Resources](#) | [Engage & Connect](#) | [Funding This Work](#) | [Technical Assistance](#)



Welcome to Native Overdose Prevention Hub

This Resource Hub is intended to provide Indigenous communities and organizations with culturally inclusive and tailored resources regarding Overdose Prevention.


Due to the drug overdose crisis continuing to harm and impact families and communities, we are diligently working to build connection to applicable, innovative, and culturally informed strategies developed by a variety of tribal and urban Indian communities and organizations.

Culture As Prevention

We recognize and uplift Indigenous culture as a primary form of prevention for substance misuse and its related harms. Evidence-based interventions that are grounded in Indigenous cultural understanding, and/or are culturally adapted, have resulted in significant improvements in a variety of health outcomes.

Opportunities to incorporate culture in substance abuse prevention:

- **Provide access to learn and practice** cultural values early in life to prevent substance use,
- **Organize** alternative substance-free socializing spaces,
- **Build community capacity** in harm reduction, and
- **Normalize the incorporation of cultural components** in substance use prevention.



[Link to
URL HERE](#)

Gathering Grounds: Indigenous Public Health Community of Practice



Previous Topics:

- **Roundtable Talks: Data Modernization Across Turtle Island**
- **Indigenous Methodologies in Action**
- **Community in Action: Stories from Direct Service Providers**
- **Restoring Indigenous Pregnancy Care for Maternal Wellbeing**
- **Putting the Tribal Principals to Work: Indigenous Community Members' Perspectives on the Tribal Opioid Settlements**
- **Panel discussion: Centering Culture in Practice**

Our Nations, Our Journeys (ONJO)



INDIGENIZING DATA APPROACHES: Conversations on Indigenizing



Our Nations Our Journeys (ONJO) is a forum for rich, culturally grounded connections and strategic conversations about the big questions affecting Indigenous communities' health and wellbeing.

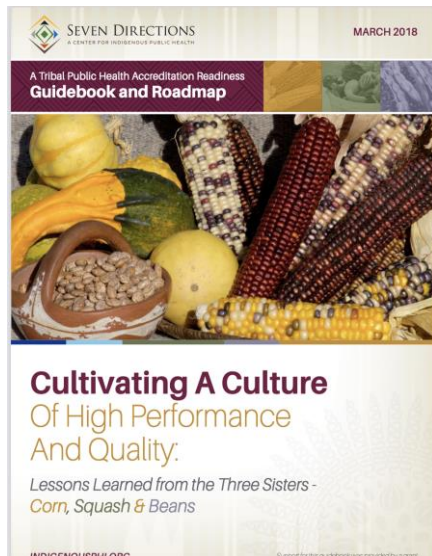
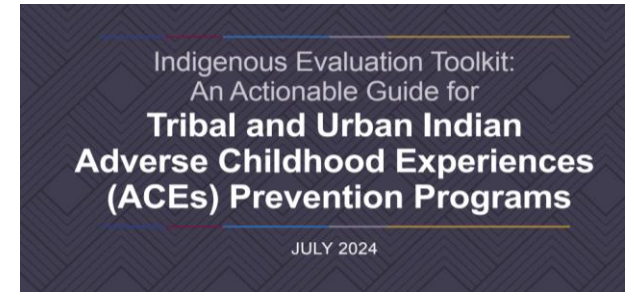


ONJO 2025: Planning, Overdose Prevention

ONJO 2023: Healing from the Opioid Epidemic through Strength-based Approaches and Data Sovereignty

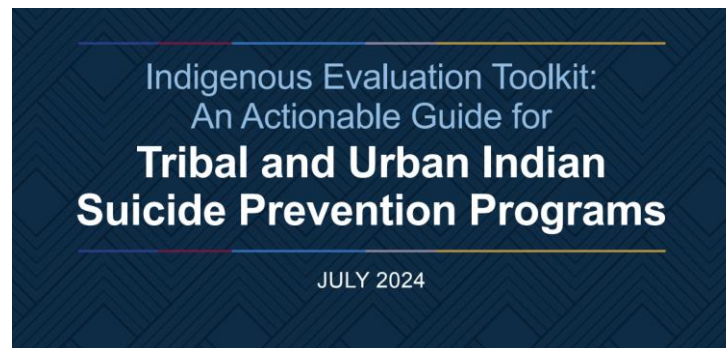
ONJO 2020: Fight for Our Future Finding Strength in Indigenous Public Health

Other Tribal Public Health Resources



Foundational Review Of Data Sources Used To Characterize American Indian & Alaska Native Drug Use

Seven Directions: A Center for Indigenous Public Health
Project Summary - December 2021



2024 Tribal Community Listening Sessions



**Community Listening Sessions:
Tribal School-Based Health
Centers Programming, Needs,
Interests, and Preferences in
Washington State**

Final Report
December 2024

The gather insights from Washington's Tribal communities on needs and preferences related to school-based health programs (SBHC), funding support by WA DOH

1



Is there **interest** in school-based health programs in WA Tribal communities?

2



If so, what should a **school-based health care model** look like for **Native youth**? **How can DOH support** school-based health programs for WA Tribal communities?

3



If not, how else might DOH's Adolescent and Young Adult Health team **support meeting the health care needs of Native youth**?

School-Based Health Centers (SBHC)

Provide a crucial link between health and education, improving outcomes for students in both areas

Delivery Models



On Site



Telehealth
Exclusive



School-Linked



Mobile

Better
Access to
Health
Services

Healthier
Students
and
Families



Healthy
Students
Learn
Better

Gains in
Student
Academic
Success



Helps to
Build
Trust

Families
Connect
With the
School

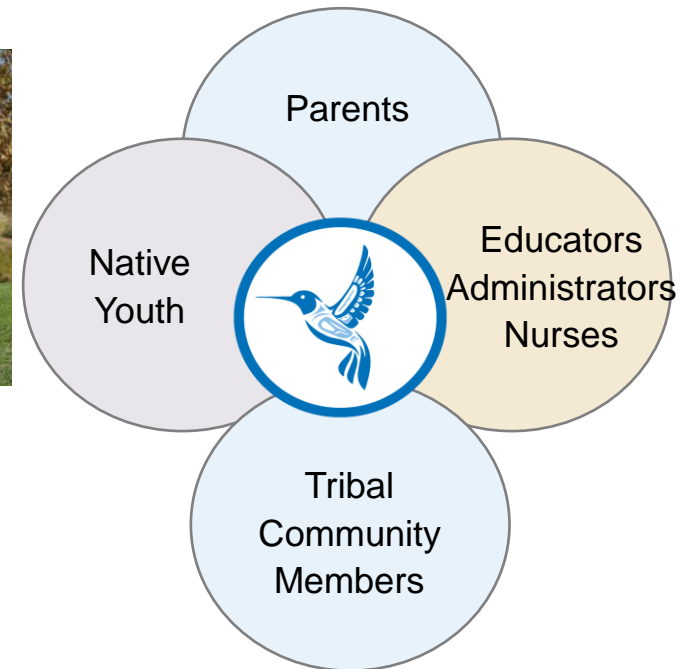


Attendance
Rate
Increases

Dropout
Rate
Decreases

Community Listening Sessions: 4 Schools across WA

1. Introduction – Pass out Demographic Survey
2. Dinner
3. Brief Overview of WA DOH School-Based Health Centers
4. Open Discussion – Asked audience 8 relevant questions
5. Raffle



**Eastern, Coastal, Central,
North Regions in WA**

*No personal information collected, all deidentified

Future Directions



Intermediate opportunities

Longer term opportunities

Immediate Key Opportunities for DOH & WA Agencies

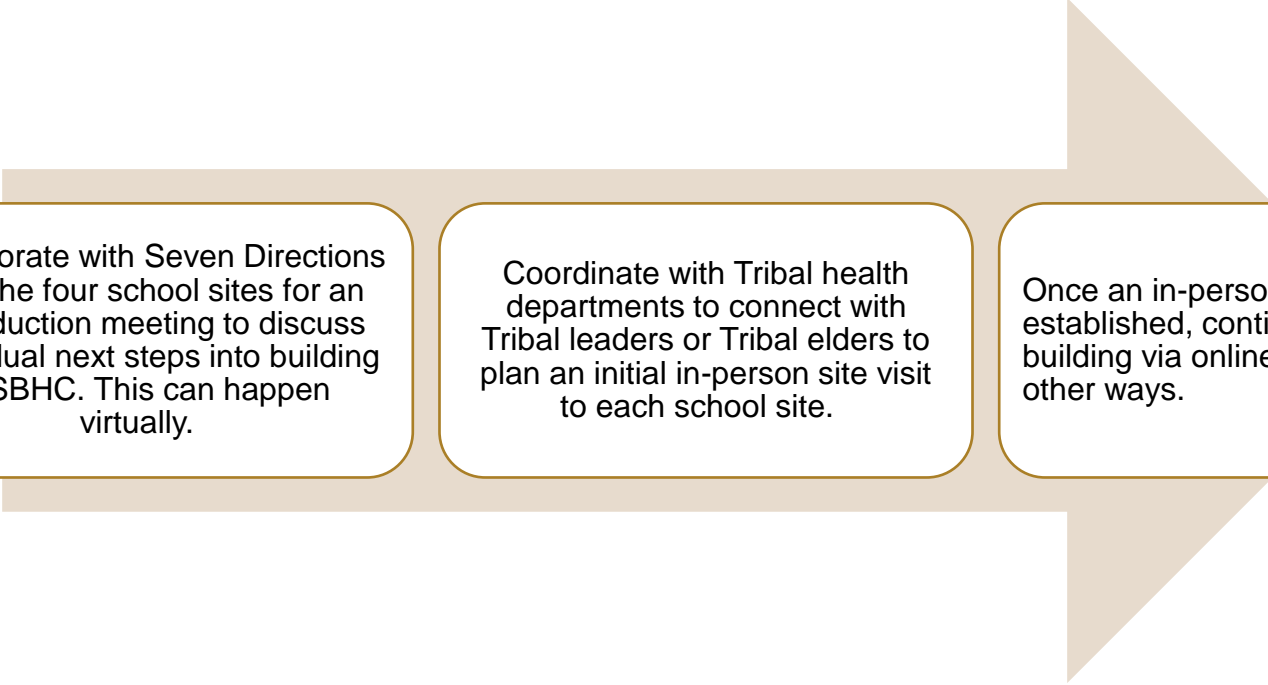
Education prior to meeting directly with Tribes

Prioritize researching, learning, and understanding WA state Tribes' unique history, values, experiences, and Treaty Rights before engaging in relationship building.

Become familiar with health-based Indigenous and holistic epistemologies. Explore how this model of health can be integrated into Western health frameworks to improve the health and well-being of American Indian / Alaskan Native communities. This can be completed as a literature review before the first in-person meeting with school sites.

Immediate Key Opportunities for DOH & WA Agencies

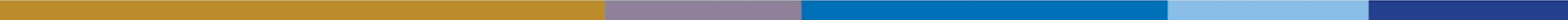
Direct Relationship Building with Tribe(s) Education & Health Departments



Collaborate with Seven Directions and the four school sites for an introduction meeting to discuss individual next steps into building a SBHC. This can happen virtually.

Coordinate with Tribal health departments to connect with Tribal leaders or Tribal elders to plan an initial in-person site visit to each school site.

Once an in-person relationship is established, continue relationship-building via online webinars or other ways.



Long Term Strategies for DOH and WA Agencies



Partner directly with WA-DOH Prevention and Community Health Division (PCH)

- focus on long-term strategic planning to identify additional support and funding for the implementation of SBHCs in tribal communities
- develop a comprehensive, long-term strategy to increase the number of SBHCs in tribal areas
- continue to engage with the DOH-WA Office of Tribal Public Health and Relations (OTPHR) and follow their internal policies that honor the Centennial Accord

Prioritize an equitable approach to grant distribution.

- modify their current SBHC funding model to establish a dedicated funding stream to establishing SBHC in tribal schools different than the RFA process

Our Works

Bristol Meyers Squibb Foundation

- Technical assistance to Indigenous-serving lung cancer programs
- Aims to create more culturally responsive approaches to addressing lung cancer

Growing a Tribal Healing Effort through Research

- Supports tribal-led research on substance use, overdose, mental health, and pain
- Technical assistance

Stopping Elderly Accidents, Deaths, and Injuries

- Assessed fall prevention practices in IHS and tribal outpatient clinics
- Findings will guide CDC on STEADI implementation in tribal healthcare settings

Understanding Drowning Among People at Higher Risk

- Study examining focus groups to inform water safety recommendations for tribes

Our Works

Injury and Opioid Overdose Prevention

- Translation and dissemination of research and tribal best practices
- Technical Assistance
- New project on settlement funds

Indigenous Public Health Leader Program

- Being done collaboratively
- Series of training with a cohort of Indigenous tribal public health practitioners
- Topics of public health response to emergency

Indigenous Social Determinants of Health

- Discussions with tribal communities on social determinants specific to Native communities

Tribal Public Health Capacity Development

- Co-coordination of annual recipient meetings
- Technical Assistance

Our Work

Indigenous Evaluation

- Piloting with tribal health departments and organizations
- Indigenous evaluation framework

Climate Change & Mental Health

- Pilot study to examine teen mental health, climate change, and climate activism
- Canoe Journey
- Mixed Methods

Coming Together in Indigenous Praxis

- A project to build global Indigenous partnerships
- With Whakauae Maori Health Research Development

Gathering Grounds

- A peer-peer monthly gathering where we share resources and strategies to generate solutions

Our Work

HRSA Rural Tribal COVID-19 Work

- Direct TA support to rural Tribes and organizations working on COVID-19 prevention
- Monthly calls, peer calls, site visits, webinars/trainings, newsletters

Global Indigenous Environmentalism

- Literature review of Indigenous Climate Action in US, CA, NZ, & AUS
- Grey literature review of organizations
- Collaboration with NZ partners

Tribal Risk Communication

- Created a toolkit to help Tribes develop their risk communication plans
- Trainings
- Focused on ACEs, IPV, suicide, COVID-19
- Collaboration with two TECs

NIDA Substance Use Data

- Foundational review of data sources used to characterize AI/AN substance use
- Interviewed 10 TEC, data experts
- Issues w/ data
- Phase II = actionable steps

Seven Directions – University of Washington

Center for the Study of Health & Risk Behaviors

1959 NE Pacific Street, Box 357238

Seattle, WA 98195-7238

Website: www.indigenousphi.org

Twitter: @indigenousphi

Facebook: www.facebook.com/Indigenousphi/

Join a Community of Practice:

<https://www.indigenousphi.org/indigenous-community-of-practice>

Website



Community of Practice



For Our Lives Campaign Update

Megan Mills and Paj Nandi,
Desautel Hauge

Focus Groups with Native Youth

FOR OUR LIVES

Acting now to end overdose



Overview

- Tahoma Peak tested taglines, storyboards and posters in five in-person focus groups
 - Three on the East Side of the state, hosted in Nespelem, at Camas Path and at Spokane Tribal Network Food Sovereignty Building
 - Two on the West Side of the state, hosted at Auburn High School and Muckleshoot Tribal School
- 54 students participated across all sessions
- Tahoma Peak Solutions will deliver a final report April 30



Taglines

1. All of us
for all of us
2. For Our _____
(community, family, friends, aunties, uncles, selves,...)

Video storyboards

Three approaches:



1. Real classroom



2. Real conversation

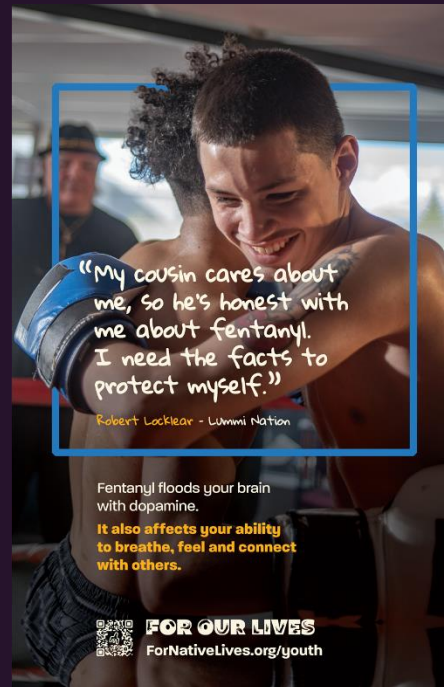


3. Just the facts

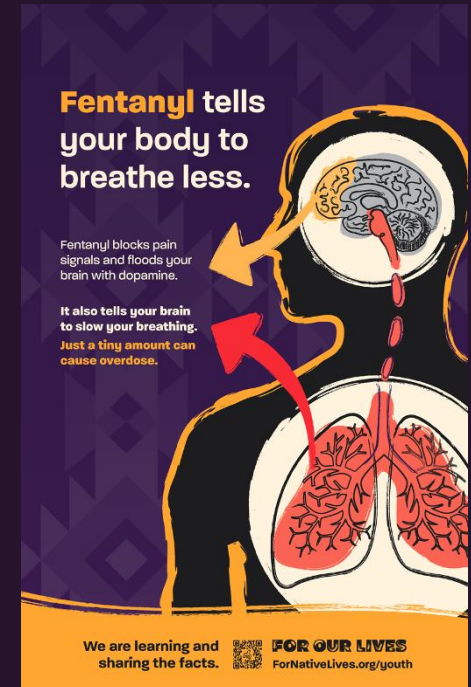
Posters



1. Real classroom



2. Real conversation



3. Just the facts



Early insights



What we heard

- Native youth value their culture — the people, places and events that make them who they are.
- Native youth participants connected with "For Our _____" tagline and the 'real conversation' approach.
- Native youth value "realness" and can easily detect when something is scripted or planned.
- Facts, like the facts about fentanyl, are important to Native youth.
- Native youth respond to and connect with presenters and participants who share information (including stories and factual information) speaking from personal experience.

A thick, expressive yellow brushstroke starts from the top left and flows down towards the bottom left corner of the slide. It has a textured, painterly appearance with varying thickness and some darker yellow/brown undertones.

Where we go from here

At this point, we recommend:

- Developing video and print materials based on the “Real Conversation” approach and using the “For Our_____” tagline.
 - Part of For Our Lives, but with its own look, feel and content.
 - Where appropriate, such as on rack cards, incorporating informational graphics, which youth responded to positively in the “Just the Facts” poster.



Where we go from here

- Working with three to five Native youth (such as listening session and focus group participants) and adults in their lives to share stories and information via the conversational approach.
- Building on existing For Our Lives “brand awareness” to build upon and open up the campaign. Thinking about conversation and storytelling possibilities and projects as part of tech assistance!



Questions or feedback?

Email Meg Mills at
meganm@wearedh.com

Meeting Wrap-Up Next Agenda

Steven de los Angeles, Vice Chair,
Snoqualmie Tribe
Lucilla Mendoza, HCA OTA &
Candice Wilson, DOH

Adjourn