

Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

June 25, 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- Tribal Opioid Summit Report

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

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

Amira Caluya, DOH

DOH Tribal 988 Updates

June 2025



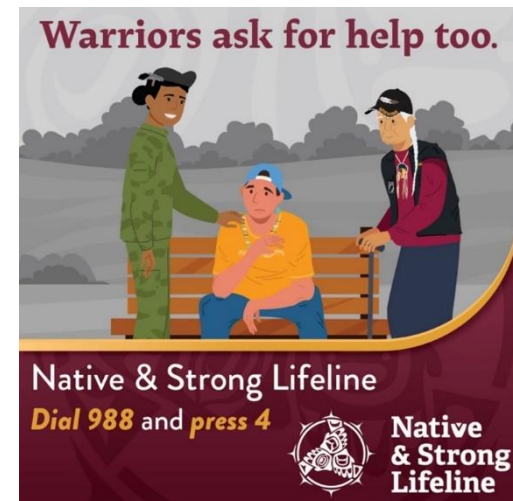
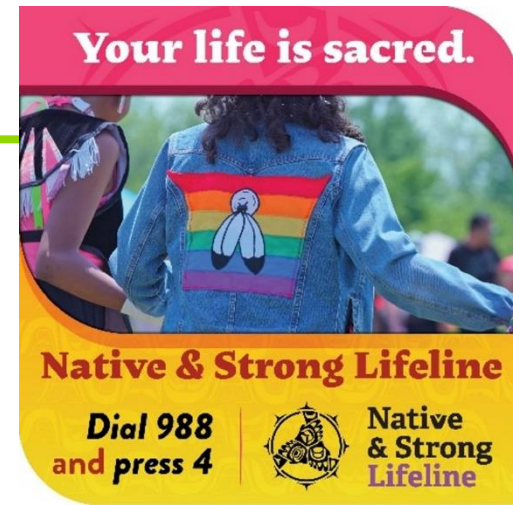
DOH Tribal 988 Updates

Designation of 988 Contact Hubs, 988 Contact Hubs application process

- DTLL forthcoming
- [988 Contact Hub Application & FAQ](#) available online
- Contact person on DOH 988 Team:
 - Beth Schuurmans, beth.Schuurmans@doh.wa.gov
 - Amira Caluya, amira.caluya@doh.wa.gov

Native and Strong Awareness Campaign

- Focus on Native youth, including 2SLGBTQ+ youth, and Veterans
- Continuing to release [PSA videos](#) on snapchat and YouTube, print publications, and radio
- The Stranger – Native and Strong x Pride Month ads
- [Partner Toolkit](#) available



DOH Tribal 988 Updates

Expand Native and Strong Lifeline with Text and Chat capability

- Continuing to work with Vibrant, the national 988 administrator, and SAMHSA to roll out NSLL text and chat by August/September 2025
- **Chat Flow:**
 - Chat: If a help seeker selects the Native & Strong Lifeline option, they'll queue for 5 mins, then route to WA centers, then national backup (NBU).
 - Language choice - "Native" vs. "Indigenous"

Connect with a Specialized Crisis Counselor.

☐ **All Native people in Washington state:**

Click to connect with Washington's Native & Strong Lifeline



DOH Tribal 988 Updates

Expand Native and Strong Lifeline with Text and Chat capability

Feedback Request

- **SMS Flow:**
 - Current keyword for text: N8V
 - Rationale – avoid false positives with Native, avoid words longer than six characters

Native and Strong Campaign Update

Nicole Pino
Rochelle Hamilton,
Kauffman & Associates

Native & Strong Media Campaign

June 25, 2025



**NATIVE &
STRONG** | Connection is
Prevention





What is the Native & Strong Campaign?

The Native & Strong campaign was developed in partnership with the 29 federally recognized tribes in Washington and the Washington State Department of Health (WA DOH). Rooted in the belief that Connection is Prevention, this suicide prevention campaign is led by the leadership, wisdom, and priorities of Washington tribes, with the support of WA DOH. Through this government-to-government collaboration, Native & Strong focuses on raising awareness, providing education, and sharing resources to support local efforts in preventing suicide and strengthening the well-being of tribal communities now and for future generations. To support this work DOH contracted with Kauffman and Associates, Inc., an American Indian owned communications firm for community technical support, outreach, and campaign dissemination.

Connection is Prevention!



Impressions

- Snapchat
- Digital advertising
- iHeart Media
- YouTube videos
- Print publications
- Radio stations
- Gas toppers



Across all regions: iHeart Media and Blue Line Media

Monthly Total Estimated impressions throughout Washington state: 1,784,396

June OY1 Radio PSAs


| Radio Station | Estimated Monthly Impressions and Reach |
|---------------|---|
| KNKX | 75,614 |
| KDRK | 56,100 |

June PSA:



OY1 June Special Edition Drop-in Ad

Your life is sacred.




During Pride Month—and every month—the Native and Strong Lifeline is here for you.

Connection is Prevention.

If you or someone you know is experiencing a mental health crisis or thinking about suicide, **dial 988** and **press 4** for confidential support from a **Native** counselor.

Visit NativeAndStrong.org for more resources.



Everyone deserves a space to be who they truly are.


The Native and Strong Lifeline is here for you.

Connection is Prevention.




If you or someone you know is experiencing a mental health crisis or thinking about suicide, **dial 988** and **press 4** for confidential support from a **Native** counselor.

Visit NativeAndStrong.org for more resources.



BE proud.
seen.
supported.

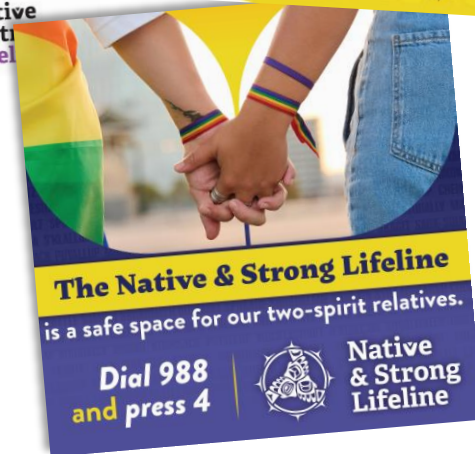
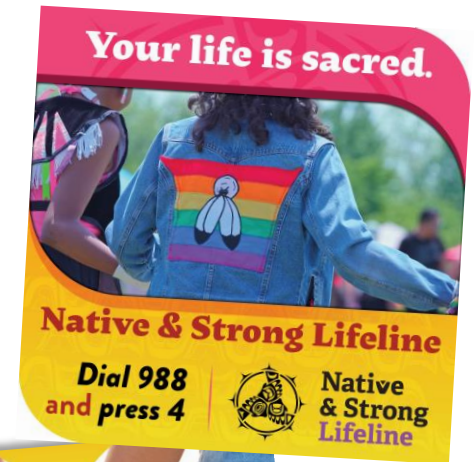
Connection is Prevention.



If you or someone you know is experiencing a mental health crisis or thinking about suicide, **dial 988** and **press 4** for confidential support from a **Native** counselor.

Visit NativeAndStrong.org for more resources.

OY1 June Social Media



988 June Digital Ads



1080x1920



300x250



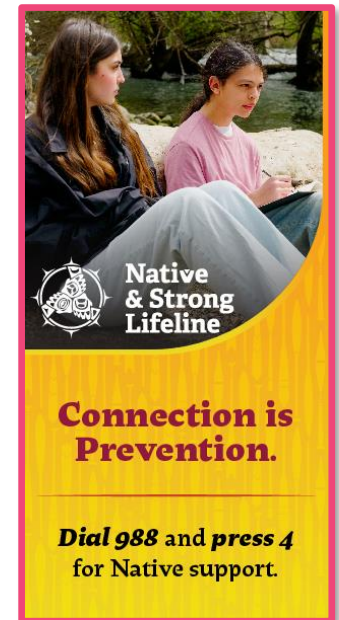
350x250



728x90



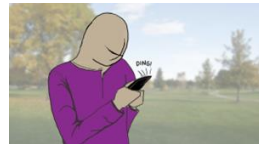
320x50



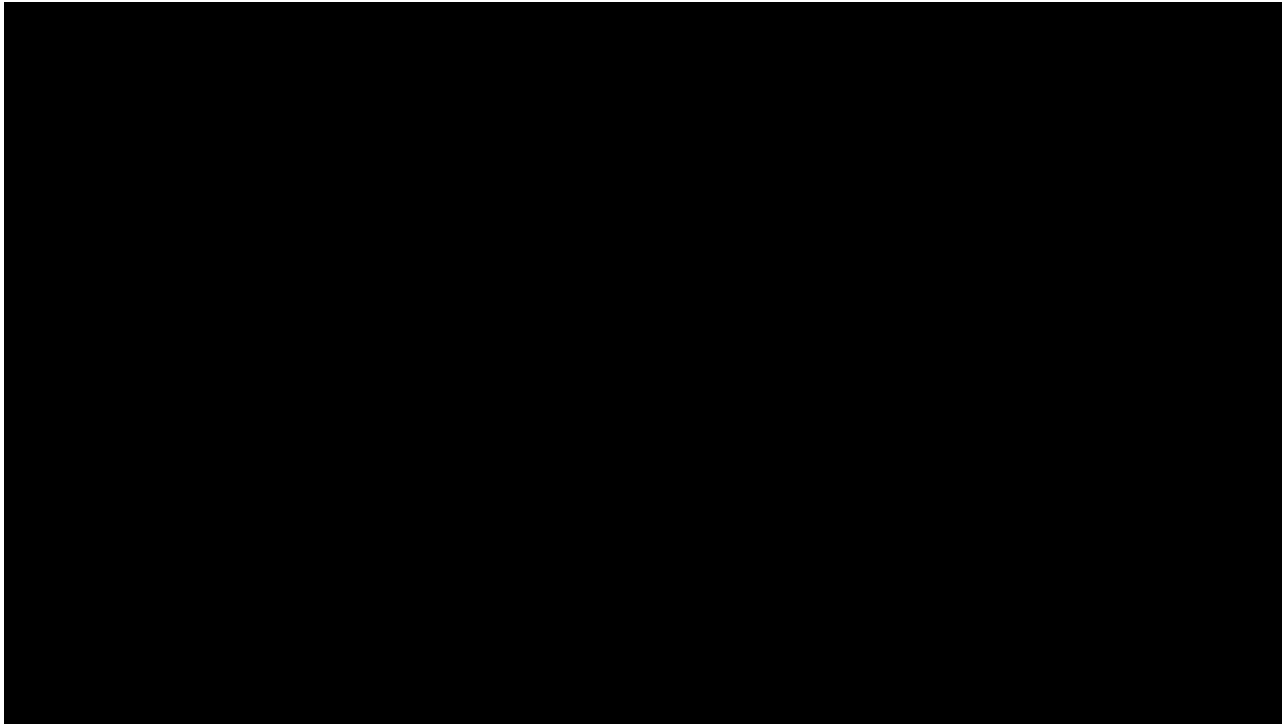
300x600



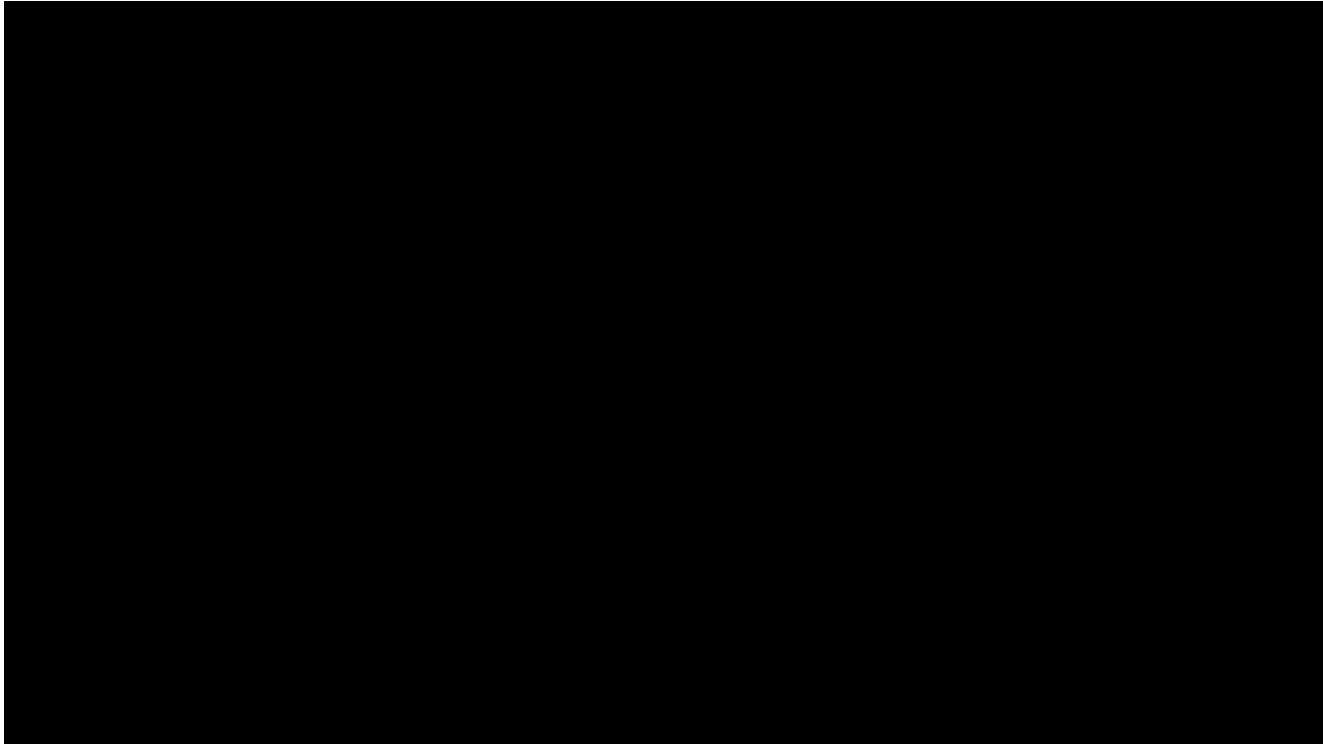
988 Storyboard Examples



988 PSA Video



988 PSA Video

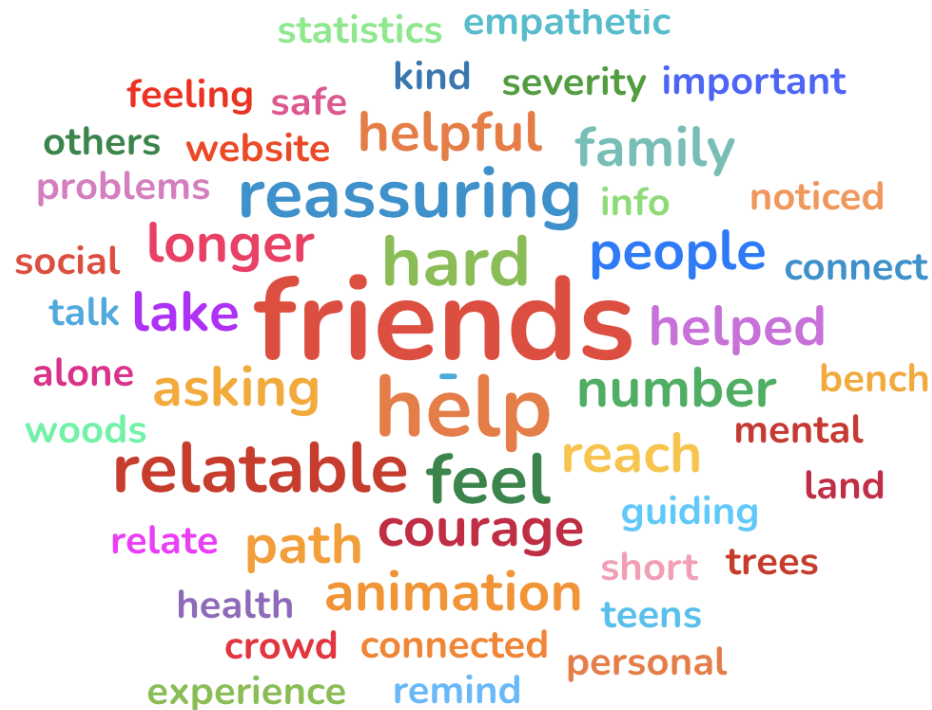


OY2 Animated PSA






Seattle Youth Focus Group



statistics empathetic
feeling safe kind severity important
others website helpful family
problems reassuring info noticed
social longer hard people connect
talk lake friends helped
alone asking help number bench
woods relatable feel reach mental
relate path courage guiding land
health animation short trees
crowd connected teens
experience remind personal



Community Events

- Washington State Prevention Summit: October 30-31, 2024
- Affiliated Tribes of Northwest Indians 2025 Winter Convention: January 26-30, 2025
- Washington State Indian Education Association 40th Annual Conference: April 1-3, 2025
- Washington State University (WSU) Pah-Loots-Puu Powwow: April 18-19, 2025



Community Events

- Native Project Youth Leadership Retreat: April 25, 2025
- Yakima Nation Legends Powwow & Stick Game Tournament : May 16, 2025
- Indigenous People's Festival: June 7-9, 2025
- Muckleshoot Veteran's Powwow: June 20-22, 2025



Swag Requests

- Lummi Nation Together we Rise for Hope
- Coulee Powwow and Health Fair
- AIHC Tribal Leadership Health Summit
- VA Puget Sound Health Care System
- Port Gamble S'Klallam Tribe
- Washington Prevention Summit
- Puyallup Tribal Health Authority
- Portland Area Health Board



What Support is Available?

Toolkit with downloadable resources:

NativeAndStrong.org/partner-toolkit





**Gerry Rainingbird, DOH, Suicide Prevention Program
Specialist**

Gerry.Rainingbird@doh.wa.gov

Kathy Pierre, DOH, ESJ Strategist for Tribal Relations

Kathy.Pierre@doh.wa.gov

Josephine Keefe, KAI, Vice President Communications

Josephine.Keefe@kauffmaninc.com

Rochelle Hamilton, KAI, Tribal 988 Advisor

Rochelle.Hamilton@kauffmaninc.com



For Our Lives Mid-Year Update

Megan Mills and
Paj Nandi, Desautel Hage



FOR OUR LIVES

MIDYEAR CAMPAIGN UPDATE

June 25, 2025





FOR OUR LIVES
Acting now to end overdose



Tribal outreach and engagement



28

TRIBES

12

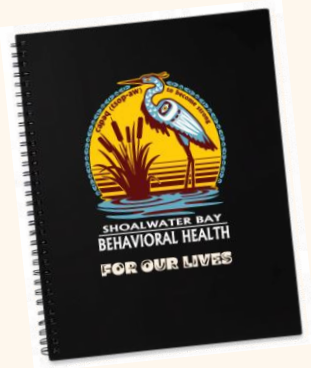
**IN PERSON
MEETINGS**

5+

**LOCALIZATION
REQUESTS**



Colville



Shoalwater Bay



Nisqually



Jamestown S'Klallam



Multiple Tribes



Nooksack



Upper Skagit

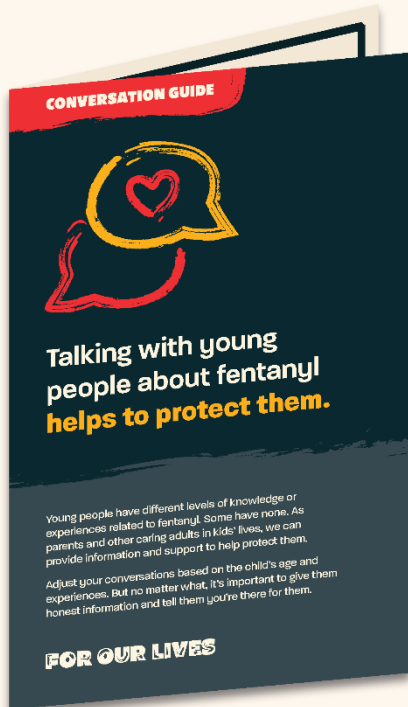


Lummi



New creative materials for Native youth

(EARLY) YOUTH MATERIALS



Conversation Guide



Pocket Card



Fentanyl Basics Rack Card



DEVELOPMENT PARTNERS



CREATIVE PARTNERS



Tailyr Irvine Photography



Updated prevention materials



FOR OUR LIVES: PREVENTION

Updated prevention materials will be ready in July 2025.

- Two posters, two rack cards and a conversation guide
- Materials will feature current participant Isaac Tonasket and new participant Tamika LaMere
- Tribes and Native-serving organizations will be able to order and customize these materials with their 2025 funding





Treatment: Medication for Opioid Use Disorder



FOR OUR LIVES: TREATMENT

Research overview

- DH conducted research between April and May of 2025 to inform the development of new treatment-focused materials
- Listening and research activities included:
 - literature and landscape reviews
 - insight interviews and listening sessions
 - visits to treatment centers (including Tribally operated OTPs)

CREATIVE PARTNERS

Jackama



children of
the setting sun





FOR OUR LIVES: TREATMENT

MOUD materials will be ready in September 2025.

- Materials will feature 2-3 new participants, including 1-2 individuals with successful, positive personal experience with MOUDs and 1 Native treatment professional
- Tribes and Native-serving organizations will be able to order and customize these materials with their 2025 funding



Thank you.

meganm@wearedh.com

Discussion/Questions

Meeting Wrap-Up Next Agenda

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