Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

July 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



Tribal/Community Events in August

Date	Event	Link
August 1 - August 3	48th Annual Kalispel Tribe of Indians Pow-Wow Kalispel Tribe Pow-Wow Grounds – Usk, WA	https://kalispeltribe.com/our- story/2025-kalispel-pow-wow
August 5 - August 7	GONA - Youth Gathering of Native Americans Lummi Nation	
August 7 - August 10	2025 Annual Omak Stampede 421 Stampede Drive E, Omak, WA 98841 509-826-1983 stampede@northcascades.net	https://omakstampede.org/
August 15 - August 17	2025 Chief Seattle Days Suquamish Way NE & Division (across from the Tribal Center) Suquamish, WA Event Vendor: Brittany Dunford 360-464-4502, eventvendors@suquamish.nsn.us	https://suquamish.nsn.us/csd-landing/
August 15 - August 17	Puyallup 1st Annual Recovery Campout 31614 Benbow Dr, Kapowsin, WA 98338 Hannah Sibbits 253-312-4714	
August 19 - August 21	2025 Trauma Informed Care Conference Yakama Nation Legends Casino, 580 Fort Road, Toppenish, WA 98948 509-865-8800 Hotel Code: BKG115 YNSYSTEMOFCARE@GMAIL.COM	Please note that Youth Track Registration will require a separate registration form for August 22, 2025.Register https://docs.google.com/forms/d/e/1FAIpQLSeDLljwTbCsfZGIkN9E9slYCqwQLdO9KOmkLIDXHUgdUKm3A/viewform
August 22nd 8:00 am – 1:00 pm	Pierce County Opioid Summit 1625 South Tacoma Way Tacoma, WA 98409 Katharine Flug, 253-722-4136 kflug@tpchd.org	Registration: 2025 Tacoma-Pierce County Opioid Summit Tickets, Fri, Aug 22, 2025 at 8:30 AM Eventbrite

Date	Event	Link
August 22nd - 25th	101st Annual Makah Days Celebration Makah Reservation, Neah Bay, WA Alana Claplanhoo, Makahdays@makah.com	https://makah.com/attractions/makah-days/
August 29th	Mason County Overdose Awareness Event Kneeland Park, Shelton, WA Jamie Ellertsen, jamie@beabetteryoucounseling.com agardner@northmasonrfa.com	
August 29th - 31st	46th Annual Puyallup Labor Day Powwow 3509 72nd St, Tacoma, WA 98443	https://www.puyalluptribe- nsn.gov/46th-annual-labor-day- powwow/
August 31st	international Overdose Awareness Day	Events 2025 - International Overdose Awareness Day

Every Tuesday in August

Overdose Awareness Series: <u>2025 Overdose Awareness Series – Washington Poison Center</u>

September 4-5 Virtual

Peaks To Coast: United Opioid & Polysubstance Response Summit Region 10 Opioid Summit

September 17th

Lewis County Opioid Summit Summit Registration

September 22 – 24

HCA AIHC Tribal BH Crisis Academy @ Port Gamble S'Klallam Tribe



988 for Older Adult 65+ Years and Opioid General Population Campaigns

Gauri Gupta & Chantel Wang, DOH







DOH CAMPAIGN UPDATE

Chantel Wang & Gauri Gupta, OPAE

WA DOH Opioid Campaign Updates

- The DOH opioid campaigns were funded by House Bills (5906, 1956 and 2396). These highlight that:
 - DOH will use this campaign to educate the general population about opioids (including fentanyl), the risks of substance use including the risk of an unsafe/contaminated drug supply
 - Outreach for this campaign must be geared towards youth and adults

Gen Pop Youth Campaign Update: May 23-June 30

- Our priority audience is youth ages 14-18
- The main takeaway of this campaign to the audience is that even if a pill looks authentic and comes from a "trusted" source, it could still contain fentanyl.

Social media static graphics and accompanying copy running via Meta platforms (Instagram and Facebook) - see samples below

:15 animated video (here) running via Meta platforms, TikTok, Snapchat, Digital Pre-Roll, and Digital OTT

:30 audio spot running on traditional and digital radio

Billboards up in counties across the state

Campaign landing page (here) features graphics and information geared towards our teen audience





Gen Pop Adult Campaign Update: May 23-July 13

- Our priority audience will be adults who use opioids (non-prescribed) ages 25-64 with a skew towards males.
- The main takeaway from this campaign for our audience is that preventing an opioid overdose takes teamwork. Having someone that you trust to do things like carry or administer naloxone or to call for help, could save your life, or they could help to save the life of someone that you care about.

Social media static graphics and accompanying copy running via Meta platforms (Instagram and Facebook) - see samples below

:30 video (here) running via Meta platforms, TikTok, Digital Pre-Roll, Digital OTT, and traditional broadcast TV

:30 audio spot running on traditional and digital radio

Banners ads running on mobile

Posters in areas where unhoused populations are higher

Campaign landing page (here) features graphics and information geared towards our audience, and a new Safety Tips page was added (here) to support the campaign goal.





Older Adults Campaign

Priority Audience: age 65 years and older

Length: May 12 – Jul 20, 2025

Languages: English and Spanish

Main Message: A Compassionate Person, Ready to Listen. Call, text, or chat 988 to connect with someone in a caring environment, if you're thinking about suicide, concerned about substance use, are worried about a loved one, or need emotional support.

Channels:

- Paid search (Google)
- Video (:30, cable, daytime TV, Digital TV, Digital Video Pre-Roll)
- Radio (Radio, Digital Audio & Podcasts)
- Social (Facebook, Instagram)







Social

PRIMARY TEXT (125 characters):

Getting older isn't all smiles and birthday parties. Sometimes you just need someone to talk to. Call 988, anytime, anywhere.

HEADLINE (25 characters):

988 is here for you

CTA BUTTON: Learn More

Handouts



A resource for anyone in Washington experiencing emotional crisis Free | Confidential | Multilingual

WHATEVER THE TIME: Day. Night. Weekends. Holidays.

WHATEVER THE REASON: Mental health distress. Concerns about substance use. Thoughts of suicide. Big life changes. The 988 Lifeline is here for you.







🕒 Call 🔍 Text 🖳 Chat

Calling or texting 988 or chatting via 988lifeline.org will connect you to compassionate care and support. Anyone—a person in crisis, or someone supporting a person in crisis—can reach 988 through any land line, cell phone, and voice-over internet device.

What happens when a person contacts 988?

When a person calls or texts 988 or chats 988lifeline.org, they are connected with a crisis counselor who listens, tries to understand how the problem is affecting the person, provides support, and shares resources. 988 Lifeline crisis counselors are trained to help reduce the intensity of a situation for the person seeking help and connect them to additional local resources to support their wellbeing.

How does the 988 Lifeline protect the privacy of those who call, text, or chat?

When a person contacts the 988 Lifeline, they don't have to say who or where they are to get support. The 988 Lifeline crisis counselor knows only the person's phone number if they call or text, or their IP address if they use chat. No one is required to provide any personal information to receive the help from the 988 Lifeline.

> Someone to talk to. Someone to respond. A safe place for help. Visit WA988.org for more information

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email doh.information@doh.wa.gov



Un recurso para cualquier persona en Washington que está pasando por una crisis emocional

Gratis | Confidencial | Multilingüe

EN CUALQUIER MOMENTO: De día. De noche. Fines de semana. Días festivos.

POR CUALQUIER RAZÓN: Trastornos emocionales. Preocupación por el consumo de alcohol o drogas. Pensamientos suicidas. Cambios drásticos en la vida. La Línea 988 está aquí para ayudar.





(Llamadas Amensajes de texto Chat en línea



Al llamar, textear con el 988 o chatear en 988 lifeline.org/es, se le pone en contacto con personas capacitadas para brindar apoyo compasivo y sin juicios. Cualquier persona puede comunicarse con el 988, ya sea que esté en crisis o que esté tratando de ayudar a otra persona. Se puede usar un teléfono fijo, un teléfono celular o llamar por medio de internet.

¿Qué pasa cuando una persona se comunica con el 988?

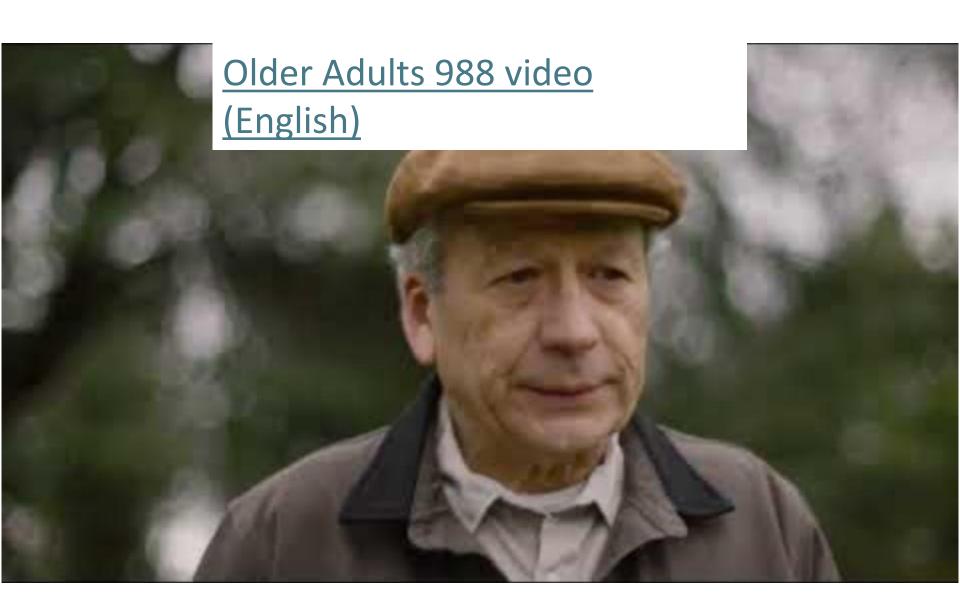
Al comunicarse con el 988, la persona se pone en contacto con un consejero capacitado en el manejo de crisis. Esa persona le escuchará, tratará de entender lo que está viviendo, le ofrecerá apovo y le compartirá recursos útiles. El obietivo es ayudarle a sentirse más tranquilo y, si lo necesita, ponerle en contacto con servicios locales que puedan seguir apoyándole.

¿Cómo se protege la privacidad de quienes se comunican con la Línea 988?

Cuando una persona se comunica con la Línea 988, no es necesario decir quiénes son ni dónde están para recibir apoyo. La persona que responde solo verá el número de teléfono (en caso de llamadas o mensajes de texto), o la dirección IP (en caso de chatear). No se requiere compartir datos personales para poder recibir ayuda.

Alguien con quien hablar. Alguien que responde. Un espacio seguro para pedir ayuda. Visite WA988.org/es para más información.

Para solicitar este documento en otro formato, llame al 1-800-525-0127. Las personas con sordera o problemas de audición deben llamar al 711 (servicio de relé de Washington) o enviar un correo electrónico a doh.information@doh.wa.gov.



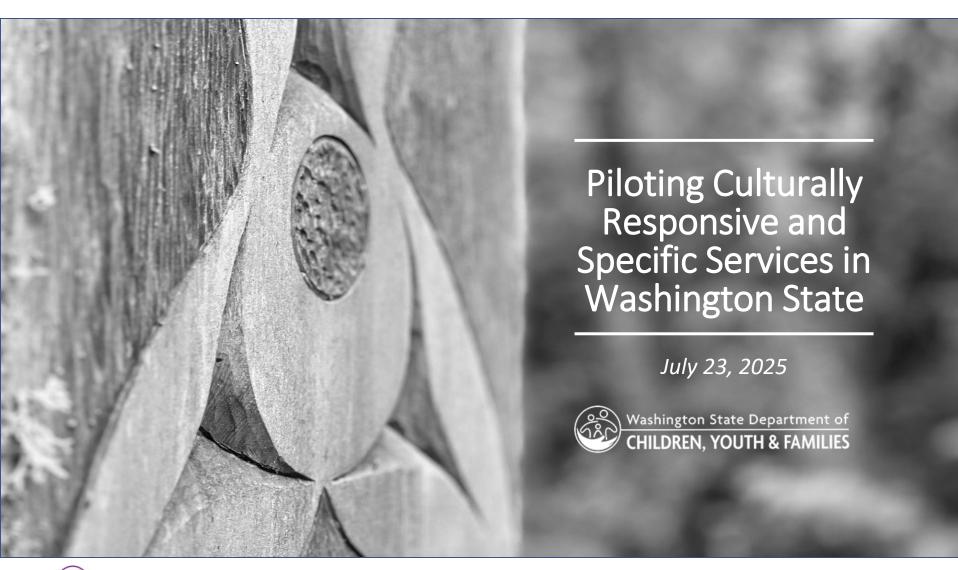
For any questions...

- If we have time happy to answer here or in the chat!
- If you think of any questions later please feel free to email us at Chantel.Wang@doh.wa.gov (Opioids) and Gauri.Gupta@doh.wa.gov (988) ©

DCYF Pilots at Tribes for Prevention Work

Shannel Squally-Janzen & Tessa Velasco, DCYF







Introductions



Tessa VelascoCulturally Responsive
Services Manager



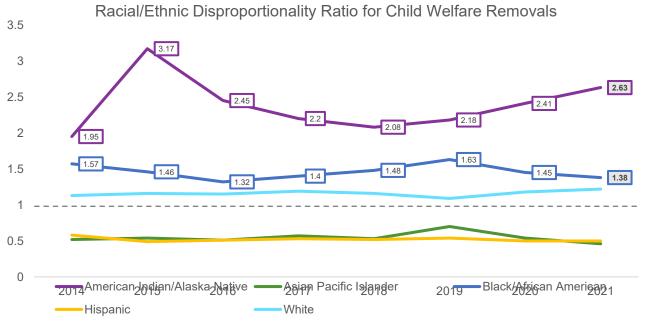
Shannel Squally-Janzen Tribal Prevention Service Specialist





Washington State Department of CHILDREN, YOUTH & FAMILIES

The Challenge: Native children enter foster care at a rate that is disproportionately higher than what we'd expect based on their representation in the general population



Source: DCYF. (August 2023). CPS victims by CAN type [January 2016-December 2021]. infoFamlink; DCYF. (August 2023). Out of home care exits and entries [December 2015-December 2022]. infoFamlink.



Community Feedback: What we heard

"Contract hiring requirements made it highly unlikely that a tribal member will be eligible for the position.... This is not ideal for a successful tribal family preservation program."

"Elders give push back against non-native providers. Someone coming in native is comforting... There is comfort in knowing you are working with one of your own..."

"Some tribes are so far out, like in Neah Bay, they have no access to services."



It's hard when people are telling you how to raise your children but who have never been in your situation. How do you even know what I'm going through if you don't have the same experience I'm going through? If you've never been close to that situation—but you just have a degree"



Defining Proximate Providers

Cultural Proximity

• "Cultural Proximity" refers to the degree to which an individual or organization may share cultural identity, background, language, deep understanding, or involvement with the communities they serve. This connection fosters deeper cultural awareness, trust and credibility, as it is rooted in lived experiences and/or significant ties to the community.

Culturally Responsive

• "Culturally responsive" Culture includes the shared social behaviors and norms within a society. This can include shared knowledge, beliefs, laws, arts, customs, habits, priorities, expectations, and many other shared practices. Being Culturally Responsive would involve proactively engaging with people in ways that are appropriate within their cultural values, behaviors, and norms.

Cultrually Specific

• "Culturally specific" Proactive learning and engagement regarding the distinct cultural practices of others, referencing specific elements that could be recognized as particular to their culture.



Outcomes & Priorities | By procuring more culturally responsive and specific services for Native families DCYF hopes to address these barriers

OUTCOMES FOR FAMILIES

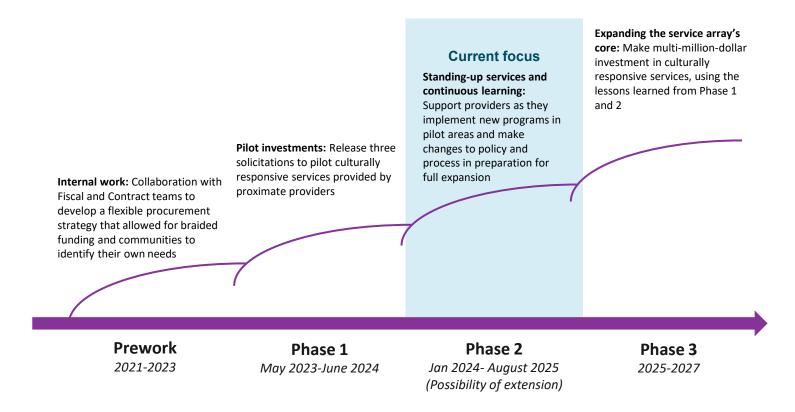
- Reduction in the number of Native children who are placed into out-of-home care.
- Improved family strengths and resiliency for families who are served through the pilot.
- Reduction in the number of screened-in intakes among Native families.

OTHER PRIORITIES

- Develop strategies to serve as an effective funder and partner to community-based organization
- Inadequate funding for delivery of high-quality services;
- Insufficient support to community-based organizations once contracted.



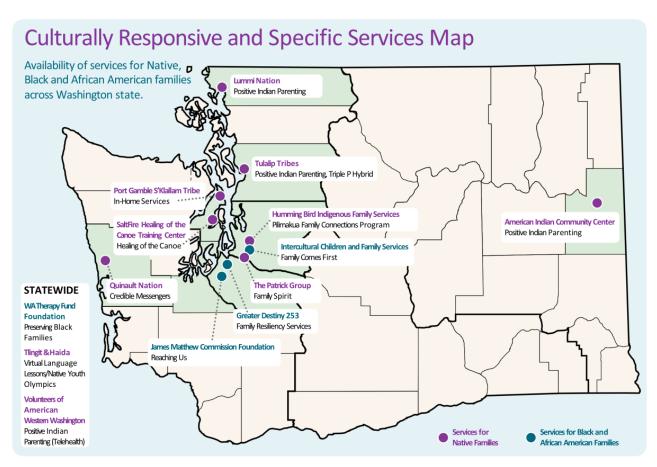
Current focus | Piloting strategies for Washington to expand access and availability of culturally responsive and specific services in-order-to address known/persistent racial disproportionalities

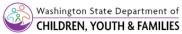












If you would like free capies of this publication in an alternative format or language, please contact DCYF Constituent Relations at 1800-723-481 or email communications@dcyf,wa.gov . DCYF PUBLICATION PPS 0100 (04-2025)



Cohort 1 Services

Positive Indian Parenting

- •Lummi Nation, VOAWW, Tulalip Tribes (Hybrid Triple P), AICC (Cohort 2)
- •8-10 week program serving families with children Birth to 18 in traditional group format, telehealth, workshop, and hybrid formats (Hybrid format occurs in the home over a 6 month timeframe).
- Draws on the strengths of traditional child-rearing practices and addresses the historic impact of boarding schools, intergenerational trauma, grief and forced assimilation of parenting while empowering Native families to reclaim their right to their heritage to be positive parents.

Weaving Wellness

- Provided by the Quinault Nation. Serves Quinault Families with "at-risk" youth ages 12-17 over the course of 6 months
- Service are designed to promote effective and culturally informed skills to assist youth in managing emotions, thoughts, and behaviors through the utilization of a Credible Messenger Mentor who meets with the youth and family.
- •Mentors are Quinault Tribal members who have lived experience with child welfare, juvenile rehabilitation or the tribal court

Pilimakua Family Connections

- A 1-3 Year program by Hummingbird Indigenous Family Services, serving families with expectant and babies, new babies, and young children living in King, Pierce, and South Snohomish Counties
- A community-based home visiting program for Urban Indigenous Communities which will provide indigenous-centered services to support the physical, social-emotional, cognitive, and cultural health of families within their homes and communities.



Cohort 2 Services

Native Youth Olympics/Language Lessons

- Virtual Language sessions provided by Tlingit & Haida for families with children birth-18
- Native Youth Olympics: An in-person athletic program where native youth will have the opportunity to learn traditional athletic games, practice skills such as sportsmanship and develop natural and social supports. Qualifying youth will have the opportunity to travel to Juneau, Alaska to participate in the 2025 Traditional Games Competition

Full Circle: Family Spirit

- 63 Lessons provided over a 4-6 month period to families with pregnant people and children birth to 3 in King County.
- •The Family Spirit Program is an evidence-based and culturally tailored home visiting intervention delivered by Educators as an Indigenous solution to supporting caregivers during pregnancy and early childhood.

Port Gamble Tribal Intensive In-Home Services

- •A 4-6 week program serving Port Gamble families with children Birth to 18
- •Intensive In-Home services designed to improve family functioning in order to promote the child or adolescent's health, safety, well-being and welfare, supporting the family to remain intact and allow children to remain or return home.

Healing of the Canoe

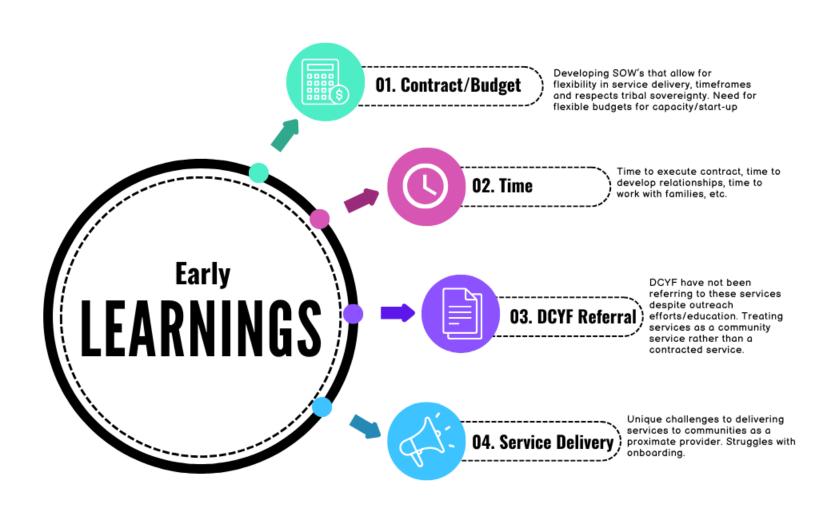
- •14 session program that will occur over the course of 3 family retreats for Suquamish families with youth ages 12-18.
- •Alife skills and substance abuse prevention curriculum for use with tribal youth. It was designed to be adapted by tribal communities using their unique tribal traditions, practices, beliefs, values and stories to teach youth the skills they need to navigate life's journey, and to promote a sense of belonging to their tribal community.





Early Pilot Learnings









For Our Lives Current and Future Budget on Campaign Funds Discussion

Lucilla Mendoza & Anne Paulsen, HCA



What is already in progress?

- Revision of Washington Tribal Opioid Solutions prevention material into For Our Lives style
- Full toolkit of youth material
- Tribal leader videos
- MOUD information



What is the funding for next year?

The Opioid Settlement Abatement funds designate 3.2 million for the next two years. There could be more from other sources, but this is what is known right now.

ESSB 5167 Section 214 (70)

(70) \$3,200,000 of the opioid abatement settlement account—state appropriation is provided solely for a tribal opioid prevention campaign to inform and educate tribal communities about opioid misuse prevention, overdose response, and treatment.



Potential campaign tactics

- Continuing the customization of For Our Lives with each of the 29 individual tribes in WA
 - ▶ Meet with each tribe to create 2-year plan through 2027
 - Fulfill customization designs
 - Cover hard costs of materials
 - Estimated \$1.2 million
- Inclusion of the UIHP (SIHB/Native Project) in this customization process
 - Expansion has been previously requested
 - ▶ Part of the \$1.2 million above



Potential campaign tactics

- Statewide media buy (can include tv commercials, billboards, digital ads, radio, etc.)
 - Could occur more than once in the two years
 - Does not include tribes using their owned media channels
 - \$250k for 2- to 3-month media buy
- Tribal school set aside
 - Integrate youth material with OSPI work
- Partner with Native artists/designers to incorporate and expand visual storytelling
 - Expand Native art graphics, symbols, designs, images, icons, backgrounds, and other elements that identify Tribal culture into the campaign
 - Incorporate more Native visuals from Eastern Washington



Potential campaign tactics

- Expansion of messaging
 - What sub-audiences need more information?
 - What specific messaging is not included yet?
 - Conduct specific research and materials for Eastern Washington, Eastern people, Tribal lands, cultural areas, river canoes, etc.
 - ▶ \$500k for messaging development
- Set aside funding for procurement from previous requests



Sample combination of tactics

Statewide media buy

\$250k

Tribal customization of For Our Lives

\$1.2 million

New messaging development

\$500k

What else?

>\$1 million



Questions for this group

- What are we missing?
- How would you prioritize what we shared today?
- Is there something we previously did that you want more of?



Meeting Wrap-Up Next Agenda

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



Adjourn





Positive Indian Parenting

Positive Indian Parenting is a 9 week class designed to provide a brief, practical, culturally specific training program to explore the values and attitudes expressed in traditional Native American child-rearing practices as applied to modern skills in parenting.



Classes will be held virtually Tuesday's, 11 am - 1pm Aug. 19, 2025 - Oct. 14, 2025

Volunteers of America Western Washington Tribal Services

<u>TribalLeadership@voaww.org</u>

<u>https://www.voaww.org/tribalservices</u>

Tribal BH Crisis Academy

Team Registration Coming Soon!!

Weave together your Tribal BH Crisis Response September 22-24, 2025 at Port Gamble S'Klallam Tribe

Your Tribal Team should at least include several of the following:

- BH staff and leaders, SUD program, Medical
- First Responders/Law Enforcement
- · Family Services, Court
- Health Related Programs

Teams could also include: Policy, Legal, Elected Officials, Advocates, and Supportive Non-Tribal Partner Organizations Travel, lodging, and most meals provided for teams of 4 - 8 from up to 10 Tribes.

Why send your team?

- Discuss Crisis Response Models explore staffing, funding and services that meet your needs.
- Center Lived Experience hear from community members, first responders, and staff that see crises regularly.

Plus: planning, implementation, how to make your program sustainable, and more



Washington State Health Care Authority
Office of Tribal Affairs







PRESENTED BY:



LOCATION:

Legends Casino Hotel Toppenish, WA

7TH ANNUAL TRAUMA INFORMED CARE CONFERENCE

08.19.25-08.21.25

- Historical Trauma
- Trauma Informed
- Healing and Wellness

FOR INFORMATION CONTACT:
YNSYSTEMOFCARE@GMAIL.CO



REGISTRATION:

HTTPS://FORMS.GLE/7 XER2H9HAUNYASTT5



SCAN





Walk & Resource Fair

Join us as we honor the memory of the lives lost to overdose and provide hope to those who are still struggling. Everyone is welcome to join us.

It's a beautiful day to save lives

BELFAIR

Date:

Thursday, Aug 28, 2025

Location:

Belfair Community Church 23300 WA-3, Belfair

Time:

Resource Fair - 3 pm Gather for Walk - 5:45 pm Walk Begins - 6:05 pm

Be a Better You

COUNSELING AND REFERRAL SERVICES



SHELTON

Date:

Friday, Aug 29, 2025

Location:

Kneeland Park 100 Turner Avenue, Shelton

Time:

Resource Fair - 3 pm Gather for Walk - 5:45 pm Walk Begins - 6:05 pm







Tacoma-Pierce County

Opioid Summit

Continuum of care for opioid use prevention, treatment, and recovery in Pierce County.

Aug. 22, 2025 8:45 a.m.-1 p.m.

Doors open at 8:15 a.m.

Historic 1625 1625 S. Tacoma Way







- Resource mapping activity.
 - Opioid Settlement Funds update.

Anti-stigma panel discussion.

Morning refreshments and lunch.

Register today!

Questions? Email ShyAnn at skeenan@tpchd.org.







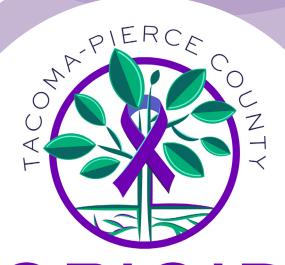


Overdose Awareness Day

Driven by hope, come together as one big family to act on overdose.

Thursday Sept. 4, 2025 4–7 p.m.

Owen Beach Pavilion 5605 Owen Beach Rd. Tacoma







- Get free naloxone (Narcan) and other resources.
- Help create a community art project.
- Build awareness and solidarity.
- Learn how to reduce stigma.
- Walk along the waterfront.

Questions? Email ShyAnn at skeenan@tpchd.org.









Save the Date!!

- Dance and Drum Competition Prize
- **Puyallup Tribal Royalty Contest**
- **Native American Vendors**
- **Native American Food Booths**

Friday Grand Entry 7 p.m. Sharp! (First 15 drums receive Drum Pay)

Saturday Grand Entry: 12 p.m. and 7 p.m.

Sunday Grand Entry: 12 p.m.

Salmon Bake: Saturday, 5 p.m. - 7 p.m.

- MC: Don Racine Ft. Belknap, MT Whiteclay and Blackfeet Tribe
- MC: Aaron Jim Yakama, Toppenish, WA
- **AD: Solomon ScabbyRobe** Yakama, Tacoma, WA
- Asst AD: Nugget Bull Bear, Blackfoot Siksika Nations, Alberta, Canada
- **Head Man: Donovan Abbey** Mandan, Hidatsa from Mandaree, SD
- **Head Woman: Caspie Abbey** Crow Nation, Fort Peck, & Dakota Sioux, from Mandaree, ND
- Head Dance Judge: Amber Old Horn Apsaalooke/Crow Agency, MT
- Head Drum Judge: Spazzin DeWitt, California

AUGUST 29-31, 2025

3509 72ND STREET, TACOMA WA 98443

No alcohol or drugs permitted on the grounds. | NO DOGS | No bikes | No skateboards Children must be accompanied by an adult 24-Hour security / enforcement by the Puyallup Tribal police









RECOVERY CAMPOUT





FRIDAY AUGUST 15 AFTERNOON TO SUNDAY AUGUST 17 MORNING

31614 BENBOW DRIVE KAPOWSIN WA 98338

NO FEE REGISTRAION
WHOLE FRUIT DONATIONS ACCEPTED
PLEASE REGISTER BY JULY 20TH

PLEASE RSVP with QR code



Contact Hannah Sibbits 253-312-4714

