

Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

January 6, 2025

10:00 am – 12:00 pm

Welcome

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

Opening Remarks Tribal Campaign Updates

Overview of Opioid Educational Campaign Needs from the Opioid Task Force

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

Educational Resources

Topic	Context	Resource
DOH resource that <i>addresses fentanyl exposure in public and secondhand exposure to fentanyl</i>	• Information for the public who might be near smoke from fentanyl or encounter fentanyl pills, powder, or liquid in public spaces • Describes secondhand exposure and actions to take once exposed	• Second Hand Fentanyl Exposure • Fentanyl Exposure in Public Places Washington State Department of Health
Official <i>Guidance from DOH on High Potency Synthetic Opioids</i> (Considerations in Assessing Child Safety (around different age groups))	This guidance was developed to help Washington juvenile courts consider how high-potency synthetic opioids (HPSO) impact child safety. For the purposes of this guidance, child safety is generally defined as a risk of overdose that could cause fatality or near fatality.	Public Health Guidance on High-Potency Synthetic Opioids June 2024 141-154
<i>Exposure to opioids through breast feeding</i>	Opioids can transfer to breast milk. While this is often in low quantities, chronic exposure can lead to drowsiness, feeding difficulties, or, in severe cases, respiratory issues in the infant	• Lactation and Substance Use Guidance • Lactation Guidance and Patient Education Healthier Washington Collaboration Portal

Educational Resources (cont)

Topic	Context	Resource
<i>Guidance needed on Naloxone in schools and laws around this</i> <i>Can youth have Naloxone in schools?</i>	WA law requires school to have at least one set of opioid overdose reversal medication dose. While overdose events are rare in schools, schools have prepared to recognize and respond to an overdose the way they prepare for other medical emergencies	Naloxone in High Schools 5804-S SBR HA 24 3424 Opioid Related Overdose Reversal 3424P Procedure Opioid Related Overdose Reversal
American Academy of Pediatrics resource that <i>addresses Fentanyl & Using Naloxone for Opioid Overdose</i>	This guidance explains who should carry naloxone, signs of opioid overdose, etc.	What to Know About Fentanyl & Using Naloxone for Opioid Overdose - HealthyChildren.org
<i>Expanding Naloxone instructions</i>	<i>How to Use</i> resource on administering and using Naloxone	Naloxone Instructions Washington State Department of Health
<i>Tribal Naloxone Request Form</i>	Tribes, tribal organizations, and Urban Indian Organizations can request naloxone	Tribal Naloxone Request Form

Educational Resources (cont.)

Topic	Context	Resource
<i>Overdose Education & Naloxone Distribution program at DOH</i>	Resource describes who should carry naloxone, how to get naloxone, etc.	Overdose Education and Naloxone Distribution Washington State Department of Health
<i>Guidance on using health coverage to get naloxone</i>	Health coverage plans (e.g., health insurance) can help cover the cost of naloxone bought at a pharmacy	How to use health coverage to get naloxone at a pharmacy in WA State
<i>Washington's Good Samaritan Law</i>	FAQ providing some protection when calling 9-1-1 to save a life — even if drugs are at the scene.	FAQ on the Good Samaritan Law
<i>Massachusetts guidance document for public health workers</i>	Tools could be helpful for anyone who has responded to an overdose	Coping with Overdose Fatalities
<i>Guidance on testing for fentanyl/opioids best practices:</i>	Testing for different substances means measuring drug levels in hair follicles and in specialized urine tests, those sent to a lab. Most labs won't report below a certain baseline, as they fear lawsuits. Measuring fentanyl levels in tests is not meaningful as fentanyl is stored in fat tissue and it is not understood how it is released. Tracking levels is not informative as the science hasn't caught up with how the body processes and eliminates it.	

Educational Resources (cont.)

Topic	Context	Resource
Northwest High Intensity Drug Trafficking Area addresses youth drug use and overdose in Washington	According to the Washington State Department of Health, drug overdose deaths among children (fifteen years old and younger) have increased over the past four years, particularly among very young children	Northwest HIDTA Drug Trends Overview November 2024.pdf
Washington National Guard Counter Drug Program provide counternarcotics training to federal, state, local, and tribal law enforcement agencies.	Trainings to enable persons to disrupt, degrade, and defeat drug trafficking organizations and transnational criminal organizations that threaten United States national security interests and the public safety of United States citizens	WRCTC Tribal overview.pdf
The National Center on Substance Abuse and Child Welfare provides a toolkit on Indian Child Welfare Act Active (ICWA) Efforts Support	Guidance documents on helping child welfare workers, substance use treatment staff, court personnel, attorneys, and healthcare professionals support AI/AN families specifically affected by substance use and increase their understanding of the ICWA	ICWA Active Efforts Support Toolkit National Center on Substance Abuse and Child Welfare

NorthStar WA State Tribal Prevention System (WSTPS) Overview

Aren Spark, Lucilla Mendoza, & Sarah Cook-Lalari
HCA OTA, Naomi Jacobson NPAIHB

North Star Washington State Tribal Prevention System:

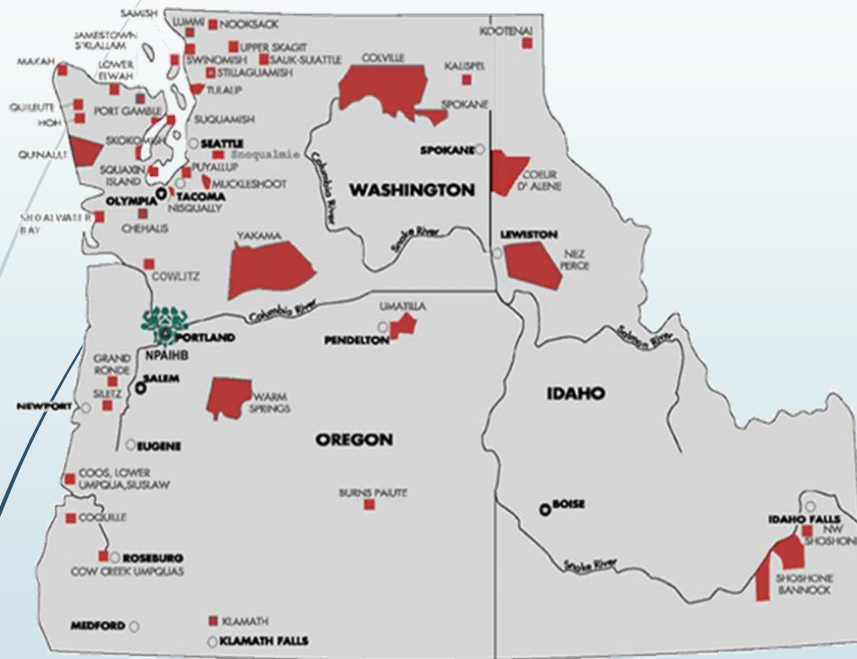
January 6, 2025



NPAIHB

Indian Leadership for Indian Health

Northwest Portland Area Indian Health Board



- Tribal advisory organization
- 1 of 12 Tribal Epidemiology Centers
- Health promotion & diseases prevention
- Legislative & policy analysis
- Training & technical assistance
- Surveillance & Research
- Tribal delegation



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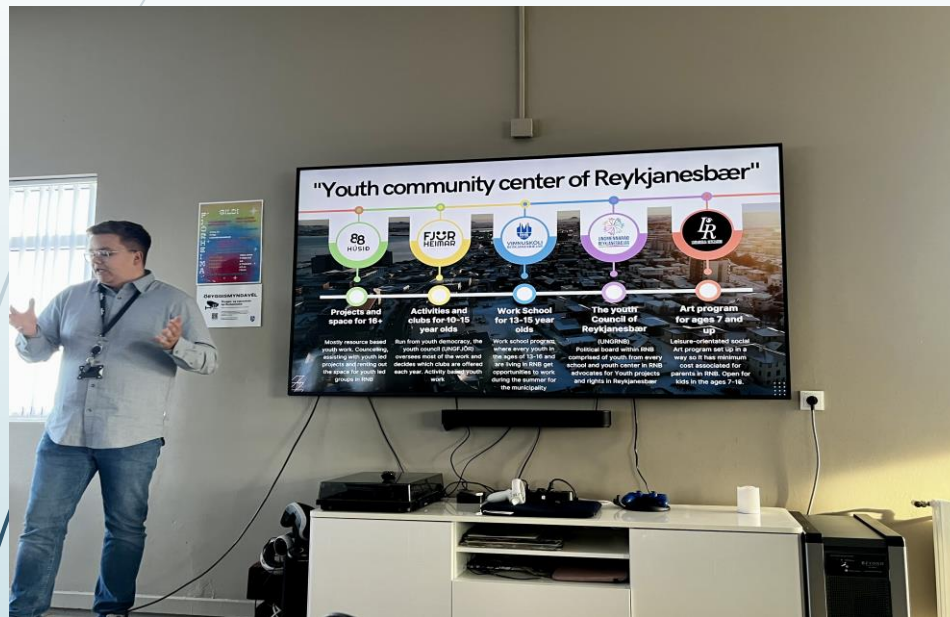
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Introduce Sarah Cook-Lalari



State's Point of Contact and project coordinator for the 5 pilot Tribes' involvement with the 8 state agencies and the Office of the Governor. She will work closely with the pilot Tribes, the NPAIHB, PY, and our agencies to make sure that we have a good flow of information, and to create inroads to collaboration to meet the needs of the pilot.

Why Iceland?



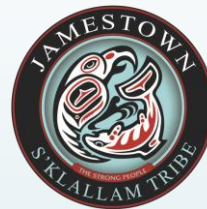
Objectives of Presentation:

1. Overview of the success of the Icelandic Prevention Model
2. How we plan to adapt the model to address cultural values
3. Learn where we currently are in the process

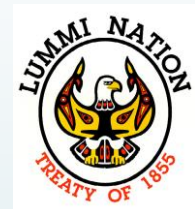
North Star Pilot Tribes



Confederated Tribes
of the Colville Reservation



Jamestown S'Klallam Tribe



Lummi Nation



Swinomish Indian Tribal
Community



Tulalip Tribes



NPAIHB

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North Star Partners



NORTHWEST PORTLAND AREA
INDIAN HEALTH BOARD
Indian Leadership for Indian Health

Washington State
Health Care Authority



Center for Disease Control



Office of the Governor



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Indian Leadership for Indian Health

The best time to
plant a tree was
20 years ago,
the next best
time to plant a
tree is now.

-Author Unknown



NPaiHB

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North Star Systems Development

In 2022 a Youth Delegation from Lummi visited Iceland

- In 2022 Centennial Accord first agreement to partner between the State & the Tribes formalized
- 2022 Governors Office DTLL asking for interested Tribal partners
- NPAIHB collected letters of support
- Tribal Leaders from the 5 Pilot Tribes, WA Governors Office, WA HCA, AIHC and NPAIHB witnessed :
 - youth engaging in healthy activities and resources driven by community
 - Multi-organizational and governmental collaborations
- This was all the result of the implementation of the Icelandic Prevention Model



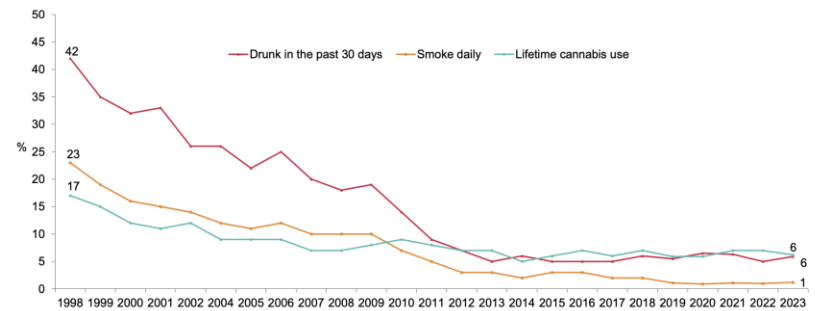
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The Icelandic Prevention Model (IPM)

- In the 1990s substance use among youth was at its highest in Europe
- IPM is a primary prevention approach
- Population focused
- Planet Youth Guidance Program
- Implemented and adapted in over 27+ countries
- IPM Promotes Systems Change
- Prevention should account for and respect local and community differences
- Youth questionnaire
- Data-driven and youth informed

Trends in substance use among 10th grade students in Iceland, 1998-2023



Data: The Icelandic Centre for Social Research and Analysis, ICSRA/ 2023



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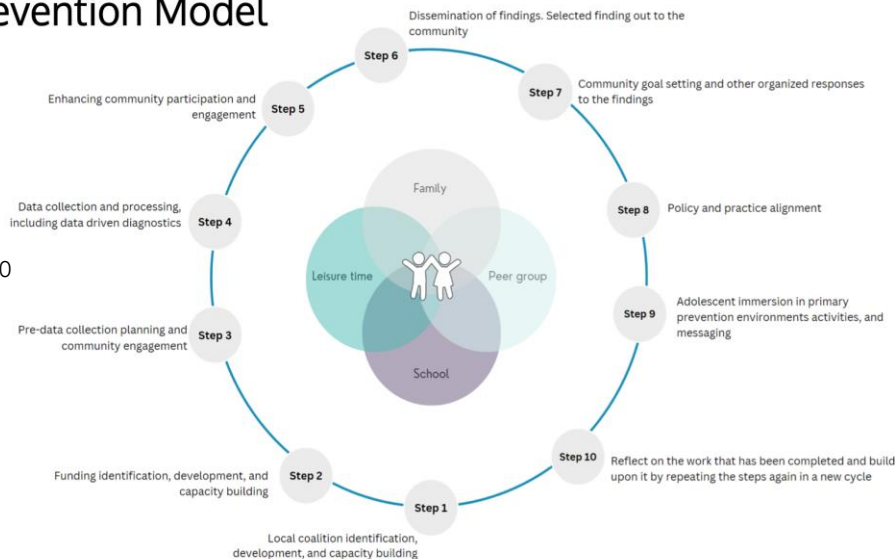
The Icelandic Prevention Model (IPM)

To undergo adaptation to the context of Tribal communities

10 core steps of the Icelandic Prevention Model



Steps 1-4 year 1-3
Steps 5-7 Year 3-5
Steps 7-10 years 5-10



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Prevention Approaches



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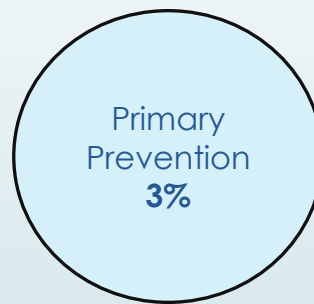


[This Photo](#) by Unknown author is licensed under [CC BY-NC-ND](#).

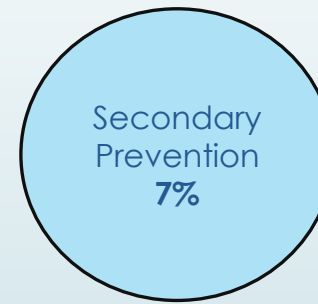
Kristjansson, A., per OECD, UN, NIH, SAMHSA, CSD, USHHS, Health System Tracker

Prevention Institute (n.d.). The Spectrum of Prevention. *Prevention Institute*. Retrieved from https://www.uihi.org/wp-content/uploads/2023/03/UIHI-TextOnly_Pocketbook-final_screen.pdf

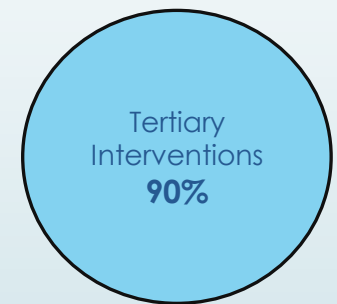
Funding allocations for resources



Universal
(i.e., prior to onset, or
"upstream")



Selective
(i.e., reducing
harm of existing
use)



Indicative
(i.e., healthcare,
treatment)

6 Domains of Tribal Government Oversight

- ☐ **Government**
- ☐ **Health**
- ☐ **Human Services**
- ☐ **Youth Services**
- ☐ **Education**
- ☐ **Justice**



Tribally Led from a Cultural Perspective



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Activities to Date

- February 2024 Kick-Off Gathering at the Swinomish Indian Tribal Community
- June 2024 Tribes signed the Contract between Planet Youth and the NPAIHB
- August 2024 First North Star/WS TPS Gathering
- August 2024 Community Asset Mapping Training to Tribes
- September 2024 Presentation to TTAC, Ferndale, WA
- October Resolutions: NPAIHB, ATNI
- October 2024 Planet Youth Academy Kick Off with Participating Tribes
- October 2024 Iceland Site Visit: To Promote Prevention Policy at the Federal Level

Prevention Approaches

Examples:

- ☐ Recreation Activities
- ☐ Cultural Activities
- ☐ Community Driven
- ☐ Community Collaborative
- ☐ Decisions Guided by Data



Nothing About Us Without Us



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Current Status:

- Washington State Governor's Office and State Legislature committed \$1 million each year to stand up the program for the 5 pilot Tribes and the State Government
 - o Hired 1.0 Washington State Tribal Prevention System Coordinator
- NPAIHB has signed the Strategic Planning and Data Hub contract with Planet Youth
 - o CDC: NPAIHB will act as the data hub for the Tribal youth surveys, providing consultation, development, and considerations for adaptation of the of the Washington Healthy Youth Survey; identifying or developing additional project surveys; ensuring that culture is incorporated into surveys; and providing research training to Tribal staff working on the initiative.
 - o NIH: Native Collective Research Effort to Enhance Wellness (NCREW) two-year project will support the development of the training and infrastructure for the North Star/WS TPS pilot project and will inform the expansion of the North Star/WS TPS project to other Washington Tribes and eventually Tribes in other states



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Contacts:

Naomi Jacobson (she/her)

(Quileute Tribe)

North Star Program Manager

njacobson@npaihb.org

Sarah Cook-Lalari (she/her)

(Lummi Nation)

HCA WS TPS Coordinator

sarah.cook-lalari@hca.wa.gov



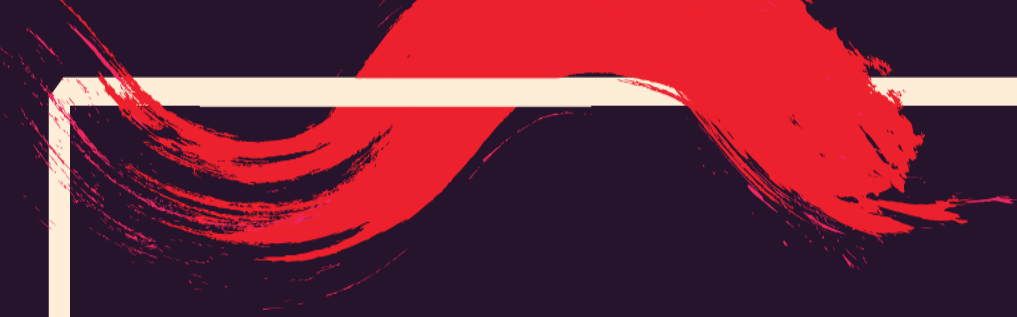
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Youth Opioid/Fentanyl Education and Awareness Campaign Updates

Megan Hathaway, Meg Mills, Paj Nandi
Desautel-Hege (DH)



FOR OUR LIVES

Acting now to end overdose

January Workgroup Updates



Youth Listening Sessions



Overview

- Total of 4 listening sessions
 - Two sessions on each side of the state
 - Offered 1:1 and small group conversations
 - Virtual and in-person options available
- 80 students (ages 9-18) participated across all sessions
- Students have volunteered to participate in other parts of the For Our Lives project
- Final reporting delivered by Sister Sky on January 10th

Overview

Diverse Tribal representation across listening sessions:

- ☐ Spokane Tribe of Indians
- ☐ Kalispel Tribe of Indians
- ☐ Confederated Tribes of the Colville Reservation
- ☐ Muckleshoot Indian Tribe
- ☐ Puyallup Tribe
- ☐ Nooksack Indian Tribe
- ☐ Quinault Indian Nation
- ☐ Suquamish Tribe
- ☐ Snohomish Tribe
- ☐ Makah Tribe
- ☐ Aleut
- ☐ Tlingit Indian Tribe
- ☐ Haida Indian Tribe
- ☐ Little Shell Tribe of Chippewa Indians
- ☐ Navajo Nation
- ☐ Cherokee Nation
- ☐ Confederated Tribes of the Umatilla Indian Reservation
- ☐ Nez Perce Tribe

Overview

Eastern Washington

- HOPE Immersion School (in person)
- Spokane School District 81 (virtual)

Western Washington

- River Ridge High School (in person)
- Native Youth from Western Washington (virtual)

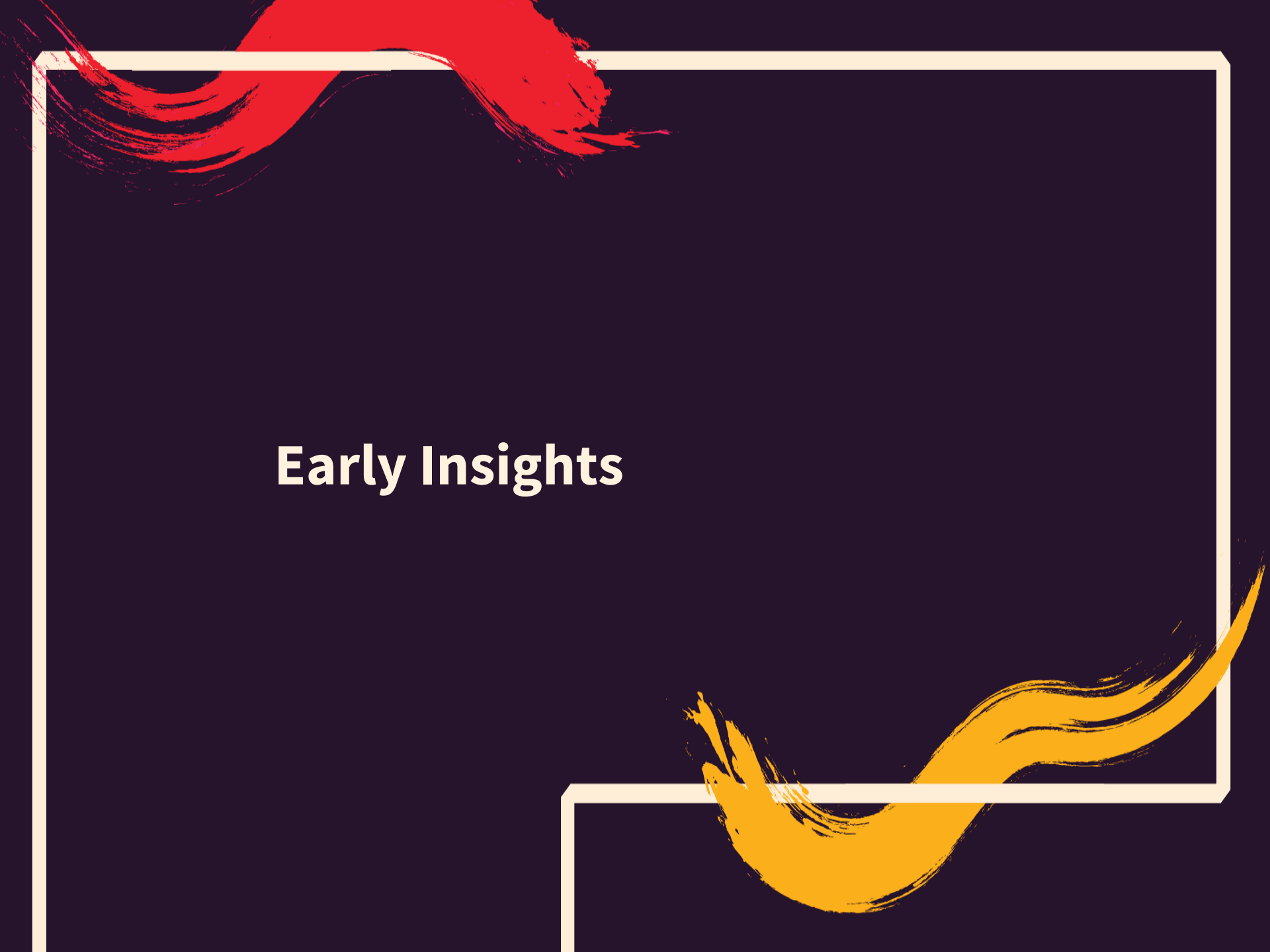


THANK YOU!

We appreciate you sharing your insights as native youth. Your voices are so strong and you will make great impacts in our community!

We raise our hands to you!

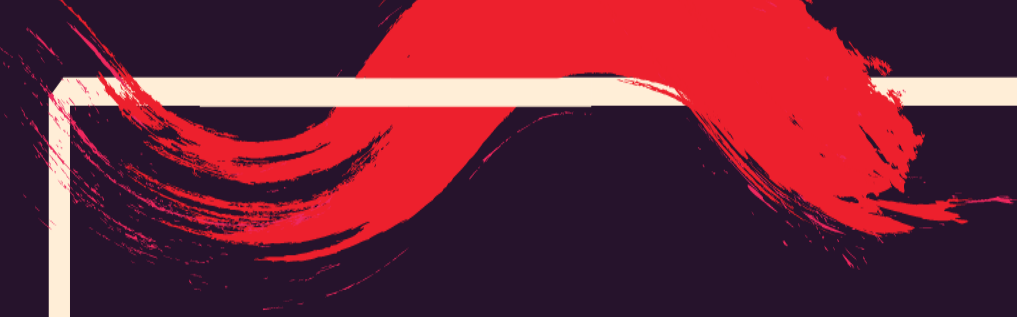
♥ Leah and Sophia



Early Insights

What we heard

- Knowledge, awareness and understanding of opioids and naloxone varies widely among youth, especially by age
- While youth participants expressed confidence in their ability to refuse substances, they were often unable to describe how they would do that
- Youth are interested in learning more about opioids, including fentanyl, especially about the “science” and hearing personal stories
- Native youth look to adults, including guardians, teachers and Tribal leaders as a source for trusted information
- Existing knowledge was often learned in a school setting and youth expressed appreciation and a desire to learn more about this topic in that setting



Next Steps

Where we go from here

Continue research

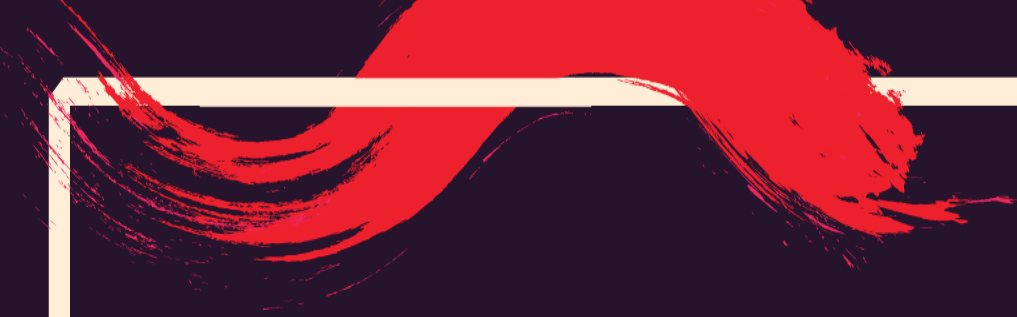
- Share final report of findings from Youth Listening Sessions
- Message testing of early creative concepts

Creative development

- Develop new campaign materials tailored for Native youth
- Establish and engage a Native youth review group

Implementation

- Implement tactics that support all the For Our Lives campaign, including Tribal localization, Tribal coordination and engagement, technical assistance, event promotion, and paid media placements



Questions?

Email Meg Mills at
meganm@wearedh.com

Youth Carrying Naloxone & Free Naloxone to Public High Schools

Annie Hetzel OSPI

Healthy Youth Survey Data Reporting Template

MichaelLynn Kanichy, WSU IREACH-HCA-OTA &
Megan Suter DOH

Meeting Wrap-Up Next Agenda

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

Adjourn