

Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup

December 6, 2024

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

STEC School Program Curriculum Update

Rebecca Purser, OSPI

Bill # 5950 or proviso 522(4)(v)

Title: Tribal Schools Opioid Prevention Pilot

Rebecca Purser, Suquamish, MPA
Office of Native Education (ONE)
Rebecca.purser@k12.wa.us



Bill # 5950 or proviso 522(4)(v)

Title: Tribal Schools Opioid Prevention Pilot

- Intent – Proviso 5950 appropriated \$100,000 of the opioid abatement settlement to the state appropriation is provided solely for the office of the superintendent of public instruction to administer a pilot program for volunteering state-tribal education compact schools offered by tribes to adopt opioid and fentanyl abuse prevention materials and resources during the 2024-25 school year. State appropriation is provided solely for the volunteering state-tribal education compact schools to implement the pilot program.
 - STEC Sign-on
 - Chief Kitsap Academy
 - Chief Leschi
 - Pascal Sherman
- Grants for an Opioid Fentanyl Prevention Education Pilot Project
 - **Application is NOW AVAILABLE** [EGMS](#)
 - Will be available to apply **until Dec 27, 2024**
- Role of the Office of Native Education and implementation lead
 - Facilitates grant award/implementation
 - Convenes grantee program staff to build capacity
 - Data and Reporting Requirements
 - Prepares End of the Year June 25' Report
 - Shares Promising Practices with Districts state-wide serving AI/AN Youth

Youth Opioid/Fentanyl Education and Awareness Campaign Updates and Review

Megan Hathaway, Desautel-Hege (DH)

For Our Lives

Youth Discovery & Research



Tribal Opioid Campaign Workgroup | December 6, 2024

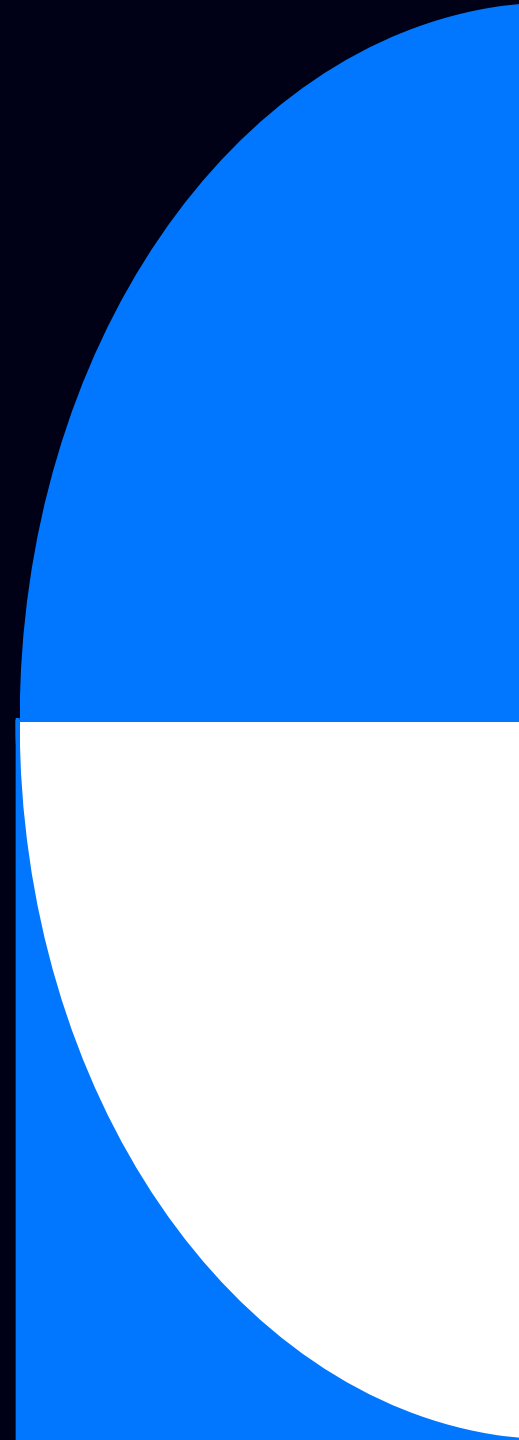


FOR OUR LIVES UPDATES

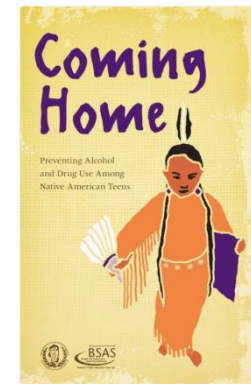
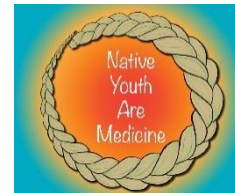
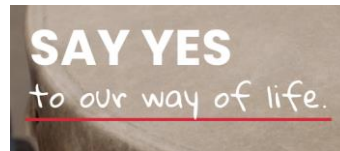


- Mini youth toolkit launched on the FOL website
 - Materials available for request and customization
- Mailing of sample toolkit materials sent to:
 - Tribes
 - Organizations serving Native youth
 - Tribal Schools
 - Title VI Native education programs
 - Agency partners and UIHPs
- Youth listening sessions
 - Hosted by Sister Sky, Inc (Native, women owned consultancy based in Spokane)
 - 4 sessions with Native youth across WA in November and December

Landscape Review



DISCOVERY



WE MATTER | YOUTH AMBASSADORS



► Larissa Wrightman



► Logan Merasty



► Morgan LaBoucane



► Ceana Shannacappo



► Chamique Sokwaypnce



► Chelsea Huntley



► Makadae-Makoons
Boissoneau



► Nakeisha McDonald



► Pietra Banks



► Eagle Blackbird



► Ethan Lyric



► Faith Trottier



▼ Aydan Joachim

Hi, I'm Aydan Joachim. I'm an 18 year old indigenous woman. I am Aseniwuche Winewak from treaty 8 territory in Alberta, but currently reside in Edmonton while attending school.

I could be found playing sports (snowboarding, hockey, ball), dancing at powwow, working within indigenous communities to assist in making sure our youth are taken care of, partaking in ceremonies in my culture, or having a good laugh with people.

I'm an advocate for indigenous women who have been domestically abused, and sexually assaulted. I also advocate for children in abuse situations and that are at risk. As well as for reconnection to culture.

WE MATTER | SOCIAL MEDIA



PLAYER 1  

DO OUR AI/AN YAY IN LOS ANGELES COUNTY FEEL THAT THEY HAVE A VOICE/ARE HEARD?



WHILE SOME OF THE YOUTH HAVE TRIED TO MAKE THEIR VOICES HEARD, MANY EXPRESSED THAT THEY HAVE "GIVEN UP" TRYING TO EXPLAIN THEIR CONCERNS BECAUSE THEY HAVE BEEN TOLD TO "GET OVER IT". THE ATTITUDES AND BELIEFS TOWARDS MENTAL HEALTH THAT THE OLDER GENERATIONS STILL AI/AN YAY TO EXPRESS THEMSELVES.

[BACK TO DASHBOARD](#)

WHAT WE LEARNED

THE STIGMA THAT OUR YOUTH ARE FACING IS NOT FROM PEERS BUT FROM OLDER GENERATIONS (INCLUDING PARENT/CAREGIVERS)



ADDITIONAL STRESORS

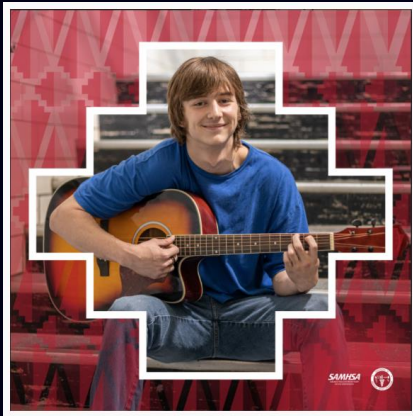
- CAREER PATH
- TOXIC FRIENDS
- EVERYTHING
- KIDS
- APPOINTMENTS
- COWORKERS
- FINALS WEEK
- HEALTH

GENERATIONAL LEARNING



For those who are parents of Gen Z children, the lesson to be learned is that your children are already likely more open and authentic than you when it comes to mental health.

SAY YES



SAY YES
to your future.

- to playing basketball.
- to your culture.
- to leading your generation.
- to trying something new.
- to playing drums.
- to your health.

SAMHSA



SAY YES

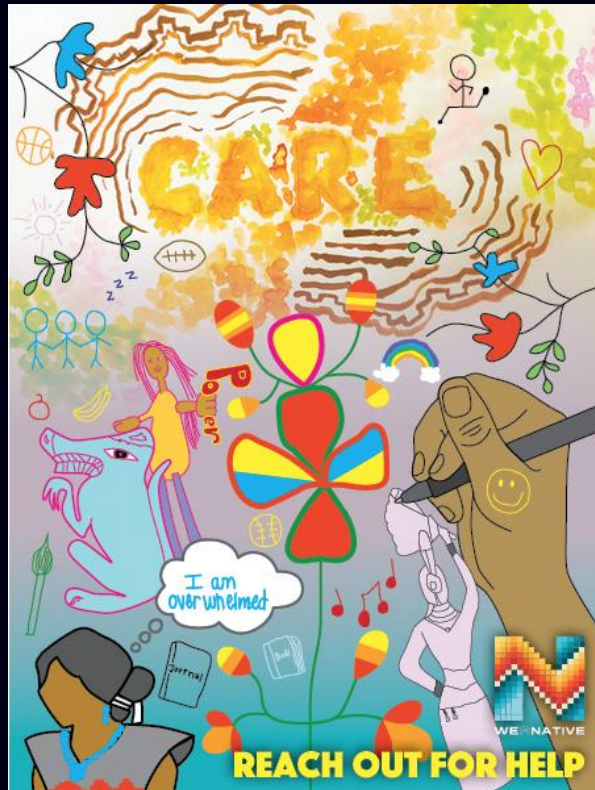


SAY YES



“
My culture gives me so much
— dancing, friendships, the
chance to be me.

WE R NATIVE + INDIGILOVE



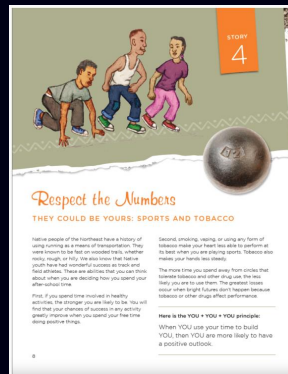
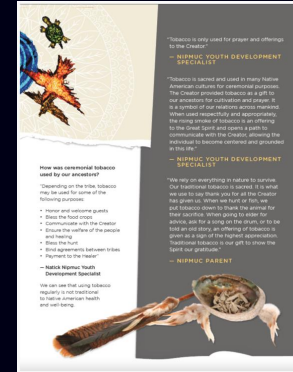
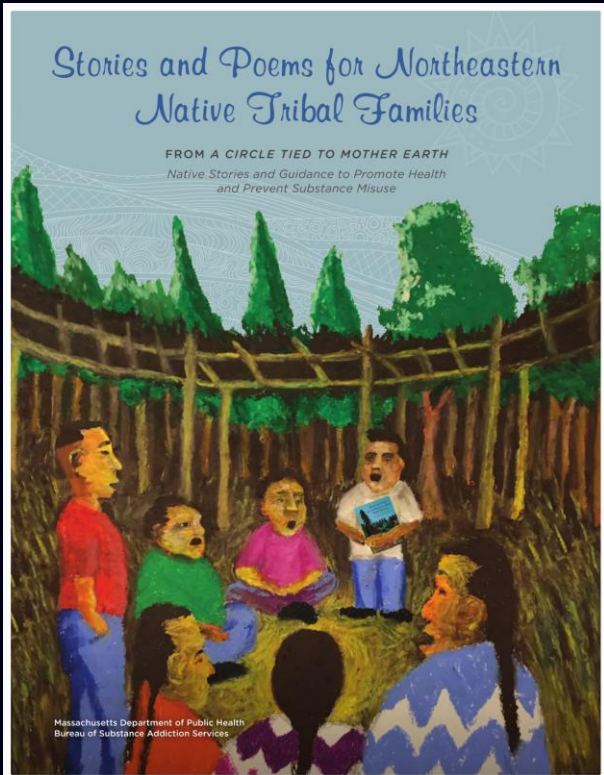


“

My inspiration was my identity, and what I find beautiful in my culture.

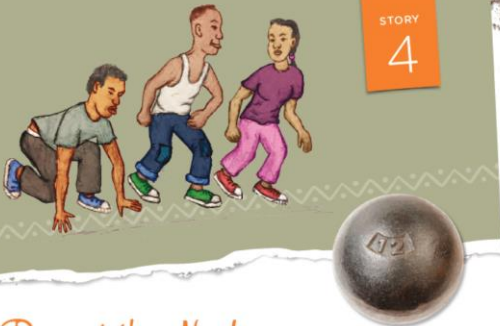


NATIVE AMERICAN TEAM PROJECT | STORIES & POEMS



NATIVE AMERICAN TEAM PROJECT | STORIES & POEMS

STORY
4



Respect the Numbers

THEY COULD BE YOURS: SPORTS AND TOBACCO

Native people of the Northeast have a history of using running as a means of transportation. They were known to be fast on wooded trails, whether rocky, rough, or hilly. We also know that Native youth have had wonderful success as track and field athletes. These are abilities that you can think about when you are deciding how you spend your after-school time.

First, if you spend time involved in healthy activities, the stronger you are likely to be. You will find that your chances of success in any activity greatly improve when you spend your free time doing positive things.

Second, smoking, vaping, or using any form of tobacco make your heart less able to perform at its best when you are playing sports. Tobacco also makes your hands less steady.

The more time you spend away from circles that tolerate tobacco and other drug use, the less likely you are to use them. The greatest losses occur when bright futures don't happen because tobacco or other drugs affect performance.

Here is the YOU + YOU + YOU principle:
When YOU use your time to build YOU, then YOU are more likely to have a positive outlook.

8



How was ceremonial tobacco used by our ancestors?

"Depending on the tribe, tobacco may be used for some of the following purposes:

- Honor and welcome guests
- Bless the food crops
- Communicate with the Creator
- Ensure the welfare of the people and healing
- Bless the hunt
- Bind agreements between tribes
- Payment to the Healer"

— Natick Nipmuc Youth Development Specialist

We can see that using tobacco regularly is not traditional to Native American health and well-being.



"Tobacco is only used for prayer and offerings to the Creator."

— NIPMUC YOUTH DEVELOPMENT SPECIALIST

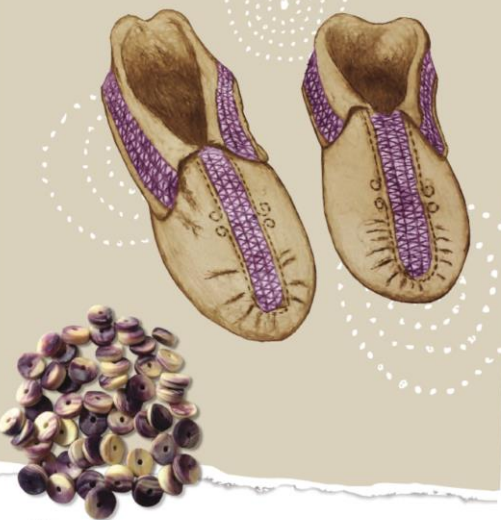
"Tobacco is sacred and used in many Native American cultures for ceremonial purposes. The Creator provided tobacco as a gift to our ancestors for cultivation and prayer. It is a symbol of our relations across mankind. When used respectfully and appropriately, the rising smoke of tobacco is an offering to the Great Spirit and opens a path to communicate with the Creator, allowing the individual to become centered and grounded in this life."

— NIPMUC YOUTH DEVELOPMENT SPECIALIST

"We rely on everything in nature to survive. Our traditional tobacco is sacred. It is what we use to say thank you for all the Creator has given us. When we hunt or fish, we put tobacco down to thank the animal for their sacrifice. When going to elder for advice, ask for a song on the drum, or to be told an old story, an offering of tobacco is given as a sign of the highest appreciation. Traditional tobacco is our gift to show the Spirit our gratitude."

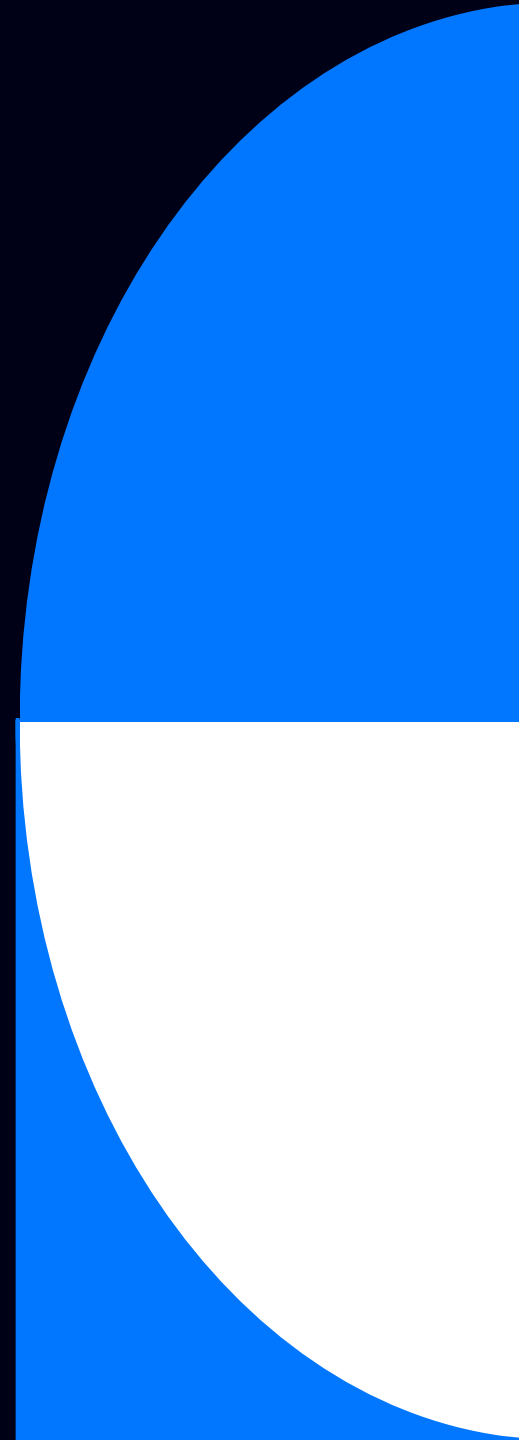
— NIPMUC PARENT

STORY
9



22

Literature Review and Insight Interviews



Culture, connection and sense of identity
remain protective factors for Native youth.

*Information presented in alignment with Indigenous
worldviews and ways of knowing can help reduce
substance use among young Native people.*



Tell them, ‘You are our future generations. You will lead our continued existence as Indigenous people. Any (traditional) substances were used ceremoniously. Addiction wasn’t an Indigenous thing.’

SCOTT, UNITED NATIONS OF ALL TRIBES

Any Native adult can help any Native young person protect themselves and others against fentanyl.

Communitywide support as part of daily life has reduced substance use among young people elsewhere — and reflects the holistic worldviews and practices of many Indigenous cultures.

Effective messaging should highlight personal choice and agency in a positive, empowering way, along with refusal and harm-reduction skills.

Messaging should avoid “othering” people who use substances.

Ongoing, open conversations about drugs between adults and kids as young as 9 help prevent drug use and overdoses.

These conversations can leave space for different experiences and realities: Adults who've used drugs can talk to kids about avoiding drugs, and there's also a place for harm reduction.

Mental health concerns and substance use are often related.

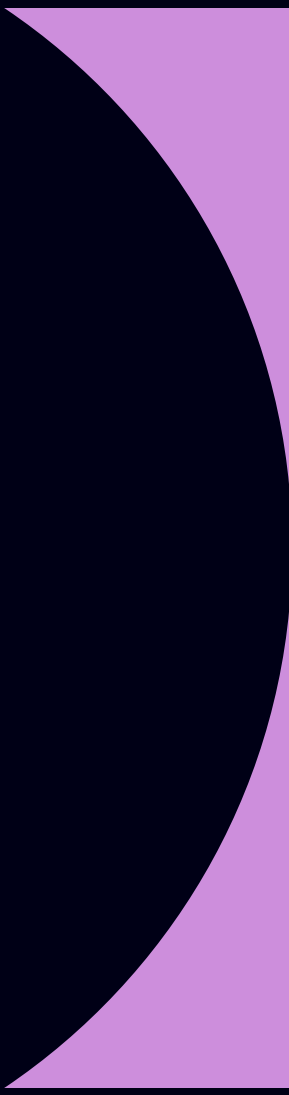
Information about drug use that addresses the role of mental health can engage Native youth who value transparency and self-care. This also can help others understand how emotional well-being supports prevention, resilience and recovery.

Gen Z and A highly value authenticity.

*Campaigns that stay truly true to life can build
credibility and trust.*

Overall, Gen Z is more open to talking about stigmatized issues like mental health and substance use.

However, sometimes Native youth have their own reasons to stay silent about substance use, including historical trauma and present-day concerns.



They want to be quiet about it so nothing happens to their family — law enforcement or CPS. Even if they're not living with their parents, it's a taboo thing to talk about.

PENNY, SPOKANE TRIBAL NETWORK

Addressing stigma among youth in a classroom setting can create a more approachable environment, particularly for Native youth.

Successful programs to prevent substance use empower youth to make decisions and invest in the effort.

Visuals and content created with or led by Native young people can help make content feel authentic .

By combining visual expressions (photos, collage, drawing, poetry), campaigns can convey warmth and authenticity while honoring the diversity and layers of young people's experiences.

Storytelling can demystify clinical topics and ease fears around the stigmatized or painful topic of substance use.

By creating space for questions and dialogue, we can grant youth the opportunity to voice their own thoughts and perspectives.

Friends for Life & Starts With One Campaign Updates

Melissa Thoemke and Anne Paulsen, HCA

Preventing Opioid Misuse and Overdose

Overdose deaths involving opioids, including prescription pain medication and illicit fentanyl, are a **growing crisis in Washington's communities**.

As part of our commitment to promoting a healthier state, the Washington State Health Care Authority **leads multiple campaigns** to inform and educate people about:

- The risks of misusing prescription opioids;
- The dangers of illicit fentanyl; and
- Ways to protect friends and family from overdose.



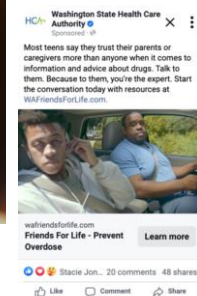
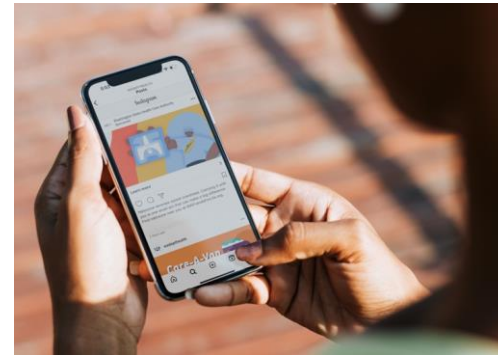
www.WAFriendsForLife.com

Goals:

- Illicit fentanyl education
- Overdose prevention
- Naloxone awareness
- Harm reduction

Audiences:

Teens, young adults, parents/caregivers





Campaign Outcomes (2023-24)

- **147 million impressions** resulting from ads
- **216,000+ website visitors**
- **5,500 downloads** of materials (English and Spanish)
- Fulfilled **65+ requests** for materials from organizations across the state
- Materials have been shared locally in **30 of 39 Washington counties**
- Each of the state's **37 syringe service programs (SSPs)** received harm reduction education materials
- Community partners appreciate the **care-centric** and **empathetic tone** that resonates with their audiences, which has led to a **high-demand of materials** in schools, health centers, and other organizations.

FOR OUR LIVES

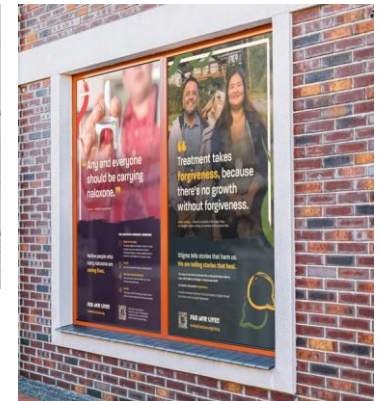
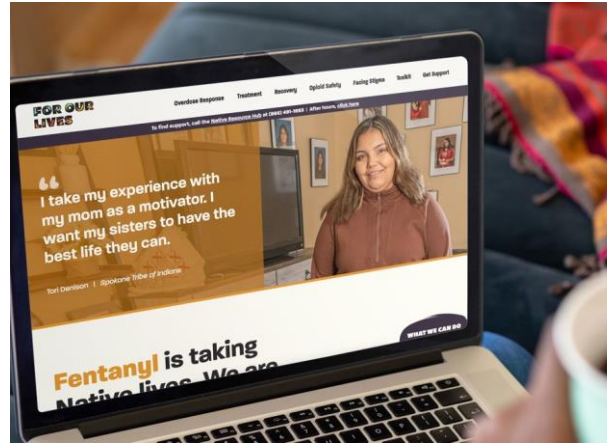
www.ForNativeLives.org

Goals:

- Native-centered education
- Illicit fentanyl information
- Overdose prevention
- Naloxone awareness
- Treatment and recovery
- Destigmatization

Audiences:

Native people (adults and youth), Tribal communities



FOR OUR LIVES

Campaign Outcomes (2023-2024)

- Ads resulted in over 60 **million impressions**
- **100,000+ website** visitors
- Fulfilled requests for toolkit materials from **all 29 federally recognized Tribes** and 15+ organizations serving Native people in Washington state
- **Placements in 11 Tribally owned print publications** directly reaching Native people in Washington state
- Campaign evaluation research revealed that audiences **appreciated the simplicity, authenticity, and thoughtfulness** of campaign materials.
 - The storytelling approach was received as a **relatable, effective way to communicate and connect with Native communities.**



www.GettheFactsRx.com

Goals:

- Prescription opioid misuse prevention
- Safe storage and disposal of opioids
- Prescriber education
- Pharmacy engagement program

Audiences:

Patients, caregivers, providers





Campaign Outcomes (2023-24)

- **89 million impressions** resulting from ads
- **94,242** website users
- **1,446 downloads** of prevention material (English and Spanish)
- **13,263 lbs** of medication collected on National Take Back Days
- A post-campaign evaluation survey of Washingtonians found that respondents were **at least 10% more likely to adopt prevention behaviors** after viewing campaign ads.
- Pharmacy program, year-to-date:
 - Partnerships with **35 pharmacies** across **14 counties** in Washington
 - **1,742 locking bags distributed** to patients
 - **3,255 conversations** between pharmacists and patients about locking up opioid medications
 - **1,877 people pledged to lock up** their opioid medications

Starts with One + WSHA

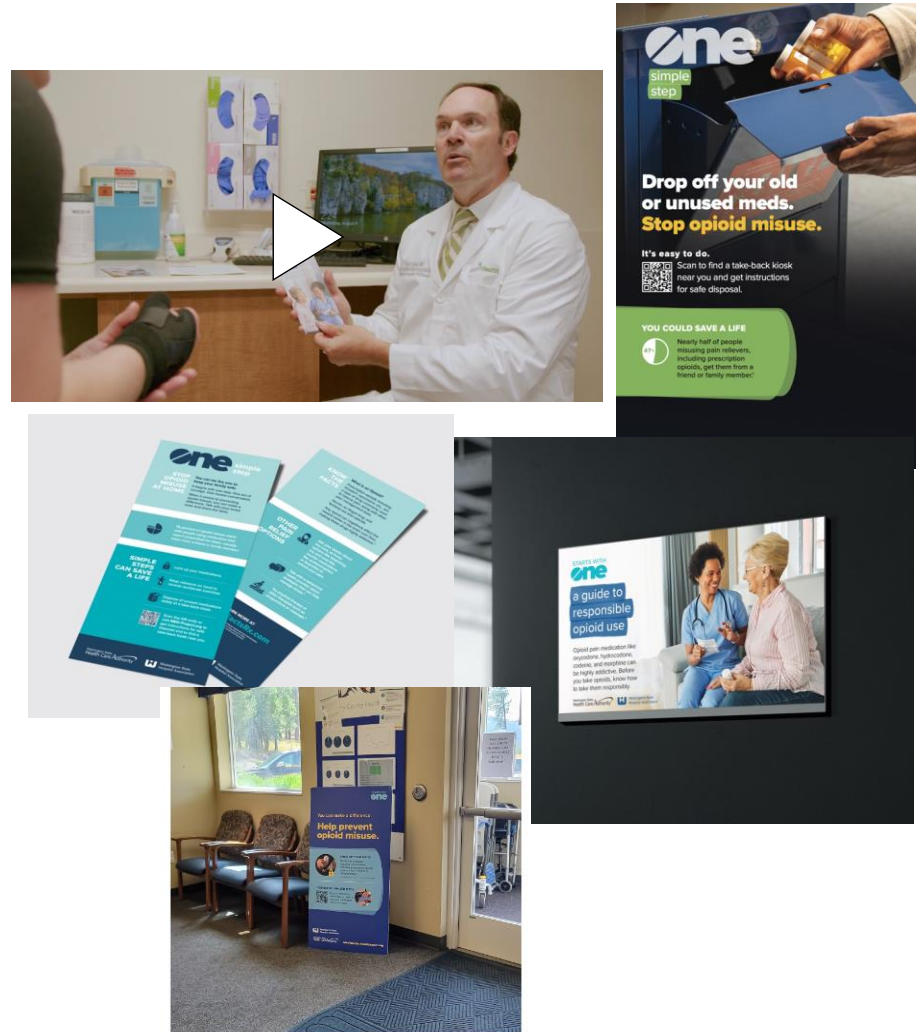
A partnership with the Washington State Hospital Association (WSHA) to share provider-focused resources with their members.

Goals:

- Provider education and engagement
- Responsible prescribing practices
- Safe and responsible prescription opioid use
- Alternative pain management

Audiences:

Health care providers, patients



Starts with One + WSHA



Campaign Outcomes (2023-24)

- Outreach to **130+ hospitals/hospital systems** with campaign information and messaging
- **2,901 users** visited the **online toolkit**
- **504 downloads** of toolkit materials
- Paid media effort focused on reaching providers and patients resulted in over **5 million impressions**
- **257 kits of educational materials** distributed directly to providers at conferences and events
- **Provider ambassadors** shared about responsible prescribing practices in **videos** circulated to all WSHA members and in an **op-ed** that ran in The Olympian



**MEDICATION SAFE
STORAGE PROGRAM**

BACKGROUND

- Over the past 4 years, HCA's **Pharmacy Program** has partnered with WA pharmacies to distribute free medication locking devices to patients receiving an opioid prescription.
- Other organizations expressed the need to provide locking devices to their community members.
- Now, HCA is expanding the Pharmacy Program model to address this need.



MEDICATION SAFE STORAGE PROGRAM



- HCA is piloting the **Medication Safe Storage Program** to encourage safe storage of medication and help people overcome barriers (financial or otherwise) to locking up.
- Organizations can order free medication locking bags and lockboxes to distribute to their communities.
- This pilot program is part of HCA's **Starts with One** campaign, a prevention campaign designed to inform and educate Washingtonians about prescription opioid misuse and to promote safe storage and safe disposal practices.

PROGRAM REQUIREMENTS

1. **Distribute locking devices** (and supporting educational material) directly to community members
2. **Track** the number of locking devices distributed
3. **Share feedback** and **total number of distributed locking devices** by completing a required survey at the end of the program

Partner organizations can include (but are not limited to) treatment and recovery centers, therapeutic courts, prevention coalitions, and other providers/prescribers.

HOW TO PARTICIPATE

- Fill out an order online [here](#)
- Orders are fulfilled at the start of each week
- Distribute and track locking devices handed out
- Have conversations about the importance of safe storage and safe disposal of medication
- Fill out the end of program survey



Scan the QR code to
place an order



WHAT PARTNER ORGANIZATIONS RECEIVE

- Medication locking devices (*up to 50 lockboxes and 100 locking bags*)
- Rack cards about medication safe storage & disposal
- "I lock up my meds" pens

SPREAD THE WORD

Use the **outreach email template** and **informational one-sheet** to invite more organizations to participate.

Send 

To

Cc

Free Medication Locking Bag Program

The Washington State Health Care Authority (HCA) is excited to launch the **Medication Safe Storage Program** medication locking devices to organizations who will distribute the locking devices to their community. This **statewide opioid misuse campaign** is part of an effort to encourage the behavior of locking up medication and (financial or otherwise) that may prevent people from locking up.

If your organization is interested and has a way to distribute medication locking devices directly to community participate in this pilot program. Organizations can **submit an order** for free medication locking devices while organizations must track the number of distributed locking devices and report back at the end of the program.

To learn more about the program and how to participate, please reference the attached information. For questions, email kathym@wacareh.com.



Washington State Health Care Authority

MEDICATION SAFE STORAGE PROGRAM

The Washington State Health Care Authority (HCA) is piloting a program to provide medication locking devices into the hands of those who need them. Through this program, HCA will supply medication locking bags and lockboxes to partner organizations who will distribute the locking devices to their communities. The goal is to encourage medication safe storage and to help people overcome barriers (financial or otherwise) to locking up.

This pilot program is part of HCA's **Starts with One** campaign, a prevention campaign designed to inform and educate Washingtonians about prescription opioid misuse and to promote safe storage and safe disposal practices.

Program Requirements

Partner organizations can include, but are not limited to, treatment and recovery centers, therapeutic courts, prevention coalitions, and other providers/prescribers. Participating organizations are required to:

1. Distribute the locking devices (and supporting educational material) directly to community members, whether at events or as part of your organization's services.
2. Track the number of locking devices distributed by your organization during the duration of the program.
3. Share feedback and total number of distributed locking devices with the program manager by completing a required survey at the end of the program.

How to Participate

While supplies last, organizations can submit a request for medication locking devices through the Medication Safe Storage Program.

Fill out the **order form** to submit a request. Orders will be fulfilled at the start of each week. You will be notified when your order is mailed.

When distributing locking devices to community members, you will have the opportunity to discuss the importance of medication safe storage. **We encourage you to share these key messages during your conversations:**

- Nearly half of people misusing pain relievers, including prescription opioids, get them from a friend or family member.
- Safe storage of medication can prevent misuse, theft, or accidental ingestion by children or pets.
- The simple step of locking up your medication can help keep your family and loved ones safe.
- Commit to always locking up your medication, especially prescription opioids.
- When no longer needed, dispose of unused medications safely as a medication return look near you. Find a location or to request a mail-back envelope at MedTakeBackWashington.org.

What You Will Receive

Partner organizations will receive the following materials to distribute to community members:

- Locking medication devices (up to 50 lockboxes and 100 locking bags)
- Rack cards with information about medication safe storage and opioid misuse prevention
- "I lock up my meds" pens

Questions? Email kathym@wacareh.com



Scan the QR code to order medication locking devices.

STARTS WITH **one**

Washington State Health Care Authority

STARTS WITH
one

Washington State
Health Care Authority

The background of the slide features a teal-colored folder. A silver metal clip is attached to the top right corner of the folder. A silver key is hanging from the clip. The entire scene is slightly blurred, giving it a soft, professional appearance.

QUESTIONS?

estherb@wearedh.com

Native and Strong Lifeline's Metric Update

Amira Caluya, DOH

Native & Strong Lifeline



**Native
& Strong
Lifeline**



**988
PRESS 4**



Native and Strong Lifeline

- For Native people, by Native people
- You can call regardless of your Tribe's homeland, whether you are an enrolled member or not
- The Native and Strong Lifeline is staffed by Native crisis counselors who are:
 - Trained to listen and provide confidential support for Indigenous people in Washington
 - Tribal members and descendants who understand Native cultures and ways of healing
- The line is operated by Volunteers of America Western Washington



Native and Strong Lifeline Data

2023:

- Calls Received: 4,849
- Answered: 4,507
- Average answer rate: 92%

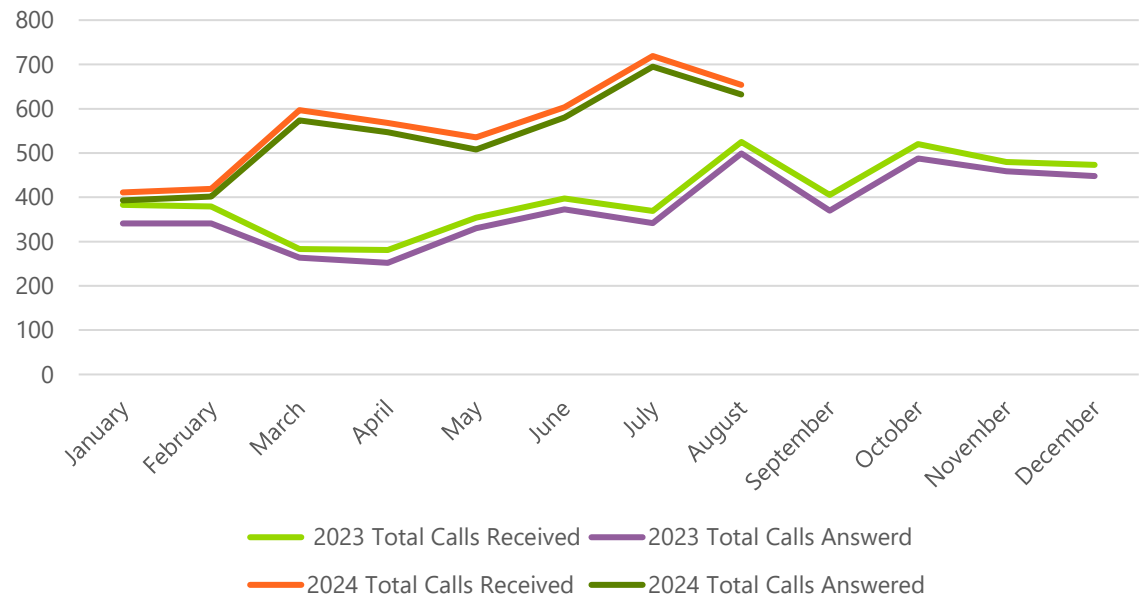
2024:

- Calls Received: 4,506
- Answered: 4,331
- Average answer rate: 96%

**Average Answer rate within 30 seconds*

**2024 data from January through October*

2023-2024 NSLL Calls Received and Answered





Looking Forward

- Anticipated launch of Native and Strong Lifeline Text and Chat in Spring 2024
- Expansion into other states or nationally
 - Oregon, Colorado expressed interest in possibility
- Tribal Crisis Coordination Protocols
 - Working with Tribes to complete Tribal Crisis Coordination Protocols, which 988 crisis center counselors can reference when they have reason to believe the help-seeker is a Tribal member
- Tribal Data Sovereignty Principles
 - Incorporate Tribal Data Sovereignty Principles as we build out the Technology Platform for 988
- Continued Tribal Engagement
 - We continue to collaborate and include Tribal Partners' feedback as we implement 988's vision of *someone to call, someone to come, and somewhere to go*

Native & Strong Spotlight: Mia



Tribal Services VOAWW Call Center Tour



Overdose Data to Action in States Cooperative Agreement

Anjali Shankar, DOH



OD2A-S Tribal RFA Overview

Tribal Opioid/Fentanyl Prevention, Education
and Awareness Campaign Workgroup

December 6, 2024



Application Timeline

RFA release date	December 11, 2024
*Q&A call #1 for Tribal Nations	January 8, 2025
*Q&A call #2 for Tribal Organizations and Communities	January 9, 2025
Application Due	January 29, 2025
Successful applicants notified	February 6, 2025
All applicants notified	February 13, 2025
Tentative contract start date	March 1, 2025

Eligible Applicants

Tribal Nations: Federally recognized tribes listed in the Governor's Office on Indian Affairs Tribal Directory

Tribal Organizations: Organizations that serve tribes and tribal communities on and near reservation areas

Tribal Communities: Tribal centers, nonprofits, businesses, and treaty tribes without federal recognition

Application Requirements

Apply for a minimum of two (2) Required Activities.

Show that at least 60% of proposed activities in your workplan are for direct client services.

Engage in evaluation activities by:

- Collecting quantitative and qualitative performance measures
- Collaborating with the DOH evaluator on an in-depth evaluation of navigation activities

Eligible Activities



CLINICIAN/HEALTH
SYSTEM
ENGAGEMENT



PUBLIC SAFETY
PARTNERSHIPS



HARM REDUCTION



COMMUNITY
BASED LINKAGE TO
CARE

Projected Funding Overview

	OD2A-S (Federal Funds)	One-Time Enhancement (Federal Funds)	State Funding	TOTAL for all Tribal Entities
Year 1	\$321,266	\$321,266	\$133,333	\$775,865
Year 2	\$321,266	\$0	TBD	\$321,266
Year 3	\$321,266	\$0	TBD	\$321,266
Year 4	\$321,266	\$0	TBD	\$321,266

Award Breakdown

5-7 Tribal Public Health entities will receive an award/funding



Estimated award amount for Y1

\$64,943-\$90,920/year + up to \$50,000 One-Time-Enhancement



Estimated award amount for Y2, Y3, & Y4

\$45,895-\$64,253/year

Estimated Contract Term

Year 1: March 1, 2025 – August 31, 2025

--Possibility of annual renewals--

Year 2: September 1, 2025 – August 31, 2026

Year 3: September 1, 2026 – August 31, 2027

Year 4: September 1, 2027 – August 31, 2028

Questions?

Email Overdose Prevention Program Manager
Anjali Shankar – anjali.shankar@doh.wa.gov



hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.

Meeting Wrap-Up/ Next Agenda

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

Blessing/ Meeting Adjourn

Steven de los Angeles, Vice Chairman, Snoqualmie Tribe

Lucilla Mendoza, HCA

Candice Wilson, DOH