**Tribal Opioid/Fentanyl Prevention, Education and Awareness Campaign Workgroup**

**December 6, 2024**

**Meeting Agenda**

**1:00 p.m.-3:00 p.m.**

**Co-Chairs: Steven de los Angeles, Vice Chair, Snoqualmie Tribe;**

**Lucilla Mendoza, Health Care Authority (HCA); Candice Wilson, Department of Health (DOH)**

[**Teams Meeting Link**](https://teams.microsoft.com/l/meetup-join/19%3Ameeting_N2E4NjRlZDktM2E0Yy00ZjM3LWE0M2YtYjRlMGJmMDY4ZGRi%40thread.v2/0?context=%7b%22Tid%22%3a%2211d0e217-264e-400a-8ba0-57dcc127d72d%22%2c%22Oid%22%3a%2234b5a7cf-693e-4834-b557-2d5f02a4c7ab%22%7d)

* Vice Chair Steven de los Angeles opened the meeting.
* Opening Remarks/Updates: January 6 will be the next meeting 10:00 am - 12:00pm.
* Tim-time of year to shut down, rest up, spend time with family. Come back next year ready, this body of work paves the way for others. Great job everyone.

1:20 pm **STEC School Program Curriculum Update** *Rebecca Purser, OSPI*

Request from tribal leaders to get more resources into our schools. 8 STEC schools.

* New Grant is up and running, all 8 STEC schools have applied. Bill 5950 or proviso 522 (4)(v)
* Each school will receive $90 k to support prevention and curriculum development.
* 1 year pilot project will be extended due to the schools progress and need for continued support.
* Excited to see where these schools are at with curriculum.
* Rebecca- Had a conversation with Nick Lewis, he brought forward Icelandic Prevention Model, wondering how this WG, other WG's, and taskforce work together and how they can work with STEC program. Lucy adds that a meeting with State Agencies and Tribal Liaisons is scheduled to discuss the cultural and Icelandic prevention models.
* Lucy-will be scheduling with TL with prevention system to share more info and share a presentation and could bring that to the next meeting.

1:35 pm **Youth Opioid/Fentanyl Education and Awareness Campaign Updates**

*Lucilla Mendoza, HCA & Megan Hathaway, Desautel-Hege (DH)*

Mini Youth toolkit launched on the FOL website. Sample toolkit sent to Tribes, organizations serving Native Youth, Tribal schools, Title VI Native Ed Programs, Agency partners of UIHPs.

Youth listening sessions -Hosted by Sister Sky Inc. Sister Sky Inc., a Native women lead consulting firm and they will lead the listening sessions with youth. Completed a listening session with on with River Ridge High School and received some great data. More sessions are planned.

Megan presents the high-level findings from the landscape review, which included looking at existing campaigns and program. Key finding include the importance of culture, connection, and sense of identity as protective factors for Native youth. Information presented in alignment with Indigenous worldviews can help reduce substance use.

***Landscape Review on literature/programs available.***

* WeRNative-Resources for 2 Spirit
* Say Yes-Highlight native Youth and the way they are avoiding substance youth, community activities.
* Strength In My Nation-Inspirational Quotes
* Native American Team Project-Story based materials.

***Literature Review***

* Culture, connection and sense of identity remain protective factors for Native Youth.
* Any Native adult can help any Native young person protect themselves and others against fentanyl
* Effective messaging should highlight personal choice and agency in a positive, empowering way, along with refusal and harm-reduction.-Messaging should avoid othering people.
* Ongoing open conversations about drugs can be powerful and lower barrier of entry.
* Mental health concerns and substance use are often related.
* Gen Z and A highly value authenticity. Critical that materials feel authentic to youth.
* Gen Z is more open to talking about stigmatized issues like mental health and substance use.
* Addressing stigma among youth in a classroom setting creates a more approachable environment.
* Creating spaces for youth, resources
* Visuals and content created with or led by Native youth have deeper impact.
* Storytelling -check slide

Lucy- Please share more about youth listening sessions, where will those be held at.

The campaign will continue to conduct listening sessions and gather feedback from Native youth. Findings from the sessions will be shared with the group at the next meeting. A session connecting with Spokane Youth will be on December 18? Another on the west, and East.

Please reach out to Megan it meahanh@wearedh.com you are interested with participation.

2:00 pm **Friends for Life and Starts With One Campaign Update-***Melissa Thoemke and Anne Paulsen, HCA*

Melissa Thoemke (Anne Paulsen will not be attending today). HCA leads multiple campaigns, discussion on the following campaigns:

* **Friends for Life** [**www.WAFriendsForLife.com**](http://www.WAFriendsForLife.com) **- *Goals****-* Illicit fentanyl education, Overdose prevention, Naloxone awareness, Harm reduction . Audience-Teens, young adults, parents/caregivers.

***Campaign Outcomes 23/24:*** 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](http://www.ForNativeLives.org)  ***Goals***- *N*ative-centered education, Illicit fentanyl information, Overdose prevention, Naloxone awareness, Treatment and recovery, Destigmatization. Audience-Native Adults and Youth, Tribal communities.

**Campaign Outcomes 23/24:** 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.

* **Starts With One** [www.GettheFactsRx.com](http://www.GettheFactsRx.com) ***Goals***-*Prescription opioid misuse prevention, safe storage and disposal of opioids, prescriber education, pharmacy engagement program. Audience-Patients, caregivers, providers.*

**Outcomes 23/24***:* 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.

* **Starts with One +WSHA**-Oldest campaign 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. Audience- Health care providers, patients.

**Outcomes 23/24:** 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.

* **One Simple Step-Medication Safe Storage Program**-up to 100 locking bags and 50 locking boxes

Starts with One 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.

Medication safe storage program link: <https://docs.google.com/forms/d/e/1FAIpQLSeJCzP2wsHZN6IzSsMoVDVlJsW72T0ISYwvQCZnxFxfDGMq6Q/viewform>

2:20 pm **Native and Strong Lifeline’s Metric Updates-** *Amira Caluya, DOH*

*For Native people, by Native people. Available to those experiencing a crisis.*



 **Program Goals:**

* 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

*SAMHSA looking into a National 988.*

[Tribal Services VOAWW Call Center Tour](https://www.youtube.com/watch?v=Dazeky2_174&t=1s)

- YouTube

2:30 pm  **Overdose Data to Action in States Cooperative Agreement** *Anjali Shankar, DOH*

Upcoming application for overdose prevention funding-Applications will go live on Dec. 11th

2-Q&A sessions , one for Tribal nations, and the other Tribal organizations and communities. Funding is open to all three types of Tribal public health entities that DOH works with.

**Application Requirements**: Apply for a minimum of 2 required activities. Show that at least 60% of proposed activities in your workplan are for direct client services. Engage in evaluation activities by-collect qualitative and quantitative performance measures and collaborate with DOH evaluator on in-depth evaluation of navigation activities.

**Eligible Activities:** Clinician/Health System Engagement, Public Safety Partnerships, Harm Reduction, Community Based Linkage to Care.

**Funding Overview:**



Contract good for 1 year with opportunity to renew.

**Cathy Pierre- DTLL will be sent out.**

**Questions**:

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

2:55 pm **Meeting Wrap-Up/Next Agenda**

 *Steven de los Angeles, Vice Chair, Snoqualmie Tribe*

 *Lucilla Mendoza, HCA & Candice Wilson, DOH*

Lucy-Thank you all for your hard work.

**Adjourn**