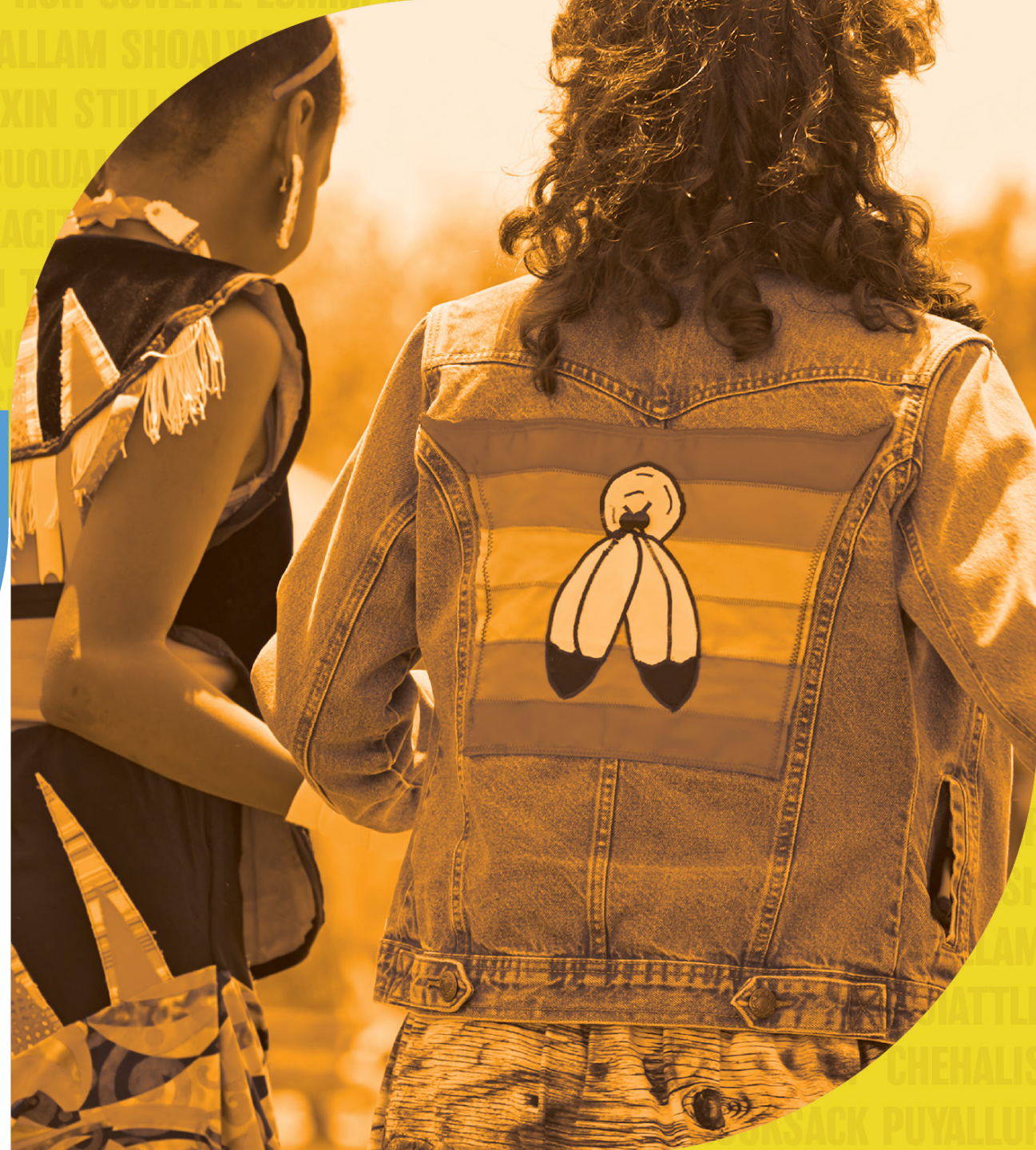


Native & Strong Media Campaign

October 22, 2024



**NATIVE &
STRONG** | **Connection is
Prevention**

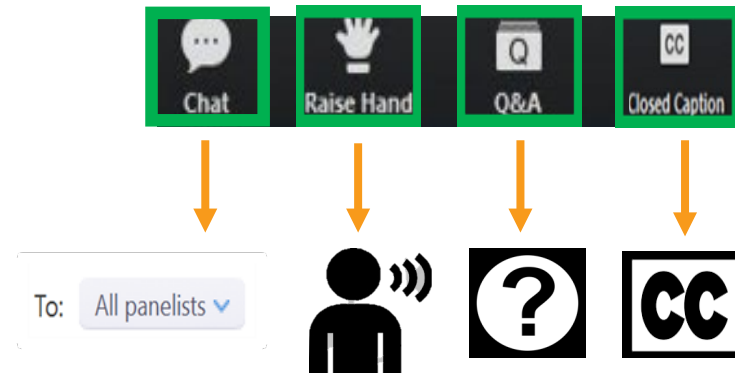


Technical Notes and Support

If you lose connectivity during the session, **click your original join link to regain access to the webinar.**

If you experience technical difficulties, **send a note using the chat box in your bottom menu bar,** and we'll assist you from there.

Enjoy the session!



Presenters

Rochelle Hamilton, Project Director

Cortney Yarholar, Technical Assistance Specialist

Mikayla Holm, Project Manager

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Opening in a Good Way

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Agenda

- Partnership
 - Vision
 - Priority Populations
 - Accomplishments
 - Available Supports
 - Call to Action
 - Next Steps
- 



Partners



KAUFFMAN
AND ASSOCIATES INCORPORATED

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What is the Native and Strong Campaign?

The Native and Strong Campaign is a media campaign designed to inform and educate tribal communities about suicide prevention and advance Native American suicide prevention efforts across Washington state. We know that culture heals and this campaign centers around what we have always known as Native people—

Connection is Prevention!



Priority Population

2024–2025

- Native Youth
- Two Spirit and LGBTQIA2S+
- Native Veterans



**How does seeking help show
strength?**





What have we accomplished?



What have we accomplished?

New Style Guide and Branding

Typefaces

Brandon Grotesque Thin	Raritas Thin
Brandon Grotesque Light	Raritas Extra Light
Brandon Grotesque Regular	Raritas Light
Brandon Grotesque Medium	Raritas Regular
Brandon Grotesque Bold	Raritas Medium
Brandon Grotesque Black	Raritas Semibold
	Raritas Bold
	Raritas Extrabold
	Raritas Black

Styles

Heading 1 (Raritas)

Heading 2 (Brandon Grotesque)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation (Brandon Grotesque Light)

Heading 3 (Raritas)

- Lorem ipsum
- Dolor sit amet

Heading 4 (Brandon Grotesque)

Pattern

Palette

Primary



Secondary



Design Elements



Dear Tribal Leader Letter

- September 4, 2024

NATIVE & STRONG | Connection is Prevention

Dear Tribal Leader,

My name is Josephine Keefe and I am the VP of Communications at Kauffman and Associates (KAI). I am excited to share that we are working with the Washington State Department of Health on the Native and Strong Tribal Suicide Prevention Media campaign. Native and Strong offers a new culture of healing for the prevention of suicide in Native communities within the state of Washington.

Native communities have the highest suicide rates out of all racial and ethnic groups in the United States. Among Native youth between the ages of 10 and 24, suicide is the second leading cause of death. SOURCE: WADOH

In tribal communities across the state of Washington, individuals and families need ready access to information, knowledge, and encouragement to help themselves and their loved ones. We also know that essential resources like these need to be culturally appropriate as these are serious issues impacting our Native communities.

KAI is proud to take a lead role in this campaign. Since 1990, we have been a trusted partner for diverse American Indian and Alaska Native communities, and we are dedicated to uplifting our relatives across Turtle Island. Our work is grounded in relationship building. We understand the importance of valuing cultural history when developing programs and policies for Indigenous Peoples throughout this land.

Specifically, KAI has provided equity-centered professional services in public health, education, and economic development. An American Indian- and woman-owned consulting firm, KAI works closely with tribal, state, regional, and federal governments, as well as associations, foundations, and private-sector businesses who work with AI/AN communities. KAI champions strength-based approaches to community development and healing that honor tribal cultures, traditions, and the capacity of Native communities to find solutions. We do work that matters!

Also, we wholeheartedly support tribal sovereignty and the vision of tribal leaders like you. That is why we respectfully invite your support and collaboration with the Native and Strong campaign. Our elders have told us that to prevent suicide and self-harm we must go upstream and use life-affirming, culture-based

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Digital Ads


September Impressions

Service	Total Impressions	Total Clicks
Digital Ads	14,145	169

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Thoughts of
suicide can be
a hidden
burden for
anyone.

Connection is
prevention.

Call 988 or visit
NativeAndStrong.org.




What have we accomplished?

Dear Tribal Leader Letter

Media Buys


- Digital
 - Social media
 - Had over 6 million impressions
 - Snap Chat and YouTube
 - Banner ads
- Radio
 - Contracted with radio stations in eastern and western Washington to cover the entire state



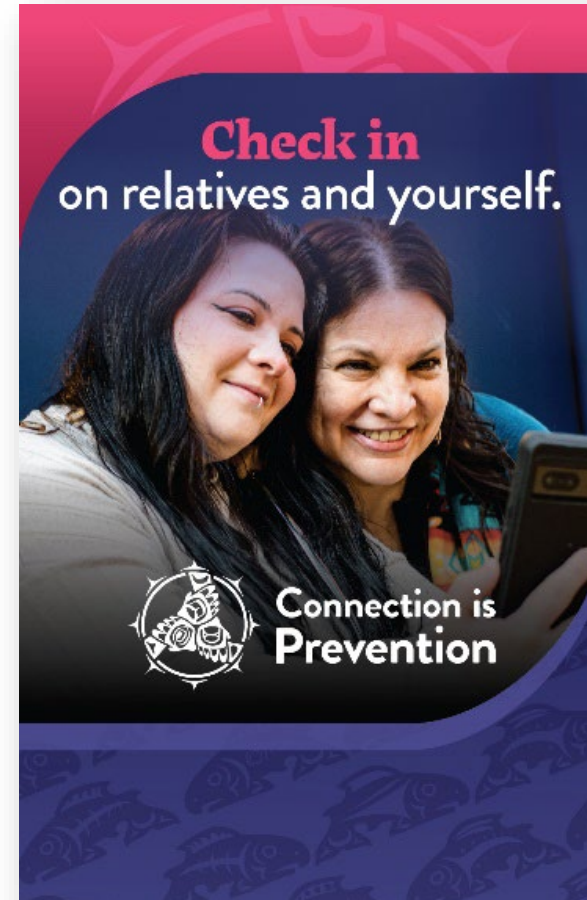
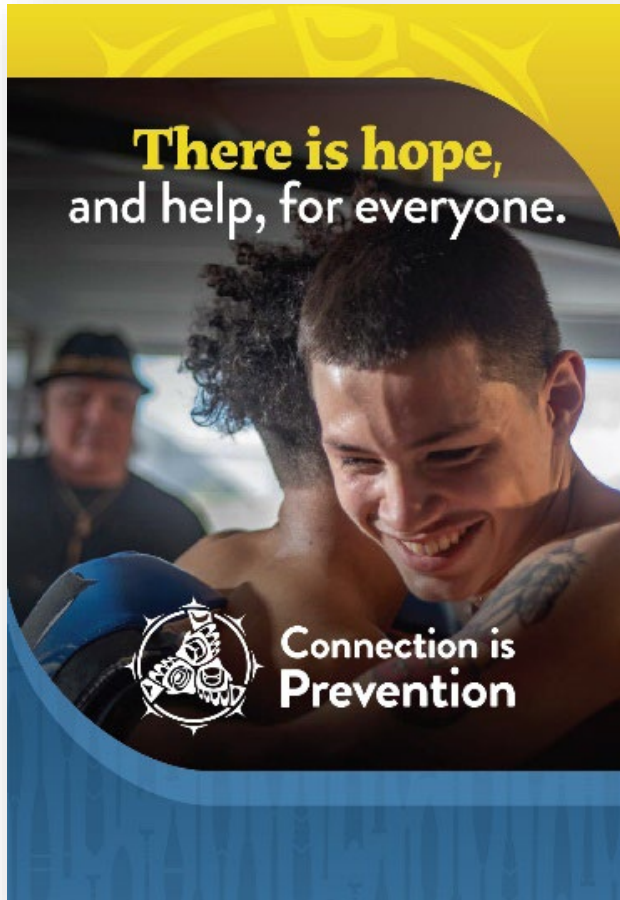
Thoughts of suicide can be a hidden burden for anyone.

Connection is prevention.

Call 988 or visit NativeAndStrong.org.



Snapchat Ads



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Radio PSAs

Radio Station	Estimated Monthly Impressions and Reach
KNKX	75,614: Reach the western side of Washington state
KDRK	56,100: Reach the eastern side of Washington state

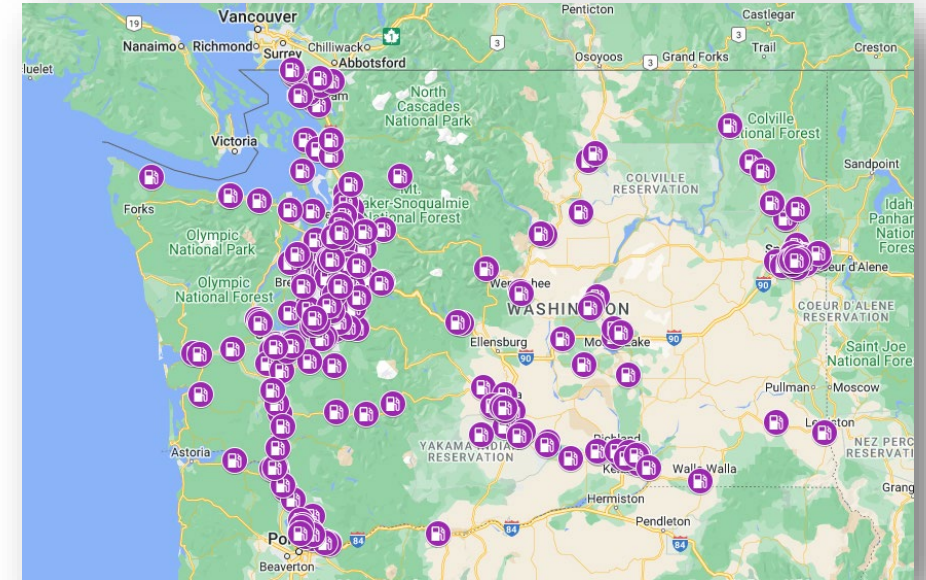
Video/Photoshoot



- Took place in Seattle in September 2024
- Talent included 8 people in addition to youth who were involved in Red Eagle Soaring, an Indigenous theater program in Seattle.
 - One participant was a Native veteran who does equine therapy programs and came directly from her barn!
 - Another participant worked at an MMIW nonprofit.
- The video and images from the day will be turned into 10 video PSAs, and 10 months of gas topper ads, drop-in ads and social media content. They also will be used for four different posters and rack cards aimed at three focus groups: veterans, two spirit and youth.

Digital/Print Gas Toppers

- Located throughout the state, as shown in the map
- 2.5 million estimated impressions for 2024–2025



Gas Topper Graphic



Reach out *to* help.

Reach out *for* help.

Visit **NativeAndStrong.org** for
mental health resources.

For immediate mental health support
dial **988** and press 4.

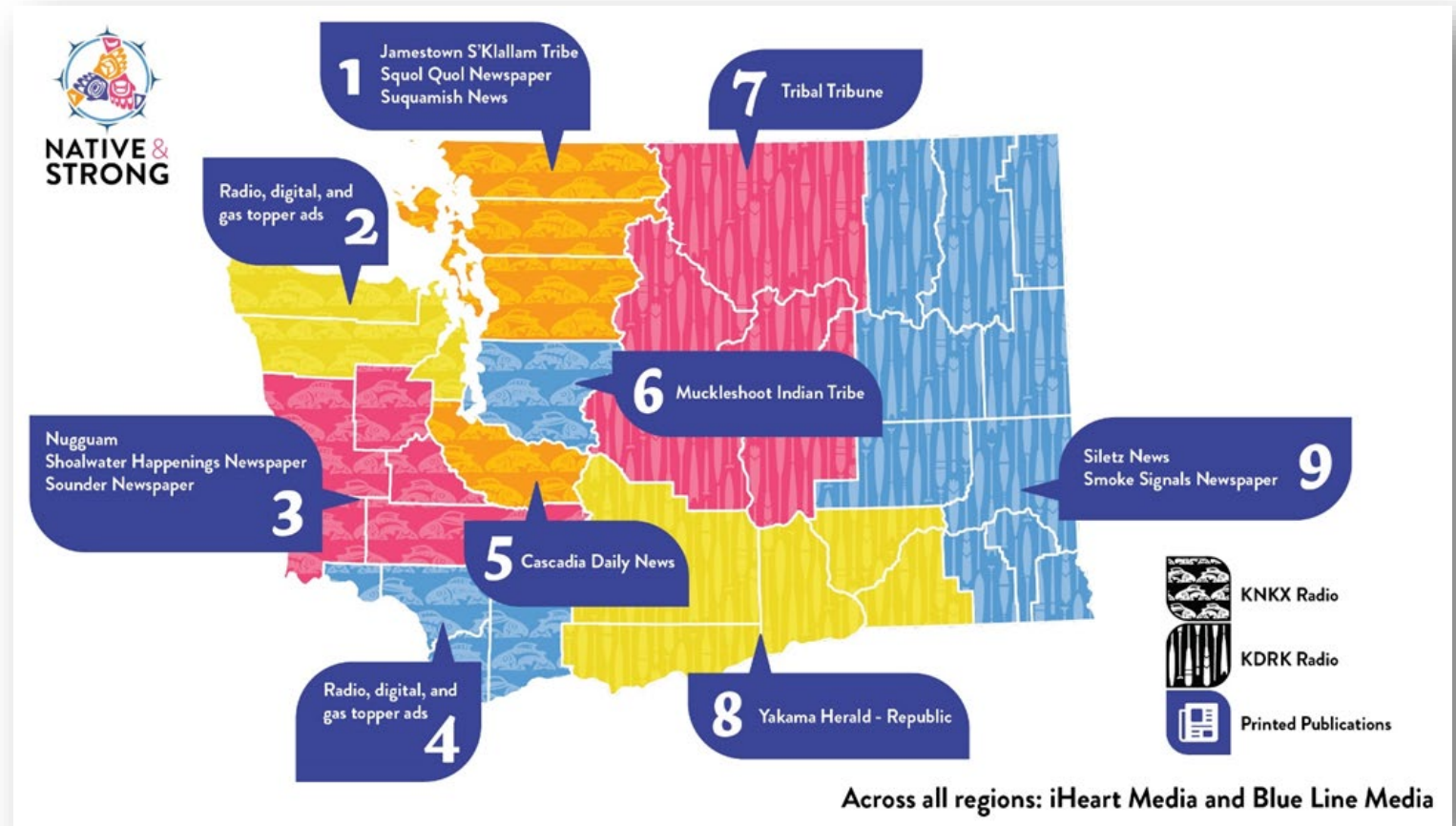
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Print

- Newspapers
- Tribal newsletters
- Magazine publications



Paid Publications

Publication	WA State Map of Media
Cascadia Daily News	Region 1: Distributed primarily in Whatcom and Skagit Counties
Tribal Tribune (Colville)	Region 9: Spokane County
Yakama Herald Magazine	Region 8: Franklin County



**"All things are bound together.
All things connect."**

Chief Seattle, Duwamish

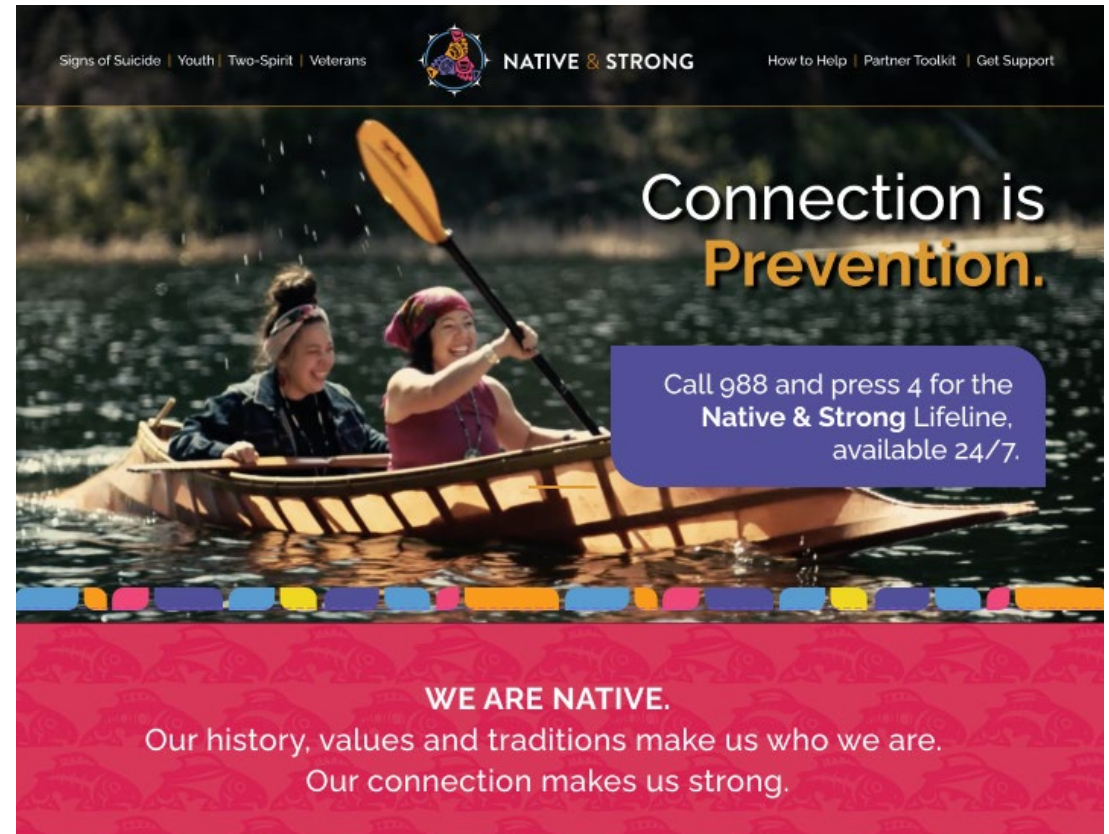
Visit NativeAndStrong.org for mental health resources.
For immediate mental health support dial **988** and press 4.

Earned Publications

Publication	WA State Map of Media
Jamestown S'Klallam	Region 1: Snohomish County
Muckleshoot Indian Tribe	Region 6: King County
Nugquam (Quinault)	Region 3: Thurston County
Shoalwater Happening	Region 3: Thurston County
Siletz News	Region 9: Spokane County
Souder Newspaper	Region 3: Thurston County
Smoke Signal (Kalispel Tribe)	Region 9: Spokane County
Squol Quol (Lummi)	Region 1: Snohomish County
Suquamish News	Region 1: Snohomish County
Talking Raven (Quileute Nation)	Region 3: Thurston County

Campaign Next Steps

- Website
 - Will go live in November
- Event Attendance/Outreach



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What support is available for our campaign?

- Online toolkit with downloadable resources
 - Technical assistance is available
- 





Call to Action:

Tribal Leaders and Tribal Serving Organizations

- Use the Native and Strong messaging
 - Reach out and for support, use technical assistance services with new and existing local awareness campaigns
- 





Call to Action:

Recruit for Community Advisory Group

KAI is recruiting a community advisory group to provide input and guidance to the Native and Strong campaign by:

- Providing guidance to local community outreach
- Strengthening local connections
- Serving as an ongoing voice to reflect the needs of the community
- To champion the Native and Strong media campaign

If you are interested in being a part of this group, please email Cortney.Yarholar@kauffmaninc.com





What's Next?

We will be updating NativeAndStrong.org with new branding.

Join us in our **quarterly webinars** to hear updates, and amazing stories from tribal communities across Washington making this campaign their own and saving lives.





Next Webinar

January 14th

10 A.M. Pacific



Questions? Please reach out:

Cortney Yarholar, LMSW

Technical Assistance Specialist

Kauffman and Associates, Inc.

Cortney.Yarholar@kauffmaninc.com