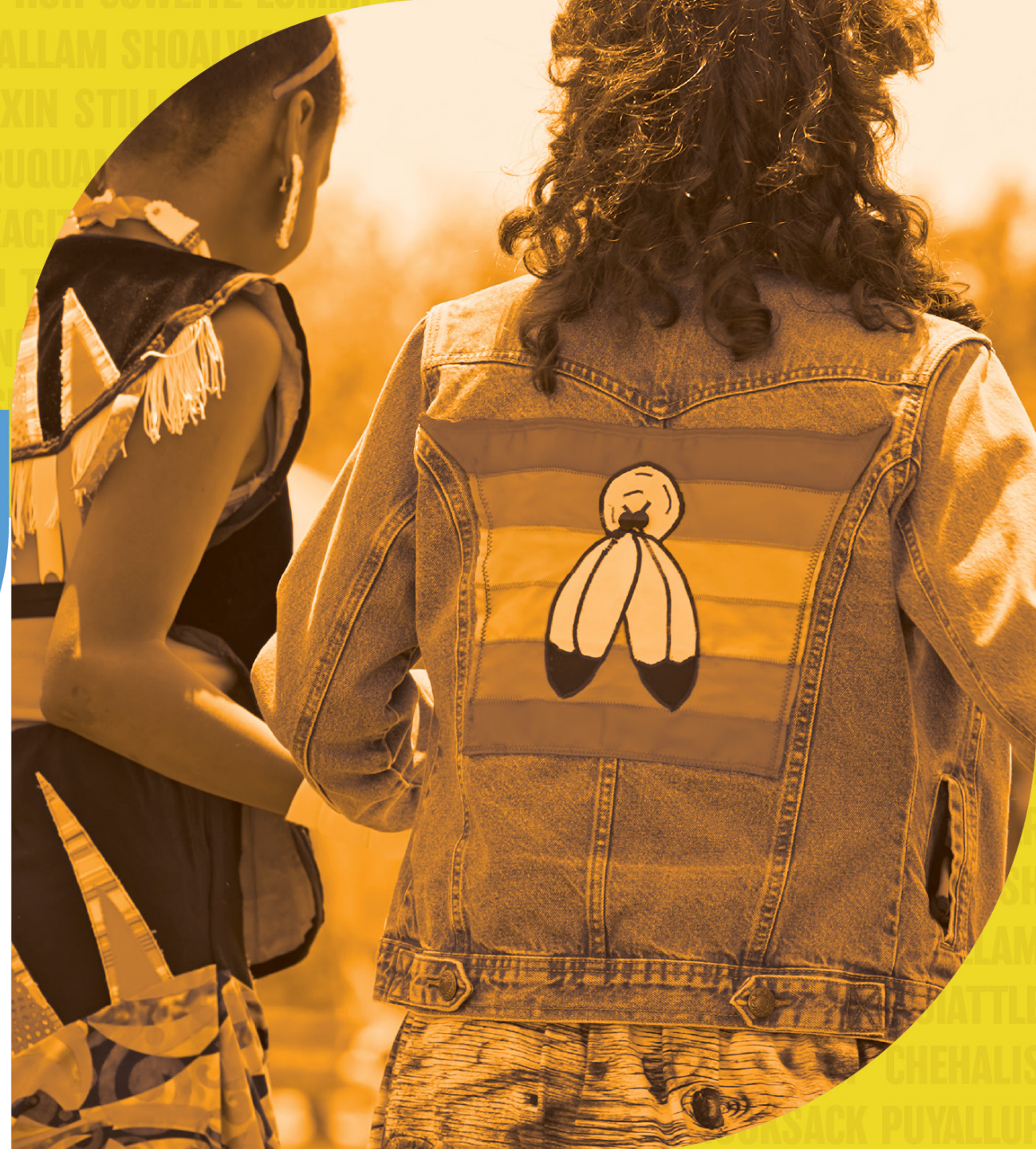


Native & Strong Media Campaign

January 14, 2025



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STRONG** | **Connection is
Prevention**

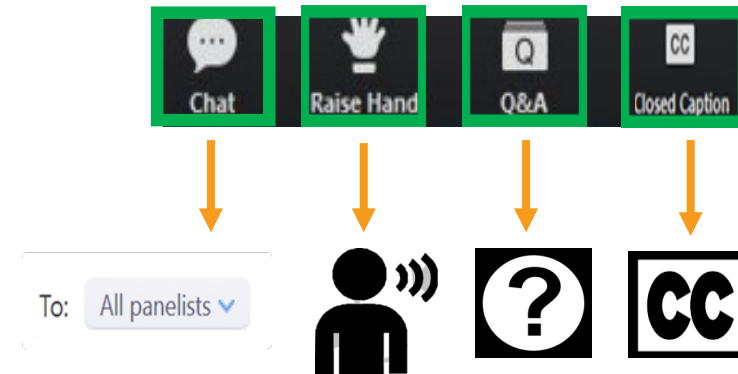


Technical Notes and Support

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

Cortney Yarholar, LMSW Technical Assistance Specialist, KAI

Rochelle Hamilton, Tribal 988 Advisor, KAI

Sara Picard, Project Manager, KAI

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Opening in a Good Way

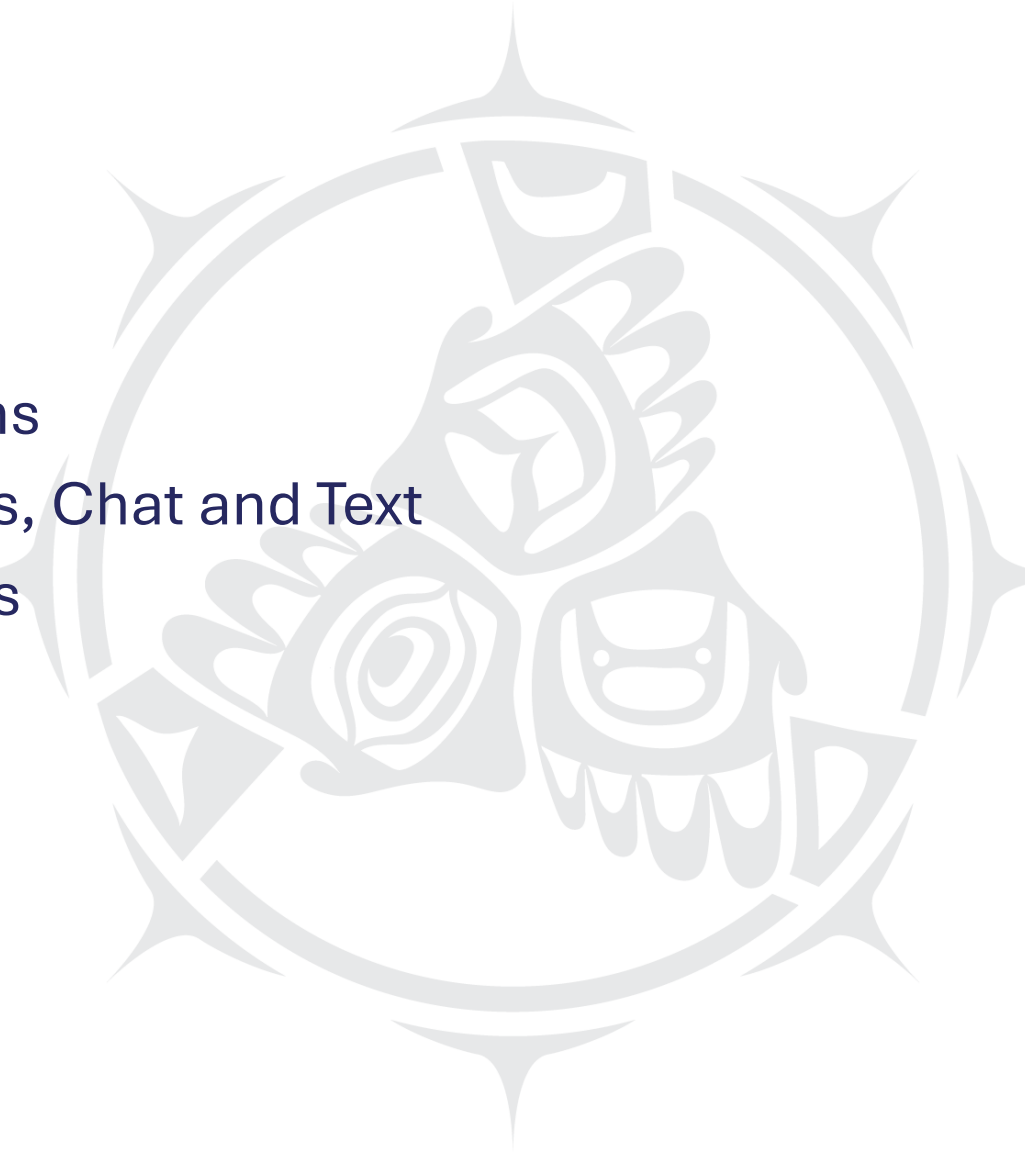
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Agenda

- Partnership
 - Vision
 - Priority Populations
 - Using 988 for Calls, Chat and Text
 - 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 to advance Native American suicide prevention efforts across Washington state. We know that culture heals, and this campaign centers on what we have always known as Native people —

Connection is Prevention!





2024–2025 Priority Populations

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



Why the Focus on These Populations?



Our Two-Spirit relatives experience discrimination and abuse.



Strong connections to culture, tradition, language and togetherness bring hope to Native communities.

Our Native youth face higher risk of suicide compared to their non-native peers.



Our relatives that are Veterans may feel isolated when they return home from service.





Suicide Warning Signs

Social Withdrawal: Isolating from friends, family, and activities once enjoyed.

Personality Changes: Notable shifts in behavior, mood, or performance at work or school.

Altered Sleep Patterns: Sleeping significantly more or less than usual.

Preoccupation with Death: Talking, joking, or researching about death or suicide.

Reckless Behavior: Engaging in risky activities or giving away valued possessions.

Increased Substance Use: Elevated use of alcohol or drugs, especially when discussing self-harm.

Expressions of Hopelessness: Feelings of despair, anxiety, anger, humiliation, or self-perceived burdensomeness.

For more information and resources, visit the Native and Strong website.

www.nativeandstrong.org





What Can K-12 Educators Do?

Recognize Warning Signs: Be alert to changes in behavior, expressions of hopelessness, or distress (e.g., withdrawal, agitation, or increased hostility).

Respond Immediately to Warning Signs: Connect students displaying warning signs with mental health resources, such as a school counselor.

Promote School Connectedness: Build trust and engage students in both classroom and extracurricular activities. Create spaces for youth to develop clubs and activities centered on behavioral health.

Understand and Follow School District Policies: Regularly evaluating policies for alignment with current best practices in suicide prevention.





What Can School Administrators Do?

Develop and Maintain a Crisis Response Team: Include mental health professionals, administrators, and community leaders.

Address Suicide Contagion: Avoid glorification of incidents and implement supportive postvention measures.

Collaborate with Tribal and Community Partners: Work together to provide holistic support and resources.

Need more ideas? Check out this Center for Disease Control (CDC) resource on promoting mental health in schools: <https://www.cdc.gov/mental-health-action-guide/strategies/index.html>



What Can Parents and Caretakers Do?



- **Stay Engaged in Your Child's Life:** Ask questions, listen actively, and encourage open communication.
- **Learn the Warning Signs of Suicide:** Seek help from school or community resources if concerns arise.
- **Encourage and Model Seeking Help:** Seek support from trusted adults, counselors, or crisis hotlines like 988.

How 988 Works

When you call **988**, you will hear an automated greeting.

Press **0** to get connected to a counselor immediately or:

- **Press 1** for Veterans
- **Press 2** for Spanish Speaking
- **Press 3** for LGBTQIA2S+
- In Washington state, **Press 4** for the Native and Strong Lifeline
- You will either choose a specialized line or stay on the line to speak with a trained counselor.
- Your call is routed to the nearest call center by area code.



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Specialized Services Available in the 988 Subnetwork



**You're
not alone.**

**The Veterans Crisis Line
is here to help.**

Specialized Services Available in the 988 Subnetwork

**Habla con
nosotros.**

**Hay esperanza
988lifeline**

Textea. Llama. Chatea.

988 **LÍNEA DE**
PREVENCIÓN DEL
SUICIDIO Y CRISIS

**LGBTQI+
SERVICES**

for the 988 Lifeline

Text "PRIDE" to 988

Call 988 and
select OPTION 3

Select LGBTQI+ in
the pre-chat survey
at 988lifeline.org

988 SUICIDE & CRISIS
LIFELINE



ASL Video Phone Services

988 services are offered in
American Sign Language for
Deaf or Hard of Hearing

Go to **988lifeline.org** and
choose “*ASL Now*” to be
connected to a trained crisis
counselor.

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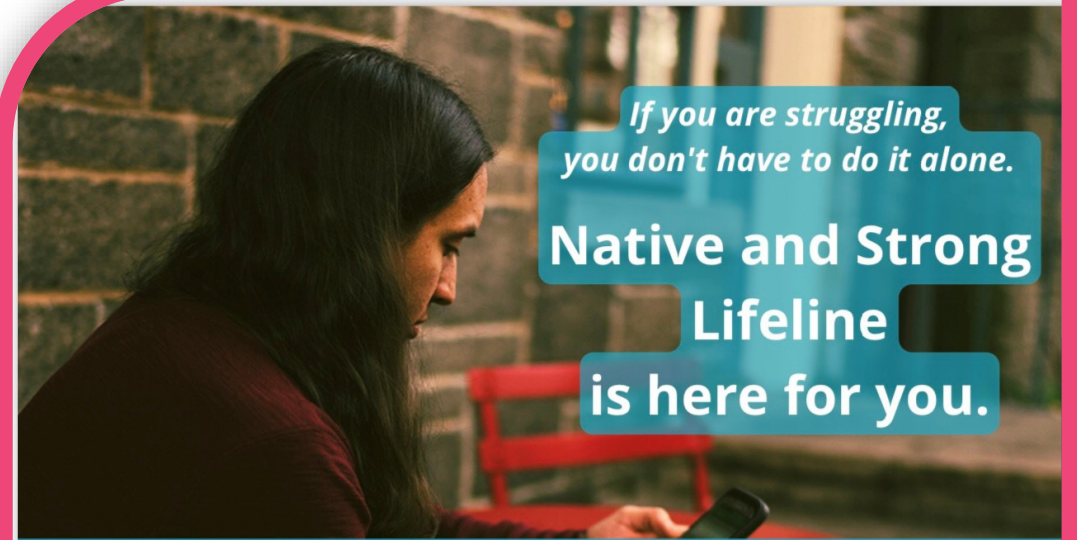
Native-Specific Services



**Native
& Strong
Lifeline**



**988
PRESS 4**



*If you are struggling,
you don't have to do it alone.*

**Native and Strong
Lifeline
is here for you.**

Call 988 and choose option 4.

Calls are answered by trained
crisis counselors who are Tribal
members and descendants with
close ties to their community.



**988
SUICIDE
& CRISIS
LIFELINE**

Native and Strong Lifeline logo artist: Jason LaClair, Lummi Nation and Nooksack

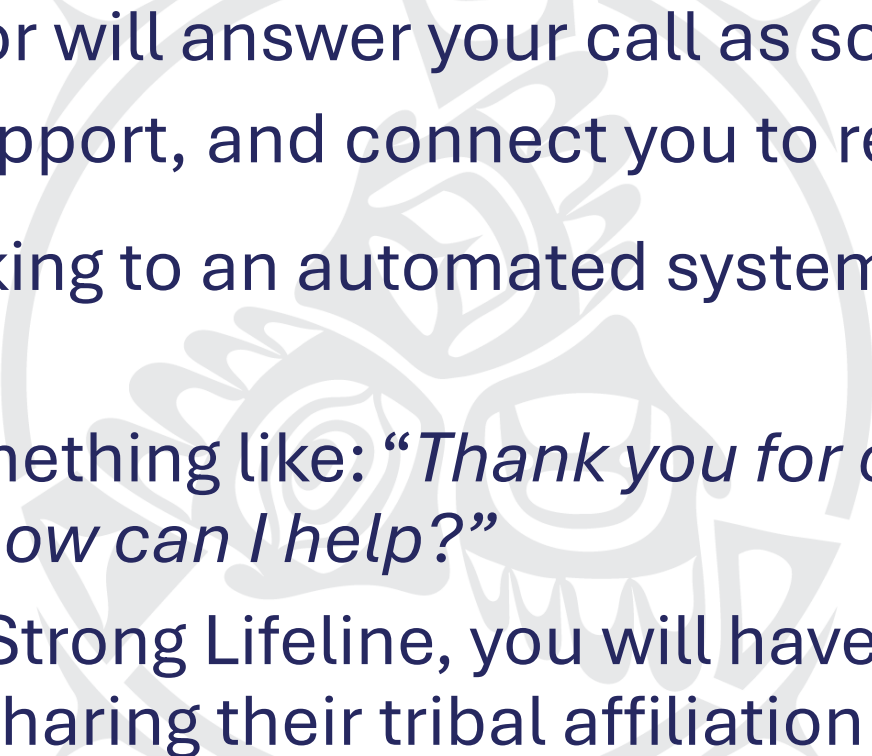
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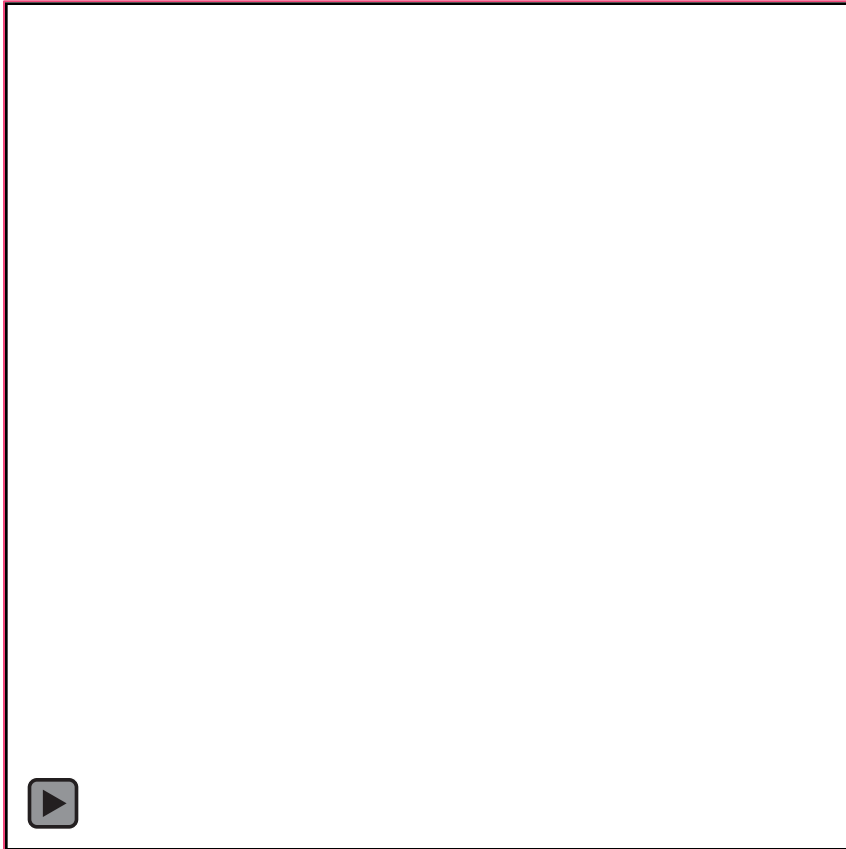


What Happens Next ?

- A trained counselor will answer your call as soon as possible.
 - They will listen, support, and connect you to resources.
 - You will not be talking to an automated system— every counselor is a real person.
 - You might hear something like: “*Thank you for calling today. My name is Amanda, how can I help?*”
 - On the Native and Strong Lifeline, you will have the added benefit of your counselor sharing their tribal affiliation with you.
- 



Reasons to Call 988



- Feeling depressed
- Feeling anxious
- Feelings of sadness
- Feeling suicidal or having suicidal thoughts
- Feelings of hopelessness
- Feeling lonely
- Struggling in your relationships
- Worrying about a friend or family member
- Needing resources for yourself
- Needing resources for a loved one



A Message from a Native and Strong Lifeline Counselor



Texting 988

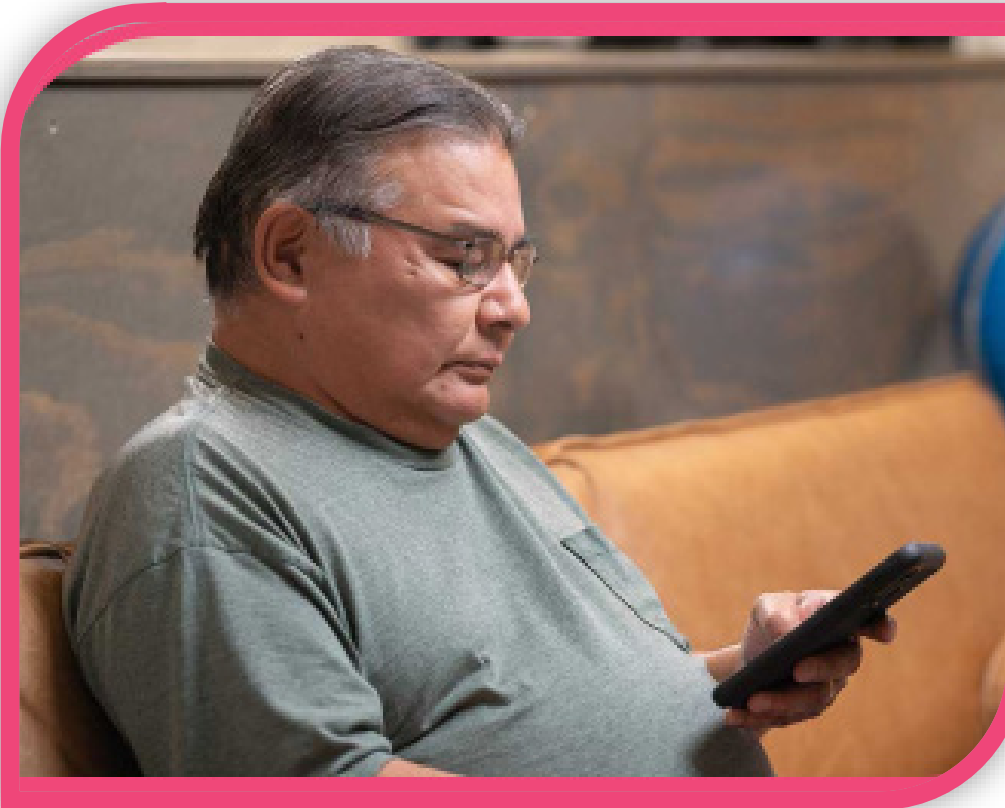


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Chat



988lifeline.org/chat

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What 988 Is Not

- 988 is not a direct connection to 911; it was developed to serve as an alternative for mental health emergencies.
- 988 is not a place where your information is collected to get you in trouble.

If your head hurts, call 911. If your heart hurts, call 988.

**Unless it physically hurts—in that case, call 911!*





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Campaign Updates


Reach and Impressions



Reach

- 
- Confederated Tribes and Bands of the Yakama Nation
 - Confederated Tribes of the Chehalis Reservation
 - Confederated Tribes of the Colville Reservation
 - Confederated Tribes of the Umatilla Indian Reservation
 - Confederated Tribes of Warm Springs Reservation of Oregon
 - Cowlitz Indian Tribe
 - Hoh Indian Tribe
 - Jamestown S’Klallam Tribe
 - Kalispel Tribe of Indians
 - Lower Elwha Klallam Tribe
 - Lummi Nation
 - Makah Tribe
 - Muckleshoot Indian Tribe
 - Nez Perce Tribe
 - Nisqually Indian Tribe
 - Nooksack Indian Tribe
 - Port Gamble S’Klallam Tribe
 - Puyallup Tribe
 - Quileute Tribe
 - Quinault Indian Nation
 - Samish Indian Nation
 - Sauk-Suiattle Indian Tribe
 - Shoalwater Bay Indian Tribe
 - Skokomish Indian Tribe
 - Snoqualmie Indian Tribe
 - Spokane Tribe of Indians
 - Squaxin Island Tribe
 - Stillaguamish Tribe of Indians
 - Suquamish Tribe
 - Swinomish Indian Tribal Community
 - Tulalip Tribes
 - Upper Skagit Indian Tribe
- 


Digital and Social Media Ads



Thoughts of suicide can be a hidden burden for anyone.

Connection is prevention.

Call 988 or visit
NativeAndStrong.org.



When life gets hard, we need relatives to lean on.

The Native and Strong lifeline is here.
Call 988, press 4—
get support from a Native counselor.



Connection is Prevention.

Dial 988 and press 4 for confidential support.



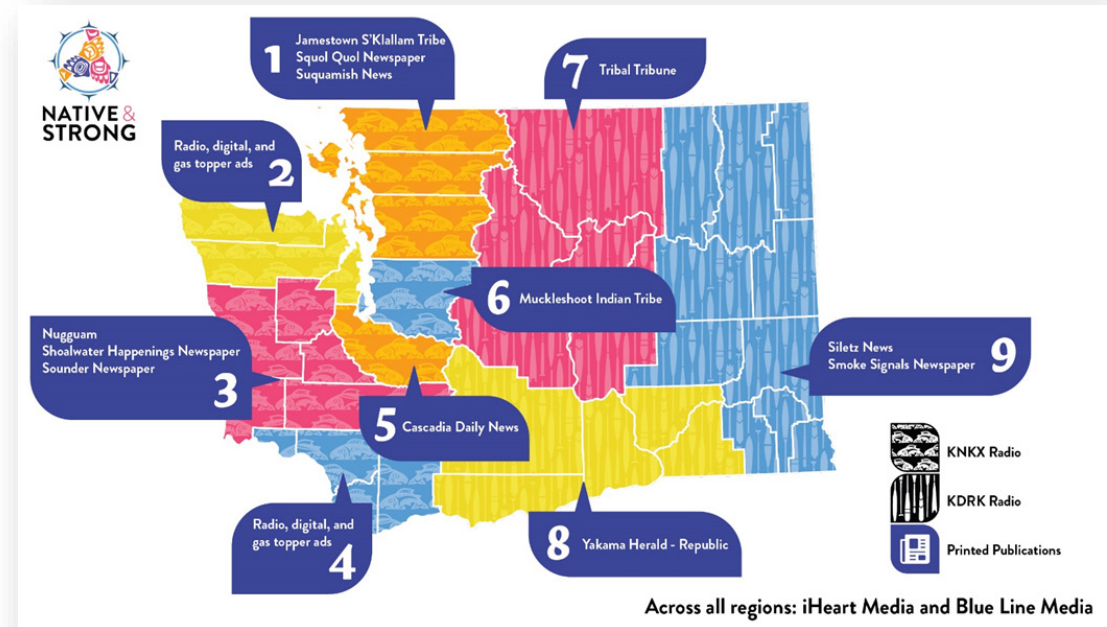
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Print

- Newspapers
- Tribal newsletters
- Magazine publications



Website



What Support is Available for Our Campaign?

- **Access an online toolkit with downloadable resources.**
 - <https://nativeandstrong.org/partner-toolkit/>
- **Technical assistance is available for campaign support.**
 - Order materials or other suicide-prevention resources by contacting nativeandstrong@kauffmaninc.com
 - Alternatively, fill out the contact form to have our team reach out you.



Resources for Tribes and Partner Organizations

The Native and Strong toolkit includes videos, social media posts, posters and digital graphics. Download the materials for your own use, or contact our team to place an order.

We can:

- Request or download customizable templates that you can align with your local awareness and messaging campaign (customize with your logo for example).
- Download the materials you want in your desired quantities.

These materials are provided at no charge to tribes, behavioral health care providers, schools, youth programs, and others to help prevent suicide among Native people in Washington state.



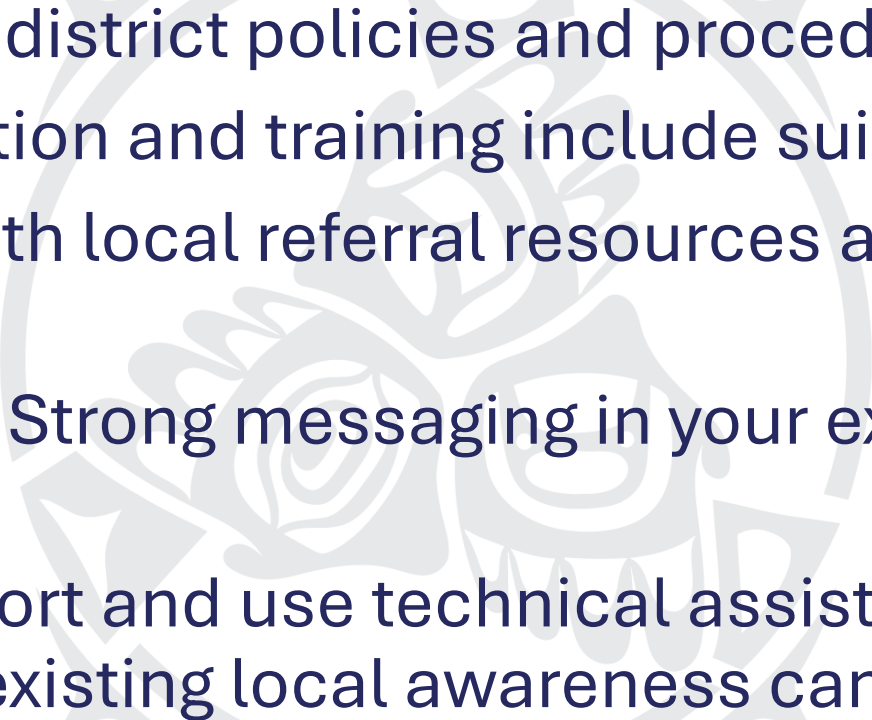

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Call to Action

- Review school and district policies and procedures.
 - Ensure staff education and training include suicide prevention.
 - Become familiar with local referral resources available within your school district.
 - Use the Native and Strong messaging in your existing school efforts.
 - Reach out for support and use technical assistance services to enhance new and existing local awareness campaigns.
- 
- 



What's Next?

Join us for our **quarterly webinars** to hear updates and inspiring stories from tribal communities across Washington. Together, we can keep each other safe .

Next Webinar March 11th 10:00 – 11:00am





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Resources

For Youth, Educators, and Families

Questions? Please Reach Out!

Cortney Yarholar, LMSW

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Kauffman and Associates, Inc.

Cortney.Yarholar@kauffmaninc.com

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