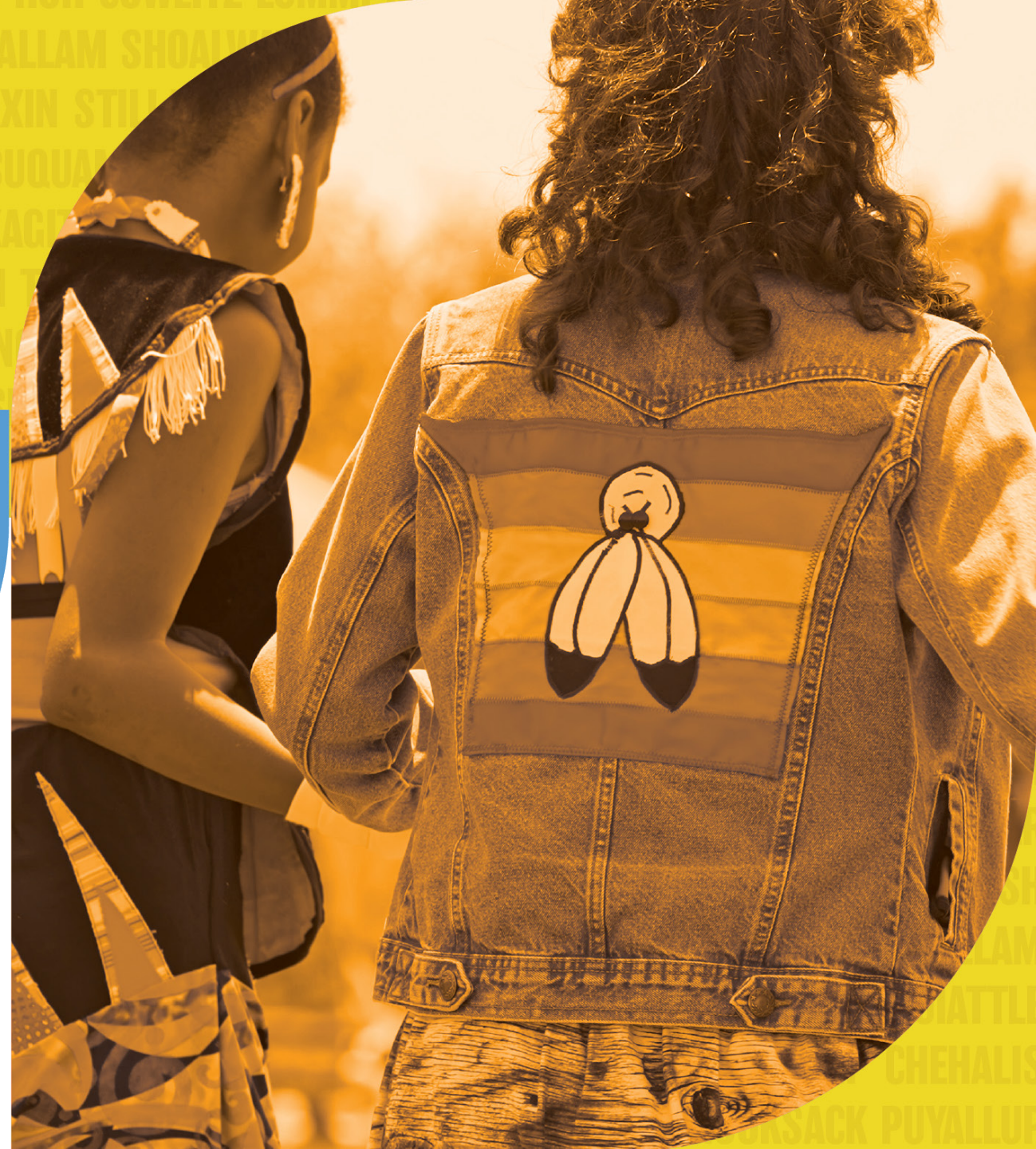


# Native & Strong Media Campaign

March 11, 2025



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

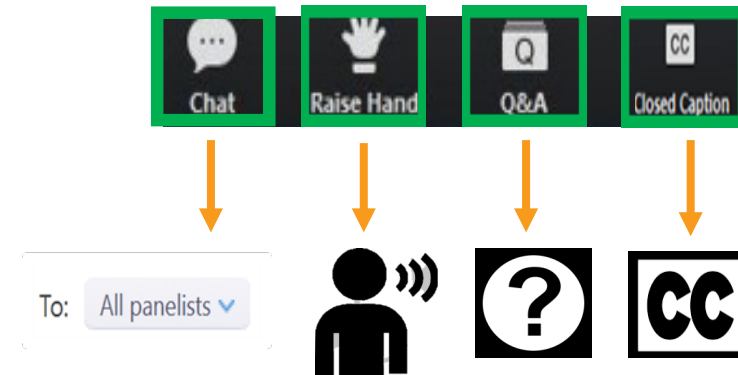


# Technical Notes and Support

If you lose connectivity during the session, **open 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**

**Danica Love Brown, PhD, Executive Vice President, KAI**

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# Opening in a Good Way

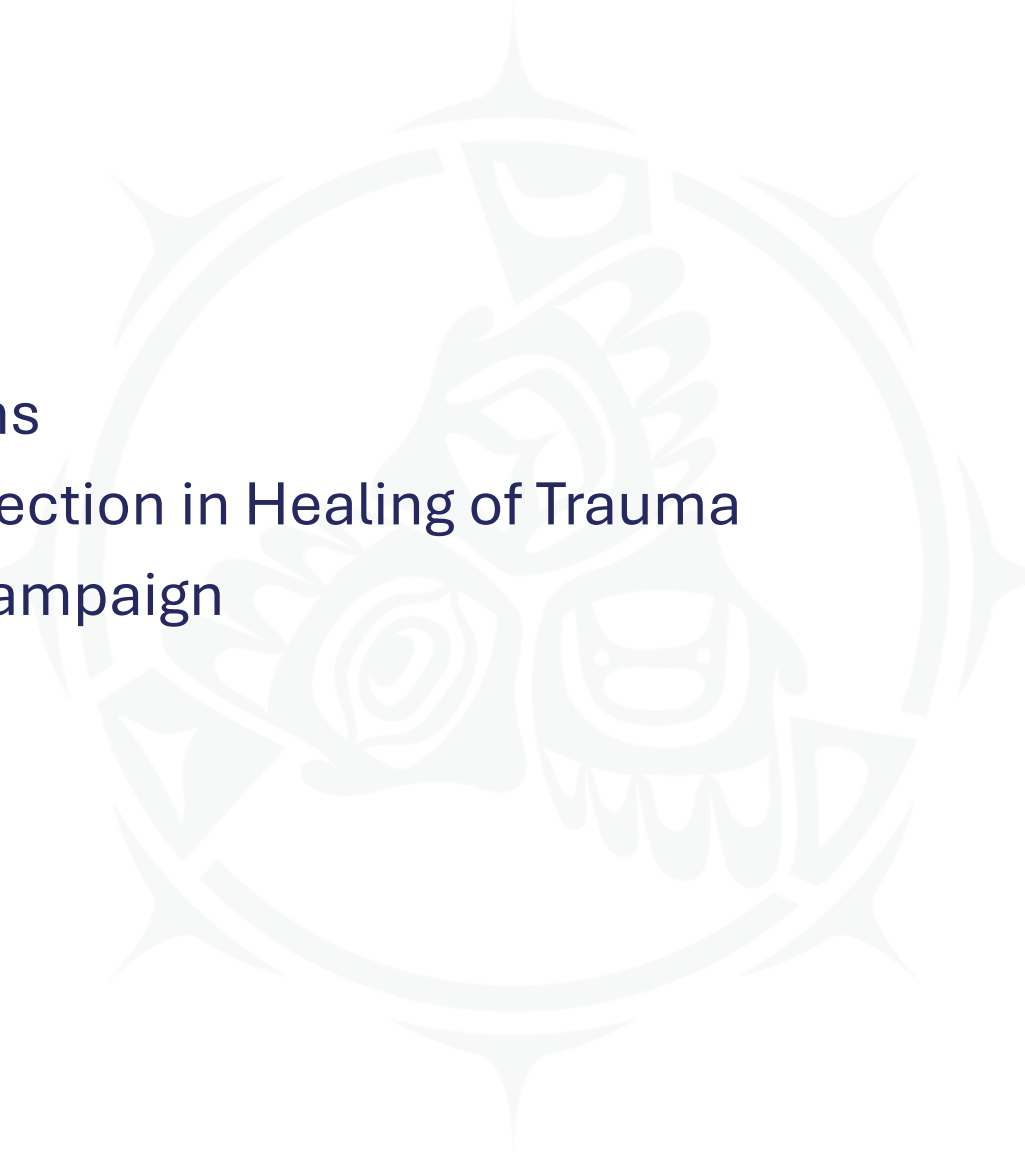

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# Agenda

- Partnership
  - Vision
  - Priority Populations
  - Culture and Connection in Healing of Trauma
  - Native & Strong Campaign
  - Call to Action
  - Next Steps
- 
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# Partners



Washington State Department of  
**HEALTH**



**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 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 who are veterans may feel isolated when they return home from service.



# Culture and Connection in Healing of Trauma

Danica Love Brown, PhD, MSW, CACIII  
Choctaw Nation of Oklahoma



- **Trauma is disconnection**
- **Healing is sacred connection**
- **Therefore, think of the importance of acknowledgement**
- **Maestro Jerry Tello - traditional healer**

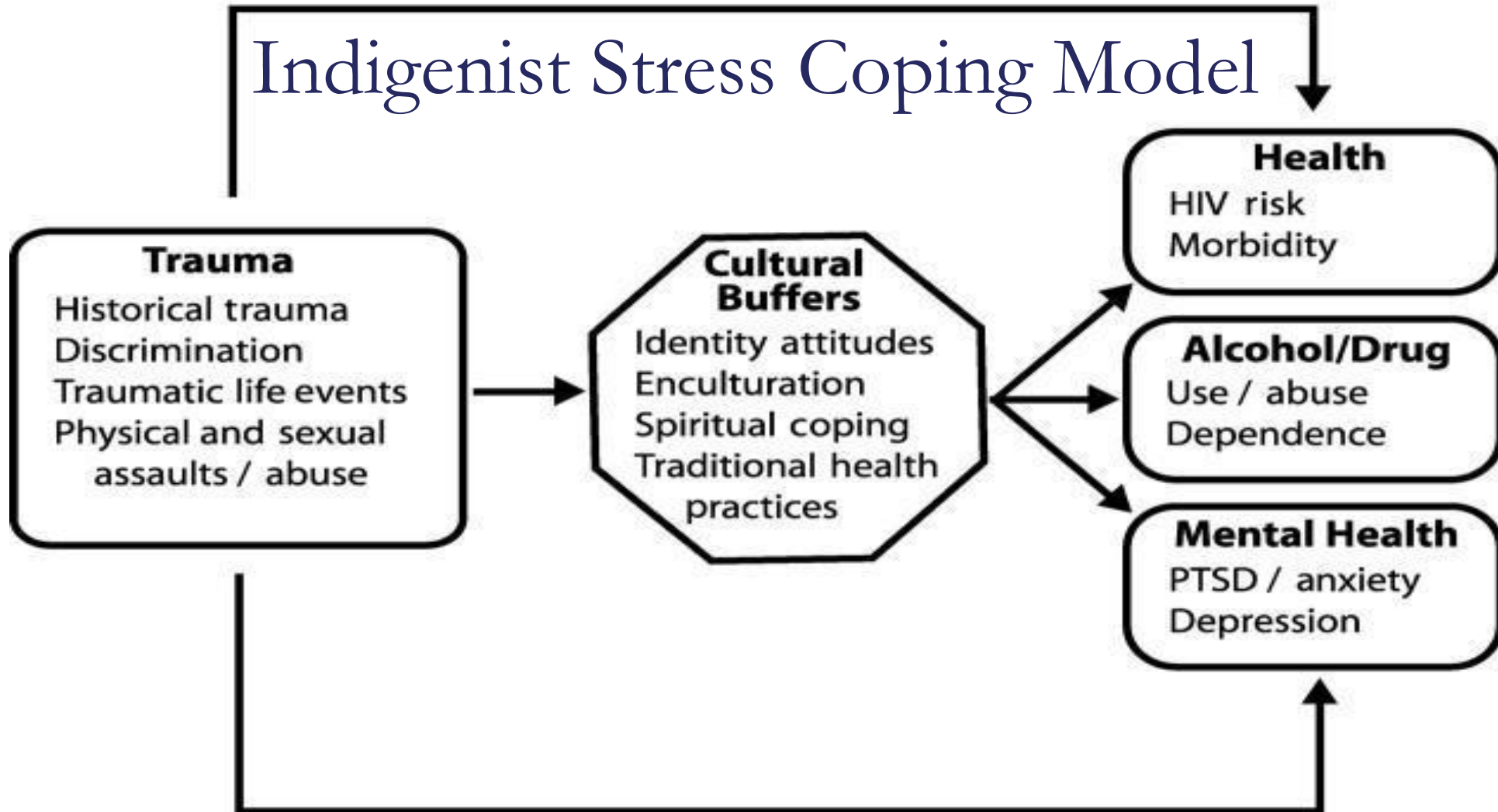


**STRESS**

**COPING**

**HEALTH OUTCOMES**

# Indigenist Stress Coping Model



Walters, Karina L, Simoni, Jane M, & Evans-Campbell, Teresa. (2002). Substance Use Among American Indians and Alaska Natives: Incorporating Culture in an "Indigenist" Stress-Coping Paradigm. Public Health Reports (1974), 117(Suppl 1), S104–S117.

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# Overview of Trauma

Trauma is “*about loss of connection—to ourselves, our families, and the world around us.*” –Peter Levine

Trauma is ...

- An inner injury, lasting rupture or spilt within the self due to difficult or hurtful events
- All trauma is preverbal
- Trauma is embodied (somatic)
- Trauma is a spectrum

Levine, P. A. (2013). *Transforming trauma : awakening the ordinary miracle of healing*. Milton H. Erickson Foundation.

Diagnostic and statistical manual of mental disorders : DSM-IV-TR. (4th ed., text revision.). (2000). American Psychiatric Association.

Mate, G., & Mate, D. (2022). *The myth of normal : trauma, illness, & healing in a toxic culture*. Avery, an imprint of Penguin Random House

# Types of Trauma

- Acute trauma
- Repetitive trauma
- Complex trauma
- Developmental trauma
- Vicarious trauma
- Cultural, historical and or intergenerational trauma

# Source of the Wound



# Ancestral Memory



»The.memories.of.our.ancestors.are.passed.down.on.  
our.blood;◀ **.-Little Joe Gomez**

Hamby, Sherry, Elm, Jessica H L, Howell, Kathryn H, & Merrick, Melissa T. (2021). Recognizing the cumulative burden of childhood adversities transforms science and practice for trauma and resilience. *The American Psychologist*, 76(2), 230–242.  
SOURCE: [doi.org/10.1037/amp0000763](https://doi.org/10.1037/amp0000763)

# Impact of Historical Trauma

- Disruption in our ability to fulfill our original instructions
- Disruption in our relational ways of being
- Disruption in how we narrate/story our lives
- Health prevention/promotion interventions incorporate:
  - Original instructions
  - Relational restoration
  - Narrative transformation



# Physical Indications of Fight or Flight Response



dilated pupils



pale or flushed skin

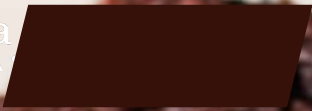
## Ancient Survival Responses to Life Threatening Circumstances

Bracha, H. (2004). Freeze, flight, fight, fright, faint: Adaptationist perspectives on the acute stress response system. *CNS Spectrums*, 9(9), 679-685.

Stanton, S. (2016), "Intuition: A Silver Lining for Clinicians with Complex Trauma". Dissertations. <https://surface.syr.edu/etd/615>



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&A  
INC



# Effects of Trauma

- Separates us from our bodies
- Splits us from our feelings
- Limits response flexibility
- Fosters a 'shame' based view of self
- Distorts our view of the world
- Alienates us from the present

Maté, G., & Maté, D. (2022). *The myth of normal: trauma, illness, & healing in a toxic culture*. Avery, an imprint of Penguin Random House.



# CULTURE IS PREVENTION

- Native people come from rich, diverse and beautiful communities.
- Native people are thriving
- Tribal Nations have a government to government relationship with the United States
- Trauma is real, happens in the brain and is connected to health

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# Creating Connection

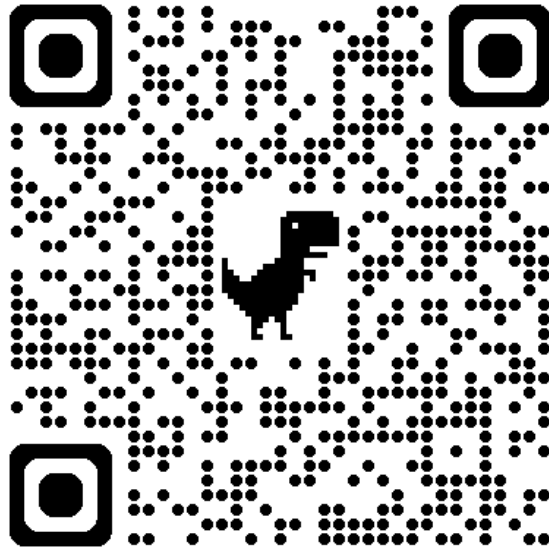


Be a Good  
**Relative**

If someone you know is thinking about suicide ...  
Notice. Ask questions. Listen.  
Connect people with support.

# Notice. Ask questions. Listen. Connect people with support.

If someone you know may be thinking about suicide ...



## Notice.

- Know the signs of suicide and take them seriously—even if you only see one of them.

## Ask questions.

- Express care and concern but know that it's OK to be direct. You can ask, "Are you thinking about suicide?" This will not increase suicidal behavior or thoughts.

## Listen.

- Make them feel heard by listening with compassion and without judgment. React calmly if they say they are thinking about suicide. Acknowledging and talking about suicide can reduce suicidal thoughts.

## Connect people with support.

- Connect them with the 988 Native and Strong Lifeline by calling 988 and pressing 4. Native and Strong Lifeline counselors provide free, confidential support to people struggling with mental health. You can also help connect your loved one to a friend, trusted relative, spiritual advisor or other mental health professional.




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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
- 

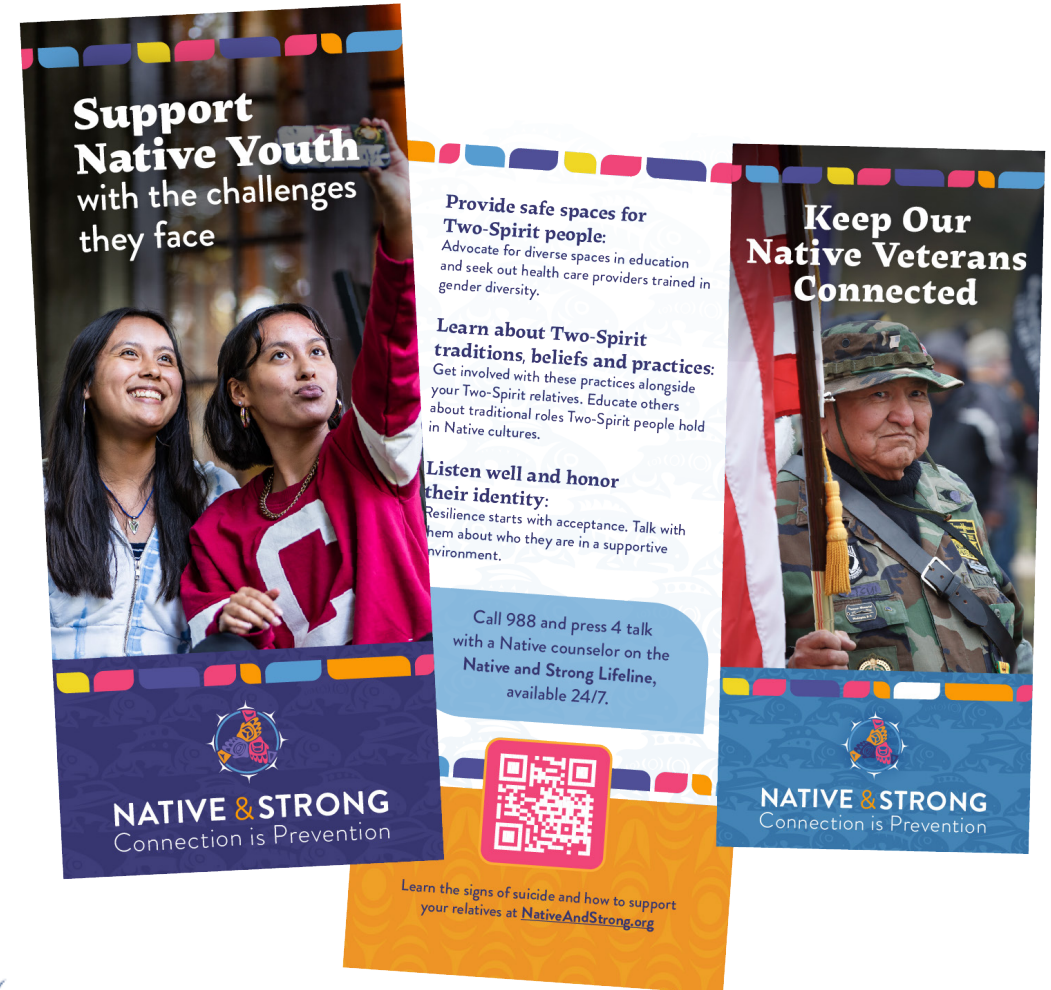
# What Support is Available for Our Campaign?

Access an online toolkit with downloadable resources:

[NativeAndStrong.org/partner-toolkit](https://NativeAndStrong.org/partner-toolkit)

Technical assistance is available for campaign support.

- Order materials or other suicide-prevention resources by contacting [NativeAndStrong@kauffmaninc.com](mailto:NativeAndStrong@kauffmaninc.com)
- Alternatively, fill out the contact form to have our team reach out you.





## Call to Action

Share the campaign with:

- One Colleague
  - One Friend
  - One Relative
- 



## What's Next?

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

Next Webinar: May 13, 2025 @ 10am PST





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# Resources

For Youth, Educators, and Families

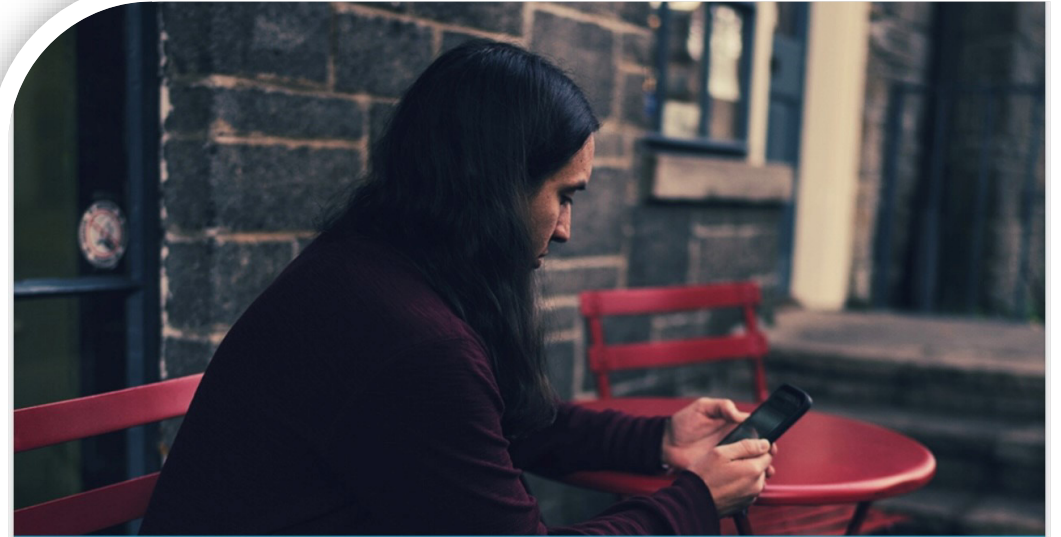
# Native and Strong Lifeline

**Tour a Call Center with Us.**

[YouTube.com/watch?v=fmXKjWU-Voo](https://www.youtube.com/watch?v=fmXKjWU-Voo)

A sneak peek into the first Tribal Crisis Line answering 988 calls: the Native & Strong Lifeline in Washington state. Go behind-the-scenes at the call center and meet some tribal crisis counselors.

Don't miss the chance to learn more about this groundbreaking lifeline. Remember, 988 isn't just for suicide prevention—it's there for anyone facing struggles or other crises, and those moments can look different for everyone.



**If your family is struggling,  
you don't have to do it alone.  
Native and Strong Lifeline  
is here for you. Call 988, option 4.**



**988** SUICIDE & CRISIS  
LIFELINE

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

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# Native Resource Hub

(866) 491-1683 | NativeHub.org

## Native Resource Hub

Finding support for houselessness, unemployment, and other hardships can improve your mental health. The Native Resource Hub can help you find housing, food, utility assistance or other resources, including cultural resources.

- Dial (866) 491-1683 from 8 a.m. to 5 p.m. Monday through Friday.
- The Hub is **fully staffed by Native people** who keep a database of updated resources within the state of Washington.
- The Hub is **for all Indigenous people in Washington state**, regardless of tribal affiliation or homeland.



## Questions? Please Reach Out!

Cortney Yarholar, LMSW

Technical Assistance Specialist

Kauffman and Associates, Inc.

[Cortney.Yarholar@kauffmaninc.com](mailto:Cortney.Yarholar@kauffmaninc.com)