

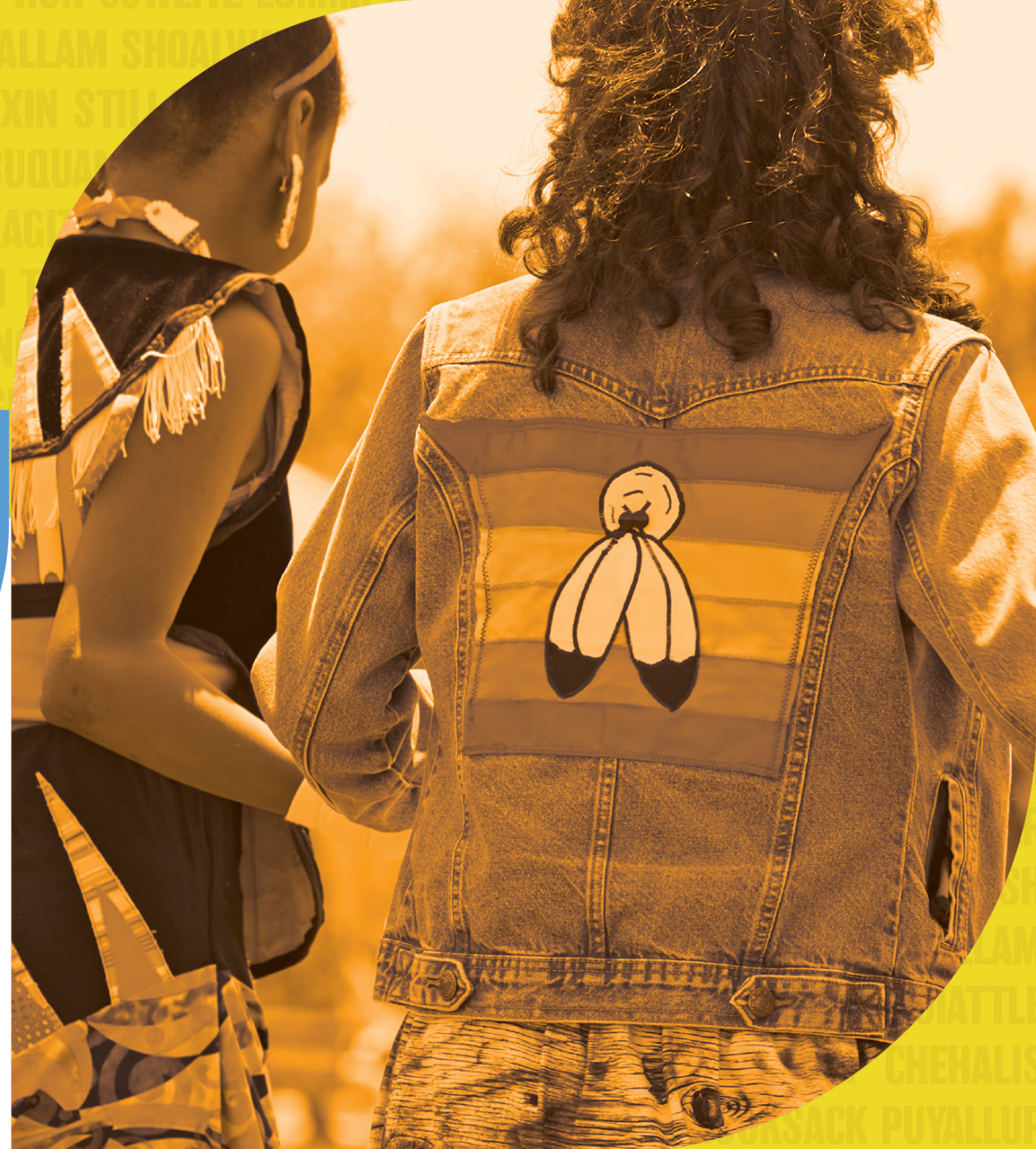
Native & Strong Media Campaign

Empowering Tribal Communities Through Crisis Support

May 27, 2025



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

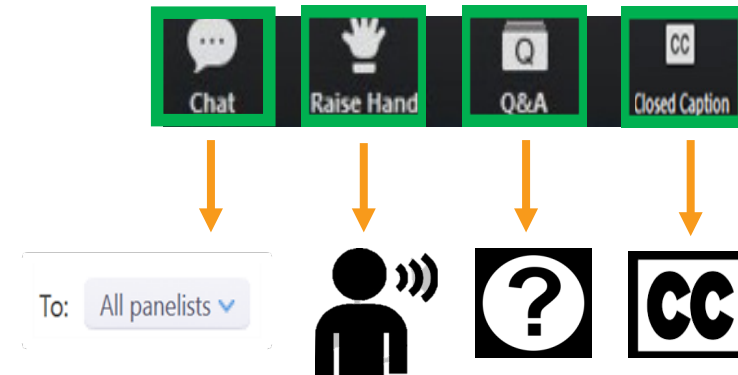


Technical Notes and Support

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, Sauk and Fox, Mvskoke, Pani', Otoe, Technical Assistance Specialist, KAI

Jeremy Rouse, Ihanktonwan Nakota, Tribal Services Manager, Volunteers of America Western Washington

Mariah Thompson, Coeur d'Alene Tribe, Native and Strong Chat and Text Coordinator, Volunteers of America Western Washington

Rochelle Hamilton, Ehattesaht First Nation, Tribal 988 Advisor, KAI

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**Connection is
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Opening in a Good Way

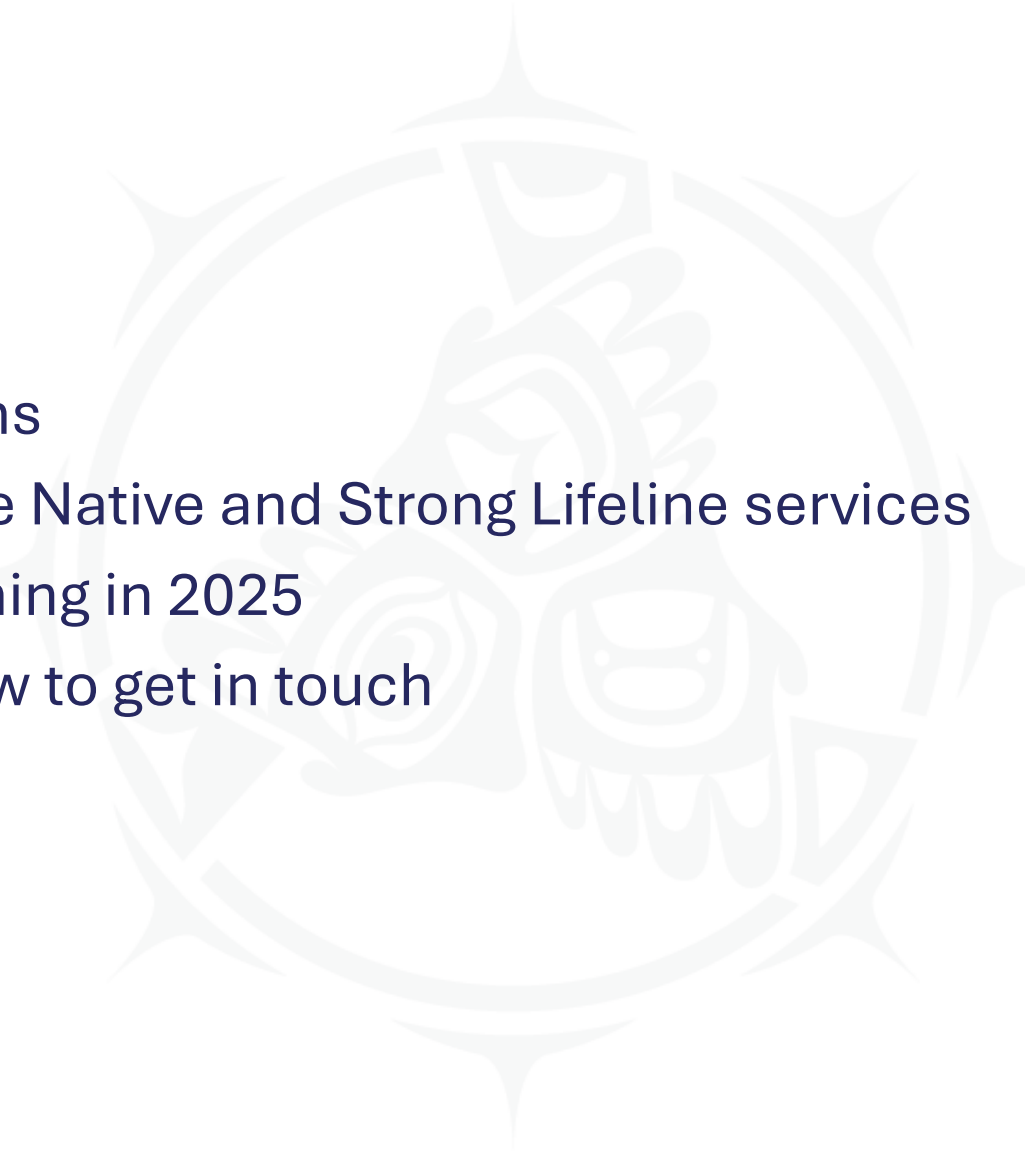

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**Connection is
Prevention**



Agenda


- Partnership
 - Vision
 - Priority populations
 - Introduction to the Native and Strong Lifeline services
 - New services coming in 2025
 - Thank you and how to get in touch
- 
- 



Washington State Department of
HEALTH



Tribal Partners

- 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 is the Native & Strong Campaign?

The Native & Strong campaign was developed in partnership with the 29 federally recognized tribes in Washington and the Washington State Department of Health (WA DOH). Rooted in the belief that Connection is Prevention, this suicide prevention campaign is led by the leadership, wisdom, and priorities of Washington tribes, with the support of WA DOH. Through this government-to-government collaboration, Native & Strong focuses on raising awareness, providing education, and sharing resources to support local efforts in preventing suicide and strengthening the well-being of tribal communities now and for future generations. To support this work DOH has contracted with Kauffman and Associates, Inc., an American Indian owned communications firm for community technical support, outreach, and campaign dissemination.

Connection is Prevention!



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.

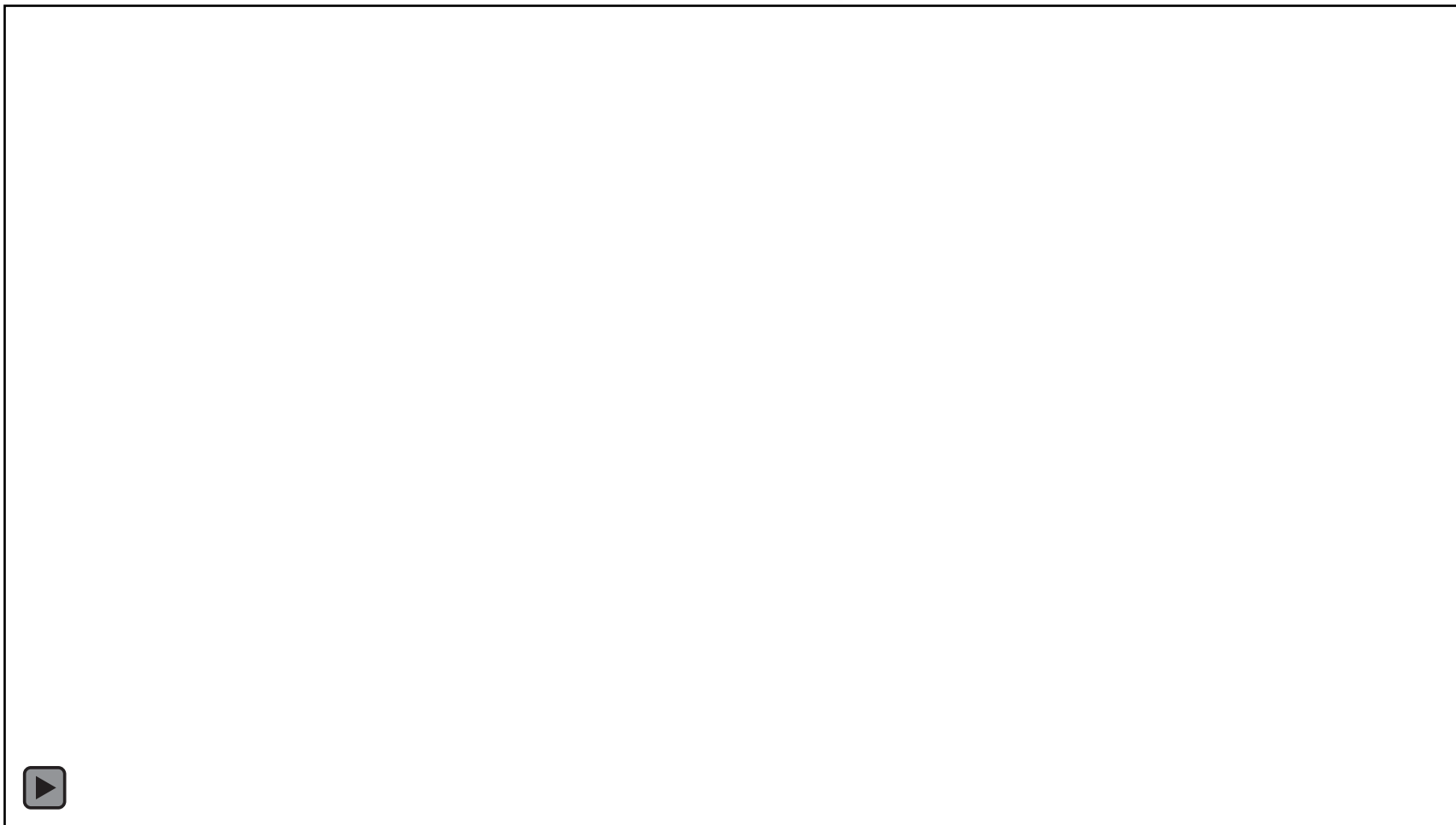


Destigmatizing Crisis in Native Communities

- Mental and emotional crises are common for all people, but often stigmatized in tribal communities
- The Native & Strong Campaign normalizes asking for help
- Focus on cultural values, traditions, community and collective strength of Native people

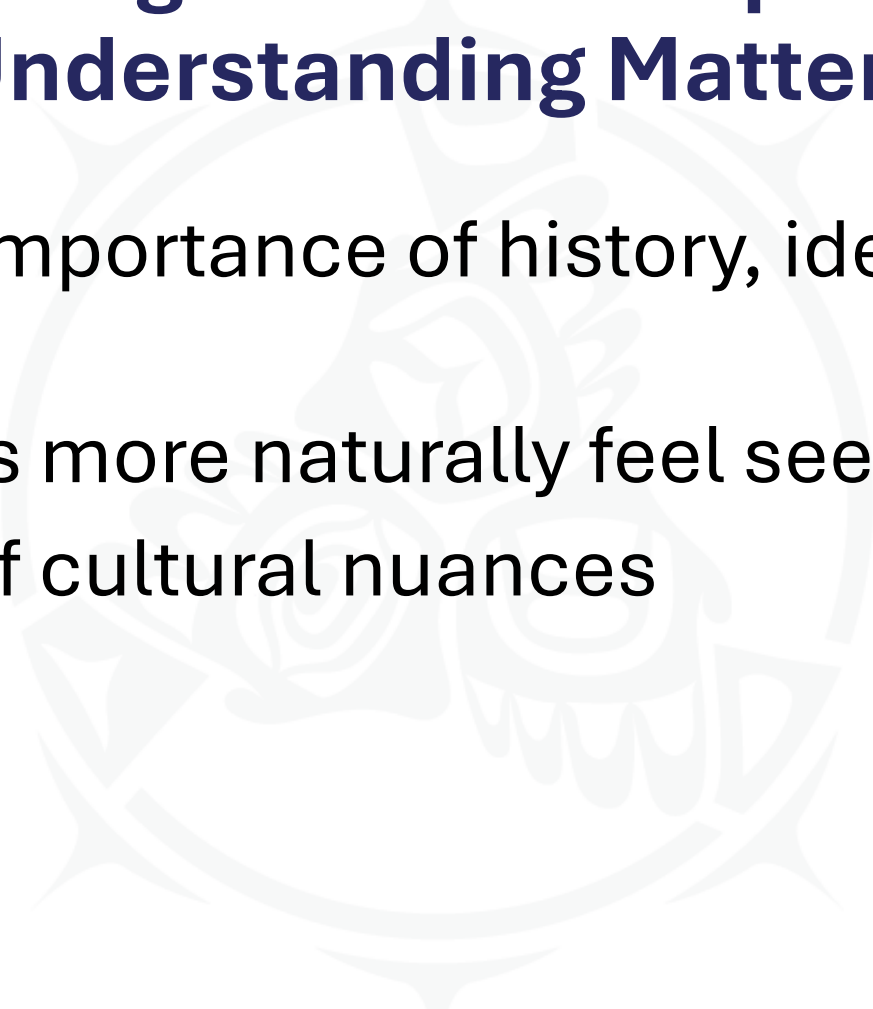



Video Example from Campaign





Cultural Grounding in Crisis Response: Why Cultural Understanding Matters

- Recognizes the importance of history, identity and community
 - Helps individuals more naturally feel seen and heard
 - Understanding of cultural nuances
- 
- 



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The Native and Strong Lifeline

988

What is the Native and Strong Lifeline? A Lifeline for Native People

- The Native and Strong Lifeline is the first state-wide American Indian and Alaska Native specific suicide and crisis line
- The Lifeline is operated by and for, Indigenous people
- The Lifeline is staffed by Natives with lived experience, community ties, and cultural understanding
- Our staff handles all calls for help, with empathy and understanding
- Dialing 988, Option 4, connects **Native callers to Native crisis counselors**
- Available 24/7, 365 days a year.



**Native
& Strong
Lifeline**

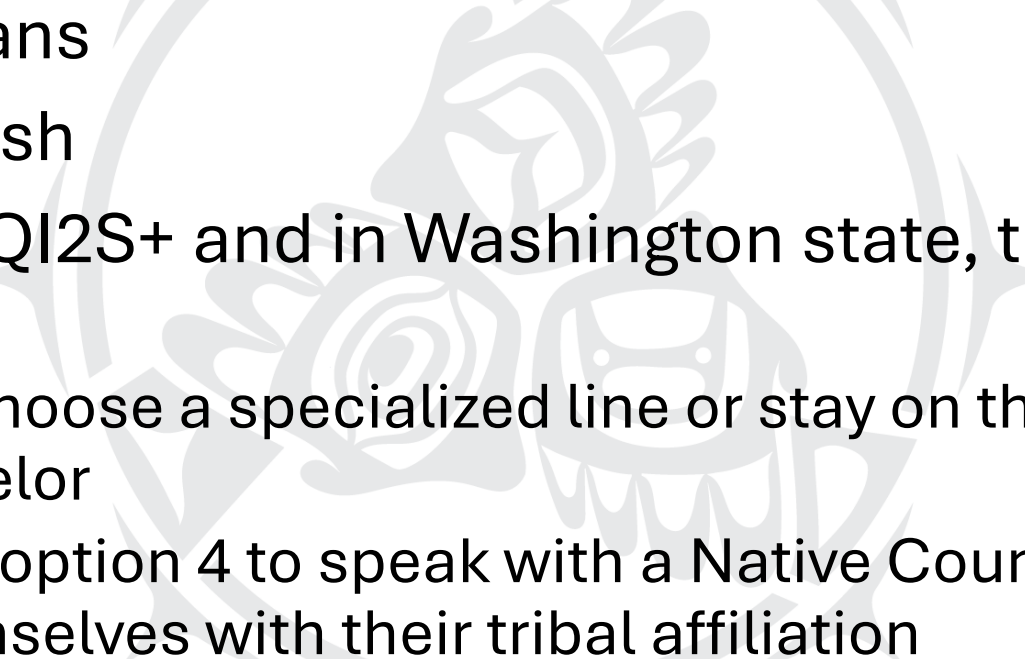


**988
PRESS 4**



How The Native and Strong Lifeline Works

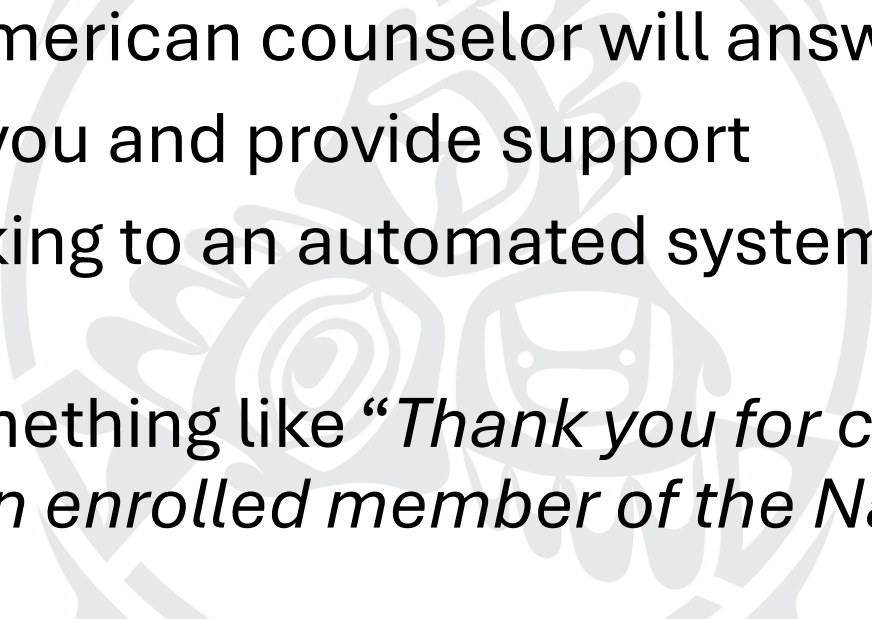
When you call 988, you will hear an automated greeting.

- Press 1 for veterans
 - Press 2 for Spanish
 - Press 3 for LGBTQI2S+ and in Washington state, there is a special press 4 option:
 - You will either choose a specialized line or stay on the line to speak with a trained counselor
 - When choosing option 4 to speak with a Native Counselor, the counselor introduces themselves with their tribal affiliation
- 





What happens when you call the Native and Strong Lifeline?

- A trained Native American counselor will answer your call
 - They will listen to you and provide support
 - You will not be talking to an automated system; **everyone is a real person**
 - You might hear something like *“Thank you for calling today, my name is Chantel, an enrolled member of the Navajo Nation, how can I help?”*
- 



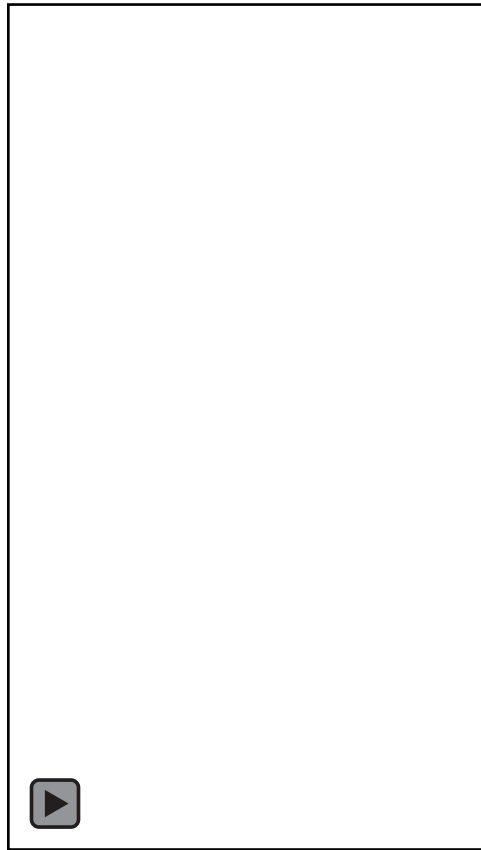
Who answers my call?

Our counselors are not from just one tribal nation; they are from communities from across the country and come from all walks of life, bringing lived experience and cultural understanding while recognizing the daily challenges our people face.

This shared knowledge helps build trust and allows healing to begin earlier in the conversation.



A Message from a Native and Strong Lifeline Counselor



A Look Inside the Call Center







988 Is Not ...

- A direct connection to 911; in fact, it was developed to be used instead of 911 for mental health emergencies
- 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 which case, call 911!*






988

- **Suicide prevention and mental health crisis lifeline.**
- **Specialized intervention by trained call takers with advanced training in de-escalation and clinical suicide prevention.**
- **Confidential, free, and available 24 hours a day, 7 days a week, 365 days a year.**

911

- **Emergency line for public safety emergencies, medical emergencies, and law enforcement**
 - **Provides limited de-escalation or emotional support; staffed with public safety dispatch workers**
 - **If the public safety or medical emergency is pertaining to someone who has a mental health condition, or appears to be experiencing a mental health crisis, a crisis intervention team trained officer with basic training in mental health crises may be available through 911 dispatch.**
 - **Free, and available 24 hours a day, 7 days a week, 365 days a year**
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Youth Crisis Support

Chat and Text Services

Native and Strong Lifeline Chat and Text

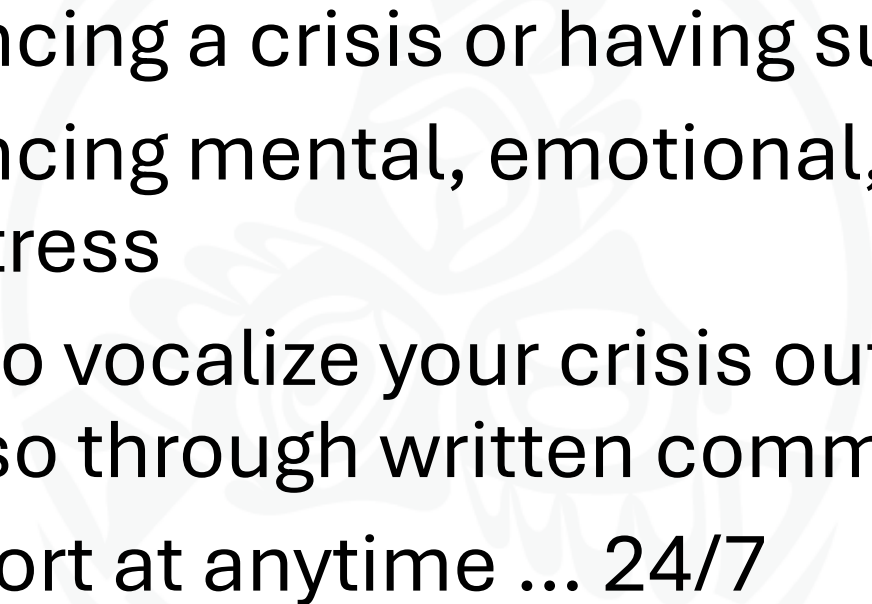
Launching Summer 2025

- Chat and text is an alternative way to reach out for crisis support
- Chat and text provides a secure means of communication by allowing individuals to seek support without having to vocalize their experiences out loud
- Chat and text is staffed with all native crisis counselors with lived experience
- Two coordinators, six shift leads, 14 crisis counselors





What are some reasons I can use it?

- If you're experiencing a crisis or having suicidal ideation
 - If you're experiencing mental, emotional, spiritual, heaviness or distress
 - If you're unable to vocalize your crisis out loud and need the space to do so through written communications
 - If you need support at anytime ... 24/7
- 



Can I call on behalf of someone else?

Chat and text does support third party contact. Our counselors are trained to check in with the person who is contacting us and attempt to check in with the person they are contacting us about.



**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.**



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

How does chat and text work? (How to access it)

- Chat can be accessed by the 988 website
- Text can be accessed by the phone number
- Both chat and text will have a pre-survey before connecting with a crisis counselor

Please fill out this short survey below to Start a Chat

Veterans and service members can reach the Veterans Crisis Line 24/7 by clicking [here](#)

Zip Code *(Required)*

To help us connect you to a local crisis counselor when possible.

Do you have thoughts of suicide? *(Required)*

- ☐ Yes - Current (within the past 24 hours)
- ☐ Yes - Recent Past (within the past two months)
- ☐ No

On a scale of 1-5: How upset are you? *(Required)*

- ☐ 1 = I'm doing OK
- ☐ 2 = A little upset
- ☐ 3 = Moderately upset
- ☐ 4 = Very upset
- ☐ 5 = Extremely upset

☐ For LGBTQI+ youth/young adults, check here to connect to an LGBTQI+ trained crisis counselor.

Expand for Optional Questions



By answering the optional questions, our crisis counselors can better understand how to help you.

Please provide your phone number in case we lose connection or want to check in.

(Optional)


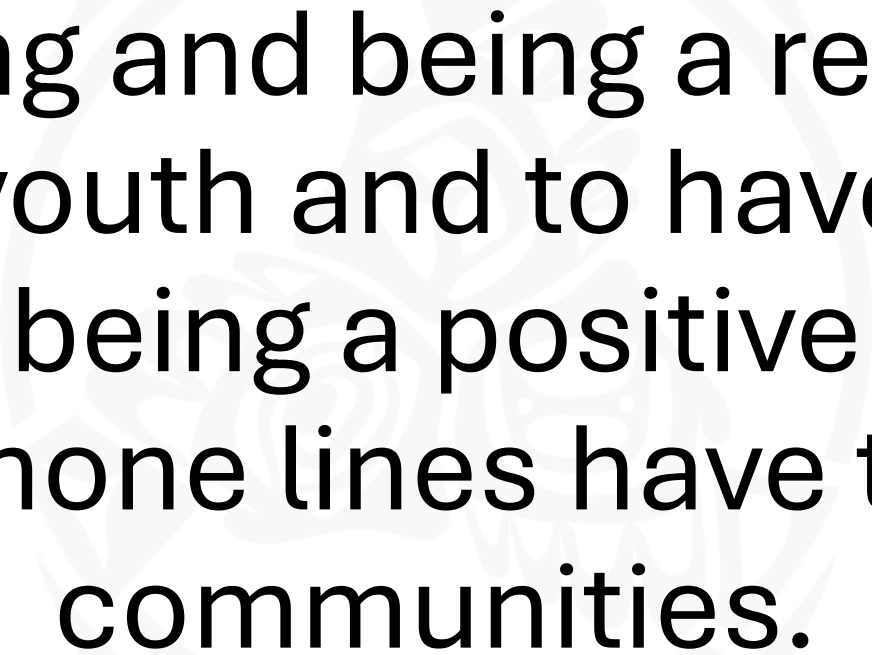
Phone Number

Start a Chat



Our Hope For Launch ...

Connecting and being a resource for
our Native youth and to have continued
success in being a positive support as
the phone lines have to our
communities.





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Upcoming Events

Native and Strong in the Community

Recent and Upcoming Events

May 16-18:

- All My Relations Powwow at Skagit Valley College (Mount Vernon)
- Yakama Nation Legends Powwow & Stick Game Tournament (Yakama)

June 7: Indigenous People's Festival (Seattle)

June 14: Spokane Pride (Spokane)

June 20-22: Muckleshoot Veteran's Powwow (Auburn)



What Support is Available for Our Campaign?

Access an online toolkit with downloadable resources:

NativeAndStrong.org/partner-toolkit

Technical assistance:

Order materials or suicide-prevention resources by contacting NativeAndStrong@kauffmaninc.com or fill out the contact form to have our team reach out you.



Questions? Please Reach Out

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