



EACH MIND
MATTERS

California's Mental Health Movement

Pain Isn't Always Obvious

**KNOW
THE SIGNS**

Suicide Is Preventable.org

Culture and Community: Suicide Prevention Resources for Native Americans in California

Nov. 13, 2014

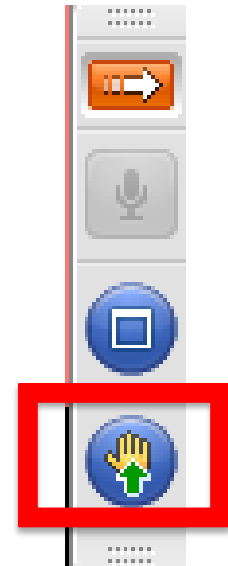


WELLNESS • RECOVERY • RESILIENCE

Welcome!

- Please mute your line
- If you have a question, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel

We will address questions throughout the webinar, which is being recorded.



Your presenters today

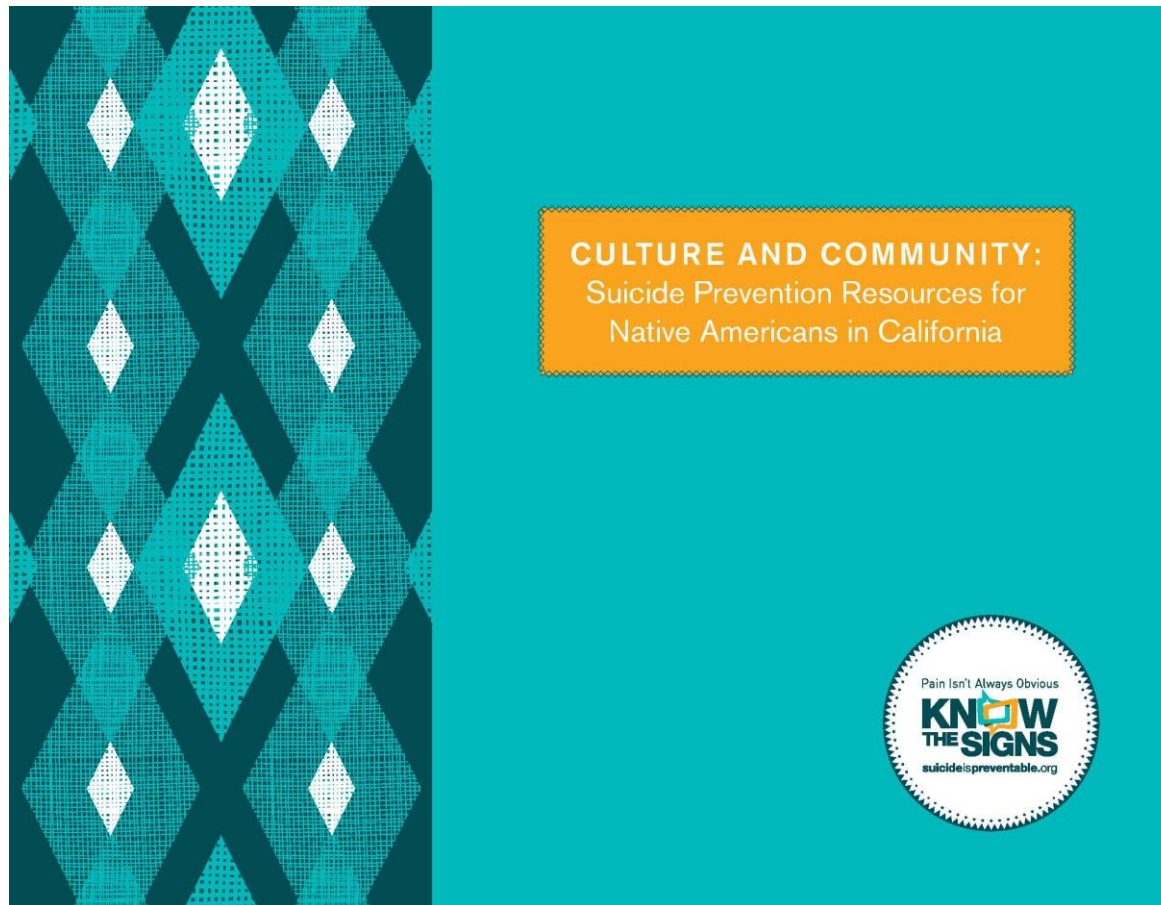
- Anara Guard, Know the Signs
- Kurt Schweigman, Oglala Lakota Tribe, Know the Signs
- Jeanine Gaines, Citizen Potawatomi, Each Mind Matters

First, a quick poll

Know the Signs – Our Goal

**More people in California will
recognize warning signs, confidently
offer help and be able to connect at-risk
individuals to resources**

Culture and Community - Suicide Prevention Resources for Native Americans



Culture and Community

Developed by *Know the Signs* with significant contributions by Native American people, professionals, and programs across many settings and disciplines.

Culture and Community

Strength, resiliency, and hope are critical cultural characteristics that continue to be sustained in Native American communities, even when challenging circumstances abound.

Sections of *Culture & Community*

1. Intro to the Know the Signs campaign and this catalog.
2. Background on social marketing and safe messaging.
3. Helpful resources to plan, find, and create suicide prevention programs in American Indian and Alaska Native communities.
4. Collection of culturally relevant SP materials developed by tribal and urban Native American organizations.
5. Related materials on alcohol use, depression, bullying, etc.

II. Safe Messaging

Educational and outreach materials should promote and adhere to principles of:

1. Prevention
2. Help seeking
3. Warning signs, risks, and protective factors
4. Effective treatments for underlying mental health problems.

Safe Messaging

Some practices can be problematic in campaigns and may inadvertently lead to stereotypes, stigma, and even contagion:

1. Glorifying or romanticizing suicide.
2. Normalizing suicide as a *common* event.
3. Presenting suicide as an act that occurs without explanation or stress only.
4. Focusing on personal details of someone who died by suicide.
5. Providing detailed accounts of suicide methods.

Positive Messaging

Most of the materials in this catalog emphasize the approach of integrating principles of hope, resilience, empowerment and helping that are centered on cultural strength and resources.

II. Social Marketing

Northwest Portland Area Indian Health Board

Creating a social marketing campaign (PPT)

THRIVE: Tribal Health- Reaching out InVolves Everyone

Reduce suicide rates among American Indians and Alaska Natives living in the Pacific Northwest by increasing tribal capacity to prevent suicide and by improving regional collaborations.

THRIVE's Suicide/Bullying Prevention Campaigns

- **Engage Community Partners:**
 - Adolescent Health Alliance
 - Tribal Health Educators
 - Topical Experts
- Reviewed regional readiness (CRM) for suicide prevention.
- Pulled goals & objectives from our Tribal Action Plan.
- Used known suicide risk and protective factors.



COMMUNITY IS THE HEALER

— THAT —
BREAKS THE SILENCE

SUICIDE IS THE
2ND LEADING CAUSE OF DEATH
FOR AI/AN YOUTH 15-24 YRS OLD

3X'S MORE WOMEN
ATTEMPT SUICIDE THAN MEN

AI/AN MALES 15-24 YRS OLD HAVE THE
HIGHEST SUICIDE RATE
THEIR WHITE COUNTERPARTS' RATE IS 17.54

IF SOMEONE YOU KNOW... Threatens suicide, talks about wanting to die, shows changes in behavior, appearance or mood, abuses drugs or alcohol, deliberately injures themselves, appears depressed, sad or withdrawn...

YOU CAN HELP! Stay calm and listen, let them talk about their feelings, be accepting and do not judge, ask if they have suicidal thoughts, take threats seriously, and don't swear secrecy—*tell someone!*

**PROTECT
YOURSELF AND
LOVED ONES**

- BUILD SPIRITUAL & CULTURAL ROOTS IN NATIVE TRADITIONS
- INCLUDE TEENS IN FAMILY DECISION-MAKING
- EAT BREAKFAST 5-7 TIMES A WEEK
- REACH OUT, AND MENTOR SOMEONE YOUNGER
- MAINTAIN GOOD PHYSICAL AND EMOTIONAL HEALTH
- LET OTHERS KNOW YOU CARE ABOUT THEM
- AVOID DRUGS AND ALCOHOL
- TALK ABOUT YOUR HOPES AND DREAMS

To learn more visit:
www.suicidepreventionlifeline.org • us.reachout.com
Or call 1.800.273.TALK (8255)



Provided by THRIVE, a project of the Northwest Portland Area Indian Health Board, and by NARA NW.

Logo

Posters

Fact Sheets

Tip Cards

Window clings

Flash Drives

T-shirts



Marketing is not the sole answer...

A poster, brochure, or ad can be an effective communications tool, but alone, these cannot replace a support network, mental health services, training, or interventions.

It also takes a *community-based* and *culturally responsive* strategy engagement.

III. Resources on SP Planning and Programs

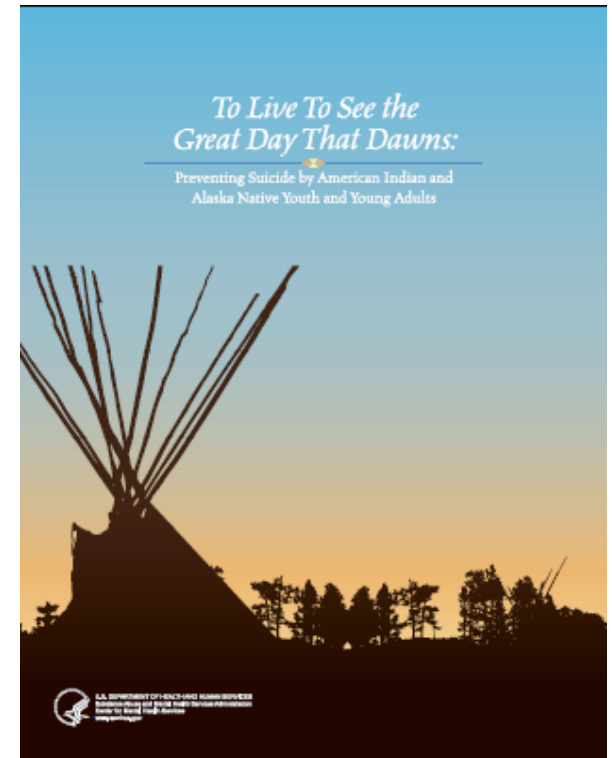
Existing programs that have been developed or adapted in American Indian & Alaska Native (AI/AN) Communities from:

- Suicide Prevention Resource Center (SPRC)'s Best Practice Registry www.sprc.org/bpr
- SAMHSA's National Registry for Evidence-Based Programs www.nrepp.samhsa.gov
- SPRC's AI/AN pages www.sprc.org/aian

Resources on SP Planning and Programs

To Live to See the Great Day that Dawns: Preventing Suicide by American Indian and Alaska Native Youth and Young Adults. 2010.

SAMHSA's Center for Mental Health Services



IV. Suicide Prevention Materials

Illustrated collection of culturally relevant and culturally responsive suicide prevention and social marketing materials that have been developed by tribal and urban Native American organizations in California and other states.

Healing Our Own People (HOOP)

California Rural Indian Health Board



Pocket
Guide,
postcards

Know the Signs >> Find the Words >> Reach Out

There Are Signs – What's the Story?

Sonoma County Indian Health Project



Poster

You Are The Future

Native American Health Center, Oakland

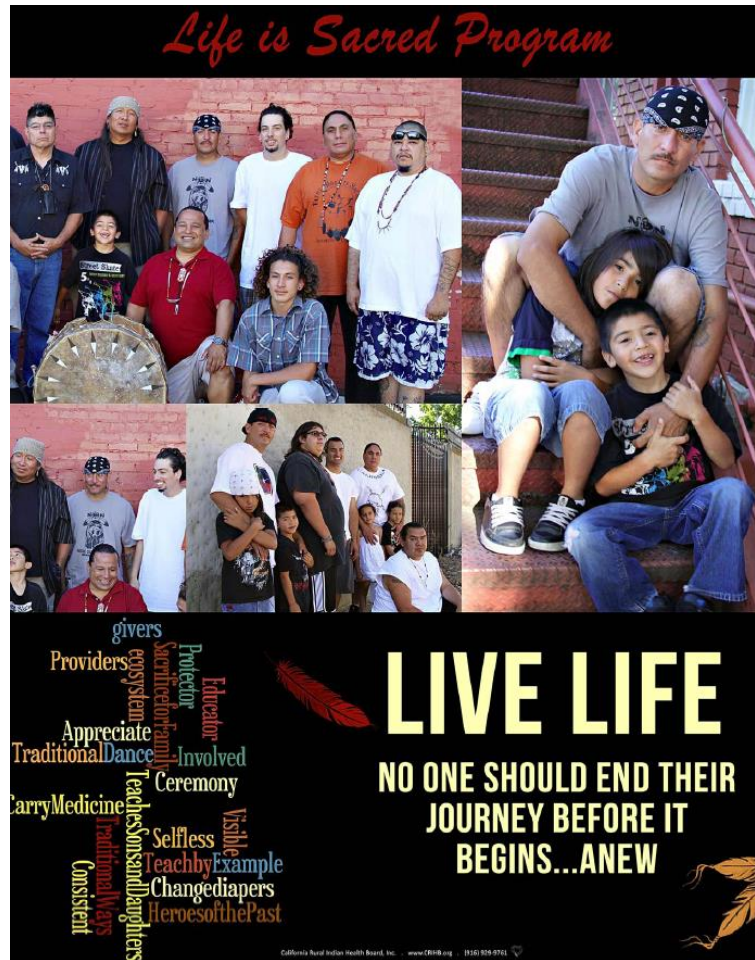


Posters,
videos

Know the Signs >> Find the Words >> Reach Out

Life is Sacred

California Rural Indian Health Board



Posters
Magnets
Postcards
Cards

Know the Signs >> Find the Words >> Reach Out

Feeling Alone? Reach Out

Native Americans for Community Action



Billboard,
bookmark,
bumper
sticker, fact
sheet,
magnet,
posters

V. Sources for Materials on Related Topics

Addiction, Recover, and Sobriety

Bullying and Cyberbullying

Culture and Health

Depression, Grief, and Sadness

Mental Health

Tobacco


Trauma

Download from Your Voice Counts

FILTERS

- ALL (169)
- DATA & REPORTS (3)
- COUNTY NEEDS ASSESSMENTS (1)
- MEDIA OUTREACH (10)
- TV (3)
- RADIO (2)
- PRINT ADVERTISEMENTS (6)
- OUTDOOR (3)
- DIGITAL ADVERTISEMENTS (2)
- POSTERS AND BROCHURES (19)
- OUTREACH MATERIALS (1)
- OFFICE SUITE (LOGOS, BUSINESS CARDS, FLYERS, PPT TEMPLATES) (4)
- WEBINARS (23)
- OTHER USEFUL RESOURCES (6)
- ENGLISH (63)
- SPANISH (13)
- OTHER LANGUAGES (10)

SUBMIT




YOUR VOICE COUNTS

JOIN ¿Hablas Español? LOGIN

RESOURCE CENTER

NEED HELP?



Contact us for questions and technical assistance.

HELP

RESOURCE CENTER

Know the Signs is a statewide suicide prevention social marketing campaign with the goal to prepare more Californians to prevent suicide by encouraging them to know the warnings signs for suicide, find the words to offer help to someone they care about and reach out to local resources. The campaign further aims to increase awareness among the news media about how to safely report on suicide and provide communities' with tools to advocate with their local media. The campaign website is: www.suicideispreventable.org

We are going to be adding resources on an ongoing basis.

All of the campaign materials can be downloaded and distributed in California free of charge for the duration of the campaign, however use restrictions apply to some of the materials . In these instances a license agreement needs to be signed to acknowledge understanding of these restrictions.

To get started, choose "all" or a category in the left border to view available materials. The materials are in print/production ready format, and many can also be customized with your local crisis number or website.

FILTERS

- ALL (169)

www.YourVoiceCounts.org

Know the Signs >> Find the Words >> Reach Out



RESOURCE CENTER

NEED HELP?



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[HELP](#)

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SEARCH RESULT

Other Useful Resources



Training Resource Guide for Suicide Prevention in Primary Care Settings

Target:

Language: English

The Know the Signs Campaign developed this resource to help guide county efforts to engage primar...

[more](#)



CULTURE AND COMMUNITY: SUICIDE PREVENTION RESOURCES FOR NATIVE AMERICANS IN CALIFORNIA

Target: Native American communities and organizations, County agencies, Community based organizations
Language: English

Language: English

This guide presents an annotated and illustrated collection of culturally relevant and responsive



Each Mind Matters: Native American Communities



Native Communities of Care Toolkit includes:

- To Speak:
 - General Messaging
 - Youth Messaging
 - Provider Messaging
- To Show:
 - Video Resources
- To Share:
 - Resource Order Forms
- To Learn:
 - Event Planning Guide
 - Links to additional resources

Each Mind Matters: Tools and Resources



Native Communities of Care brings together California's American Indian and Alaska Native Wellness Movement.

- We are Tribes and American Indian organizations working together to support behavioral health and wellness for mind, body, and spirit.
- We are Native Americans refusing to stay silent while untreated mental illness takes an unnecessary toll on our families and communities.
- Native Communities of Care is for everyone because mental wellness is for all of us.
- Together, we are creating Native Communities of Care across California.

Our Community, Our People

- Native American tribes and organizations are communities that care.
- One in four American adults lives with a diagnosable mental illness in a given year. The National Indian Health Board recognizes behavioral health as a top 3 AI/AN healthy priority.
- Native Americans have come together in the past to overcome trauma and are uniting again to ensure each Native person is on a path to wellness.

- Fear of judgment, isolation and throw many Native Americans wellness, preventing them from they need and the support they
- All people deserve wellness and

Native Communities of Care the path to wellness.

- We are taking unprecedented, community-specific and cultural to break through barriers of mental stigma and discrimination for Native Americans.
- These local programs and grass are conceived, designed and implemented at the local level to reach California tribes and American Indian communities with targeted solutions.
- Native American communities are a priority, because every person, family and community can benefit from improved mental wellness.

¹Source: AI/AN Behavioral Health Issues and Efforts: A Briefing Book, Indian Health Service, pg.17



Each Mind Matters: Grant Program



Healing the Wounds of Time

October 4, 2014

Drumming & Record your Family History Day

10:00AM-4:30PM

NATIVE AMERICAN COMMUNITY MEMBERS

*Snacks and drinks will be provided

Community Dinner

5:00PM-8:00PM

Introductions

**Discussion on the Effects of
Boarding Schools in CA Tribes**

BOB BURNS NOR-EI-MUK AND WINTU • JIM HAYWARD REDDING RANCHERIN

**The California Indian Genocide
& Modern Day Triggers**

CALLEN SISK WINNEMEM WINTU • JILL WARD WINNEMEM WINTU

Flower Dance Demonstration

NATIVE WOMEN'S COLLECTIVE

Discussion on how bringing the ceremony back has affected them
and their Tribes

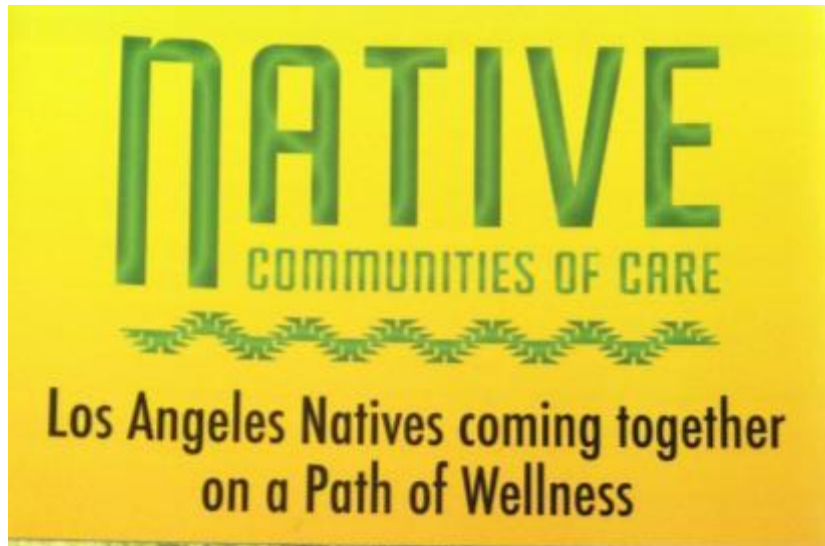
Funded by counties through the voter approved Mental Health Services Act (Prop 63)

Wintu
Cultural
Museum

4755 Shasta Dam Boulevard
Shasta Lake, CA



Each Mind Matters: Local Integration



Each Mind Matters:

Learn More

To access the Native Communities of Care Toolkit online:

<http://ccuih.org/native-communities-of-care-toolkit/>

If you have any questions or have trouble accessing materials, please contact:

Jeanine Gaines, Citizen Potawatomi

jgaines@rs-e.com



Steps *you* can take

- Visit **www.YourVoiceCounts.org** to download Culture and Community and other campaign materials and use them in your work
- Tell your Ethnic Services Manager and community-based organizations about the Guide and Toolkit
- Promote and link to **www.SuicidesPreventable.org** and **www.EachMindMatters.org**
- **Your ideas??**

EACH
MIND
MATTERS

California's Mental
Health Movement

THANK YOU!

Pain Isn't Always Obvious

**KNOW
THE SIGNS**

Suicide Is Preventable.org

Mark your calendars for the next webinar: **Tuesday**
Dec. 9th 2:00-3:00 pm **Cultural**
adaptations of materials for
Asian/Pacific Islander populations

Please fill out
the
Evaluation!

Webinar will be archived on
www.yourvoicecounts.org