



HEALTHY NATIVE YOUTH

WE WILL START AT 10:00 AM PST. TALK SOON!

January 25, 2019, from 10-11am PST



HEALTHY NATIVE YOUTH

**YOUTH ENGAGEMENT: SOCIAL MEDIA & TEXT
MESSAGING**

GUEST SPEAKERS:

THOMAS GHOST DOG JR. & DAVID STEPHENS

Rescheduled: January 25, 2019, from 10-11 am PST

Introductions





Today's Agenda

- **Welcome & Welcome Back! (5 min)**
 - Why do we call ourselves a Community of Practice?
- **Youth Engagement**
 - **Social Media – Thomas Ghost Dog (25min)**
 - **Text Messaging – David Stephens (25 min)**
- **Practice In Action (5 min)**

Welcome & Welcome Back!



Use the Chat Box to tell us:

- Your Name
- **Email Address**
- Your role
- What curriculum are you using or are interested in?

What is “A Community of Practice”?



Communities of Practice are groups of people who share a concern or a *passion* for something they do, and learn how to do it better as they interact regularly (in our case – monthly).

Three characteristics: a domain (shared identity), a community (who share & help), and a practice.

Social Media

...with Thomas Ghost Dog Jr., NPAIHB



HEALTHY
NATIVE
YOUTH

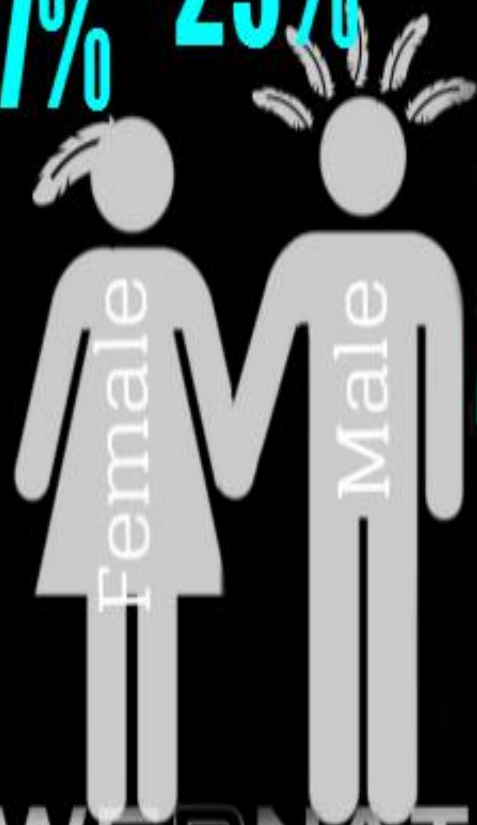
YOUTH HEALTH TECH 2016

Thanks for your participation!!!



We had participation from 29 States with Arizona coming in with the highest # of participants.

77% 23%



41%

AGE

59%

15-18

19-24

18% 

LGBT2S

82% 

STRAIGHT

WERNATIVE.ORG

100% of respondents were American Indian or Alaska Native

What health topics are important for Native youth to learn about?



What percent of Native youth say they do the following on a DAILY basis?



76%

Go online from a phone or mobile device



63%

Visit facebook

62%



use snapchat



53%

view instagram



45%

see references to drugs or alcohol on social media

44%

see people stirring up drama on social media



35%

see references to violence on social media



29%

see people posting concerning messages (depression, suicide, self-harm, etc)

HELP AND SUPPORT
24%

experience people supporting them through tough times on social media

Where do
Native youth
say they get "a
lot" of health
information
from?



36%

social networking sites



36% the internet

parents



35%



31% friends/
siblings

22% medical
staff



text messages



21%



19% school & health class

How can SM & Texting help your programming?

- Reach
- Recruitment
- Support your Program by
 - ▣ Aligning your Messaging
 - Prevention Tips
 - Include local and national Resources
 - ▣ Relationship/ Community Building
- Evaluation
 - ▣ Closed Groups





How we're managing it all



GOOGLE ANALYTICS



Doing it too much, or not enough?



- Breadth
- Depth / Viewing
- Engagement
- Loyalty
- Customer Experience
- Campaigns
- Strategic Outcomes



<http://www.howto.gov/social-media/using-social-media/metrics-for-federal-agencies>



Tips for Success

- Which platforms should you be using?
 - ▣ Survey your community
- Message Frequency
- Message Timing
- Word Count & Language
- Imagery & Videos



Get YOUTH Involved!

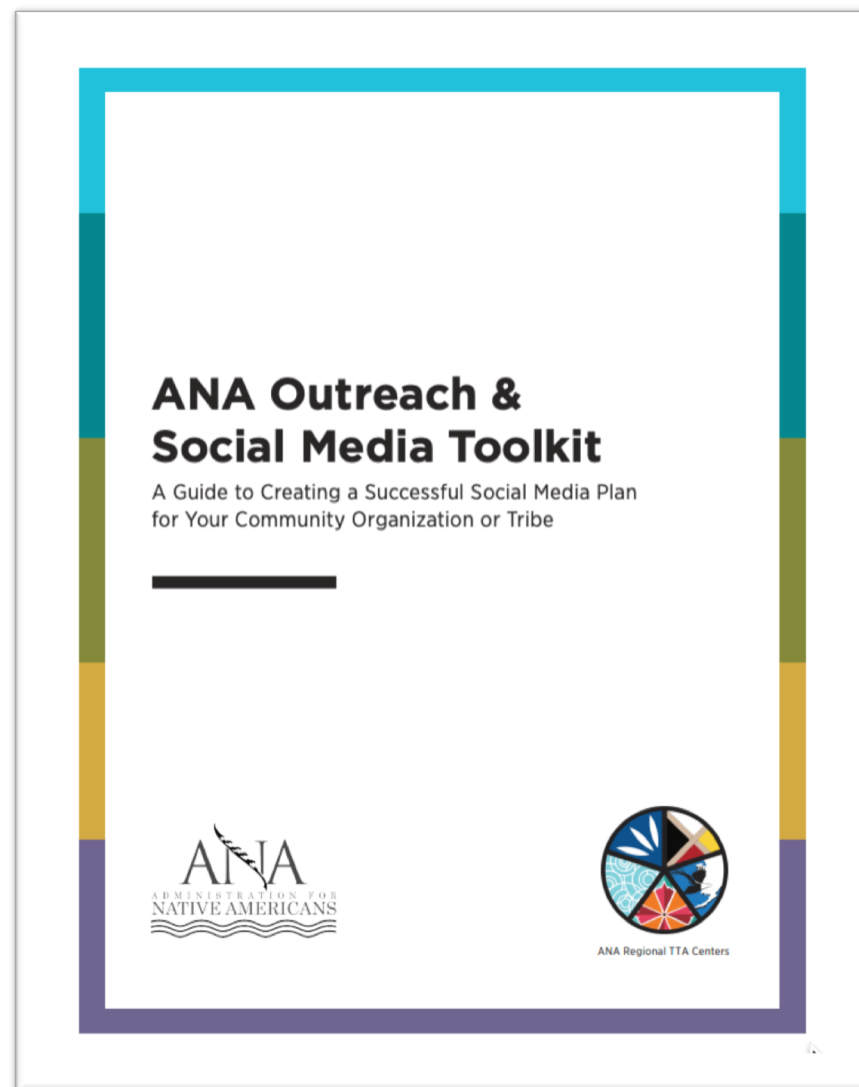


ANA Social Media Toolkit



- True Social Media Requires:
 - ▣ Clear Vision
 - ▣ Commitment
 - ▣ Resources to Maintain

<https://www.acf.hhs.gov/ana/resource/ana-outreach-and-sm-toolkit>





What R U using?

Use the Chat Box
to tell us:

- What are you using?
- How's it going?
- Questions?



Text Messaging

...with David Stephens, NPAIHB



HEALTHY
NATIVE
YOUTH

Text
NATIVE
TO
97779

FOR WEEKLY
HEALTH TIPS,
CONTEST, AND
LIFE ADVICE

FOLLOW US!



- Service currently has 5,620 subscribers
- Health tips, Life advice, Contests, Mini-grants
- Bring users back to www.weRnative.org for more information



Sent

417,000+

messages

Received

17,000+

Over

5,000

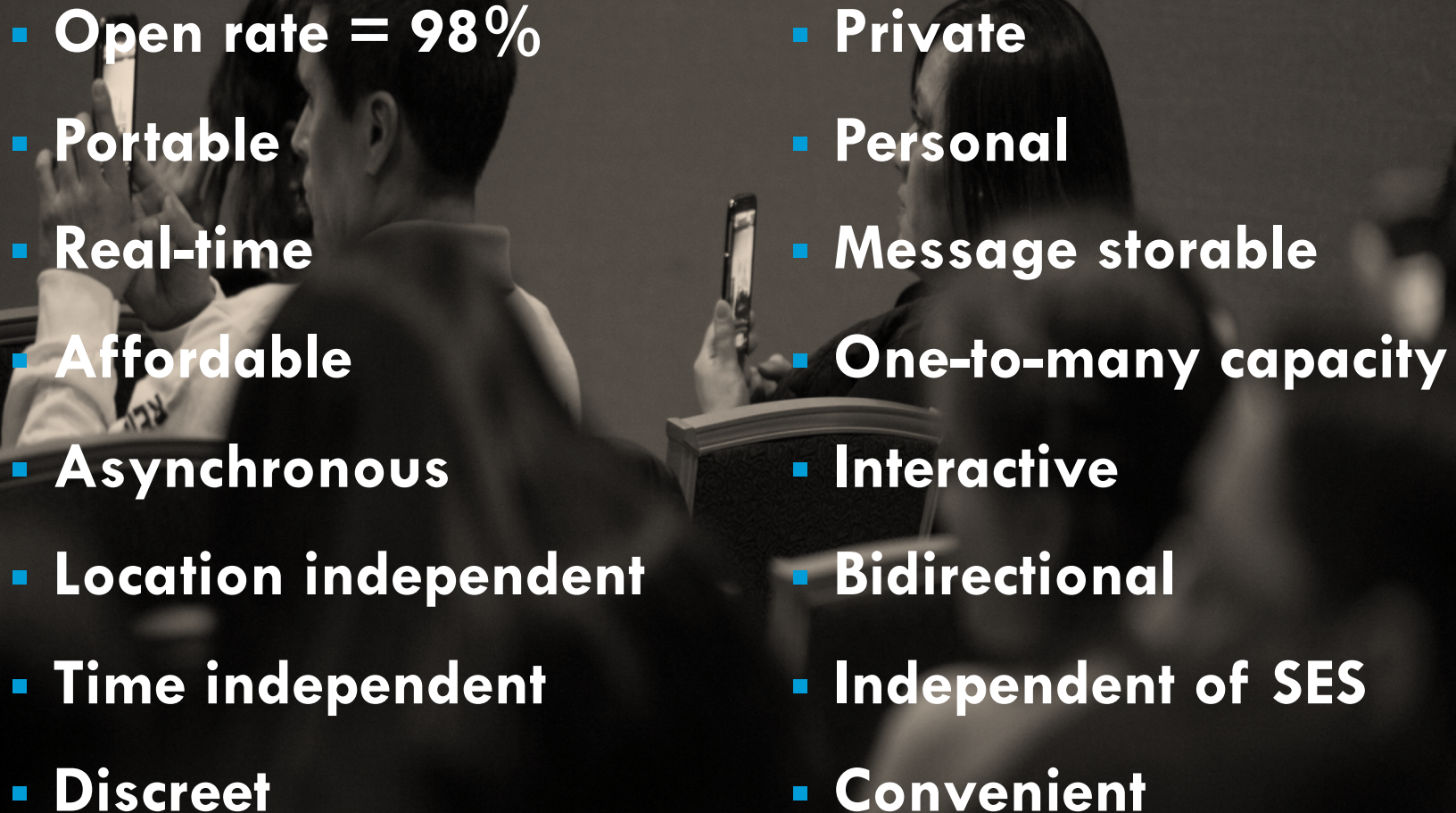
subscribers

messages

WERNATIVE

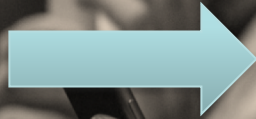


Benefits of Text Messaging

- 
- **Open rate = 98%**
 - **Portable**
 - **Real-time**
 - **Affordable**
 - **Asynchronous**
 - **Location independent**
 - **Time independent**
 - **Discreet**
 - **Private**
 - **Personal**
 - **Message storable**
 - **One-to-many capacity**
 - **Interactive**
 - **Bidirectional**
 - **Independent of SES**
 - **Convenient**

Program Question

Can text messaging change behavior?



**Improves condom use
and STI/HIV testing**

**Increase movement
Complete challenges
Incentivize**



TEXT SEX TO 97779

Are these programs effective?



□ Text SEX...

- Frequent condom use increased from 30% to 42% and was retained by participants at least 3 months post-intervention.
- The intervention improved participants' intention to get tested for STI/ HIV after changing sexual partners, increasing from 46% to 58% post-intervention.
- Given the widespread use of cell phones by youth, text-based interventions may offer a feasible and effective tool to promote condom use and STI/HIV testing.

Patricia Yao, PhD, Rongwei Fu, PhD, [Stephanie Craig Rushing](#), PhD, MPH, [David Stephens](#), RN, [Joan S. Ash](#), PhD, MBA, [Karen B. Eden](#), PhD.
Texting 4 Sexual Health: Improving Attitudes, Intention, and Behavior Among American Indian and Alaska Native Youth Health Promotion
Practice DOI: [10.1177/1524839918761872](https://doi.org/10.1177/1524839918761872)

SMS: Identify, Test, Tweak, Retest

- Programming
- Person vs robot
- Expect a response
- Choice of coach



TEXT FITNESS
TO 97779

**Take the We R Native
fitness challenge!**

WERNATIVE



text NATIVE
to 97779

Fri, Jan 22, 2:01 PM

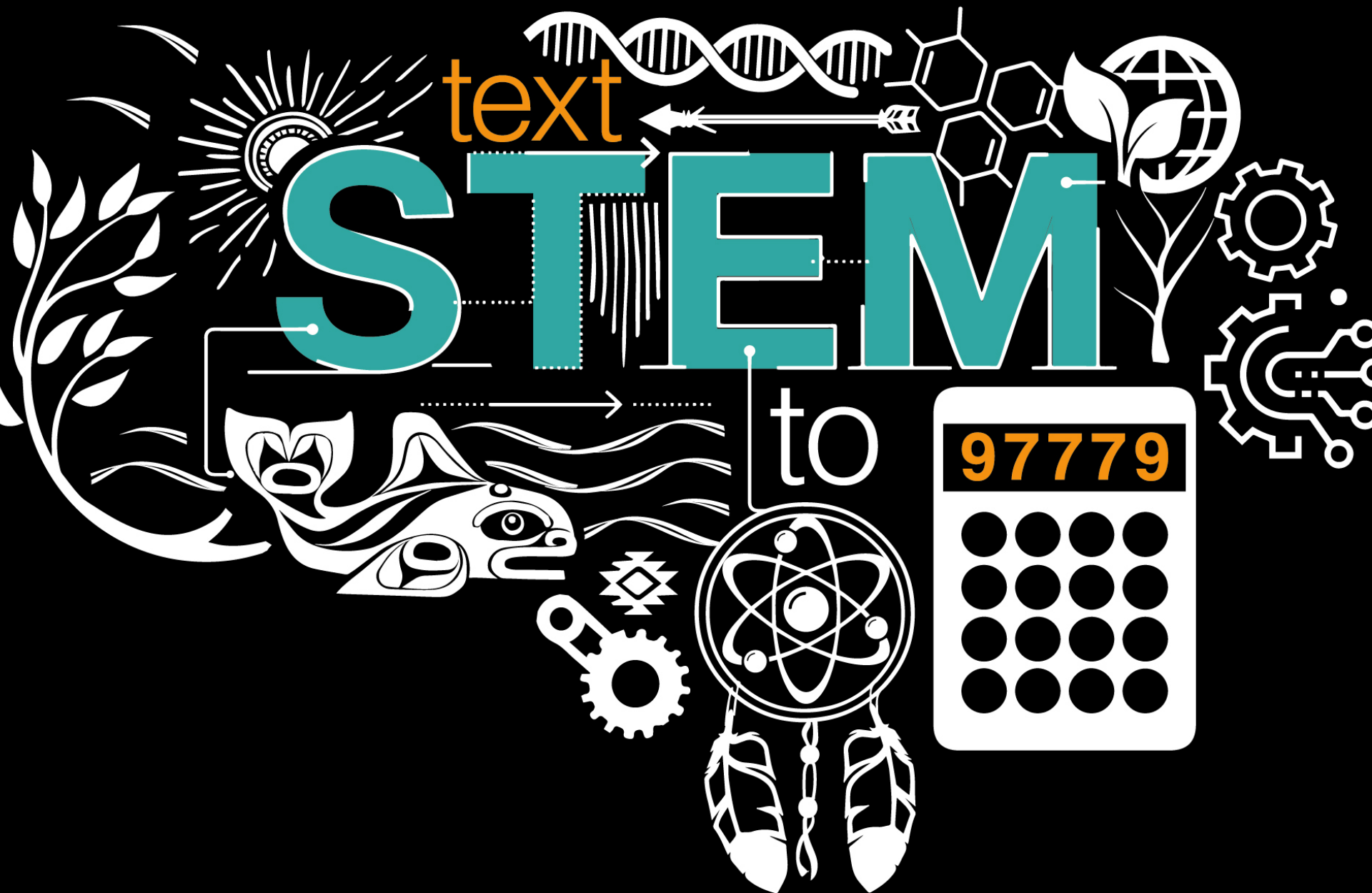
Friend sharing things on social media that's got you worried? It's important to take action and reach out to them. For tips on what to say, text MORE.

More

Message, call or text them. Try saying: "You ok? If anything is wrong, you can talk to me. I'm here to support you." Text AGREE for tip 2.

Agree

Share your concerns with a trusted adult or health professional. For more ideas, start a conversation with a trained helper by texting START to [741741](tel:741741)



text

STEM

to

97779

INTERESTED IN A HEALTH OR WELLNESS CAREER?

Sign up to receive weekly
tips, one-on-one coaching,
ideas and inspiration

TEXT HEALER TO 97779



WE ARE
HEALERS



TEXT HEALER TO 97779

Are there other topics or skills you'd like us to address using SMS?



Use the Chat Box
or Unmute your
line...



Practice in Action



HEALTHY
NATIVE
YOUTH

Find Curriculum on Healthy Native Youth



Search for lessons, subjects and video



HOME

CURRICULA

SUBMIT YOUR CURRICULA

RESOURCES

ABOUT

find curricula

RAISING HEALTHY NATIVE YOUTH
THROUGH CULTURALLY RELEVANT HEALTH EDUCATION



RESPONDING TO CONCERNING POSTS ON SOCIAL MEDIA

GIVE US FEEDBACK



COMPARE CURRICULA



ABOUT

TRAINING

LESSON PLANS

SUPPORTING MATERIALS

CULTURAL RELEVANCE

EVALUATION

REFERENCES

ABOUT THIS PROGRAM

Updated: 12/13/2018

Suicide prevention remains challenging among youth, as many do not disclose suicidal ideation to others before attempting suicide. However, emerging research suggests that nearly one-third of AI/AN youth see concerning messages on social media on a daily or weekly basis. This webinar training will prepare adults who work with Native youth to identify youth who post or view concerning posts on social media, and connect them to appropriate services.

AGE GROUP DESIGNED FOR: Middle School, High School, Young Adults

LGBT INCLUSIVE: No

PROGRAM SETTING: Flexible

DURATION: 1, 1-hour webinar

COST TO PURCHASE: Free

TEACHER TRAINING OR CERTIFICATION REQUIRED: No

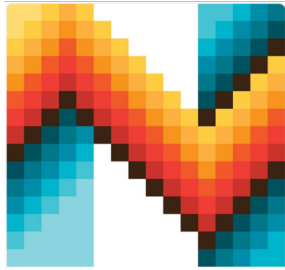
STUDENT TO TEACHER RATIO: 40:1

PROGRAM OUTCOMES: The training improved participants confidence and self-efficacy.

EVIDENCE OF EFFECTIVENESS: Promising Practice


[DOWNLOAD PROGRAM](#)

Have you decided on a curriculum?



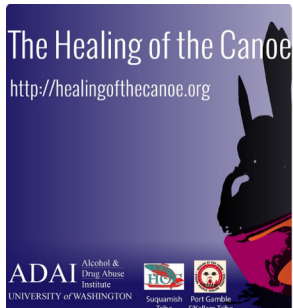
WERNATIVE

NATIVE VOICES



**Native
STAND**
Students Together Against Negative Decisions

SAFE
in the
VILLAGE



Use the Chat Box
to tell us your:

- 1) SELECTION
- 2) EXPERIENCE
- 3) QUESTIONS

What do you KNOW? What can you SHARE?



1. Like *Healthy Native Youth* on Facebook,
2. Post to the Group
3. Receive a back-to-school kit!

Promotional Materials



**HEALTHY
NATIVE
YOUTH**

 www.healthynativeyouth.org
 [@healthyN8Vyouth](https://twitter.com/healthyN8Vyouth)
 Listserve: Text "YouthNews" to 22828
 Text Message: Text "Healthy" to 97779
 fb.com/HealthyNativeYouth
 native@npaihb.org



ENGAGING. RELEVANT. EFFECTIVE.

HealthyNativeYouth.org is a one-stop-shop to expand learning opportunities for Native youth. The site includes curricula, trainings, and tools to help you deliver age-appropriate health programs.



Next Steps/ Collaboration...



□ Thinking Ahead:

- If I could get the developers on a call, what would I ask them?
- How could they help me use the intervention better?
- Could I invite any stakeholders to the call?

□ Who Can I invite to the next call?

Technical Assistance for Selected Curriculum & Tech Issues

Guest Speakers: WRN: Nicole Trevino, mCol: Dr. Carol Kaufman, NVOICES: Thomas Ghost Dog, NSTAND: Michelle Singer, SV: Connie Jensen, HOC: Celena McCray, CP: Brad Kerr, NIYG: Amanda Gaston

February 13th (Wed.), 10-11am PST



Community of Practice Topics

Second Wed. of every month from 10-11PST	Community of Practice Focus
September 12 th	Using HNY to Select A Curriculum
October 10 th	Organizational Approval & Youth Recruitment
November 14 th	Implementation Planning & Fidelity Monitoring
December 12 th	Parent Engagment & How to Answer Parent Questions
Janurary 9 th	Youth Engagement: Social Media & Text Messaging
February 13 th	Technical Assistance for Selected Curriculum & Trouble Shooting Tech Issues
March 13 th	Cultural Connectedness: Supporting curriculum with Enhancement Activities
April 10 th	LGBTQ2S Inclusion
May 8 th	New to the Rez: Becoming an Ally, Understanding & Working with Tribal Communities
June 12 th	Tap into Online Resources: We R Native & I Know Mine
July 10 th	Stay Connected: Community Engagement
August 14 th	HNY Feedback Session

Thank you! Other questions?

Contact:

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