

WHAT TO EXPECT?

- Part 1 - How to Use Social Media
- Part 2 - How to Create Content & Keep it Going!

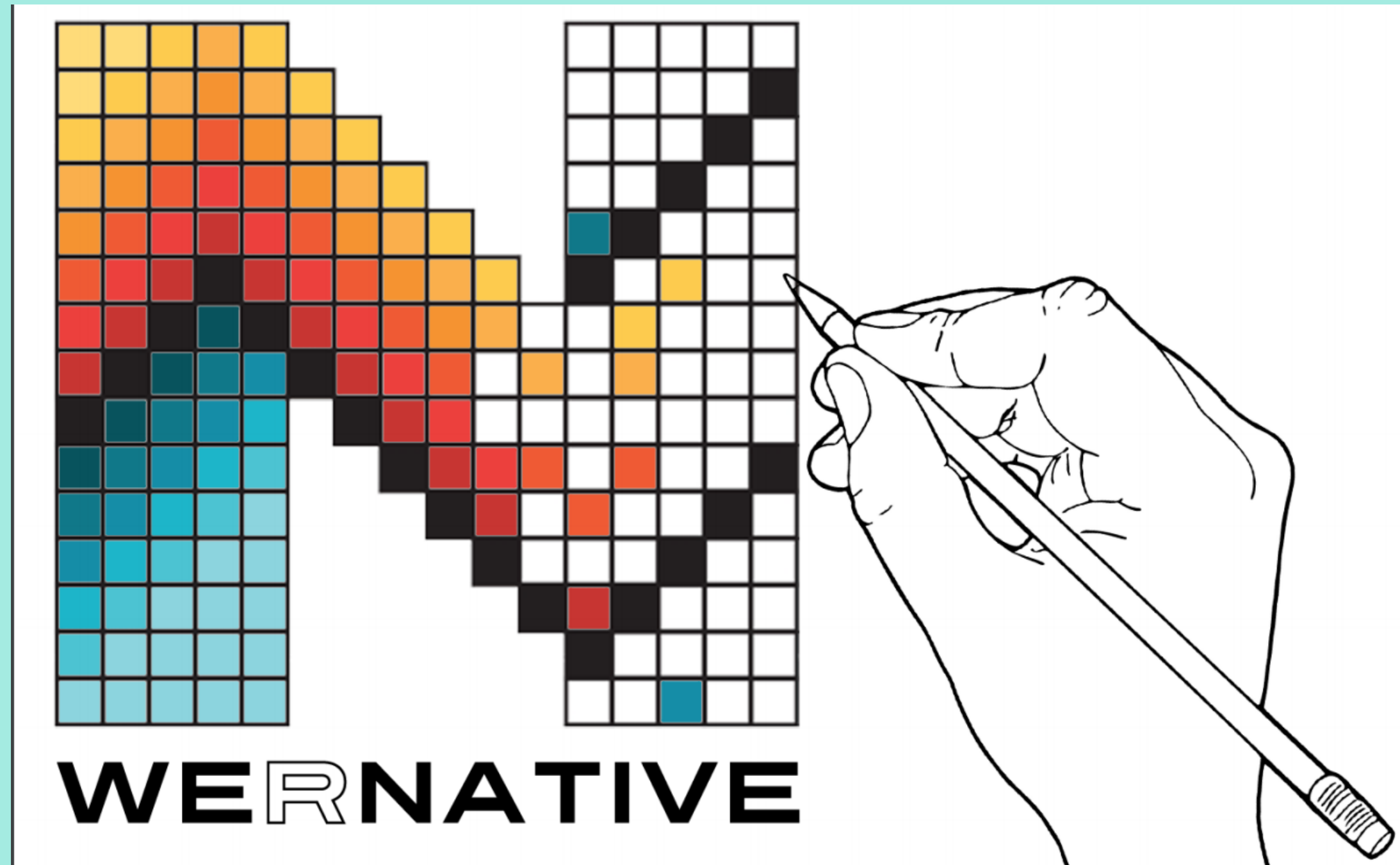


PART 2 - HOW TO CREATE CONTENT & KEEP IT GOING!



- Content Creation
- Building Your Community
- Get Youth Involved
- Evaluation Outcomes
- Tools & Resources
- Lessons Learned
- Discussion

Content Creation



...with Celena McCray (Navajo), Lael Tate (Navajo, & Robert Foley
Email: cmccray@npaihb.org, ltate@npaihb.org, rfoley@nihb.org

Content Creation




Local Events

- Health Content
- Youth Leadership Committee
- Advisory Board
- Collected assessments

Other Events:

- National Health Observances
 - National Sports Week July 20-24
- Trending Partnerships

June 27th marks National HIV Testing Day. This years theme is "Knowing".... "Knowing" focuses on knowing one's HIV status, recognizes new ways to take an HIV test, and can mean knowing about treatment options and understanding prevention options. You can start by knowing your status. Check out the link to find a testing center near you! <https://locator.hiv.gov/> #HIVTestingDay



1,121
People Reached

11
Engagements

Boost Post



Gather Info

Two Ways to Go About it...



Formal

- Surveys
- Key Informant Interviews
- Focus groups

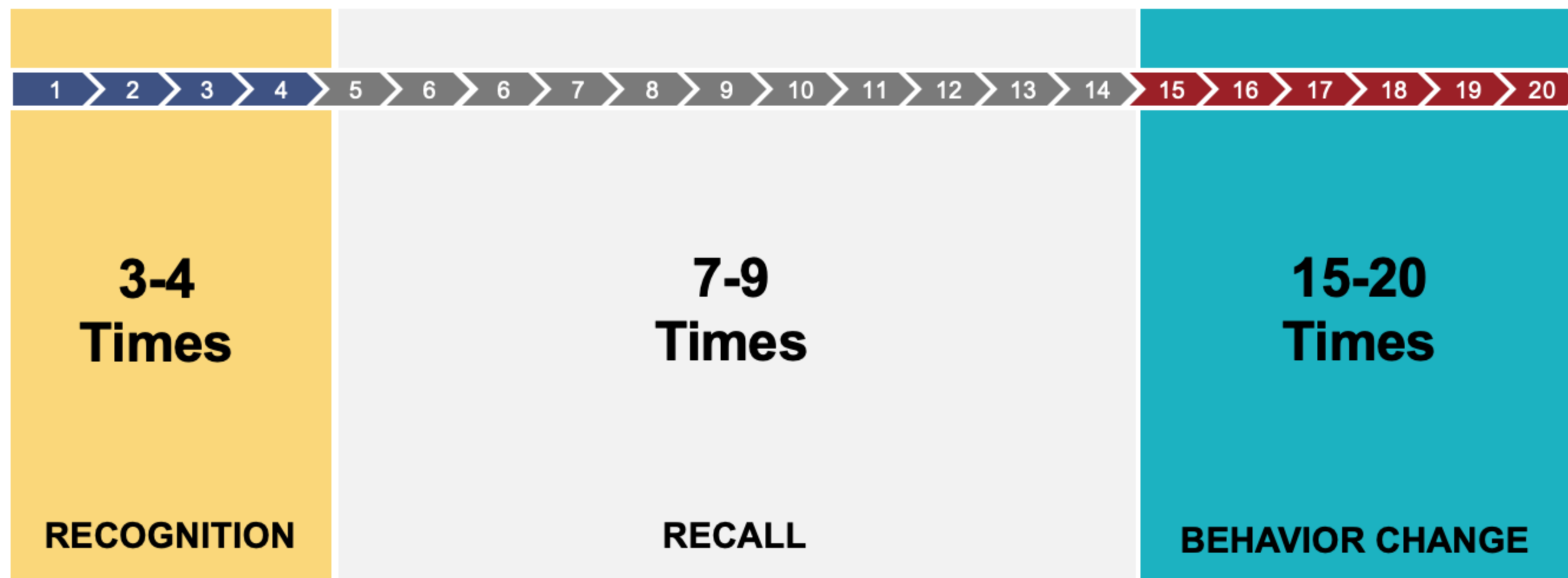
Informal

- Meetings attended by intended audience or campaign stakeholders
- Friends/Colleagues



Behavior Change

TIMING → BEHAVIOR CHANGE





How Do I Know What to Post?

Promotional Post Vs. Behavior Change Post

Promotional
Post

Status Photo Ask Question Milestone

The Northwestern American Indian HIV/AIDS Coalition is hosting a free testing event at the Tribal pow wow this Saturday. Look for our booth by the fry bread stand. Answer a trivia question about HIV correctly and win a pow wow t-shirt.

Public Post

Behavior
Change
Post

Status Photo Ask Question Milestone

Somebody came into the clinic the other day for an HIV test. They were telling me that they started to use condoms cuz they found out that all of their friends were. I was like, 'Thank goodness they all are. We must be doing something right!'

Public Post





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Get Youth Involved!



...with Paige Smith (Paiute/Modoc/Wasco/Shoshone)
THRIVE and Response Circles Project Coordinator
Email: psmith@npaihb.org

HOW DO WE KNOW WHAT THEY WANT?



WELL?

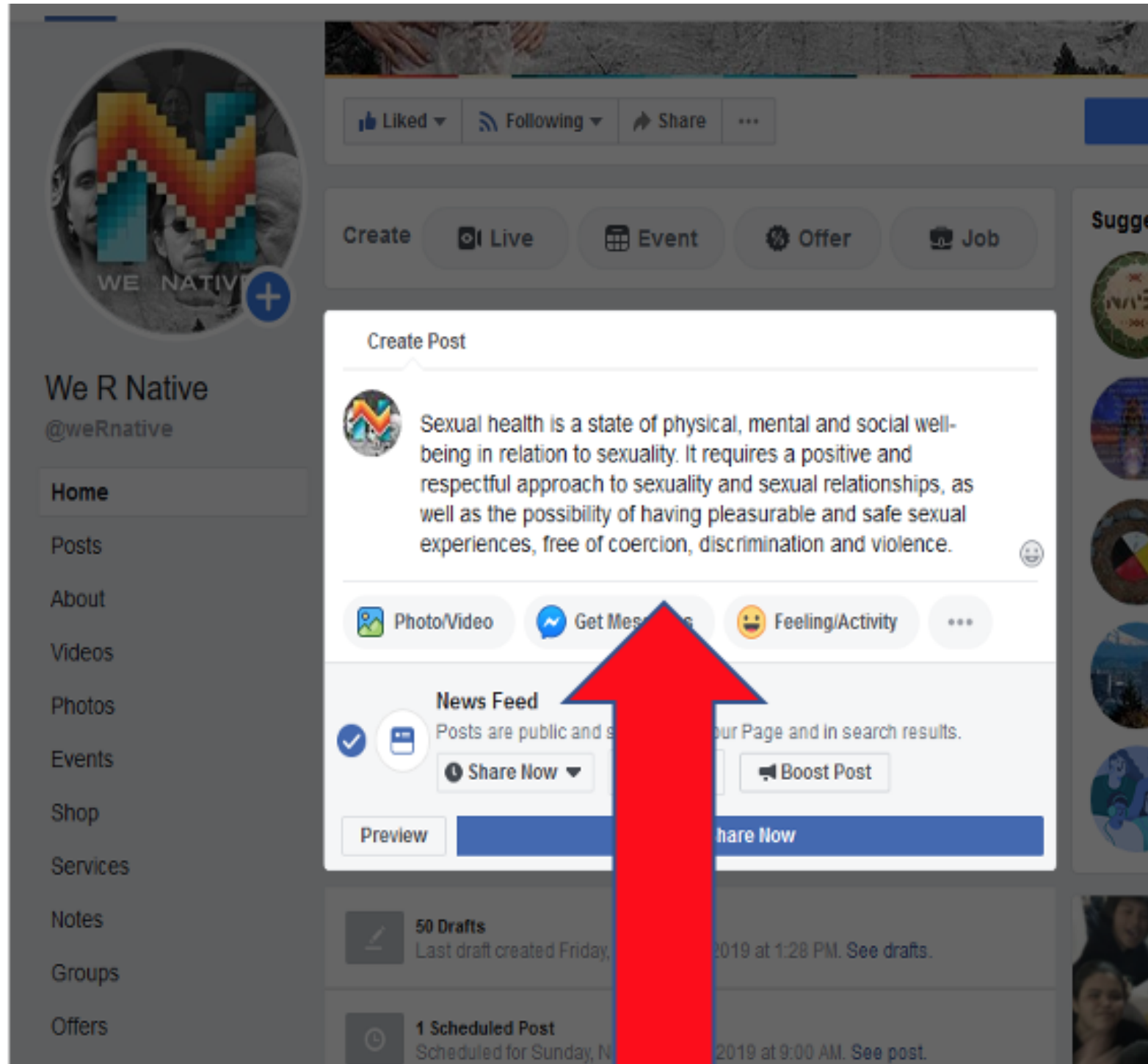


WHAT YOUTH ARE SAYING...

Health Mental Fitness Tobacco Sexual
Alcohol Drugs Culture
Spirituality Physical Relationships
Exercise Nutrition Violence
Dibetes Smoking Education



TAILOR MESSAGES FOR THEM, NOT YOU



NOT COOL.....

LET'S TRY THIS AGAIN!



TEXT SEX TO 97779

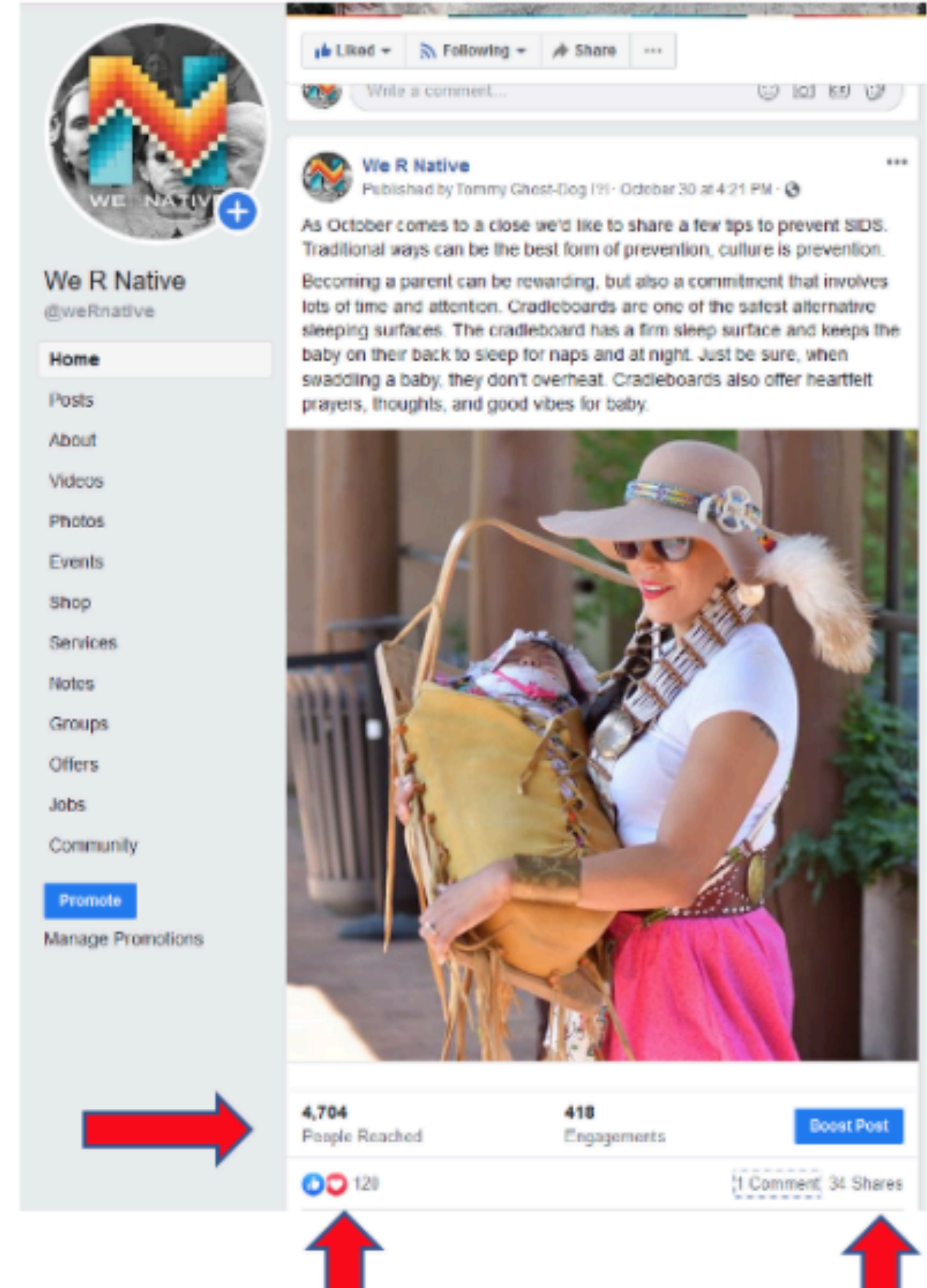


COOL

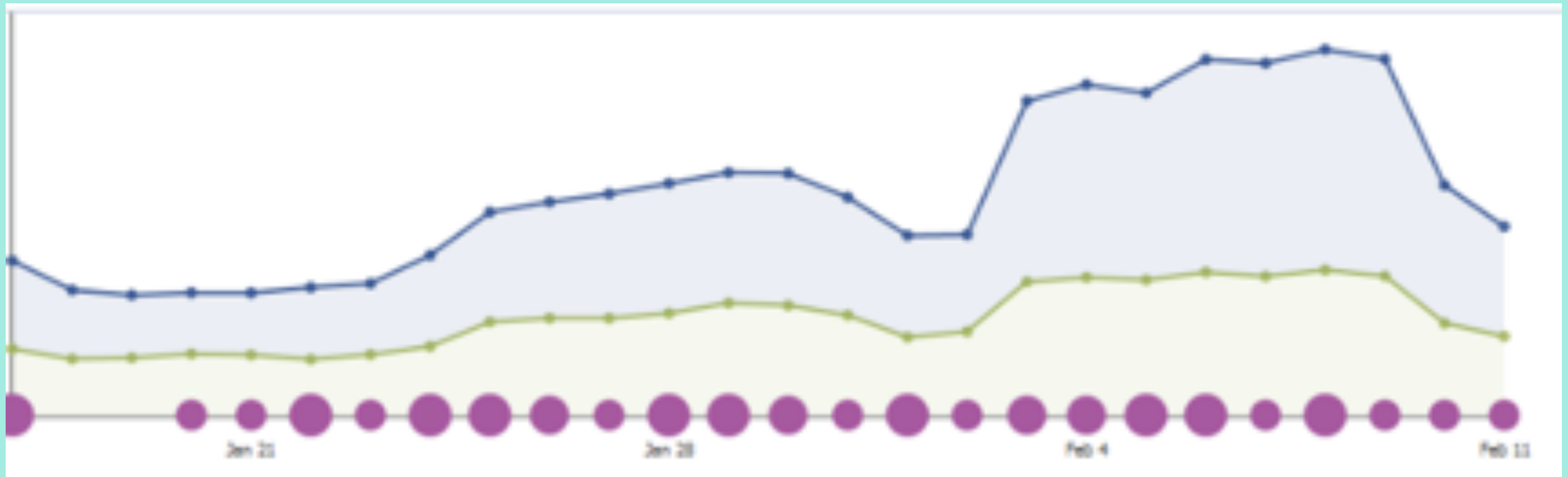


YOUR COMMUNITY WILL GROW

- Our community grew because we tailored messages that they wanted
- Now, we can have a post about SIDS, and because we knew our community likes culturally relevant images, we incorporated that into the post



Evaluation Outcomes



...with Roger Peterson (Siletz)
We R Native Text Messaging Specialist
Email: rpeterson@npaihb.org

The Good & The Bad

Social marketing is about finding bridges to overcome barriers people face

The Bad News:
Every
communication
method has its
own evaluation
measures!

The Good News:
Tailor your
evaluation plan to
your particular
campaign.

Big 4:



IMPORTANT METRICS

Impressions

How many times a post shows up (similar to views)

Reach

Potential viewers

Engagement

- Likes, comments, shares, clickthrough
- Frequency of Messaging / Time of Day
- User Feedback
- User Demographics
- Engagement with types of Media



Social Marketing is ALL about...

1

The most important
people getting the
most important
messages

2

Qualitative &
Quantitative



Have you...

- Collected Feedback?
- Tested Methods?
- Engaged Partners?

Study Findings

Brave Study Findings:

- Things need to be actionable, youth want to engage!
- Scheduling and frequency
- A/B Testing

We R Dine, Covid-19:

- People want information, as soon as it becomes available
- Community Engagement, User Feedback

We R Native, Healers:

- Content needs to be current and relatable
- Data Analysis, User Feedback



Let's Recap Evaluation



What's the Overall Impact?

- Changes in risky behavior?
- TP Reduction?
- Substance Misuse Reduction?



Also Important!

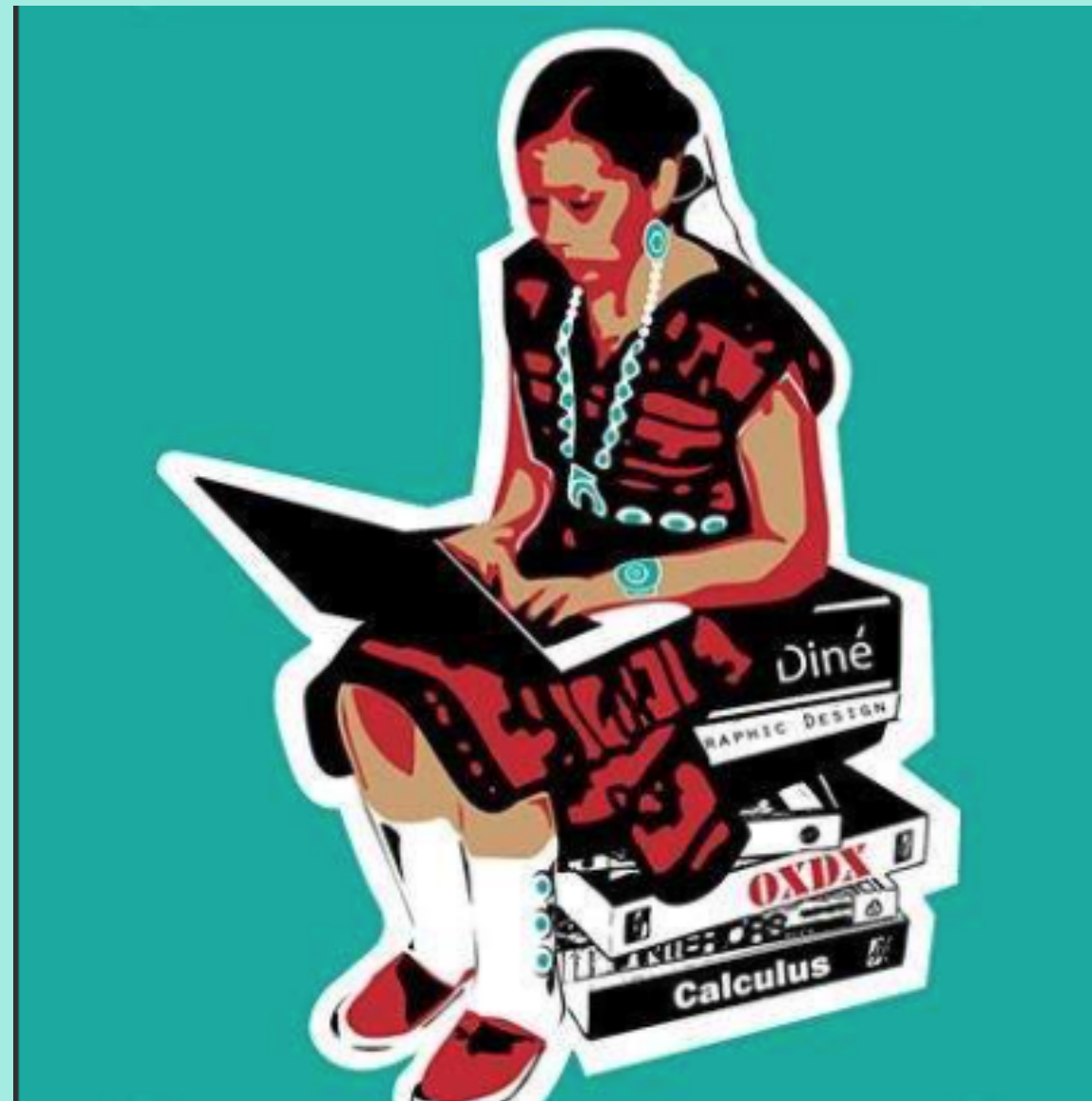
- Engagement with Media, not just views
- Feedback from Community
- Constant reworking of content



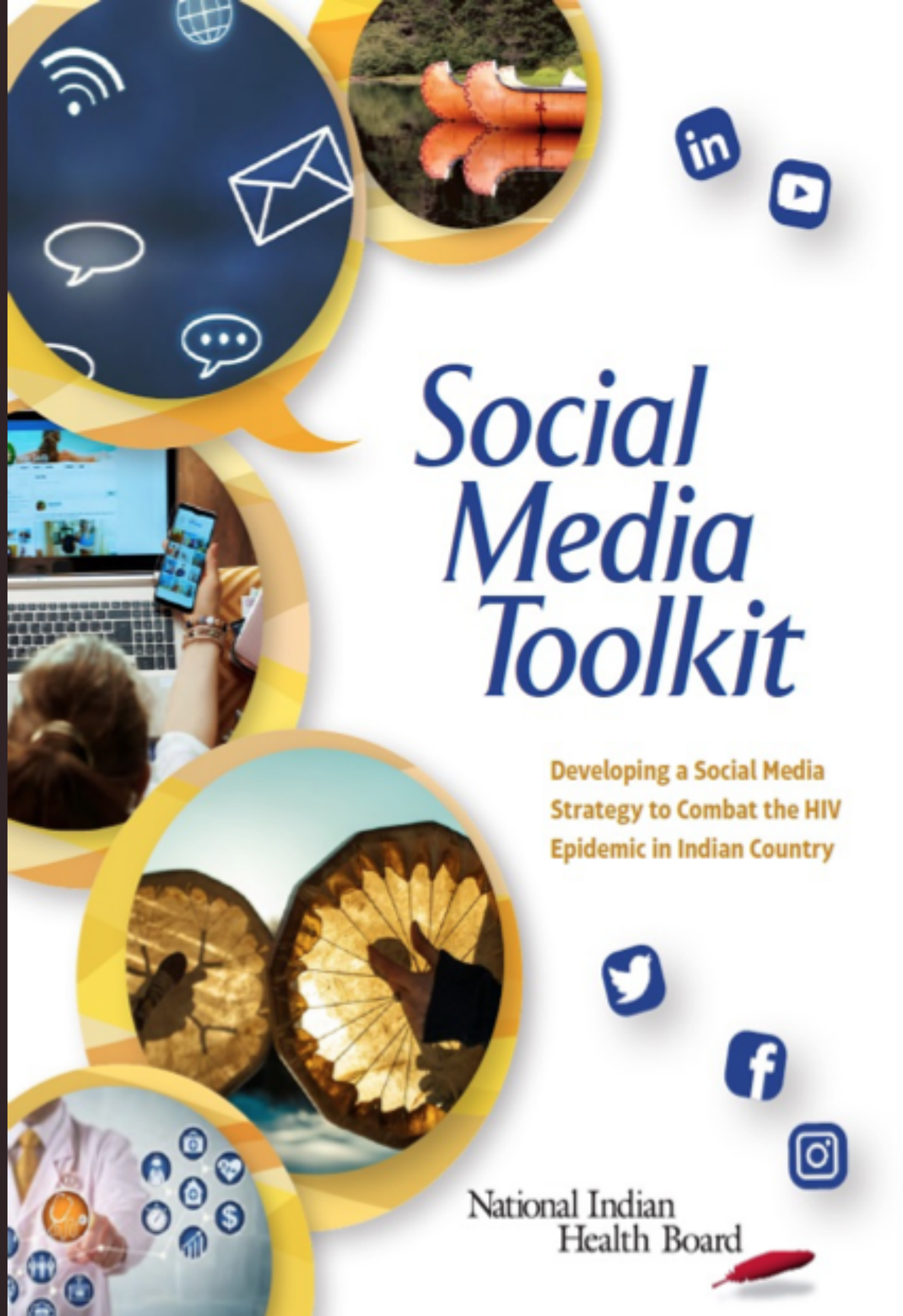
Data Tells the Story You Want to Share

- Grant Applications
- Funding Opportunities

Resources



...with Robert Foley
National Indian Health Board
Email: rfoley@nihb.org



- Published in 2020
- On www.nihb.org
 - On public health toolkits page
- Virtual training coming later in 2020

AWESOME



MORE TOOLS & RESOURCES

AWE
SOME

ANA Outreach & Social Media Toolkit

A Guide to Creating a Successful Social Media Plan for Your Community Organization or Tribe



ANA Regional TTA Centers

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



SUICIDE PREVENTION RESOURCE CENTER

Safe and Effective Messaging for Suicide Prevention

This document offers evidence-based recommendations for creating safe and effective messages to raise public awareness that suicide is a serious and preventable public health problem. The following list of "Do's" and "Don'ts" should be used to assess the appropriateness and safety of message content in suicide awareness campaigns. Recommendations are based upon the best available knowledge about messaging.^{1,2,3} They apply not only to awareness campaigns, such as those conducted through Public Service Announcements (PSAs), but to most types of educational and training efforts intended for the general public.

These recommendations address message content, but not the equally important aspects of planning, developing, testing, and disseminating messages. While engaged in these processes, one should seek to tailor messages to address the specific needs and help-seeking patterns of the target audience. For example, since youth are likely to seek help for emotional problems from the Internet, a public awareness campaign for youth might include Internet-based resources.⁴

The Do's—Practices that may be helpful in public awareness campaigns:

- Do emphasize help-seeking and provide information on finding help. When recommending mental health treatment, provide concrete steps for finding help. Inform people that help is available through the National Suicide Prevention Lifeline (1-800-273-TALK (8255)) and through established local service providers and crisis centers.
- Do emphasize prevention. Reinforce the fact that there are preventive actions individuals can take if they are having thoughts of suicide or know others who are or might be. Emphasize that suicides are preventable and should be prevented to the extent possible.⁵
- Do list the warning signs, as well as risk and protective factors of suicide. Teach people how to tell if they or someone they know may be thinking of harming themselves. Include lists of warning signs, such as those developed through a consensus process led by the American Association of Suicidology (AASD).⁶ Messages should also identify protective factors that reduce the likelihood of suicide and risk factors that heighten risk of suicide. Risk and protective factors are listed on pages 25-26 of the *National Strategy for Suicide Prevention*.
- Do highlight effective treatments for underlying mental health problems. Over 90 percent of those who die by suicide suffer from a significant psychiatric illness, substance abuse disorder or both at the time of their death.¹⁰ The impact of mental illness and substance abuse as risk factors for suicide can be reduced by access to effective treatments and strengthened social support in an understanding community.¹¹

The Don'ts—Practices that may be problematic in public awareness campaigns:

- Don't glorify or romanticize suicide or people who have died by suicide. Vulnerable people, especially young people, may identify with the attention and sympathy garnered by someone who has died by suicide.¹² They should not be held up as role models.
- Don't normalize suicide by presenting it as a common event. Although significant numbers of people attempt suicide, it is important not to present the data in a way that makes suicide seem common, normal or acceptable. Most people do not seriously consider suicide an option; therefore, suicidal ideation is not normal. Most individuals, and most youth, who seriously

Continued on 2

Suicide Prevention Resource Center • www.sprc.org • 877-4JET-SPRC (877-438-7772)
Education Development Center, Inc. • 25 Chapel Street, Newton, MA 02459-1068

Suicide Prevention Resource

SOCIAL MEDIA GUIDELINES FOR MENTAL HEALTH PROMOTION AND SUICIDE PREVENTION

TEAM^{Up}
Tools for Entertainment and Media



Tools for Entertainment & Media

Lessons Learned



...with Thomas Ghost Dog Jr. & Roger Perterson
Northwest Portland Area Indian Health Board





What We've Picked Up

Take the pulse of your organizations resources & what's going on in your community by asking...

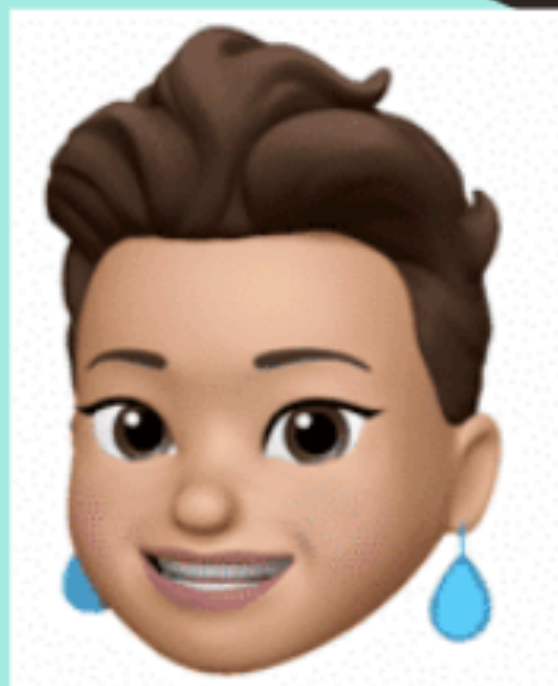
What is your capacity?

What are the current events of your community?

How do you meet that change?



DISCUSSION



Marketing Events Tip

Pulls content from different platforms and publishes it all in one place

- Using registered hashtags
- All posts are all put on display and shuffled through
- Updates in real time



Find Curricula on Healthy Native Youth



Search for lessons, subjects and videos



HOME

CURRICULA & LESSONS

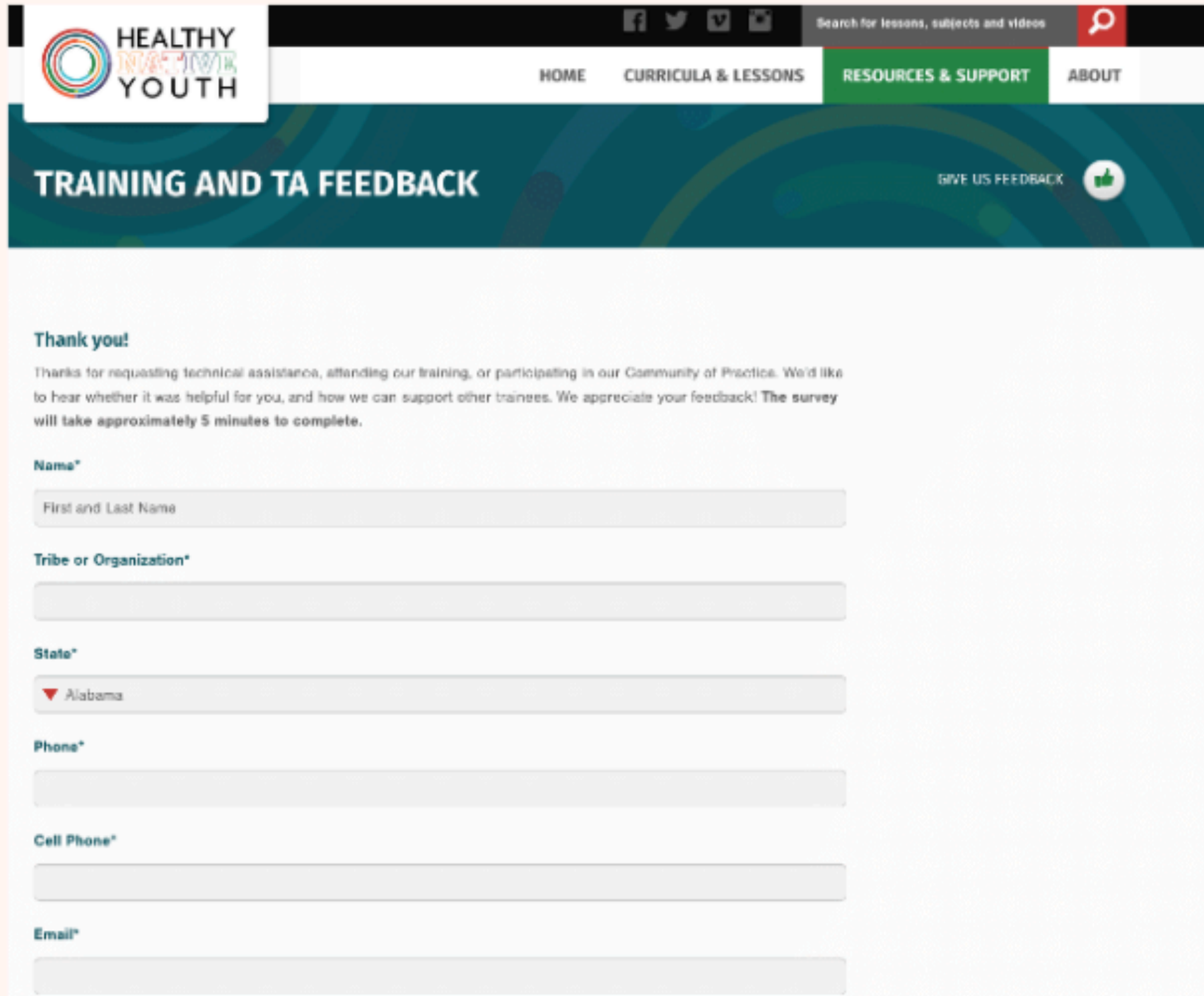
RESOURCES & SUPPORT

ABOUT

find curricula

RAISING HEALTHY NATIVE YOUTH
THROUGH CULTURALLY RELEVANT HEALTH EDUCATION

How are we doing?/ Need More?



The screenshot shows the 'TRAINING AND TA FEEDBACK' form on the Healthy Native Youth website. The header includes the logo, navigation links (HOME, CURRICULA & LESSONS, RESOURCES & SUPPORT, ABOUT), and a search bar. The form itself has a 'Thank you!' message and a survey description. Below this are input fields for Name, Tribe or Organization, State (a dropdown menu currently showing 'Alabama'), Phone, Cell Phone, and Email.

HEALTHY NATIVE YOUTH

HOME CURRICULA & LESSONS **RESOURCES & SUPPORT** ABOUT

Search for lessons, subjects and videos

TRAINING AND TA FEEDBACK GIVE US FEEDBACK

Thank you!

Thanks for requesting technical assistance, attending our training, or participating in our Community of Practice. We'd like to hear whether it was helpful for you, and how we can support other trainees. We appreciate your feedback! The survey will take approximately 5 minutes to complete.

Name*

First and Last Name

Tribe or Organization*

State*

▼ Alabama

Phone*

Cell Phone*

Email*

Fill out a Training & TA Feedback form to:

- Provide us Feedback
- Request TA or Consultation from We R Native, THRIVE, or Healthy Native Youth

Receive some HNY swag!



Talking is Power is LIVE!



Flyer



Postcard

A sexual health
text messaging
series

What do you KNOW? What can you SHARE?



Stay in the Know and
Like and Follow our
Social Media Channels



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 Year: What do you want to talk about?

2020-2021 Potential Lineup	
September	Preparing & Planning for the Fall Flu Season
October	Adapting Programing for Fall 2020 Implementation
November	How to Support Youth Post COVID-19: Trauma Informed Practices & Stress Management
December	Trauma Informed Practices: How to Support Youth Post COVID-19
January	Substance Misuse
February	Cultural Competency: Connecting our Past to our Present Re-traumatization
March	Mental Health & Wellness: Post COVID-19
April	Culture as Prevention: Program Adaptations
May	Domestic Violence: How to Support Youth in DV Households
June	Supporting Youth Identity: We R Native!
July	2SLGBTQ: Level up the Inclusion



Thank you! Other questions?

Contact:
Amanda Gaston
agaston@npaihb.org

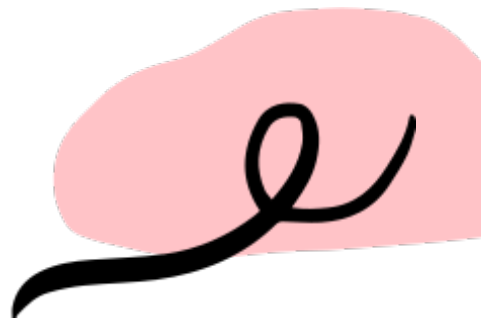


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HEALTHY
NATIVE
YOUTH



Social Media Platforms to Reach Youth

GuestSpeakers: Celena McCray, Thomas Ghost Dog Jr., Roger Peterson, Paige Smith, Corey BeGay, Lael Tate, and Robert Foley



berry

nice



SEAL of
APPROVAL

