

We R Native: Trend Discovery

Native Youth - Health & Wellness Focused

Who We Are & What We Did

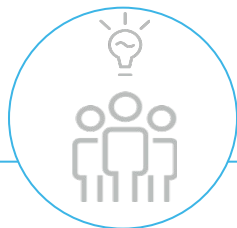
We convert the opinions shared on social media platforms into contextualized data and strategic insights for marketers. Applying research discipline and technological innovation, we create new ways to get closer to key audience cohorts by better understanding what they create and share on social media. **For this analysis, we looked at the organic opinions of self-identified Native Americans and Alaskans to best understand the latest trends in health & wellness for youth under the age of 24. Since January 1, we have collected 6.8 million mentions from these individuals.**



Social Conversation

We monitor all major social platforms, including Twitter, Facebook, Instagram, YouTube, Reddit, and Pinterest as well as articles (and subsequent engagement) from over 550,000 editorial outlets.

We use human analysis for accurate sentiment and visual understanding, while identifying key trends in social conversations.



Industry Expertise

We are experts in accurately identifying the meaningful and actionable conversations our clients care about.

We work with media & entertainment, sports, food and beverage, retail, and lifestyle brands with industry benchmarks and insights in each.



Our Data

7,000+
Conversation topics currently tracking

6 Billion
Social opinions collected since 2009

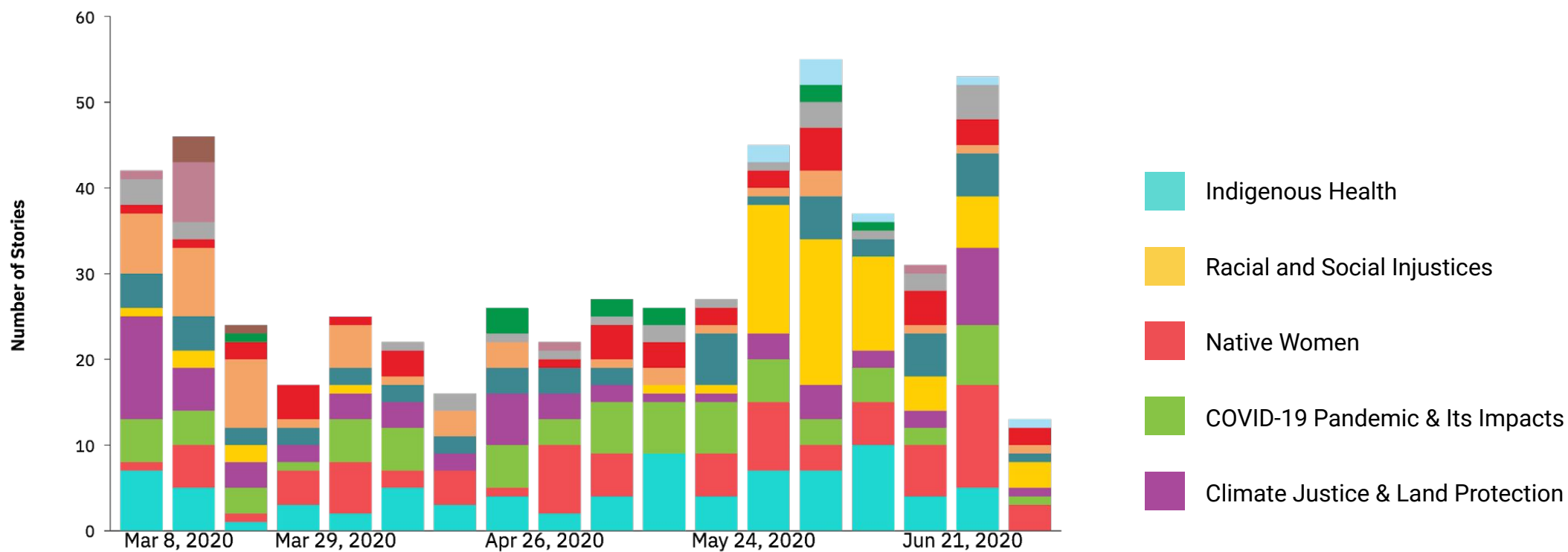
150 Million
Opinions collected every month

Now Trending in Editorial:

Native youth were often mentioned in headlines focused on social justice movements – including climate/land justice and racial justice



Since March, health has been a key focus in editorial surrounding Indigenous youth – with **mental health (especially depression and suicide) being large focuses in coverage, and often tied to the COVID-19 pandemic**. Additional Indigenous health articles also focused on **substance abuse**. **Coverage around Racial and Social Injustices for Native Youth spiked in late May – stemming from the Black Lives Matter movement surrounding George Floyd's death**. Native youth being mentioned in **COVID-19 coverage referenced its impact on Natives lives** – due to the little support they've received throughout the pandemic, and how Native youth are fighting to protect their Elders and provide/ensure their community gets what they need.



The graph above represents over 500 articles spanning the dedicated topic, with each color representing a unique theme. The legend callouts represent what themes received the most coverage or an increase in coverage compared to recent months.

Now Trending with Native Youth:

As in-person avenues became inaccessible throughout COVID-19, Native youth have turned to online resources for mental health tips

Social accounts as well as general online sources that provide helpful information and tips on **managing mental health** have been increasingly engaged with by Native youth. Many were looking for tips on **managing stress, anxiety, and depression** throughout the COVID-19 pandemic and quarantine – and wanted their mental health to be **supported, rather than judged**.

Students especially wanted their mental health to be supported during these trying times and often expressed **frustration and stress** towards still needing to complete final projects or exams. Since the beginning of March 2020, Teens and College-Aged Native youth have mentioned mental health and similar topics (stress, anxiety, depression) nearly **1.5K times across social**.



Native youth are becoming more open with their personal mental health throughout the pandemic – and ultimately more open to discussing it and understanding it. We should expect mental health to continue to be top of mind for these younger generations and work to provide valuable information and tips on ways to safely manage mental health, as well as ways methods for stress/anxiety relief and recharging.



Browse > Health > Psychology

Offered By
UNIVERSITY OF TORONTO

Mind Control: Managing Your Mental Health During COVID-19

★★★★★ 4.8 1,174 ratings Share

Steve Joordens

Enroll for Free
Starts Jun 29

Financial aid available

70,409 already enrolled

70.4K+
have already enrolled

@neonweekends

here's a technique that i use during anxiety attacks

ANXIETY GROUNDING TECHNIQUE

focus on your breathing, then identify

- 5 things you can see
- 4 things you can touch
- 3 things you can hear
- 2 things you can smell
- 1 thing you can taste

7:18 PM · Jun 14, 2020 · Twitter for Android

People are dying at an unprecedented rate and being infected with an incurable virus and my university still wants me to write essays and final exams?! My mental health has been through the roof, my anxiety and depression has left me with depressive episodes stemming whole weeks and it seems like I can barely focus.

Now Trending with Native Youth:

Native youth are comfortable engaging with conversations around sex, pregnancy, and abortion



However, those discussing these sexually related topics were more likely to *engage with posts and headlines around the discussion – compared to organically mentioning it themselves.*

From recent social discussions, Native youth engaging with conversations around abortion trend in **support of abortion** – as some engaged with abortion funds and organizations. The Black Lives Matter movement has sparked a new push around Native youth discussing abortion – as many engaged with posts of how **abortion is considered murder, but police brutality ending in death is often labeled as a misunderstanding or receives no consequence.**

Recent pregnancy conversations have focused on headlines surrounding how **pregnant Native women were being singled out for COVID-19 testing** based off their race and zip code – noting how this was **racial profiling**. Additionally, mothers who experienced teen pregnancy (or their children) were happy to share their **success stories of being a young mom** – especially those that were **single**. They were proud to share accomplishments like **finishing school, being independent from their parents (especially financially), or generally feeling like they broke a cultural norm/opinion.**



Gen Z and Millennials are extremely vocal in political conversations. Even though the majority of Gen Zers aren't able to vote yet, they still continue to educate and engage with political matters like abortion. Native youth are open to sex education (sexual health, pregnancy, consent, sexual assault/harassment, etc.) and aren't afraid to discuss it. They'd most likely appreciate and engage with an open discussion around these topics.

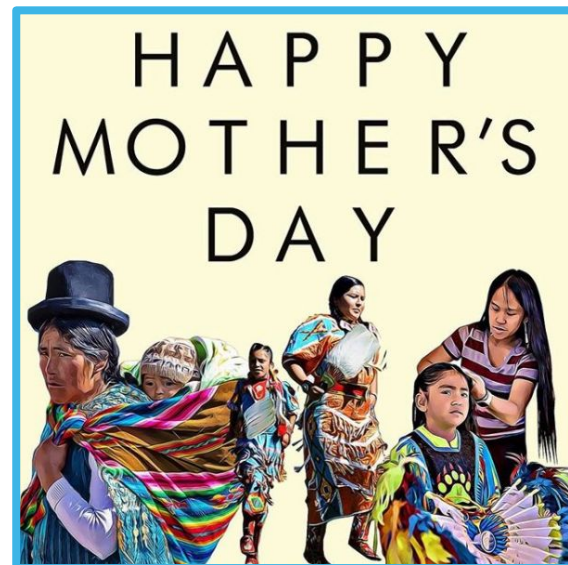
CORONAVIRUS

A Hospital's Secret Coronavirus Policy Separated Native American Mothers From Their Newborns

Pregnant Native American women were singled out for COVID-19 testing based on their race and ZIP code, clinicians say. While awaiting results, some mothers were separated from their newborns, depriving them of the immediate contact doctors recommend.

**More than
1.1K Mentions**

around pregnancy, birth control, abortion, rape, sexual assault, and domestic violence from Native youth since March 2020.



Now Trending with Native Youth:

Native-run meme accounts centered around Native culture have been an outlet for Native youth to connect with others

These meme accounts provide light-hearted content about different lifestyle and cultural aspects – with many posts focusing on COVID-19, living on a reservation, or family relationships.

Going hand in hand with this generation's openness to discussing sex and sexuality, they often share meme posts related to it. Popular joke themes include “baby mom/dad,” hooking up, mental health, and sexual safety.

Other Native youth are using **dating apps** as a way to stay connected or have companionship throughout quarantine. While the majority of youth are using it to stay in the dating scene, some specifically mentioned using it to help **distract them from their anxiety or boredom**. Some also mentioned that they were newly out of relationships and using the app to get back into the things they missed with their significant other, like flirting.



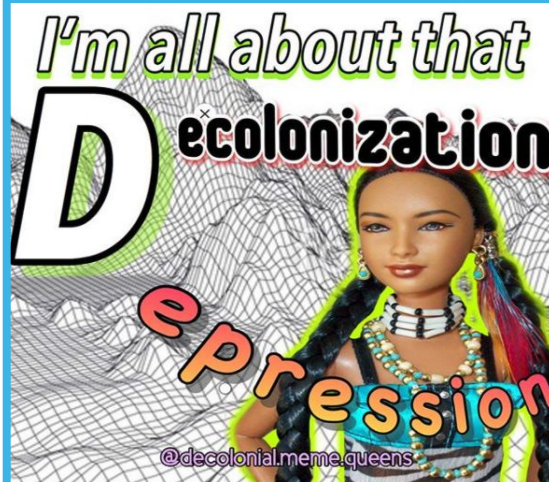
Young people online often seek to connect with others through humor – and their attraction to dating apps also lies in a need for connection. As we become increasingly physically disconnected through COVID-19 and quarantine, youth will continue to turn online for ways to stay in touch with friends and people with similar interests.



NDNS don't wear condoms but we're gonna wear facemasks?



@rezboyznfrybread on Instagram



@decolonial.meme.queens on Instagram

#NativeHumor

10K

Posts on Instagram

Movements to remove racist logos have brought conversations about Native youth mental health to the forefront

The BLM movement and recent calls for larger social change have revived the conversation about removing racist mascots/logos, with a focus on **how these depictions affect mental health, especially for Native youth.**

Native youth talk about the psychological effect of their culture being reduced to a mascot (frequently citing APA studies), noting that it **harms young people** and sets them up for **self image issues well into the future.** Because of this, **advocacy for mental health resources** is prevalent.

As younger people are looking for more mental health resources online, social channels should provide tools and links for them as applicable. They're also continually seeking out online safe spaces where they can connect with others they relate to.



100 Ways to Support—Not Appropriate From—Native People
Don't even think about calling anyone/anything your spirit animal.
© vice.com

#23. Loudly speak out against Indian mascots. They are the commodification and dehumanization of Natives and have been empirically proven to harm the mental health and stability of kids.



Did you know that it's been proven that stereotypical Native imagery such as sports mascots has a negative effect on the mental health of Native youth?

Natives have the highest suicide rates at double the national average.

#NotYourMascot

7K

Mentions in the past 30 days



We must end racism in its entirety. Allowing the @nfl to continue to use the @redskins name is destructive to Native communities and cannot be tolerated any longer. Change the name @Redskins

@nfl #TheTimesNow



12:13 PM · Jun 25, 2020 · Twitter for Android

4.1K Retweets 17.8K Likes



O'm'kaistaaw'kaa•kii
@mariahgladstone

Feeling the need to make a thread on WHY Native mascots are harmful (and no, it's not about our delicate little feelings). The following is a summary on some of the actual effects of these mascots. 1/

1:48 PM · Apr 17, 2019 · Twitter Web App

1.2K Retweets 2K Likes



tara houska 5>7-q
@zhaabowekwe · Jun 23

The @NFL condemning racism rings hollow when a team with a racial slur for its name plays in the Capitol and fans doing "the chop" as a giant plastic drum is beat are still accepted practices.

It's 2020. Change the f***ing name & quit wearing us as a costume.

#NotYourMascot

Now Trending with Native Youth:

COVID-19 continues to have an impact on the way Native youth talk about access to healthcare



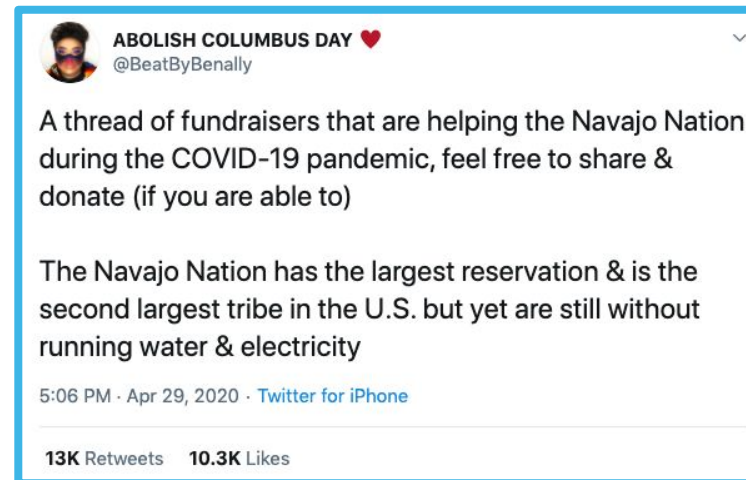
Since the pandemic started in early March, there have been 245K mentions of the crisis as it relates to Native Americans. Native youth are using social media to **advocate for relief programs, share donation links, and spread general information about the outbreaks within the Navajo Nation.**

They're also using their talents to help throughout the COVID-19 pandemic, **like by sewing masks.** They have a strong sense of urgency to help and encourage their followers to do the same.

This conversation has spurred **further discussion about access to healthcare and resources** for Native American communities.



Young people are likely to engage with celebrities who share meaningful, relevant social campaigns. Influencer/celeb advocacy could help spread messaging to a broader audience – potential partners include celebs like Mark Ruffalo or influencers like [Kinsale](#).



Now Trending with Native Youth:

Native youth advocate for inclusive health resources/education for Trans, Two-Spirit, and Non-Binary youth

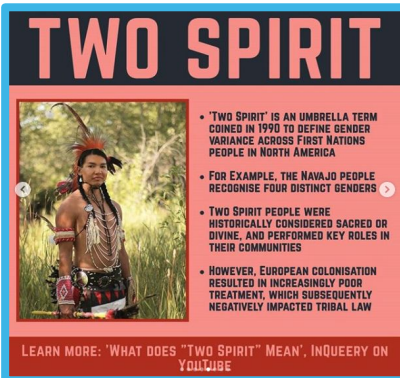


Since Jan. 1, there have been **7.5K mentions** of Trans, Non-Binary, and 2S youth from Native Americans on social. Often, they advocate for **more inclusion among generationally older communities and in governmental policies.**

Youth often discuss the appropriation of the Two-Spirit identity by non-Natives, and **seek to educate people** on that specific self identification being reserved for Native people only. Movements for acceptance and inclusion have turned political, with many Native youth **calling for larger social change.**



Shareable resources (like infographics) could provide youth with easily circulatable graphics that can be shared to Instagram Stories and Twitter posts, helping them educate their followers. Accounts like [@IYYCFamily](#) and [@changingwomxn](#) often repost or create these kinds of graphics.



[@snitch_stitch](#) on Instagram



[@thomaslopez_jr](#) on Instagram



#TwoSpirit

88K

Posts on Instagram

