Let us Start with a Blessing

“I invite peace into my day – to calm the storms, to quiet my mind, and to settle my spirit.” – Unknown
Yá'át'ééh! Keshi! Hola!

Michelle Singer
Navajo
(she/ hers)
I love to watch sports &
listen to music!
msinger@npaihb.org

Thomas Lee
Ghost Dog, Jr.
Burns Paiute, Oglala Sioux
(he/ him)
I love bowling.
tghostdog@npaihb.org

Roger Petersen
Siletz
(he/ him)
I love snowboarding.
rpeter@npaihb.org

Asia Brown
Choctaw Nation of Oklahoma
(she/ her/ hers)
I love animals.
ambrown@npaihb.org

Katie Johnston
I love hiking.
kjohnston@npaihb.org

Nicole Trevino
Choctaw Nation of Oklahoma
(she/ they)
I love water.
info@nicoletrevino.com

I love animals.
Live Virtual Training Logistics

**Logistics**
- You are muted
- If comfortable, share video

**Engagement**
- Padlet & Mentimeter
- Chat box
- Icons (Zoom & More)
Welcome,
Welcome,
Welcome!

Please introduce yourself in the chat box. Include your:

- Name
- Pronouns
- Tribe/Organization

How would you like to use SMS?
Group Agreements

★ Participate Fully
★ Delay Distractions
★ Honor Different Experiences
★ Be Brave & Explore
★ Others? (Type in the chat)
We’ve Got Goals!

By the end of today’s session, you will be able to...

★ **explain** why text messaging is a viable platform for reaching Native youth

★ **determine** ways you might start your own SMS service/campaign

"Let us put our minds together and see what life we can make for our children."
Where we are going

1. Mentimeter Activity - 2 min
2. Background - 15 min
3. Teamwork Makes the Dream Work - 10 min
4. Padlet Activity - 2 min
5. NPAIHB Text Message Campaigns - 30 min
6. Let’s Talk About it!
Mentimeter Q&A

Use the link in the chat box to join...

What do you want to know about using SMS in youth programming?

Go to www.menti.com and use the code 7494 2554
1. Background

Let’s get some background here...
Let’s Talk Plainly...

Terms
★ SMS
★ Campaign
★ Keyword
★ Shortcode
★ Subscribers
★ Broadcast vs Schedule
★ Opt-in/out

Ways Text Messaging is Used:
★ Campaigns (e.g. announcements/events, interactive, clinical, data gathering)
★ Txt Msg Services
  ○ One-way
  ○ Two-way
Why we use Text Messaging

Reach AI/AN Youth ‘Where they’re at’

Txt Msg is a ‘Catch All’

Regular Access to Technology

Device Used to Access Survey

- Android (15.76%)
- iPhone (69.34%)
- Desktop (12.61%)
- Other (2.29%)
10+ Active Health Based Campaigns
12,200+ Active Subscribers

★ Many external, clinical based campaigns
★ Seasonal Campaigns ('Natives Vote', Virtual Conferences, Fitness)
We R Native

6,000+ Subscribers
Nearly 2 million messages sent
Case Study: Tribal PREP

★ Work with a partner
★ Write it in a grant
★ Get ideas out
★ Don’t know how – text messaging
# Things We’ve Learned

<table>
<thead>
<tr>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Links (Heavy Vs Low)</strong></td>
</tr>
<tr>
<td>This month We R Native is proud to celebrate PRIDE. Looking for more Two Spirit and Native LGBTQ+ resources? Follow 2slgbtq on Instagram or text 2SLGBTQ to 97779 <a href="https://www.instagram.com/2slgbtq/">https://www.instagram.com/2slgbtq/</a>.</td>
</tr>
<tr>
<td><strong>Calls to Action</strong></td>
</tr>
<tr>
<td>Sometimes the best care is self-care. Even waking up every morning and simply saying, “I love Myself” can set your day up for success. Try it tomorrow, and see. We R Native wants to know what do you do for self-care everyday too! REPLY and let us know!</td>
</tr>
<tr>
<td><strong>Messaging Spacing</strong></td>
</tr>
<tr>
<td>2-3 Messages Per Week</td>
</tr>
<tr>
<td><strong>Advertising</strong></td>
</tr>
<tr>
<td>Cross Promotion, Guest Posts, Sharing, Boosting, Physical, Giveaways</td>
</tr>
</tbody>
</table>
Chatfeed Convo: Type Questions, Ask Away!
2. Teamwork Makes the Dream Work!

What does our/ your team look like?
Harnessing the Power of Your Community

★ What does your team look like?
Systemic organized approach

★ Can’t be done alone!
We’re here for you too!

★ New Campaigns
We’re happy to bring online (656664)

★ Caring Message Team (6mo)
★ Multiple Writers
★ Graphic Designer
★ Project Manager
★ Text Messaging Specialist
★ Multiple Youth Input Groups
For Youth:
Text “Caring” to 65664

To get regular reminders about how awesome you are from people who care and who’ve got your back!
SMS Services Available to you...

Scalability for your organization

★ Twilio
  ○ Our First text service
  ○ “Pay as you go”
  ○ [https://www.twilio.com/sms](https://www.twilio.com/sms)

★ Textedly
  ○ Top Service
  ○ [https://www.textedly.com/](https://www.textedly.com/)

★ Enterprise (not rent-a-car 😂)

★ Mobile Commons
  ○ Our current service
  ○ Our cost and your cost (Yearly vs. Per Message)
  ○ Building interactive campaigns vs Sharing Info

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**Enterprise**

*$50* per month
billed annually

- GET ENTERPRISE

- **4,200** messages/month
- 3 custom Keyword
- Free incoming messages
Padlet

Use QR code or the link in the chat box to join...

What barriers or obstacles do you have about using SMS in your programming?
Wellness Moment

Breathing Exercise
3. NPAIHBB
Text Message Campaigns...

Let's check them out!
We R Native

★ August 19th, 2011
★ At 3:20 PST
★ We R Native sent 1st text to 162 subscribers
  ○ “You already possess everything you need to become great.” (Crow)
A Little Bit More:

- Advertise
- Don’t be afraid to try new things (Trial and Error)
- Ask your subscribers
Talking is Power
For Adults

Tips & Resources for

★ Talking to Youth About Sexual Health
★ Getting the convo started
★ Online Printable Resources

Ya’at eeh! My name is Michelle! My pronouns are she and her. Give yourself a high five from me! I’m glad you’re here!

What’s a rule you have for your relationships? How can you respect other people’s rules and boundaries?

Talking with youth about sensitive topics is never easy, but it’s important. You are your teen’s biggest influencer when it comes to making decisions about sex and healthy relationships.

You’ll receive up to 3 text messages per week with conversation starters, tips, video demonstrations, and words of encouragement.

We’ll cover sexual health, pregnancy, STDs, and consent. You don’t need to have all the answers, you just need to start talking – be open and honest – and keep at it. Talking with your teen will help them make healthy decisions.

Text EMPOWER to 97779

#TalkingIsPower  #weRnative  #HealthyNativeYouth

FIRST TO TEXT “EMPOWER TO 97779” GETS FREE SWAG!

www.healthynativeyouth.org
 fb.com/HealthyNativeYouth
 Listserve: Text “Youth:News” to 22828
 https://www.instagram.com/healthynativeyouth/
 @HealthyNativeYouth
 native@nphaib.org
Resources for Parents and Caring Adults: Talking is Power

Talking to teens about sensitive topics is never easy, but it's important to talk to them openly and honestly. Text the word "EMPOWER" to 97779 and you'll receive weekly text messages from Healthy Native Youth that offer culturally appropriate tips and resources, covering sexual health, pregnancy, STDs, and consent!

WELCOME MESSAGES
- Talking is Power One Pager
- Elder Blessing Video
- Traditional Stories
- Three Tips for Talking with Youth
- Grab the Moment

THE FUTURE
- The Talking Journey
- Creating Boundaries
- Dr. Shaquita Bell, a pediatrician in Seattle, has created 4 videos on identity, terms, and how to support LGBTQ youth:
  - Video 1 | Identity – Dr. Bell (Cherokee) digs into sexual and gender identity.
  - Video 2 | Internal & External Identity – Dr. Bell (Cherokee) talks about the important role that our internal and external identities play into how we are perceived and what happens when those identities do not match.
  - Video 3 | Terminology – Dr. Bell (Cherokee) digs into the terminology used for sexual and gender identity.
  - Video 4 | Ways to Support People's Identities – Dr. Bell (Cherokee) shares ways you can support people’s identities, including their sexual and gender identity.
- Gender and Sexuality Terms
- Gender Unicorn
- Goal Setting

THE RULES
- Setting Limits Together
- Consent Video
- My SelfCare Plan
- STI Facts
- Pregnancy & Reproduction Video
- Condoms
- Talking About Masturbation
- Masturbation: Totally Normal Video
- Females & Masturbation Video
- Respecting The Circle of Life Video
- Resource Sheet: Talking is Power

https://www.healthynativeyouth.org/wp-content/uploads/2021/01/YouTalkGreg_03.mp4
<table>
<thead>
<tr>
<th>Good vs Better</th>
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<tbody>
<tr>
<td>- Feedback came directly from educators that created healthy native youth</td>
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<tr>
<td>- There was a gap in communication</td>
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<tr>
<td>- Needed a Spark</td>
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<tr>
<td>- Pulled Important topics to youth</td>
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<tr>
<td>- Accurate</td>
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<tr>
<td>- Relatable</td>
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<tr>
<td>- AB Testing / BRAVE</td>
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<td>- Links</td>
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<td>- Calls to Action</td>
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<tr>
<td>- Spacing</td>
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<tr>
<td>- Helping to Inform other campaigns</td>
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<tr>
<td>- Feedback loops provide valuable info</td>
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</tbody>
</table>
To learn more about Two Spirit and LGBTQ+ Health

Text LGBTQ2S to 97779
Text ALLY to 97779
Text MY CARE to 97779
Text PROVIDER to 97779
Coming Soon...

Learn more and subscribe to our various health-based text messaging campaigns!

Learn more

Please scroll to view our current text messaging campaigns. Click on each individual campaign to sign up via our webform, or to simply learn more. Please reach out to us via our contact page for comments or questions.
4. Let’s Talk About it!

Logistics
- Share Your Video
- Use the Chatfeed

Engagement
- Use the Chatfeed
- ASL
- Zoom Reactions
Practice in Action

Taking it back home!
Find Curricula on Healthy Native Youth

- Filter & Compare Tool
- All Materials Needed to Implement
- Enhancement Activities
- Resources & Support
- Upload & Submit Your Own Curricula
Sign up for the Healthy Native Youth Newsletter!

Stay up to Date with the Latest...
Next Years Line Up

Use the chat box to tell us...

What topics would you like covered in 2021-22 CoP Lineup?
We LOVE helping...

★ Training & TA Evaluation Form
★ Request TA

Our team is here to support you!
We know selecting and implementing a curriculum can be challenging... Whether it's selecting a program, getting prepared, training a facilitator, or maintaining a program you've already implemented. Let us know how we can help you and we'll follow-up in the next week.

Name*
First and Last Name
Thank you!

You can find us at:
Amanda Gaston, MAT
agaston-contractor@npaihb.org

Michelle Singer
msinger@npaihb.org
This project is funded by the Indian Health Service HIV and behavioral health programs. This work is also supported with funds from the Secretary’s Minority AIDS Initiative Fund.
Let us
Close with
a Blessing

“All we have to decide is what to do with the time that is given to us.”
– Gandalf from LOTR