



July 14, 2021

Title: Text Messaging

Host

Amanda Gaston: agaston-contractor@npaihb.org

Guest Speakers

Roger Peterson (Siletz): Rpeterson@npaihb.org

Thomas Lee Ghost Dog (Burns Paiute, Oglala Sioux): tghostdog@npaihb.org

Michelle Singer (Navajo): msinger@npaihb.org

Asia Brown (Choctaw Nation of OK): ambrown@npaihb.org

Katie Johnston: kjohnston@npaihb.org

Resources Shared

- HNY Resources: www.healthynativeyouth.org/resources/
- Text Messaging Service for Adults and Parents!!! Text the word **EMPOWER to 97779**,
 - Animatics Video: https://www.healthynativeyouth.org/wp-content/uploads/2021/01/TheTalk_Greg_03.mp4
 - Talking is Power: <https://www.healthynativeyouth.org/resources/talking-is-power-tools-for-parents/>
- Caring Messages suicide prevention text message intervention for YOUTH= Text **"CARING" to 65664**
 - https://www.healthynativeyouth.org/wp-content/uploads/2021/01/Tommy_promo-animation.mp4
- Concerning Messages Protocol editable template: https://www.healthynativeyouth.org/wp-content/uploads/2021/06/Concerning-Messages-Protocol_Template.docx%E2%80%9D
- Training & Feedback: https://www.healthynativeyouth.org/training_feedback/
- Request TA: <https://www.healthynativeyouth.org/request/>
- Slides and recordings are posted here: <https://www.healthynativeyouth.org/community-of-practice-sessions/>

Publications/ Reports

- 2020 Youth Health Tech Report: <https://www.healthynativeyouth.org/wp-content/uploads/2021/02/YHTS-No-Labels-FINAL.pdf>

- Use of Media Technologies by Native American Teens and Young Adults in the Pacific Northwest: Exploring Their Utility for Designing Culturally Appropriate Technology-Based Health Interventions, <https://doi.org/10.1007/s10935-011-0242-z>
- Publication: Texting 4 Sexual Health: Improving Attitudes, Intention, and Behavior Among American Indian and Alaska Native Youth. doi: 10.1177/1524839918761872

9:52 AM Hi folks in the waiting room! Thanks for being here. We'll open up the room in about five minutes.

10:00 AM We have many COP friends and relations :)

10:03 AM Good Morning Everyone from Case Manager, North Fork Rancheria, Atascadero, Calif.

10:03 AM That was beautiful

10:03 AM Wado.

10:03 AM Thank you.

10:07 AM Good morning, everyone - Michelle Singer (Navajo | She/Her), Healthy Native Youth Project, NPAIHB -- msinger@npaihb.org

10:07 AM Thank you, always for your beautiful words to start us off right!

10:08 AM Sorry, y'all! I use She and They pronouns. I'm in Texas but work all over!

10:09 AM Stephanie Craig Rushing, (She/Her), NPAIHB, Adolescent Health, scraig@npaihb.org - Love the caring messages campaign

10:09 AM Prevention Specialist for YCIC (Youth Crisis Intervention Center)/ Youth Shelter for Winnebago Tribe of NE.

10:09 AM Asia Brown (she/her) | Chahta Sia Hoke | Sexual Health Communications Specialist — WA Youth Sexual Health project (WYSH) @ NW Portland Area Indian Health Board (NPAIHB) | ambrown@npaihb.org

10:09 AM (she/her) Native Boost Coordinator, NPAIHB - Hoping to use text msg to remind folks to schedule their kids for childhood vaccines

10:10 AM she/her, Educator with Planned Parenthood Columbia Willamette in Salem Oregon

10:10 AM Good morning! THRIVE Project at NPAIHB

10:10 AM she/her, Chevak Quissunamiut Tribe, ANTHC, I would love to use SMS as a way to engage youth and young adults in learning more about sexual health and wellness.

10:10 AM I would like to use SMS to engage with youth and parents & maintain connections with them so they always know they have someone they can reach out to!

10:10 AM Hi everyone. I am from Salt River, Arizona.. Salt River Pima Maricopa Indian Community. Currently using text messaging for scheduling as well as zoom.

- 10:10 AM Good morning, Oglala Sioux (she,her) Community Health nurse for Tulalip tribes and grantee of the WYSH grant
- 10:10 AM O-Si-Yo All! she/they, family is Eastern Band Cherokee and Mississippi Choctaw, serving King County as their Children's Mental Health planner. Looking forward to learning more. Will need to leave part way through to join another meeting.
- 10:10 AM She/Her - Shelter Coordinator Crow Creek South Dakota
- 10:10 AM I'm Tlingit from the Deisheetaan clan (Raven-Beaver) from the Deishu Hiit clan house (End of the trail house) in Angoon, Alaska. I am calling in from Anchorage, Alaska on the Denaina traditional lands. I work for the Alaska Native Tribal Health Consortium as a project coordinator.
- 10:10 AM Jane Manthei | she/her | NPAIHB Healthy Native Youth Outreach | jmanthei@npaihb.org - I love the Caring Messages campaign as a tool for uplifting and empowering
- 10:11 AM University of Colorado Centers for American Indian Alaska Health. Developing an SMS campaign for youth health promotion. :)
- 10:11 AM University of Texas School of Public Health, using SMS to connect youth and parents for healthy relationships
- 10:11 AM I am not a Native American, but we are surrounded by Native American tribes. I work with Hope Unlimited on their Anti-Human Trafficking Initiative. Hope Unlimited considers it important to work with all the tribes that surround us.
- 10:11 AM (she/her), outreach coordinator for AZINMED, hoping to use text to send notifications of events and scholarship opportunities taking place on campus
- 10:11 AM Good Morning from the Pueblo of Jemez, NM. I am the Prevention Coordinator with Jemez Social Services. I try to catch your online efforts when I can. This group is pretty awesome and I learn so much. Thank you. Oh, she, hers
- 10:12 AM University of Texas, Houston, collaborating with the Healthy native Youth team :)
- 10:12 AM What does SMS mean?
- 10:12 AM Hi - with NPAIHB.
- 10:12 AM By the way, SMS = Short Messaging Service :)
- 10:12 AM Prevention Supervisor for Klamath Tribal Health & Family Services in Klamath County, Oregon
- 10:12 AM Hi all! I'm finishing my first month as a youth advocate with NAYA in Portland OR and am really looking forward to learning with y'all today :-)
- 10:12 AM <https://www.menti.com/z82qkp1c6i>

10:13 AM Navajo, Healthy Native Youth Specialist at the Inter Tribal Council of Arizona, Inc. - Hello from Phoenix!

10:13 AM Good morning everyone! (He/Him), from RSBCIHI BHS Department in California. I work with the local tribal community facilitating mental health awareness and prevention programming. I also collaborate with community partners to work with youth as well on collaborative outreach events. Glad I am able to join today's HNY CoP call.

10:13 AM Hi, I'm an intern at Seattle Children's working in the Community Health and Benefit and Patient and Family Education and Communication departments

10:14 AM Ya'll asking so many great questions!

10:15 AM If you are just joining us -- please offer us your name, pronouns, tribe/org and how would you like to use SMS?

10:15 AM hi I'm Serrano/Cahuilla from California, I am a youth advocate with NAYA Family center.

10:15 AM ahhhh, I already learned something

10:20 AM Good morning... I am the Preventionist and Youth Coalition Coordinator from Tesuque Pueblo in New Mexico. I work in Tesuque, but I am from Cochiti Pueblo which we are having our Annual feast day today. Our Pueblo is still on lock down, so we are not dancing, only feasting(eating). Hopefully next year we will be dancing again...It is good to see and hear you all; I sure miss y'all and Portland...

10:20 AM Don't let my brother hear that...he's android aaallll the way :)

10:20 AM There are dozens of us!

10:20 AM Hardcore Androider right here!!

10:20 AM I wonder if we might be able to get the slides. I would like to use it to make the argument with our marketing team and to my supervisor how effective text messaging campaigns would be helpful in our marketing budget.

10:21 AM yes, slides and recording will be shared

10:21 AM absolutely! We will send out an email with all of the slides and links

10:21 AM Yes! If you'd like the slides, please let us know. We will also put them on the website.

10:21 AM this recording along with the slides will be available via the HNY website as well as our HNY You Tube channel in a day or so. So, keep an eye out!

10:22 AM I would love the slides. Thank you!

10:22 AM I'll one up you. Get our contact info and we can set up a meeting with your marketing team if it's helpful. But like everyone mentioned, slides and a recording are available.

10:22 AM Thank you!

10:22 AM Slides and recordings are usually posted here:
<https://www.healthynativeyouth.org/community-of-practice-sessions/>

10:22 AM Hello! I am Navajo from Ramah Navajo, NM. I hope to learn and use this tool for our youth and maybe families in our community.

10:23 AM Yay Ramah!

10:23 AM So excited to hear these numbers!

10:23 AM Here is the link to our 2020 Youth Health Tech Report:
<https://www.healthynativeyouth.org/wp-content/uploads/2021/02/YHTS-No-Labels-FINAL.pdf>

10:24 AM Not to be confused with the funding stream.

10:25 AM It should read Tribal PrEP :/

10:25 AM Ah!

10:25 AM Thanks Steph!

10:26 AM PrEP = Pre-Exposure Prophylaxis

10:26 AM Can you explain more about “heavy” links? Is that sending a lot of text messages that have links to other things?

10:29 AM That was really helpful. Thanks!

10:30 AM What other questions do you all have?

10:33 AM We utilized a Native graphic designer who could identify with the imaging we were seeking to connect with our native audience.

10:34 AM Caring Message (campaign) = Text “CARING” (keyword) to 65664 (short code)

10:34 AM Isn't Lael's avatar so cute! :)

10:34 AM Too cute

10:34 AM They are so beautiful, thank you!!

10:35 AM Ooooooo this is the juicy stuff!

10:36 AM true that

10:37 AM I didn't know two-way communication was possible on these campaigns!

10:37 AM <https://padlet.com/wernative/mecwqxphqptcjxi>

10:37 AM <https://padlet.com/wernative/mecwqxphqptcjxi>

10:37 AM Beat me

10:37 AM LOL

10:41 AM Auntie, I just noticed my zoom is not recording. Would you like me to start it now just in case?

10:42 AM still making trouble :)

10:42 AM Dang I think I was just about going into high school haha

10:42 AM stepping away - i'll be right back!

10:42 AM Same

10:42 AM I envisioned it all...

10:42 AM Congrats!!!!

10:42 AM Asia- you are trying to make some of us feel old aren't you :)

10:43 AM Just doing my job haha jk

10:43 AM LOL

10:44 AM took an extra job to get that bougie Moto Razr

10:45 AM Use of Media Technologies by Native American Teens and Young Adults in the Pacific Northwest: Exploring Their Utility for Designing Culturally Appropriate Technology-Based Health Interventions, <https://doi.org/10.1007/s10935-011-0242-z>

10:47 AM Goal too was to drive youth back to the website.

10:47 AM ...back to the health content.

10:47 AM What kind of COVID-19 vaccine info has gone out to youth via text?

10:48 AM Get on it! First to text Empower to 97779 gets FREE swag!

10:49 AM During Covid, a lot went out over text! Mainly resources and messages around protecting culture/relatives during the pandemic

10:50 AM Winner winner!!! woohoo!

10:50 AM Congrats!!!

10:50 AM Nice! I'm old and slow lol

10:50 AM https://www.healthynativeyouth.org/wp-content/uploads/2021/01/TheTalk_Greg_03.mp4

10:50 AM <https://www.healthynativeyouth.org/resources/talking-is-power-tools-for-parents/>

10:51 AM I'm on the back end of our service so I can see everyone text in. Ya'll are so AMAZING!

10:57 AM like a crockpot

10:58 AM Publication: Texting 4 Sexual Health: Improving Attitudes, Intention, and Behavior Among American Indian and Alaska Native Youth. doi: 10.1177/1524839918761872

11:00 AM Thank you for these!! They are great

11:01 AM Roger can do it all!

11:01 AM Such a good idea!

11:02 AM Can parents use this to opt their kids into text messages?

11:02 AM Yes they can!

11:02 AM Whoa, what an awesome option!

11:03 AM Such Great information, thank you

11:03 AM It's hard!

11:08 AM That's super tiny! Roger if you can zoom in that would be great!

11:08 AM Thanks!!!

11:08 AM If you are interested in a text service, I'd suggest starting a word doc with some generic language like, this line isn't monitored 24/7. Please dial 911 if.....

11:13 AM Hi Roger, is there a way to zoom in for the Q& A slide. For some reason it appears really small on my screen. Thank you in advance!

11:13 AM User wants you to zoom in

11:17 AM Link yo healthy native youth page:

11:17 AM <https://www.healthynativeyouth.org/community-of-practice-sessions/>

11:17 AM *to my bad!

11:17 AM And here's the concerning messages protocol template:
https://www.healthynativeyouth.org/wp-content/uploads/2021/06/Concerning-Messages-Protocol_Template.docx%E2%80%9D

11:17 AM Amanda is calling everyone to the dance floor today

11:21 AM I have one last suggestion :)

11:21 AM Question: What would you say a starter budget should be to do a basic year campaign if I was to put in a grant? Suggestion? - - If working with us, a basic campaign would just cost the actual text messages themselves - perhaps around \$1000. The real cost comes in the graphics, content review, etc. Personally, I would budget 5,000 for a startup over 1 year.

11:21 AM https://www.healthynativeyouth.org/training_feedback/

11:24 AM The good news is....you can also just tell your youth to sign up for one of the Healthy Native Youth campaigns.

11:24 AM Incentives for pilot groups...

11:24 AM Analytics to help guide your programming and/or seek grant support for continuation.

11:24 AM It's hard to replicate that level of amazingness in design, content and linkages to awesome resources

11:24 AM You brought up a good point- how to do you advertise to get people to sign up for text messaging service

11:24 AM maybe some learning circles on working with youth advisory groups or setting one up for your own program?

11:25 AM Have youth sign up to win a prize at events, ask them to enroll during programming, hiring a team of youth to do your promo with their peers

11:25 AM Good suggestion!

11:26 AM Smart! Thanks!

11:26 AM Please reach out if you'd like to collaborate or want more info about texting!
Rpeterson@npaihb.org

11:27 AM <https://www.healthynativeyouth.org/request/>

11:28 AM Hi Amanda! Good to see you! Hope to collaborate in the future regarding a messaging campaign in regards to our young adults, adults, and elders here in the local community and our patients at RSBCIHI. I was just talking to Michelle about this. Thank you for all of your hardwork and dedication for the CoP calls

11:28 AM Guanlcheesh-Thank you!

11:28 AM Thank you!

11:28 AM Thank you & all our wonderful speakers!

11:29 AM This has been another wonderful c.o.p.! Thank you so much!!!

11:29 AM Thank you to all of the wonderful speakers!!

11:29 AM Thank you

11:29 AM This was a wonderful session - great way to close out year 3!

11:29 AM Thank you

11:29 AM Have a good day!

11:31 AM Bye everyone!