



Cultural Competency to Raise Healthy Native Youth

October 13th, 10:00-11:30 am PST

Let us Start with a Blessing

“Teggnerneg elitengnaquureluten.
Gather knowledge and wisdom from
the elders.” -Alaska Native saying



Waqaa! Cama'i! Hola!



I am Melissa "Qillauruq" Castaneda, *she/ her*

Inupiaq

I love to learn through storytelling.

You can find me at mjcastaneda@anthc.org



I am Jared Delaney, *he/ him/ his*

Klamath

I love sports.

You can find me at delanjar@ohsu.edu



Live Virtual Training Logistics



Logistics

- You are muted
- If comfortable, share video

Engagement

- Mentimeter & Breakouts
- Chat box
- Icons (Zoom & More)





Welcome, Welcome, Welcome!

Please introduce yourself in the chat box. Include your:

- ★ Name, Pronouns
- ★ Tribe/ Organization
- ★ 30 second Culture Grab

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...

- ★ **Analyse** how indigenous values affect youth learning and program experience
- ★ **Assess** how you can incorporate culture and tribal values into your programming



Where we are going



1. Visualization Activity - 3 min
2. Key Indigenous Values
 - a. Humor - 15 min
 - i. *Mentimeter - What makes you laugh? In what ways are you supported through humor?*
 - b. Conflict - 15 min
 - i. *Breakouts: How do you manage expectations of yourself? How do you manage expectations of others?*
3. TikTok Culture - 10 min
4. Let's Talk About it! - min

We acknowledge the Denai'ina people, on whose traditional lands we gather.

We also acknowledge the Creator and all Indigenous people of Alaska.

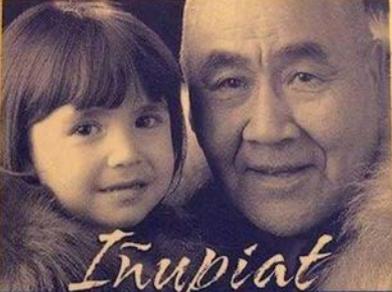
Thank you for your past and present stewardship of the waters, plants, animals and spiritual practices of this place.



Visualization Activity



Inupiat Ilitqusiatic



*Inupiat
Ilitqusiatic*

Every Iñupiat is responsible to all other Iñupiat for the survival of our cultural spirit, and the values and traditions through which it survives. Through our extended family, we retain, teach and live our Iñupiat way.

With guidance and support from Elders, we must teach our children Inupiat values:

- Knowledge of Language
- Knowledge of Family Tree
- Sharing
- Humility
- Respect for Others
- Love for Children
- Cooperation
- Hard Work
- Respect for Elders
- Respect for Nature
- Avoid Conflict
- Family Roles
- Humor
- Spirituality
- Domestic Skills
- Hunter Success
- Responsibility to Tribe

Our understanding of our universe and our place in it is a belief in God and a respect for all His creation.



1. Humor

Inupiat value



Kotzebue, Alaska







Mentimeter Q&A

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

What makes you laugh?

In what ways are you supported through humor?



Go to www.menti.com and use the code **5690 4757**





*Chatfeed Convo:
Type Questions, Ask
Away!*



2.

Avoid Conflict

Inupiat value





Breakout Activity

How do you manage expectations of yourself?

How do you manage expectations of others?





Wellness Moment

Breathing Exercise



3.

TikTok is Trending

By Jared Delaney (He/Him/His)



TikTok is the Now

- ★ 1 Billion monthly users Worldwide
- ★ Collection of short videos
- ★ Easiest social media to grow on
- ★ Quick spread of information
- ★ Algorithms and audience interaction determine virality
- ★ Great for Niche communities
- ★ Trends reign supreme
- ★ Flipping trends to fit your needs



Stats (Last 60 Days)

284.4K Views

65.5K Likes

6,501 Profile Views

1,051 Comments

2,633 Shares

+6,676 Net Followers

423K Views

115.1K Likes

12.3K Followers



WOW!



TikTok Targeting

- ★ I make TikToks for Natives
- ★ Cultural references and identifiers
- ★ Public Health and Trendy TikTok
- ★ Have to mix in fun content to keep it fresh
- ★ Reel them in with fun - hit them with education
- ★ Build a brand and interact with the community
- ★ I'm like the older native cousin



What's Working & Needs Work



Successes	Challenges
<ul style="list-style-type: none">★ Being consistent★ Finding a winning formula★ Interaction★ Keeping track of trends	<ul style="list-style-type: none">★ Being consistent★ Getting on bubbling trends early★ Being apolitical★ Internet Trolls★ Being concise



Next Steps

- ★ Keep on hammering
- ★ Weekly meetings to discuss and talk about content
- ★ Still fleshing out our identity we are around 6 months old
- ★ Figuring out how we can turn information sharing into community outreach



Let's watch one



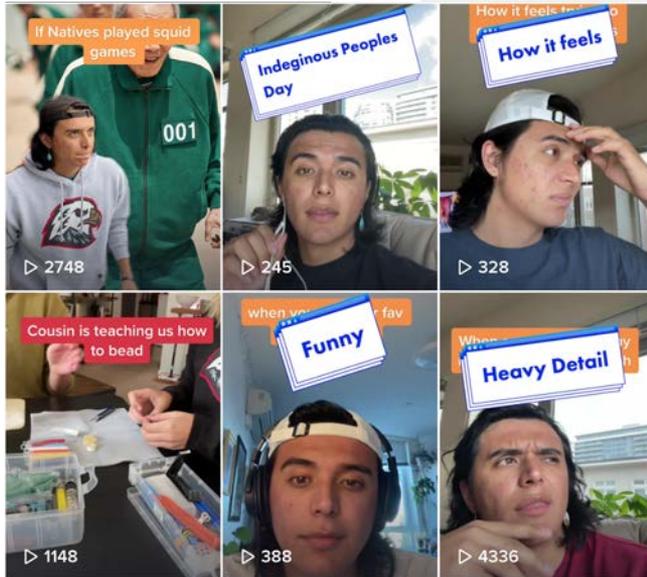
we_r_native

we_r_native

Follow

281 Following 12.3K Followers 115.2K Likes

native health by native youth



WERNATIVE





*Chatfeed Convo:
Type Questions, Ask
Away!*



TikTok & COVID-19 Messaging



An Executive Summary: Best Practices for Creating Compelling COVID-19 Related Messaging for AIAN Youth on TikTok

Suggested Citation:
Kahn, N.S., Sarkar, S., Roy, J., McCray, C., Lefthand-Begay, C. (2021, August 31). An Executive
Summary: Best Practices for Creating Compelling COVID-19 Related Messaging for AIAN Youth on
TikTok [Google Slides]. Information School's Native North American Indigenous Knowledge
Initiative, University of Washington.

CONTENTS

INTRO	TEAM & PARTNERSHIPS	Pages 01 - 02
BACKGROUND	RESEARCH QUESTIONS	03
INTRODUCTION	TIKTOK BASICS	04 - 06
METHODS & RESULTS	INFLUENCERS & HASHTAGS	07 - 12
RECOMMENDATIONS	BEST PRACTICES	13 - 16
NEXT	RECENT NEWS & FUTURE WORK	17 - 18

https://www.healthynativeyouth.org/wp-content/uploads/2021/09/Executive-Summary_Best-Practices-for-Creating-Compelling-COVID-19-Related-Messaging-for-AIAN-Youth-on-TikTok_2021.pdf



4. Let's Talk About it!

Logistics

- Share Your Video
- Use the Chatfeed

Engagement

- Use the Chatfeed
- ASL
- Zoom Reactions



Practice in Action

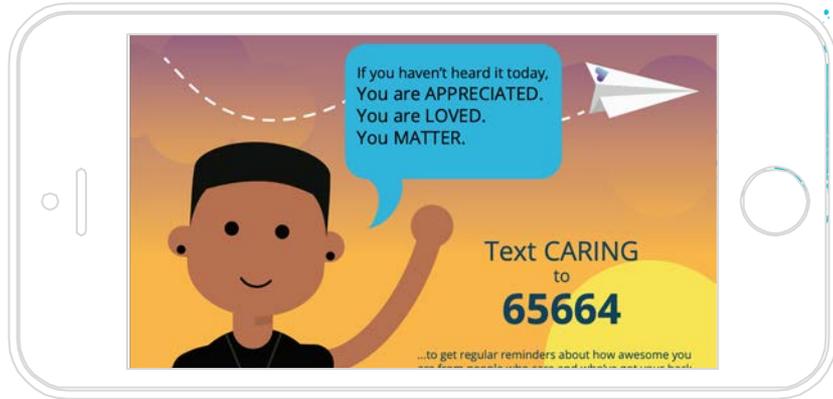
Taking it back home!



Find Curricula on *Healthy Native Youth*



- ★ Filter & Compare Tool
- ★ All Materials Needed to Implement
- ★ Enhancement Activities
- ★ Resources & Support
- ★ Upload & Submit Your Own Curricula



<https://www.healthynativeyouth.org/resources/>

Text “Caring” to 65664 For Youth

To get regular reminders about how awesome you are from people who care and who've got your back!

**LAUNCHED
SEPT. 6TH!**



Text “College” to 65664 For College Youth

To get regular reminders about how awesome you are from Native College students who have been there and are about what you’re going through!

Youth Support

In crisis? Connect 24/7...

CRISIS TEXT LINE

Crisis Text Line
Text: NATIVE to 741 741
WhatsApp



National Suicide Prevention Lifeline
Call: 1-800-273-TALK
Chat

Abuse & Sexual Assault



StrongHearts Native Helpline
Call, text, or chat 24/7
1-844-7NATIVE (762-8483)
Chat



National Sexual Assault Hotline Call
(24/7): 1-800-656-HOPE
Chat



National Teen Dating Abuse Helpline
Call (24/7): 1-866-331-9474
Text: LOVEIS to 22522
www.loveisrespect.org



Childhelp National Child Abuse Hotline
(24/7): 1-800-4-A-Child (422-4453)

Drugs, Alcohol & Tobacco



National Institute on Drug Abuse for
Teens
Call: 1-800-662-HELP



Truth: Smoking, Vaping, and Opioids
[Get 24/7 Support](#)
Text: DITCHVAPE to 88709



Get the Facts About Drugs:
Just Think Twice
Call: 1-855-378-4373
Text: 55753



National Drug Information
Treatment & Referral
Hotline
Call: 1-800-662-4357

Mental Health



Mental Health America
Call: 1-800-969-6642
Text: MHA 741 741



National Hotline. Reach Out
& Get Help
Call: 1-800-448-3000
Text: VOICE to 20121



Teens Helping Teens
Call: 1-800-852-8336
Text: TEEN to 839 863



Caring Messages - to
remind you of how
awesome you are!
Text: CARING to 65664
Text: COLLEGE to 65664



PAGE 1

CLICK ON THE LOGOS TO GO TO RESOURCE

<https://www.wernative.org/wp-content/uploads/Youth-Support-Resources.pdf>

Youth Support

PAGE 2

Relationships & Dating



StrongHearts Native Helpline
Call, text, or chat 24/7
1-844-7NATIVE (762-8483)
Chat



Love is Respect
Call (24/7): 1-866-331-9474
Text: LOVEIS to 22522
www.loveisrespect.org



That's Not Cool
Healthy Relationships, Online & Off
Call (24/7): 1-866-331-8453



We R Native: My Relationships
[Ask Auntie & Uncle](#)

Sexual Identity - 2SLGBTQ+



Paths (Re)Membered Project
Text: 2SLGBTQ to 97779



Native Youth Sexual Health Network



The Trevor Project
Call (24/7): 1-866-488-7386
Text: START to 678 678
Chat



It Gets Better Project
Embrace the Journey



CLICK ON THE LOGOS TO GO TO RESOURCE

Sexual Health



Planned Parenthood
Call: 1-800-230-7526
Chat: [Ask Blog](#)
[Find a Clinic](#)



We R Native: Sexual Health
Text: SEX to 97779
[Ask Auntie & Uncle](#)



I Know Mine
[Ask Nurse Lisa](#)
[I Want the Kit & Order](#)
Condoms (AK mailing only)



It's Your Sex Life
Live Chat



Bedsider



Get Yourself Tested #GYT
[Find a clinic near you](#)



Click on icons to go to resource

Youth Support

PAGE 3

Bullying



Stopbullying.gov
[What Teens Can Do](#)
[What Adults Can Do](#)



Cyberbullying
[Resources for Youth](#)
[Report Cyberbullying](#)



We R Native: Bullying Prevention
[Ask Auntie & Uncle](#)

Find Help Near You



SAMHSA - Zip code locator
for a treatment center
closest to you



Mental Health America - Zip
code locator for a clinic
closest to you

CLICK ON THE LOGOS TO GO TO RESOURCE

Text Message Campaigns



Text: NATIVE to 97779
For health & wellness tips



Caring Messages - to remind you of how
awesome you are!
Text: CARING to 65664 (ages 13-24)
Text: COLLEGE to 65664 (college youth)



Text: SEX to 97779
Get tips and resources to protect your sexual
health



Text: LGBTQ2S to 97779 or ALLY to 97779
Native, Two-Spirit, LGBTQ, #BornSacred



Text: STEM to 97779
For inspiration and motivation on your journey
in Health, Technology, Engineering or Math



Text: FITNESS to 97779
For inspiration and motivation to conquer your
personal wellness goals and you could win
fitness gear or a fitbit!

TIP: SIGN UP FOR ONE CAMPAIGN AT A TIME. OTHERWISE
YOUR MESSAGES WILL GET ALL MIXED UP AND THAT'S NO
BUENO

We ALL need Help...

... at different points in time. Every single one of us! Trust your gut and...

Share - any concerns you have

Talk - with someone you can trust

Report - if you're worried about someone



Talking is Power

For Adults

Tips & Resources for

- ★ Talking to Youth About Sexual Health
- ★ Getting the convo started
- ★ Online Printable Resources [here](#)

**TEXT
"EMPOWER"
TO 97779**

TALKING IS POWER

A Text Messaging Service for Parents and Caring Adults

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.

Text EMPOWER to 97779

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.

#TalkingIsPower #weRNative
#HealthyNativeYouth

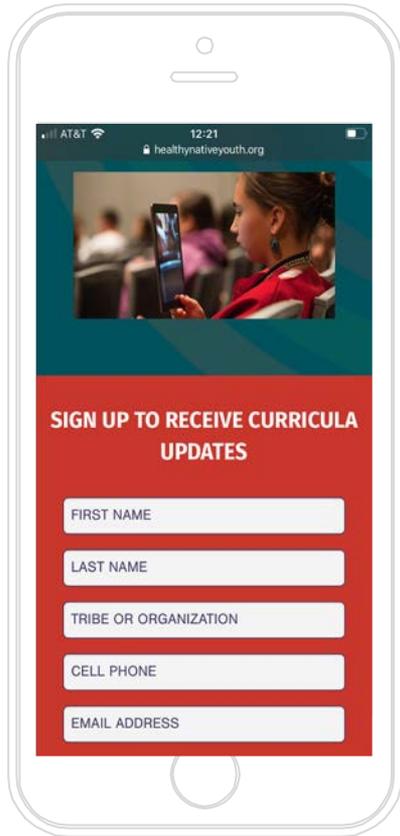
Ya'at eeh!
My name is Michelle!
My pronouns are she and her.
Give yourself a high five from me! I'm glad you're here!

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

www.healthynativeyouth.org
fb.com/HealthyNativeYouth
Listserve: Text "YouthNews" to 22828
https://www.instagram.com/healthynativeyouth/
@HealthyNativeYouth
native@npaihb.org

CURRICULA LESSON PLANS HANDOUTS RESOURCES

HEALTHY NATIVE YOUTH



Sign up for the *Healthy Native* *Youth* Newsletter!

Stay up to Date with the Latest...

New Line Up!

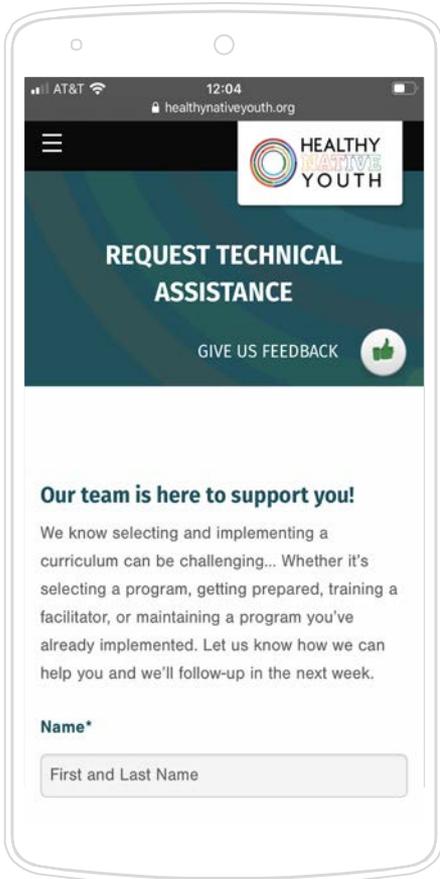
2021-22 Community of Practice Lineup

Date	Title	Description
September 8, 2021	Back-to-School: Intentional Balance	<p>What a year it has been! Now more than ever, we find the need to create intentional safe spaces for ourselves and those we serve to acknowledge, rebuild, and thrive in this upcoming school year.</p> <p>Join Robert Johnston from the Native Wellness Institute and Danica Brown from the NPAIHB who will help create a space for you to work through burnout, re-traumatization in the workplace, time-management and boundaries to carve a path towards intentional balance.</p>
October 13, 2021	Cultural Competency to Raise Healthy Native Youth	<p>Culture is engrained in everything that we do, from how we engage, learn, and process information. In order to best serve our Native youth, we must share our experience and the science behind culture as prevention so that our Relatives and allies can best support the health of our Native youth.</p> <p>Join the Alaska Native Tribal Health Consortium, the Native Health Initiative and Native Social Media influencers to share their experience imparting cultural competency.</p>
November 10, 2021	Tackle Trauma with Care	<p>Indigenous communities have long fostered resiliency skills to cope, rebuild, and reclaim our beauty and place.</p> <p>Join the Native Children's Trauma Center to walk through trauma informed practices to address and health from the trauma we have all experienced individually and communally during the pandemic. Together with heal and thrive!</p>
December 8, 2021	Set the Stage for Program Success	<p>Our Elders have taught us the importance of the gathering season: to prepare and maintain us throughout the year; setting a strong foundation to create ease and success for the future.</p> <p>Join the HNY crew to talk about how to GATHER and process community and youth input on health priorities and interests to set the stage for program success.</p>
January 12, 2022	Pickers Can be Choosers: Choosing a Program	<p>You have gathered youth and community feedback to identify health priorities, resources and needs. Now you are ready for the CHOOSE phase!</p> <p>Let the HNY crew help choose critical criteria for program selection, getting approval, and tips for involving youth in the selection process. Hear from program developers on Native youth programming: We R Native, Native STAND, Native WYSE Choices, Native It's Your Game.</p>
February 9, 2022	Thrive in the Spaces we Create	<p>Help Native youth build affirmative, inclusive, FUN and creative spaces together using Indigenous leadership and peer mentoring approaches.</p> <p>Hear how Native youth are using creative expression to positively process emotions to thrive in their spaces. Come learn how you can help youth in your community do the same.</p>

2021-22 Community of Practice Lineup

Date	Title	Description
March 9, 2022	Prepare for Implementation Success	<p>Now that you have chosen a program, you can prepare for implementation success!</p> <p>Let the HNY crew help to PREPARE an IMPLEMENT a plan that includes recruitment, guest speaker lineup, supplies and incentives for implementation success. You've got this and we've got your back!</p>
April 12, 2022	Stand Up to STD/HIV Stigma	<p>As sexual health educators we know the challenges of community and youth attitudes, biases, misinformation, and STD/HIV stigma that precludes and harms the health of our Tribal communities.</p> <p>Join us as we stand up to STD/ HIV stigma through holistic approaches to Indigenous Sexual Health. And, hear about successful HIV/STI self-testing programs from the Alaska Native Tribal Health Consortium – I want the Kit!</p>
May 11, 2022	Concerning Social Media Posts Workshop	<p>Learn how you can become the trusted adult youth can turn to when they view or post concerning messages on social media.</p> <p>Suicide prevention remains challenging among youth, as many do not disclose thoughts of suicide before making an attempt. However, youth may disclose depression symptoms and suicidal ideation via social media, like Instagram, TikTok, Twitter, Snapchat, and through text messaging.</p> <p>These public disclosures may provide new opportunities to identify youth at risk and connect them to appropriate resources and support. Join us to learn how!</p>
June 8, 2022	Staying Connected	<p>Summer is fast approaching and so our conversations shift to how we can stay connected and keep program momentum going with summer programs and peer/ elder mentorships.</p> <p>Join the CoP crew to talk about what others and doing how we can support each other's youth programming.</p>
July 13, 2022	Sustain and Grow your Program	<p>Congratulations! You have implemented your program and are now in the GROW phase.</p> <p>Let the HNY team help reflect on what worked, what can change, and what you've learned to help keep the momentum going.</p>
<p>Contact us</p> <p>✉ agaston.contractor@npsaihb.org</p> <p>✉ msinger@npsaihb.org</p> <p>🌐 www.healthynativeyouth.org</p> <p>📱 Text HEALTHY to 97779</p> <p>📍 Click here to register in advance</p>		





We LOVE helping...

- ★ Training & TA Evaluation Form
- ★ Request TA

Thank you!

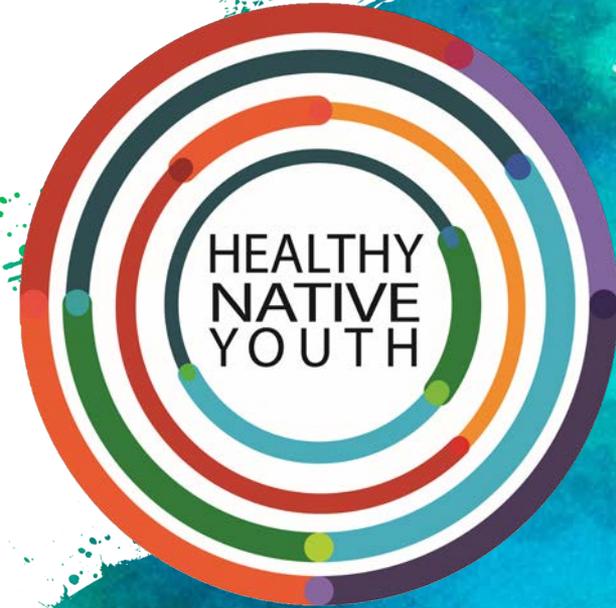
You can find us at:
Amanda Gaston, MAT
agaston-
contractor@npaihb.or
g

Michelle Singer
msinger@npaihb.org



Funding Credit

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

“Pingnquureluten taqeksaunang. Never give up in trying to do what you set your mind to.” -Alaska Native saying

