



SPOTTED BULL RESOURCE RECOVERY CENTER

**CULTURE-BASED
PREVENTION EFFORTS
EVALUATION FINDINGS**



SUMMER 2023





BEFORE I START... I WANT TO SHARE A STORY WITH YOU.

We offer a spirit plate, wocekiye (woh – chay – kee – yea), which means prayer in Lakota. We acknowledge all of the relatives who have gone on before us, the four-legged relatives, flying relatives, and Mother Earth. Now I am going to share a story about why. Years ago, there was a small village of people that were very hungry. They only had a little bit of food. A visitor came to them. As a custom, everyone offered a little bit of food to the visitor. They offered him a pinch of food; in the end, he had a lot of food on his plate. He took that and accepted that from them. Because you offered this to me, I am going to tell you where the animals are that you can harvest to get you through. Go to the north, and you will find the animals to get you through the winter. The next morning, the visitor was gone. They remembered what the visitor said and went and found the deer and buffalo. They continued that spirit plate offering every time they got together to have a meal. They did this to save the village from starving. Now we go together, and we remember what he did: he took a pinch of food, pray with it, and gave it to the north where the visitor went.

- JON EAGLE, LAKOTA



SBRRC'S PLANNING PROCESS

Planning for summer activities started in February 2023. SBRRC utilized elders, instructors, and multiple wellness programs/staff to implement summer activities. SBRRC's main role is to lead outreach and communication efforts, create an agenda and cover all logistics (horses, food, instructors, safety), conduct outreach via social media, sign up participants, and share results. SBRRC's goal was to bring youth and families together to learn about their culture horsemanship, and have positive experiences in their community.

SBRRC'S APPROACH TO CULTURE-BASED PREVENTION

SBRRC utilizes the horse as a teacher. Participants learn about horse behavior, communication, tack fit, horsemanship, and how these relate to being a good relative. The behavior of the horse often mirrors the behavior of the participant. Participants also learn how to listen and talk to a horse. This helps them understand body language, control emotions, energy, and build healthy relationships.

For more information on culture-based prevention click below to view the 2022 Horsemanship Report.

[CLICK HERE](#)

OUR METHODS

We wanted to know what participants learned from these events, the reach of events (in-person and online) and outcomes that demonstrate progress toward the overall goal of revitalizing culture, community, and family on the Fort Peck Indian Reservation.

Ernie BigHorn created overall evaluation questions. He wanted to know: What three things did you learn? What was the best thing you learned? What did you like the least? What would make this event better? Jay Aguilar, Brighten Crawford, and many others assisted with evaluations and social media at various events. Data sources include photos, videos, interviews, and team meetings. These helped us understand how the events impacted the participants and the community (knowledge, mental health, connection to culture). This was the first year our team used social media (TikTok, Reels, Instagram, FaceBook) to evaluate SBRRC efforts (process, reach, reaction). Table 1 highlights SBRRC events, data collection types and key takeaways



SUMMER EVENTS

 Data Collection Type and Takeaways 

MEMORIAL DAY HORSEMANSHIP AND RODEO SCHOOL

May 26-30 | Poplar, MT



Data Collection:

Social Media, qualitative reflection



Key Takeaways:

707 youth and adults participated

RED BOTTOM CELEBRATION HORSEMANSHIP CLINIC

June 15 | Frazer, MT



Data Collection:

Social Media

BEING A GOOD RELATIVE CREATOR'S GAME YOUTH AND ADULT MENTORING CURRICULUM

June 12-16 | Bear Butte, MT



Data Collection:

Online Survey, photos, interviews, and social media

Key Takeaways:

16 youth and 10 adults certified will use skills to address bullying, emotional abuse, and personal safety

BADLANDS CELEBRATION HORSEMANSHIP CLINIC

June 22 | Brockton, MT



Data Collection:

Social Media Video Reel and Photos



Key Takeaways:

78 attendees, 30 horsemanship clinic participants

WILD HORSE STAMPEDE

July 6 | Wolf Point, MT



Data Collection:

Qualitative reflection, online surveys, social media, photos



Key Takeaways:

Sobriety is fun—activities like archery, animal care, riding horses, and broncs.

SADDLE BRONC RIDING CLINIC

July 29-30 | Poplar, MT



Data Collection:

17 paper surveys, interviews, social media, photos



Key Takeaways:

Participants learned how to ride and ride better.

PRAYER RIDE FOR WELLBRIETY

August 3 | Poplar, MT



Data Collection:
Social Media



Key Takeaways:

43 people completed cultural lessons and teachings documented

LADIES BRONC RIDING AND WILD HORSE RIDING CLINICS

August 5 | Poplar, MT



Data Collection:

Social Media, Photos, Online Survey with QR Code +23 Paper Evaluations entered into Qualtrics



Key Takeaways:

43 people completed cultural lessons and teachings documented

YOUTH LEADERSHIP CONFERENCE - NATIVE PRIDE, MAT, TOR

August 14-16 | Billings, MT



Data Collection:

Online evaluations, daily photo captures of experiences, photos, and interviews



Key Takeaways:

21 baseline and 20 follow-up evaluations completed, 100+ photos shared.

FORT KIPP HORSEMANSHIP CLINIC

August 26 | Fort Kipp, MT



Data Collection:

25 paper surveys, interviews, social media



Key Takeaways:

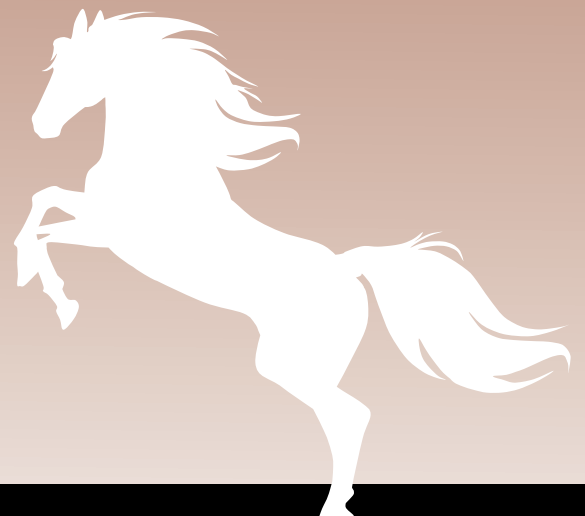
21 baseline and 20 follow-up evaluations completed, 100+ photos shared.

POPLAR INDIAN DAYS

August 31-Sept 3 | Poplar, MT



Data Collection:
Social media



SHARING OUR EVENTS

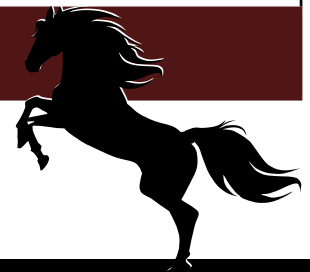
Highlighting 6 events from the event.



Social Media at SBRRC

April 12, 2023, September 18, 2023

EVENT	REACH # of viewers posts and shares	REACTIONS Likes and comments	NOTES
Ladies Bronc riding and Wild Horse Riding Clinics Poplar, MT	180,000	1,327	6 posts, including a video Carrie posted while at the event that went viral. If the viral video removed reach was closer to 5000
Memorials Day Creator's Games Poplar, MT	17,289	386	10 posts that included posters before the event, photos from each day of the events, and shared videos of the events
Poplar Indian Days Poplar, MT	9,749	127	6 posts, including events poster and contest promotion
Wild Horse Stampede Wolf Point, MT	6,085	160	4 posts, including event poster, photo contest, video during event and highlights video after the event
Badlands Celebration Brockton, MT	5,253	188	3 post including event poster prior to event and follow-up video and with event highlights and photo carousel
Fort Kipp Horsemanship Clinic Fort Kipp, Mt	637	17	1 video - no poster created for this event so no pre-promotion
TOTAL	219,013	2,205	



Evaluating SBRRC's Social Media Strategy and Progress



GOAL



SOCIAL MEDIA PERFORMANCE INDICATORS



PROGRESS

Promote event to the community



Traffic from social networks to SBRRC events page



- 10 events were posted on social media networks and SBRRC events page

Post-event follow-up and engagement



Views /shares on images and stories that reflect the impact of the event.



- 219,013 people reached on social media and 2, 205 reactions from posts (see page 6).

General dissemination about SBRRC and services.



Traffic from social networks to SBRRC website.



- 502 unique visitors from May 1- Sept 6, 2023.
- Most visitors come from Google (n = 254) followed by the direct SBRRC website link (n = 131) and Facebook (n = 83).
- 2 min 34 seconds average time spent by new visitors vs. 3 min 55 seconds for returning visitors.
- 1,969 page views from May 1 - September 6, 2023.

The use of Tiktok and photo contests should be reevaluated due to limited participation. For example, the last photo contest had just one participant.

WHAT WE LEARNED

“I liked seeing the youth and the community come together.”

- Wild Horse Stampede Participant,
July 2023

“I learned to pay attention.”

- Wild Horse Stampede Participant,
July 2023

“I learned to count on the horse. When I was confident in myself, I had more success riding.”

- Fort Kipp Horsemanship Participant,
August 2023

“I learned how to measure the reins correctly and ride better.”

- Poplar Bronc Riding Participant,
July 2023

“Every single one of the champions at the end of the competition had the energy of a warrior.”

- Bronc Riding Participant,
June 2023

“I learned that animals are healing... animals can help bring out a child’s spirit.”

- Wild Horse Stampede Participant,
July 2023

“I learned to take good things from each ride”

- Poplar Bronc Riding Participant,
July 2023

“I liked helping people the most from the horsemanship event.”

- Fort Kipp Horsemanship Participant,
August 2023

WHAT WE CAN DO BETTER

ADVERTISE MORE

“Not enough people signed up to ride in the wild horses races. Advertise and get more people to try out broncs. Bring more students. Create posters early and for all events so that people know about what is happening.”

PHYSICAL PREPARATION

“Stretch and mentally prepare for the rodeo school.”

FUTURE FOOD IDEAS

“Indian tacos, eggs, fruit, spaghetti, more snacky foods, salads, steak.”



MORE TIME

“I would like more time to ride in the future”.

STREAMLINE DATA COLLECTION

“This was the first time we used social media to report reach and reactions. The use of paper evaluations should be limited in the future. Consistent data collection and sign-in sheets at events will help fully document the reach and impact of activities in the future.”



FINAL THOUGHTS

Summer activities reached 1,000 people in person and more than 200,000 people virtually. This was the most successful summer activity event in history. SBRRC celebrates and acknowledges the progress, healing, and wellness that is happening now and in the future because of these efforts.

“I think what we are doing here is wonderful. This should be experienced by a lot more youth. Everyone was so kind and caring, especially to the animals. There were visitors from all over, and one came as far as Australia.”

- Fort Peck Youth, 2023



ATTACHMENTS

- [Evaluation instruments by Ernie Bighorn and evaluation team for Summer 2023](#)
- [Interviews with participants by Jaylen Aguilar](#)
- [Fort Peck Qualitative Reflections, Poplar MT](#)
- [Fort Peck Evaluation Summary, Poplar MT](#)
- [Saddle Bronc Riding Summary](#)
- [Wild Horse Stampede Qualitative Reflection](#)
- [Wild Horse Stampede Horsemanship Summary](#)
- [Mentoring Certificate Training Summary](#)
- [Youth Leadership Conference Report](#)
- [Social Media Strategy SBRRRC March 2023](#)
- [SBRRRC Horsemanship Highlight Videos](#)
- Photo carousels created for Instagram that were also shared on Facebook
 - » [Brockton Horsemanship Clinic Highlights](#)
 - » [Memorial Day Horsemanship Clinics Highlights](#)
- [Powwow Calendar Summer 2023](#)
- [Horsemanship Schedule Summer 2023](#)



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