

CULTURE AND COMMUNITY:
Suicide Prevention Resources for
Native Americans in California



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This document may be downloaded from the websites of the California Mental Health Services Authority at www.calmhsa.org and the Resource Center of Your Voice Counts at www.YourVoiceCounts.org.

April 2014

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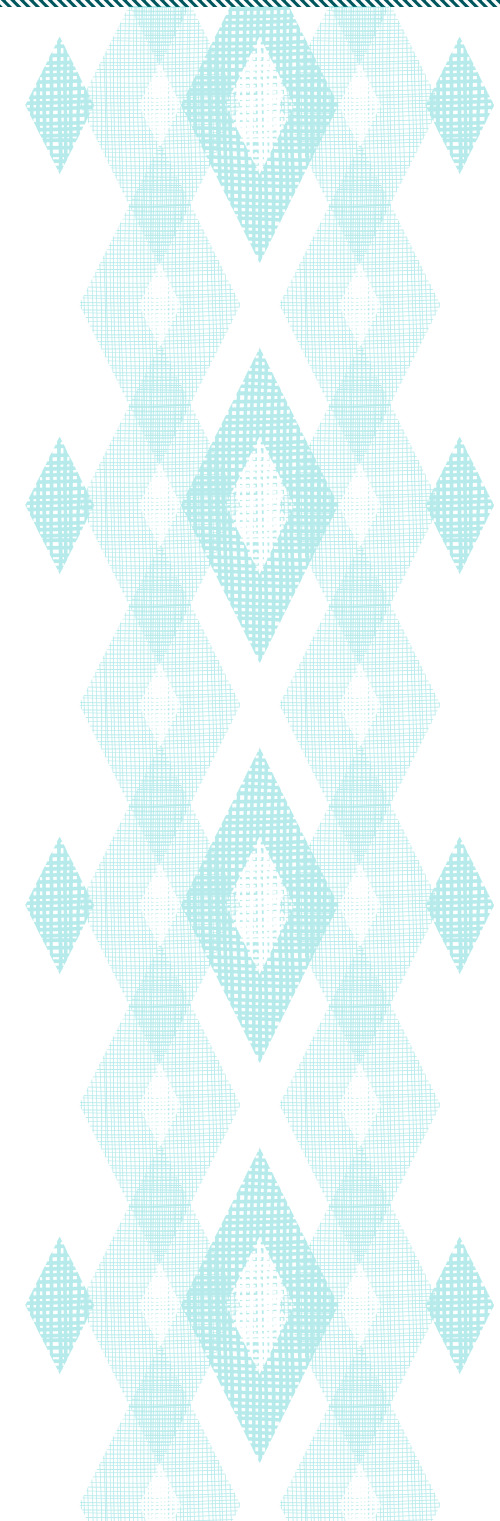
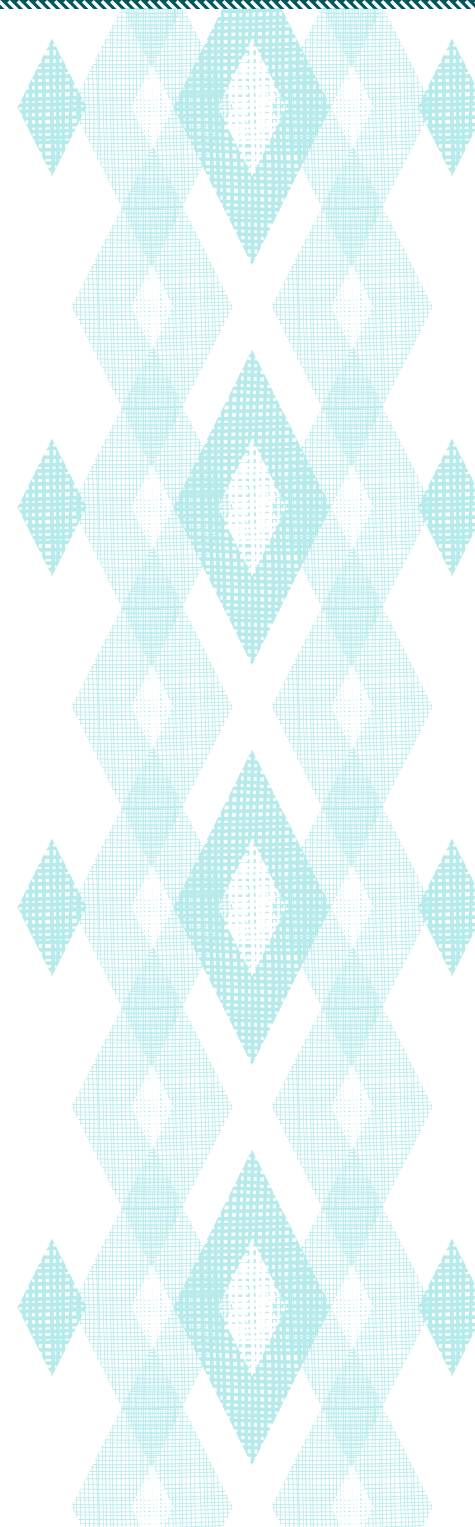


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EXECUTIVE SUMMARY

Strength, resiliency and hope are critical cultural characteristics that continue to be present in Native American communities across California, even when challenging circumstances abound. Stories that emphasize these protective factors underscore the message that suicide is preventable, and lives can be saved. Such positive stories are being told in California and around the country in suicide prevention programs developed by and for Native people, drawing upon their unique cultures, world views, and wellness perspectives.

Social marketing and messaging materials from some of those programs are presented in this catalog—messages you may want to adapt and use to communicate with people in your community. Or, you may find inspiration for your own approach. Topics and strength-based principles highlighted in the document include hope, resilience, culture, helping, trust, and warning signs, among others.

Section I is an introduction to the *Know the Signs* campaign and this catalog.

Section II provides background on social marketing and safe messaging.

Section III describes helpful resources to plan, find, and create suicide prevention programs in American Indian and Alaska Native communities.

Section IV presents an annotated and illustrated collection of culturally relevant and culturally responsive suicide prevention social marketing materials developed by tribal and urban Native organizations in California and other States.

Section V provides information on materials that address topics that are closely related to suicide prevention, such as alcohol use, depression, mental illness, and bullying. Items listed here were produced by or with tribal, Alaska Native, and urban Native organizations and communities, and most are available at no cost.

Culture and Community: Suicide Prevention Resources for Native Americans in California was developed by the *Know the Signs* statewide suicide prevention campaign with significant contributions by Native people, professionals, and programs from numerous settings and disciplines. We hope tribal leaders, community advocates, traditional healers and practitioners, health care and mental health practitioners, law enforcement personnel, youth organizations, volunteers, and others interested in suicide prevention will find it useful.

Your comments and suggestions are welcome. Please e-mail comments to: KnowTheSigns@edc.org.

I. Introduction

Strength, resiliency, and hope are critical cultural characteristics that continue to be sustained in Native American communities across California, even when challenging circumstances abound. As the Native Vision report¹ documented, disparities exist in mental health for Native Americans, due to inappropriate systems of care, historical policies that created trauma, racism and discrimination, and other barriers. But “embedded in Native American culture are many protective factors to weather adversity and ward off the potential development of mental illness.” Stories that emphasize these protective characteristics underscore the message that suicide is preventable, and lives can be saved.

Such positive stories are being told in California and around the country in suicide prevention programs developed by and for Native people, drawing upon their unique cultures, world view, and wellness perspectives.

Social marketing and messaging materials from some of those programs are presented in this catalog—messages you may want to adapt and use to communicate with people in your community. Or, you may find inspiration for your own unique approach.

According to the U.S. Census, Native Americans make up 1.7 percent of California’s total population.² However, this is believed to be an undercount.³ Current, accurate data related to suicide within individual tribes or locales

in the state is difficult to obtain. Unreliable recording of “race” on death certificates means that existing data are incomplete.⁴

There is some national data⁵:

- At 16.93 per 100,000 people, the suicide rate for American Indians/Alaska Natives of all ages is much higher than the overall U.S. rate of 12.08 per 100,000 people.
- Suicide was the eighth-leading cause of death for American Indians/Alaska Natives of all ages and the second-leading cause of death among youth ages 10–24.

State data from 2007 through 2011 show that:

- Native Americans had a suicide death rate of 13.7 per 100,000 people.⁶ But for two of those years, the numbers were too small to be statistically reliable.

However, numbers only tell part of the story. There’s another part that needs to be told—the stories of hope and resiliency, culture and community.

1 Native vision: the California Reducing Disparities Project Native American Population Report. (2012). Oakland, CA: Native American Health Center.

2 U.S. Census Bureau. California People QuickFacts. <http://quickfacts.census.gov/qfd/states/06000.html>

3 Native vision: the California Reducing Disparities Project Native American Population Report. (2012). Oakland, CA: Native American Health Center.

4 California Tribal Epidemiology Center. (2006). American Indian Health in California: How can the most important health issues facing American Indians be identified? <http://www.crihb.org/files/American-Indian-Health-Fact-Sheet-1.pdf>

5 Suicide Among American Indians/Alaska Natives. (2013). Suicide Prevention Resource Center (SPRC) factsheet. EDC, Inc. http://www.sprc.org/sites/sprc.org/files/library/AI_AN%20Sheet%20Aug%2028%202013%20Final.pdf

6 California Department of Public Health, Safe and Active Communities Branch. Report generated from <http://epicenter.cdph.ca.gov> on February 25, 2014.

KNOW THE SIGNS

In 2011, the California Mental Health Services Authority (CalMHSA) launched a three-year, statewide suicide prevention social marketing campaign called *Know the Signs*. The initiative was funded by the state's voter-approved Mental Health Services Act (Proposition 63). The campaign first conducted a statewide telephone survey and held focus groups to help determine what messages to convey. The results led the campaign to address people who know—and can help—others who may feel like ending their lives. *Know the Signs* was launched to educate Californians about how to recognize the warning signs of suicide, how to find the words to have a direct conversation with someone in crisis and where to find professional help and resources.

The campaign consists of a website (www.SuicidelsPreventable.org); print, broadcast, outdoor and Internet ads; and customizable materials (brochures, posters, coasters and more), all of which can be downloaded by registering at the campaign's online forum and resource center, *Your Voice Counts*. The forum is also a place for practitioners and other concerned community members to share information and engage in discussion about suicide prevention in California.

HOW TO USE THIS CATALOG

This catalog was developed by the *Know the Signs* team with significant contributions by Native people and programs, representing tribal communities, Rancherias and urban communities. It is designed for Native Americans and other Californians with an interest in using social marketing to promote suicide prevention in the American Indian community. Section II provides some background on social marketing and safe messaging.

Many tribal and urban American Indian organizations have already invested in and developed suicide prevention and resiliency-building activities. Section III describes helpful resources on finding and creating suicide prevention programs in Indian Country.

Section IV presents an annotated and illustrated collection of suicide prevention social marketing materials developed for local use by tribal and urban Native organizations in California and other States.

Topics and strength-based principles highlighted in this catalog include hope, resilience, culture, helping, trust, and warning signs, among others. Culturally relevant and culturally responsive posters, brochures, videos and other materials are also illustrated.

Readers may want to adapt the existing materials that most closely match their needs and particular interests. We encourage you to contact the program developers directly for permission to do so.

Section V provides information on materials produced by or with Native organizations and communities on topics that are closely related to suicide prevention, such as alcohol use, depression, mental illness, and bullying.

We hope that this catalog and its contents will be helpful in developing or contributing to your community-based, culturally responsive suicide prevention strategy. Your comments and suggestions are welcome. Please e-mail comments to KnowTheSigns@edc.org.

The term *Native American* can encompass all native peoples of the United States and its territories. In this document, *Native American* and *Native* are used to refer to American Indian and Alaska Natives, unless otherwise stated.

II. Safe Messaging and Social Marketing

The messaging used in the materials presented in this catalog may help your organization better communicate about suicide prevention, whether your goal is to raise awareness about resources or spread knowledge about suicide prevention within your community or with specific groups.

Experts in the field of suicide prevention strongly recommend that educational and outreach materials adhere to principles of **safe messaging** in order to not promote stereotypes and stigma about suicidal behavior or to inadvertently lead to contagion.⁷ In general, this means emphasizing . . .

- Prevention
- Help seeking
- Warning signs, risks, and protective factors
- Effective treatments for underlying mental health problems

Some practices can be problematic in public health campaigns, such as:

- Glorifying or romanticizing suicide
- Normalizing suicide by describing it as a “common” event
- Presenting suicide as an act that occurs without explanation or one caused only by stress
- Focusing on the personal details of someone who died by suicide
- Providing detailed accounts of the methods of suicide

Most of the materials in this catalog emphasize the approach of integrating principles of hope, resilience, empowerment and helping that are centered on cultural strength and resources. Many of them also include a crisis line telephone number to make finding help easy and immediate.

RESOURCES ON SOCIAL MARKETING AND MESSAGING IN NATIVE AMERICAN COMMUNITIES

Northwest Portland Area Indian Health Board

Creating a social marketing campaign. 2012. Powerpoint.

http://www.npaihb.org/images/epicenter_docs/MSPI/THRIVE/2012/MSPI%20Brown%20Bag%203.2012-%20Social%20Marketing%20Campaigns%202.ppt

National Congress of American Indians

Effective tools for communications and leadership in Indian Country.

http://www.ncai.org/news/tribal-communicators-resources/NCAI_ConferenceBooklet_FINAL_SinglePage.pdf

Sources of Strength

Guidelines for suicide prevention messaging and for use of peer leaders in suicide prevention efforts.

http://sourcesofstrength.org/images/resources/messaging_guidelines.pdf

DIGITAL STORIES AND VIDEOS

Many American Indian and Alaska Native organizations and communities have created digital stories that highlight prevention, hope, resiliency, and help-seeking. The process of creating the digital stories can be as educational and empowering as the videos themselves. Digital stories can be used to train, to increase health literacy, to educate, and to reach new audiences.

⁷ Safe and Effective Messaging for Suicide Prevention. (2006). Suicide Prevention Resource Center (SPRC), EDC, Inc.

Learn more about digital storytelling at the Cankdeska Cikana Community College website: <http://www.littlehoop.edu/content/index.php/component/content/article/9-cccc/320-student-digital-stories>

Note: Before using any video, please review it to ensure that it follows safe messaging guidelines. For example, it doesn't depict suicidal acts or describe suicide as common, normal, or expected.

Here are three resources that have digital stories created by Native peoples.

Alaska Native Tribal Health Consortium

The consortium's Youtube channel shows the winners of a 2013 suicide prevention media contest sponsored by the Alaska Native Tribal Health Consortium, the Alaska Association of Student Governments, Alaska Careline Crisis Intervention Line, and GCI. <http://bit.ly/YA41rY>

The consortium also created *One Community—Many Stories*, a series of digital stories on DVD, several of which focus on suicide prevention through the voice of a woman who lost her uncle to suicide. Other stories address bullying prevention, alcohol use in the family, child safety, water safety, domestic violence, and more.

Contact: Hillary Strayer, Senior Injury Prevention Specialist, Alaska Native Tribal Health Consortium, Division of Community Health Services, 3900 Ambassador Drive, Suite 4-1, Anchorage, AK 99508; 907-729-3799; hdstrayer@anthc.org

Native American Health Center (NAHC), Oakland, California

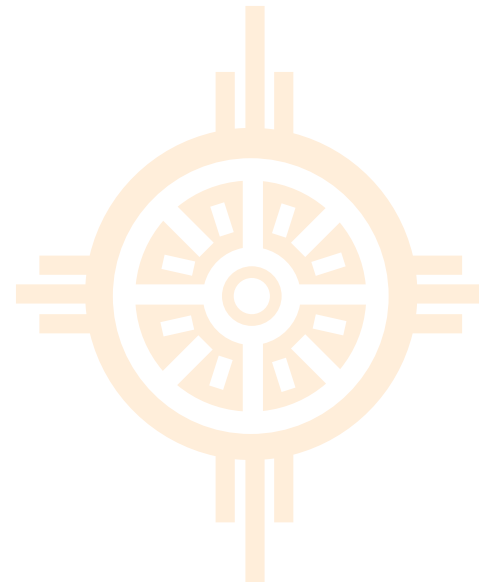
NAHC has created a number of digital stories through workshops, including:

- *I Am Next*, by Virgil Moorehead, a Yurok and Tolowa Indian from northern California, who shares the effects of alcohol use in his family and his road from “victim to survivor to healer” by remembering the teachings of his family.
- *Looking Forward*, by Solis Aguilera. Solis talks about the different gifts of love his parents gave him and how his father influenced him as “a father, husband, and Native man.”

<http://www.nativehealth.org/gallery/video/view/93>

San Mateo County Office of Diversity and Equity

This website provides a description of the Storytelling Project, which “uses personal stories . . . to draw attention to community issues,” as well as videos from digital storytelling workshops. <http://smchealth.org/bhrs/ode/stories>



III. Resources on Suicide Prevention Planning and Programs in Native American Communities

A poster, brochure, or ad can be an effective communications tool, but alone, these cannot replace a support network, mental health services, training, or interventions. It takes people to support each other and reinforce messages of strength and hope. And it takes a community-based and culturally responsive strategy to engage in comprehensive suicide prevention. Your strategy may be based on a plan, such as the Indian Health Service's National Suicide Prevention Strategic Plan, or on some of the models and tools found in *To Live to See the Great Day that Dawns*. This section describes some of the many existing resources that can assist a community in suicide prevention planning.

To find information on existing suicide prevention programs that have been developed or adapted in Native American and Alaska Native communities, please visit:

- Suicide Prevention Resource Center's (SPRC) Best Practices Registry includes practices that address the objectives of the National Strategy for Suicide Prevention. www.sprc.org/bpr
- SAMHSA's National Registry of Evidence-Based Programs (NREPP) describes additional programs. <http://www.nrepp.samhsa.gov/>
- SPRC's American Indian/Alaska Native webpages devoted to suicide prevention and mental health promotion. <http://www.sprc.org/aian>

The following resources are also helpful:

American Indian Health Central

Suicide prevention fact sheet

<http://aihc1998.tripod.com/suicide.html>

California Indian Education

A Despair of the Heart

An informational page created by Roy Cook and Mazopiye Wishasha.

<http://www.californiaindianeducation.org/emergency/suicide/>

California Reducing Disparities Project/Native American Strategic Planning Workgroup

Native Vision: A Focus on Improving Behavioral Health Wellness for California Native Americans. 2012.

This report addresses mental health wellness challenges, solutions, and strategies for Native Americans by Native Americans. It includes effective behavioral health practices for California Native American communities. Oakland, CA: Native American Health Center.

Native Vision PDF: www.nativehealth.org/content/publications

Indian Health Service

American Indian/Alaska Native National Suicide Prevention Strategic Plan, 2011–2015. 2011.

<https://www.ihs.gov/Behavioral/documents/AIANNationalSPStrategicPlan.pdf>

Indian Health Service

Behavioral Health: Suicide Prevention

This webpage lists suicide prevention programs, resources, and documents for American Indian and Alaska Native communities.

<http://www.ihs.gov/behavioral/index.cfm?module=BH&option=Suicide>

Indian Health Service

Online Search, Consultation, and Reporting (OSCAR) System

OSCAR is an online inventory of best and promising practices, local resources, and policies. <http://www.ihs.gov/oscar/index.cfm?module=home>

Indian Health Service Primary Care Provider

“The White Mountain Apache Model for Suicide and Self-Injury Surveillance and Prevention: Innovation in Public Health.” 2013.

This article describes the White Mountain Apache Tribe’s community-based, mandated suicide and self-injury surveillance system. The system includes reporting and referral, in person follow-up, intervention, and Apache paraprofessional staff.

http://www.ihs.gov/provider/documents/2010_2019/PROV0113.pdf

National Aboriginal Health Organization

Honoring Life Network

This website includes sources and information for Aboriginal youth and youth workers on suicide prevention in Canada. The content is available in English, French, and Inuktitut. <http://www.honouringlife.ca/>

National Aboriginal Health Organization

Suicide Prevention: Inuit Traditional Practices that Encouraged Resilience and Coping. 2006.

A report that incorporates the knowledge of Inuit Elders about the values and methods that helped Inuit overcome problems.

http://www.naho.ca/documents/it/2006_Suicide_Prevention-Elders.pdf

National Indian Child Welfare Association

Ensuring the Seventh Generation: A Youth Suicide Prevention Toolkit for Tribal Child Welfare Program. 2010.

This resource is for tribal child welfare workers and care providers. Portland, OR: NICWA.

<http://www.nicwa.org/youthsuicidepreventiontoolkit/ysptoolkit.pdf>

National Suicide Prevention Lifeline

“When it seems like there is no hope, there is help.” 2006.

This poster has the image of a Native American youth and the Lifeline telephone number. Free copies can be ordered from the Substance Abuse and Mental Health Administration publications site:

<http://store.samhsa.gov/product/National-Suicide-Prevention-Lifeline-American-Indian-Alaska-Native-Teen-Suicide-Prevention/SVP06-0164>

One Sky Center

A Guide to Suicide Prevention for American Indian and Alaska Native Communities. 2006.

One Sky Center, Oregon Health & Science University, Portland, OR.

<http://www.oneskycenter.org/pp/documents/AGuidetoSuicidePreventionFINAL.pdf>

Substance Abuse and Mental Health Services Administration, Center for Mental Health Services

To Live to See the Great Day that Dawns: Preventing Suicide by American Indian and Alaska Native Youth and Young Adults. 2010.

This book addresses culture and community, breaking the silence around suicide, community readiness and action, and more. It can be downloaded or print copies can be ordered at no charge.

<http://store.samhsa.gov/product/To-Live-To-See-the-Great-Day-That-Dawns-Preventing-Suicide-by-American-Indian-and-Alaska-Native-Youth-and-Young-Adults/SMA10-4480>

Suicide Prevention Resource Center

Serna, P. *Adolescent Suicide Prevention Program Manual: A Public Health Model for Native American Communities.* 2011.

This manual describes a particular program that ran for 16 years in a rural southwest Tribal community, and how its approach can be adapted by other sites.

<http://www.sprc.org/webform/adolescent-suicide-prevention-program-manual>

Suicide Prevention Resource Center

American Indian/Alaska Native (AI/AN) Suicide Prevention

This website provides resources and knowledge specific for American Indian and Alaska Native populations to support suicide prevention and mental health promotion. <http://www.sprc.org/aian>

Urban Indian Health Institute, Seattle Indian Health Board

Addressing Depression among American Indians and Alaska Natives: A Literature Review. 2012.

This is a review of the “literature, programs, and activities focused on depression and other mental health conditions in American Indian and Alaska Native (AI/AN) communities.”

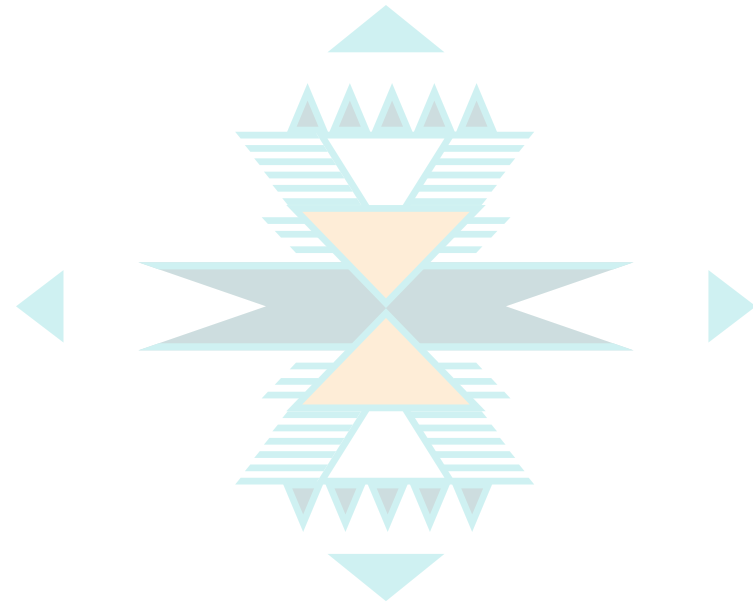
http://www.uihi.org/wp-content/uploads/2012/08/Depression-Environmental-Scan_Complete_2012-08-22_ER.pdf

Urban Indian Health Institute, Seattle, WA; 206-812-3030; info@uihi.org

WeRNative

This website provides health and mental health resources and stories by Native youth for Native youth. Content includes “*When your friend is talking about suicide,*” deliberate self-harm, warning signs, how you might feel if a friend takes their life, and what to do if you are feeling suicidal.

<http://www.wernative.org/Hometopics.aspx?type=MentalHealth>



Behind Closed Doors

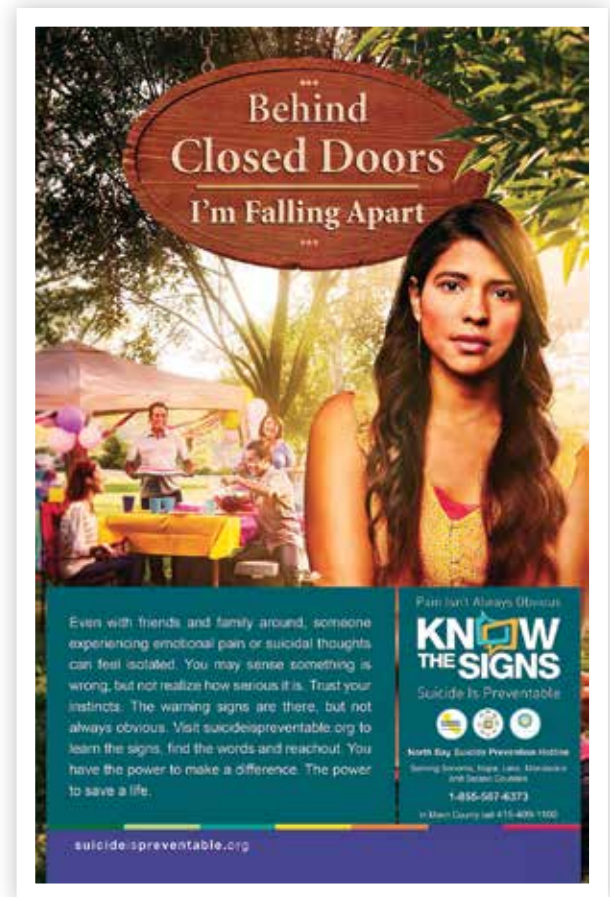
Formats: Brochure, Poster

Description: This brochure and poster were adapted from ones originally created by the California *Know the Signs* campaign (www.suicideispreventable.org) to reach parents of young Latinas. The outreach materials were then customized by the North Bay Suicide Prevention Hotline and Sonoma County Indian Health Project for local dissemination. The message is that “*Pain isn’t always obvious,*” and family members need to learn the warning signs that someone may be feeling suicidal. Readers are encouraged to call the local hotline or visit a website to learn more.

Topics addressed: Crisis lines, family, helping, suicide prevention, warning signs

Created by: Sonoma County Indian Health Project, Santa Rosa, California. 2013

Contact: Agustin Garcia, Sonoma County Indian Health Project, 144 Stony Point Road, Santa Rosa, CA 95401; Agustin.garcia@schip.org



Celebrating Life

Formats: Poster, radio public service announcements (PSAs)

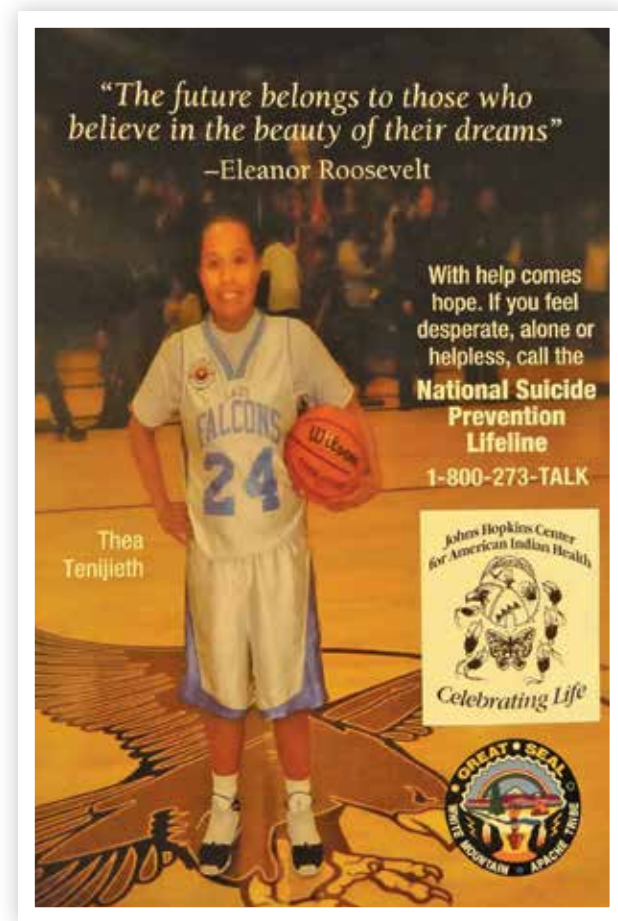
Description: The poster shows Lady Falcons basketball player Thea Tenijieth, with a quote from Eleanor Roosevelt. It also displays the telephone number for the National Suicide Prevention Lifeline and the Great Seal of the White Mountain Apache Tribe.

Also available are three audio PSAs. One is focused on seeking help for suicidal feelings, and two are about supporting friends with mental health problems. The PSAs promote the National Suicide Prevention Lifeline and the website for the Substance Abuse and Mental Health Services Administration's campaign *What a Difference/Native*.

Topics addressed: Crisis lines, culture, friends, help-seeking, hope, sports, suicide prevention

Created by: Center for American Indian Health, Johns Hopkins University (JHU), and the White Mountain Apache Tribe, Whiteriver, Arizona

Contact: Angelita Lee, JHU Center for American Indian Health, 308 Kuper Street, Whiteriver, AZ 85941; 928-338-5215



Community Is the Healer that Breaks the Silence

Formats: Fact sheet, flier templates and posters in multiple versions, window cling template, folding tip card

Description: A suite of materials designed in a template format, which can be downloaded and customized. Versions are available for Idaho, Oregon, and Washington as well as a version that can be customized. The text encourages the reader to help someone who is suicidal and provides the National Suicide Prevention Lifeline telephone number and website.

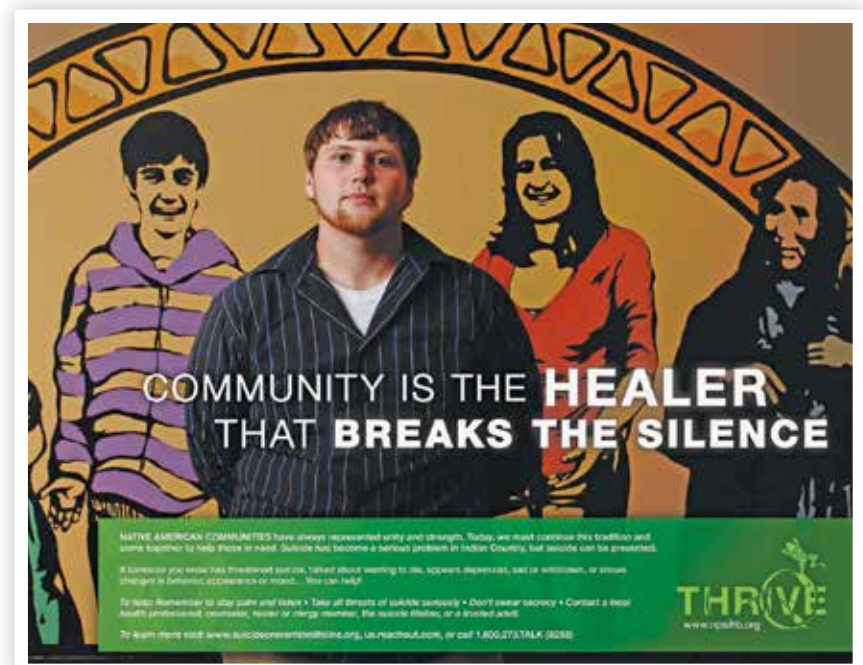
Topics addressed: Community, culture, crisis lines, helping, suicide prevention

Created by: Northwest Portland Area Indian Health Board's THRIVE Program, Portland, Oregon, and the Indian Health Service's Division of Behavioral Health

Contact: Colbie Caughlan, Northwest Portland Area Indian Health Board; 503-228-4185; ccaughlan@npaihb.org

Available online: Scroll down to Suicide Prevention Materials.

http://www.npaihb.org/epicenter/project/mspi_prevention_media_resources



Feeling Alone? Reach Out

Formats: Billboard, bookmark, bumper sticker, fact sheet, magnet, posters

Description: Each of these materials promotes reaching out to the National Suicide Prevention Lifeline and the Reach UR Life Suicide Prevention Program. Materials include the following:

- Handout provides a list of coping skills to address sadness, loneliness, frustration, and anger.
- Billboard, bumper sticker, and magnet encourage asking for help.
- Two posters present the message **“There is hope. Talk to someone”** and show hands reaching out.
- Two fact sheets: One fact sheet is on bullying and includes ways to help and additional resources. The other is on cultural protective factors.
- T-shirt promotes the Walk of Hope.

Topics addressed: Bullying, coping, crisis lines, culture, helping, help-seeking, hope, suicide prevention

Created by: Reach UR Life Suicide Prevention Program, Native Americans for Community Action, Flagstaff, Coconino County, Arizona. 2013

Contact: Brandy Moran, Project Manager, Reach UR Life, Native Americans for Community Action, 2717 N. Steves Blvd., Suite 11, Flagstaff, AZ 86004; 928-526-2968; bmoran@nacainc.org

Available online: www.reachurlife.com



Golovin We're Here for You . . .

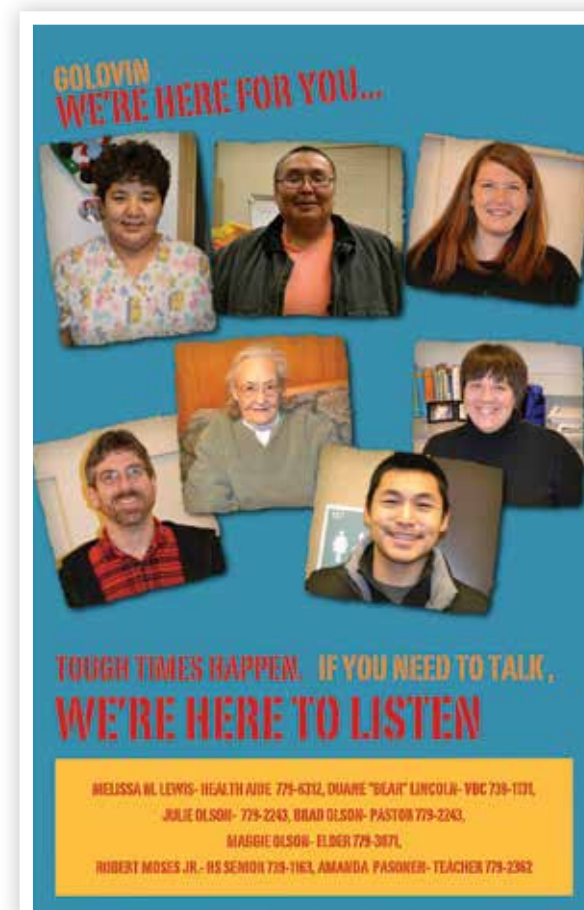
Format: Poster

Description: This poster shows photographs of seven individuals—a health aide, a pastor, an elder, a teacher, a student, and two others—and provides their names and telephone numbers. The text says, “*Tough times happen. If you need to talk, we’re here to listen.*”

Topics addressed: Community, helping, support

Created by: Kawerak Wellness Program, Nome, Alaska, for the Inupiat Eskimo village of Golovin

Contact: Bridie Trainor, Kawerak, Inc. 500 Seppala Drive, Nome, AK 99762;
btrainor@kawerak.org



Healing Our Own People (HOOP) Program

Formats: Pocket guide, postcards

Description: The HOOP program offers a guide and two postcards. All materials promote the National Suicide Prevention Lifeline and the HOOP program Facebook and Twitter pages. One postcard encourages the reader to help friends using **ASK**, an acronym that stands for:

- A**ddress concerns
- S**how that you care
- K**now where to get help

The second postcard describes a variety of ways to manage stress.

The guide is designed to fit easily into a pocket or wallet. It encourages the reader to get the facts and take appropriate action, Warning signs of suicide are listed inside, and contact information for the HOOP Program is on the back.

Topics addressed: Friends, helping, help-seeking, suicide prevention, warning signs

Created by: The HOOP Program, California Rural Indian Health Board.
2013

Contact: Jennifer Parsons, California Rural Indian Health Board, 4400 Auburn Blvd., 2nd floor, Sacramento CA 95841; 916-929-9761; jennifer.parsons@crihb.org. The HOOP Program can also be found on Facebook and Twitter.



Honor Your Life

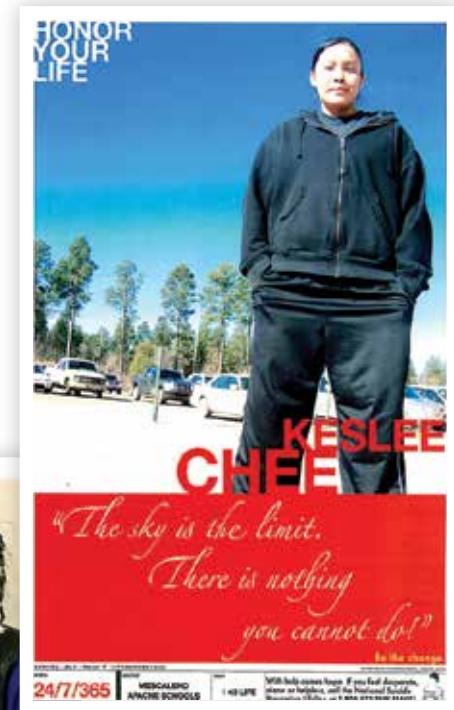
Format: Posters

Description: This set of more than a dozen posters addresses the theme of honoring your individual life in a variety of ways, including skateboarding, basketball, laughter, inspiration, optimism, aiming high, and self-improvement. Each poster identifies the person shown and their quote. The tagline is "**Honor your life. Be the change.**" The National Suicide Prevention Lifeline crisis number and a MySpace page are provided.

Topics addressed: Coping, crisis lines, hope, resiliency, suicide prevention, youth

Created by: Honor Your Life Program, Mescalero Apache Schools, Mescalero, New Mexico

Contact: Jeremiah Simmons, University of New Mexico; 575-430-2076;
sioux52@gmail.com



Kwetso'ina Numu

Format: Posters

Description: Each of these five posters have the heading "*Kwetso'ina Numu, People of Life.*" The posters show artwork of Pyramid Lake and photographs of people, along with these statements:

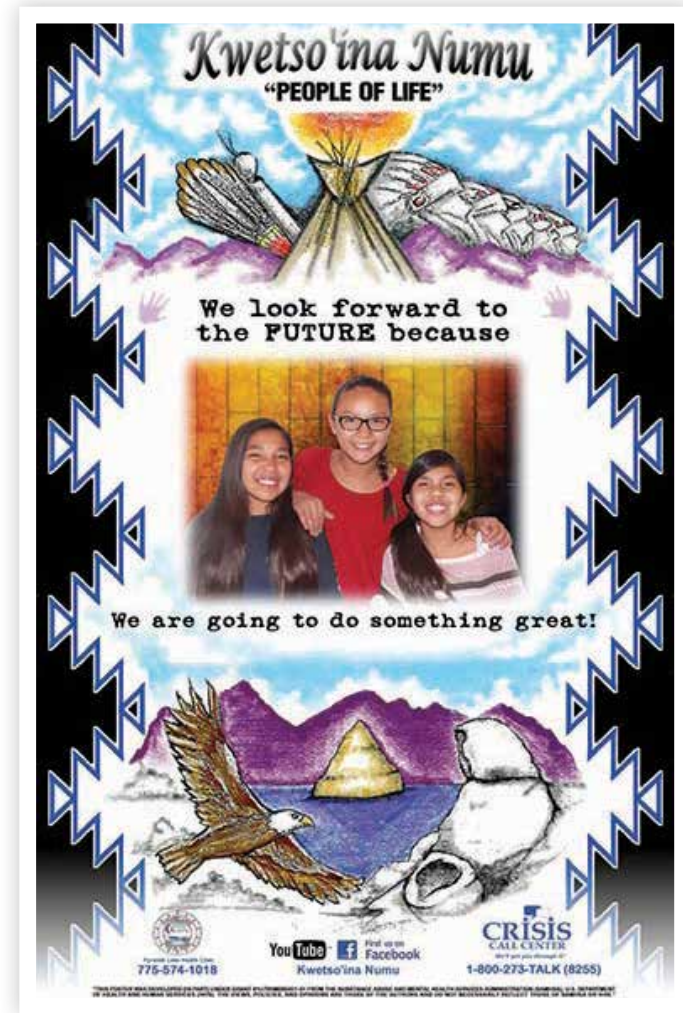
- We look forward to the **FUTURE** because we are going to do something great!
- Life is **SACRED** because you only get to live it once!
- We have **HOPE** because when you believe in yourself and you set your mind to it, you can do it!
- I am **ALIVE** because I strive and continue on for my family, ancestors, and future generations.
- I have **HOPE** because no matter what we will always have each other, family!

Each poster provides the telephone number for the crisis center and the Pyramid Lake Health Clinic as well as prompts to the Kwetso'ina Numu Youtube channel and Facebook page.

Topics addressed: Crisis lines, culture, hope, resiliency, suicide prevention

Created by: Pyramid Lake Paiute Tribe, Nevada

Contact: Monica Atlookan, Kwetso'ina Numu Project, or Adrian Tom, GLS Project Coordinator, Pyramid Lake Tribal Health Clinic, Suicide Prevention, PO Box 227, Nixon, NV 89424; 775-574-1111; glspyramidlakeproject@gmail.com



Lakota Voice Project

Formats: Billboard, public service announcements (PSAs)

Description: The PSAs are radio and television messages featuring Pine Ridge residents, with a focus on how hope can overcome bullying and bad relationships. A billboard promotes the message that suicide is preventable and gives hotline phone numbers.

Topics addressed: Crisis lines, culture, hope, suicide prevention

Created by: Oglala Lakota College students and the American Advertising Federation of the Black Hills. 2012

Available online: <https://www.facebook.com/LakotaVoiceProject> and <http://share.nned.net/2012/10/lakota-voice-project/>



Life Is Sacred

Formats: Card, magnet, postcards, posters

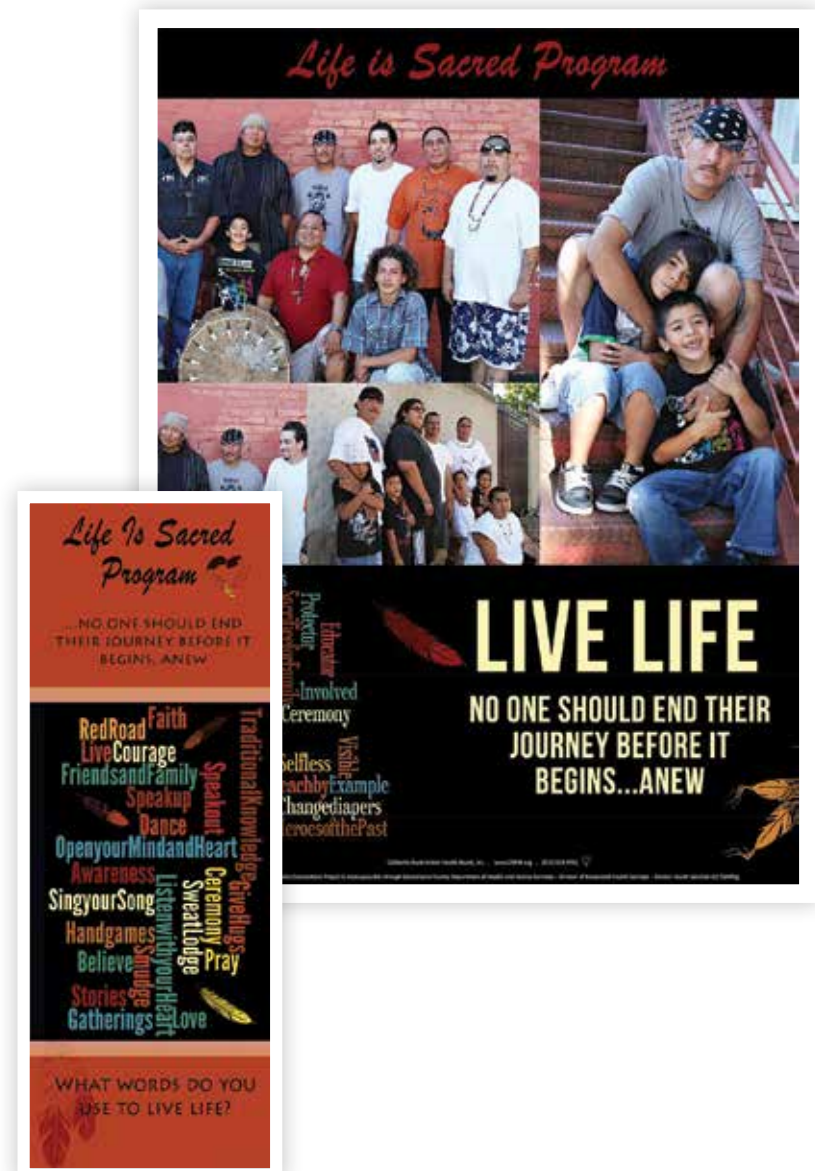
Description: This suite of materials was created for Native Americans in Sacramento County, California. Photos and text emphasize positive reasons to “*Live life. No one should end their journey before it begins . . . anew.*”

- Posters: Three 16 x 20 inch posters are designed to appeal to men, women, and youth.
- Cards: Two versions of a 4 x 11 inch card ask, “*What words do you use to live life?*” or “*What words do I use to live life?*” and give examples, such as *red road, believe, friends and family, dance*. The card is intended to help identify thoughts of suicide, as well as to promote protective factors. The back of the cards describes situations that may trigger suicidal thoughts, and lists warning signs and actions to take. The National Suicide Prevention Lifeline number is provided.
- Postcard: The postcard describes the Life is Sacred program. On the back of the card are statistics on suicide and steps to take to help.
- A magnet is also available.

Topics addressed: Coping, crisis lines, culture, helping, help-seeking, resilience, suicide prevention, warning signs

Created by: California Rural Indian Health Board, Sacramento, California

Contact: Deborah Kawkeka, Social Wellness Training Coordinator,
CRIHB, 4400 Auburn Blvd., 2nd floor, Sacramento CA 95841; 916-929-9761;
Deborah.Kawkeka@crihb.org



Life Is Sacred Native Youth Suicide Prevention Program

Formats: Brochure, slides

Description: This program created a suite of materials for families and service providers with information on factors that protect youth from suicide and those that may put them at risk for suicide. The family brochure includes action-oriented messages and was designed to be customized by individual tribes. Guidelines and talking points for the brochure and slides are also provided. The slides can be used in presentations to stakeholders, tribal councils, community groups, and others.

Topics addressed: Coping skills, family, helping, resiliency, risk, suicide prevention, support, youth

Created by: Native American Rehabilitation Association (NARA), Portland, Oregon, with contributions by the Burns Paiute Tribe, Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians, Confederated Tribes of the Grand Ronde, Confederated Tribes of Siletz Indians, Confederated Tribes of the Umatilla Indian Reservation, Confederated Tribes of Warm Springs, Coquille Indian Tribe, Cow Creek Band of Umpqua Tribe of Indians, Klamath Tribes, and the Portland State University Healing Feathers Student Group. 2012

Available online: http://nned.net/index-nned.php/NNED_wiki/Life-is-Sacred-Native-Youth-Suicide-Prevention-Program

Tips to help your teen thrive

- Give them a good breakfast every day!
- Talk about their hopes and dreams.
- Make them feel comfortable asking you for help.
- Involve them in family decision-making.
- Know where they are going and who they'll be with.
- Tell them you love them.
- Let them know when they do a good job.

The results last a lifetime!

Give your teen opportunities, skills, recognition, love, and breakfast!

ABC Tribe
Suicide Prevention Program
Suicide Prevention Coordinator
97062-2706-2012

Is your teen getting 4 kinds of medicine each day?

The teen years are a patchwork of excitement and confusion, and family relationships are the main source of physical, mental, spiritual, and emotional health. Everyone needs a balance in all 4 areas.

THE BAD NEWS:
Native youth tend to have higher rates of suicide and other risks.

A statewide Oregon survey found that on average Native youth had two more risks or behaviors that might lead to suicidal thoughts and behaviors than non-Native youth. These risks/behaviors include things such as:

- Having been intentionally hit or physically harmed;
- Having been harassed;
- Driving in a car with people who have been drinking alcohol;
- Anxiety or depression;
- Violence and
- Substance abuse.

THE GOOD NEWS:
Family support is the single most important protection against suicide attempts and other risky behaviors.

Even when teens face lots of problems, these supports make a huge and positive difference.

The things that help protect youth against suicide attempts are:

- Family support
- Eating breakfast every day
- Good physical health
- Spiritual and cultural roots in Native traditions
- Adults at school who support them

Native Cry Outreach Alliance

Format: Video

Description: The Native Cry video is for Native Americans who may be contemplating suicide. Five minutes long, it features young people who have lost someone close to them to suicide. They talk about what they miss and ask questions such as “Why didn’t you call?” and “Why didn’t I see your signs?”

They state that you can “reach out to me.” Adults in the community (teacher, school superintendent, tribal police and others) also declare that they are available to help.

Topics addressed: Help, hope, suicide prevention, warning signs, youth

Created by: Native Cry Outreach Alliance, Yuma, Arizona. 2012

www.nativecry.org and www.facebook.com/NativeCry

Contact: Rayna Madero, rayna.madero@gmail.com

Available online: <http://www.youtube.com/watch?v=LL8NaH0nOB4&feature=youtu.be>



Positive Friends

Format: Poster [MS Word document]

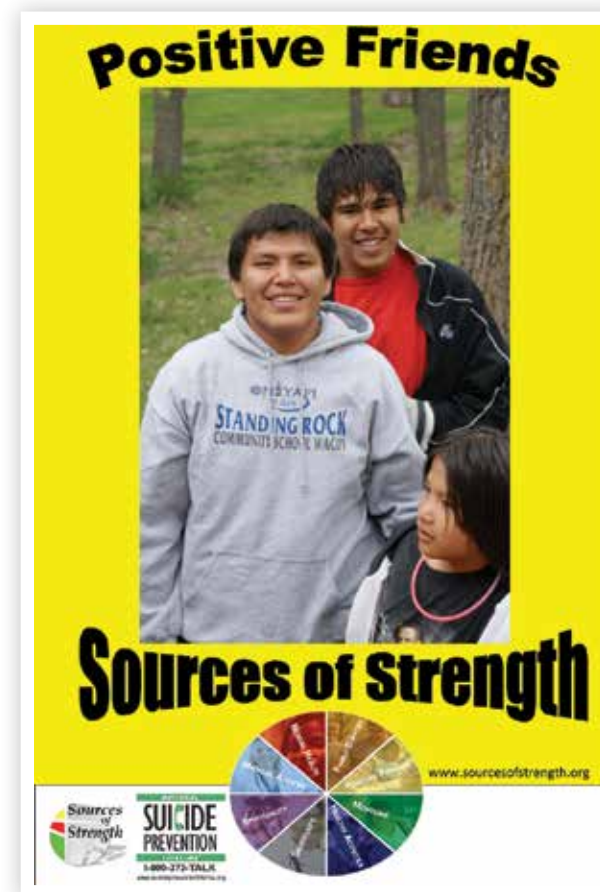
Description: This poster bears the message “*Positive friends. Sources of strength.*” It shows three youth from the Standing Rock Sioux Tribe. The creators of the poster encourage you to customize it with your own photos of local youth. The poster is intended to be used in conjunction with the Sources of Strength youth suicide prevention program.

Topics addressed: Friends, suicide prevention, support, youth

Created by: Sources of Strength

Contact: Sources of Strength, North Dakota; 701-471-7186;
sourcesofstrength@gmail.com

Available online: <http://sourcesofstrength.org/resources/forms.html>



Reasons to Call—Barbara's Reason

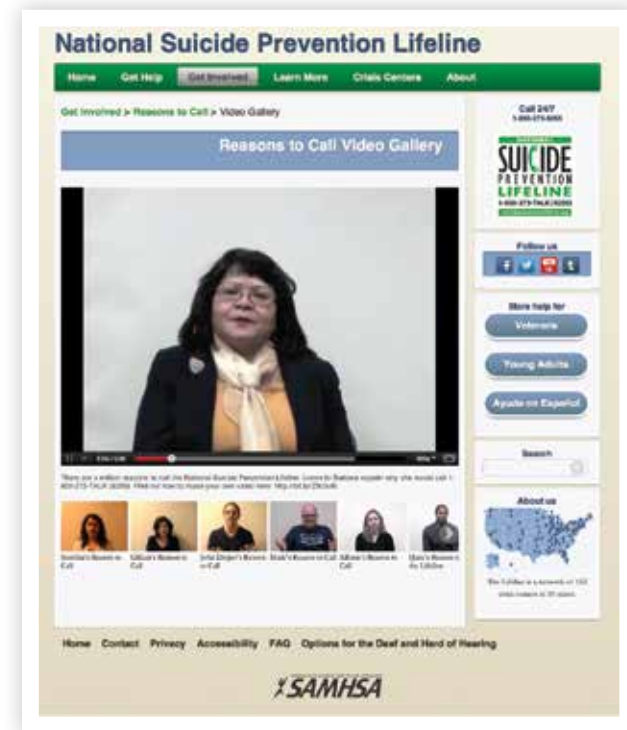
Format: Video

Description: The National Suicide Prevention Lifeline Reasons to Call project asks people to submit a poster or a video telling why they called or why someone else should call the Lifeline. Videos are reviewed, edited to 30 seconds, and placed on the Lifeline website and YouTube page. This video was created by an Alaska Native woman.

Topics addressed: Crisis lines, help-seeking

Created by: Barbara Franks, Alaska

Available online: <http://www.suicidepreventionlifeline.org/getinvolved/videogallery.aspx?vid=3TNDiWf0YU8>



Tell Your Heart Story

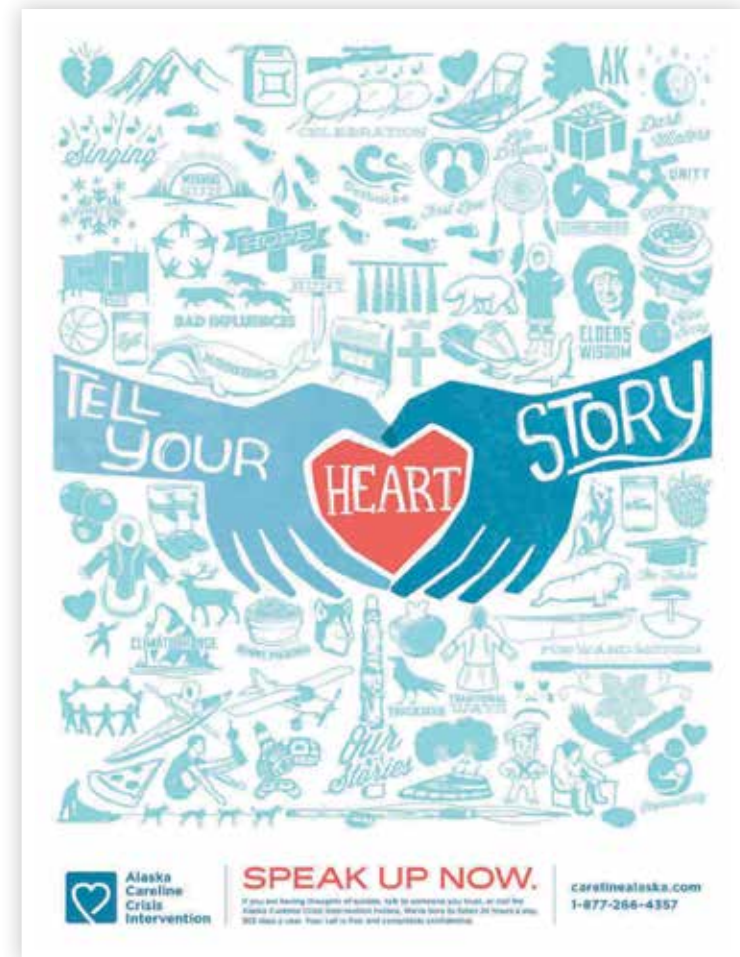
Formats: Business card, magnet, poster

Description: The poster has the message “*Tell your heart story. Speak up now*” and encourages readers to call the Alaska Careline Crisis Intervention hotline or to talk with a trusted person. Images and text evoke traditional ways, such as elders’ wisdom, singing, and celebration, and carry local meaning, such as kayaks, ice fishing, and blueberries. The poster image was also printed on a magnet and a business card. Posters were sent to every high school in Alaska and distributed at an Alaska Federation of Natives conference.

Topics addressed: Crisis lines, culture, help-seeking, suicide prevention, trust

Created by: Injury Prevention Program, Alaska Native Tribal Health Consortium, Anchorage, Alaska

Contact: Barbara Franks, Suicide Prevention Coordinator, Alaska Native Tribal Health Consortium, 3900 Ambassador Drive, Suite 4-1, Anchorage, AK 99508; 907-729-3799; bjfranks@anthc.org



There Are Signs—What's the Story?

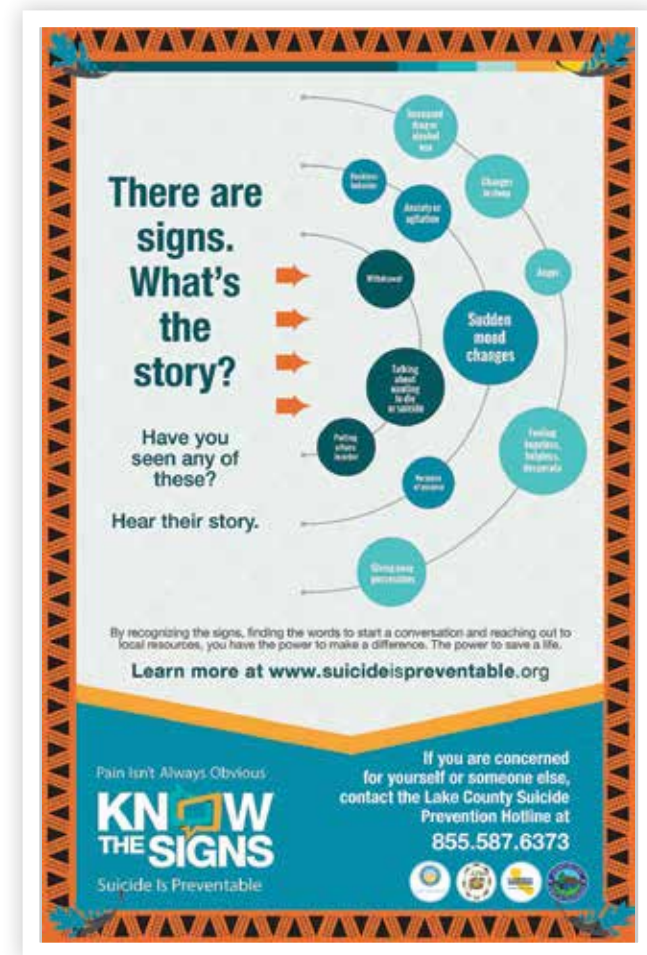
Format: Poster

Description: This poster was developed specifically to reach out to the Pomo community in northern California and incorporates particular colors and patterns that reflect Pomo tradition. It was modified from an existing *Know the Signs* poster. Readers are encouraged to “*learn the story*” behind the warning signs by starting a dialogue with the person they are concerned about. The project has also created mugs and key chains with similar messages.

Topics addressed: Helping, warning signs

Created by: Lake County Suicide Prevention Committee, with input from the Sonoma County Indian Health Project. 2014

Contact: Sonoma County Indian Health Project, 144 Stony Point Road, Santa Rosa, CA 95401



We All Care

Format: Public service announcement (PSA) video

Description: This 30-second PSA video was created by youth from the White Earth Reservation as part of the Minnesota Youth Suicide Prevention PSA competition organized by Suicide Awareness/Voices of Education (SAVE). The video shows youth wearing Native Alive Campaign sweatshirts who describe the warning signs of suicide and actions to take in response. The video won the competition's Audience Choice award.

Topics addressed: Suicide, warning sign, youth

Created by: White Earth Reservation, Minnesota. 2012

Available online: http://www.save.org/index.cfm?fuseaction=home.viewPage&page_id=6A4C6D0C-0F94-A3C5-8D18D09A9800D216



Words of Hope

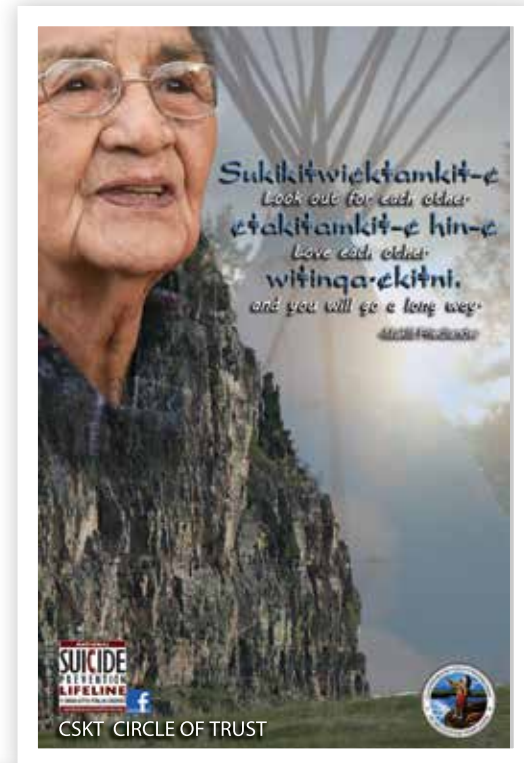
Format: Poster

Description: A series of posters that show people from the Flathead Indian Reservation. Each person has been affected by the loss of someone by suicide, or is invested in preventing youth suicide on the reservation. Each individual shares a Words of Hope sentence, which is then translated into their language (Salish or Kootenai). Inspirations expressed include: ***“We look up to you,” “Thank you for living life,”*** and ***“Look out for each other, love each other, and you will go a long way.”*** The posters also promote the National Suicide Prevention Lifeline. These posters were distributed locally to all tribal and reservation entities.

Topics addressed: Community, crisis lines, culture, hope, support

Created by: Confederated Salish & Kootenai Tribes. 2013

Contact: Constance Morigeau, Project Director, Confederated Salish & Kootenai Tribes, P.O. Box 278, Pablo, MT 59855; constancem@cskt.org



You Are the Future

Formats: Posters, videos

Description: Four different 11x17 inch posters, illustrated with images of local Native youth and displaying information for the National Suicide Prevention Lifeline. The program also created small cards to hand out to youth publicizing the program's Tumblr page.

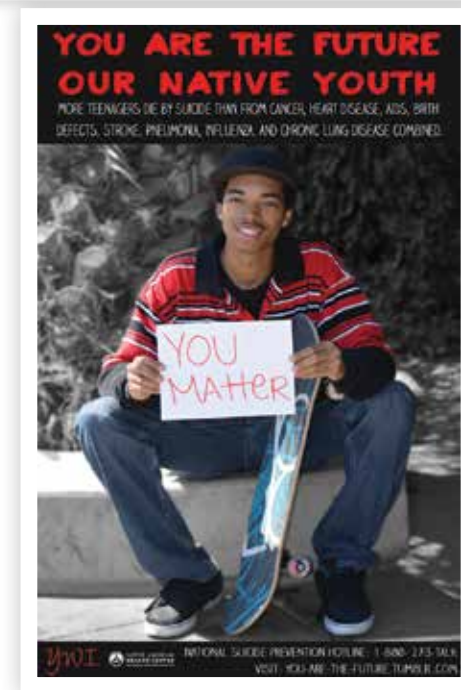
Videos include:

- ***We Love our Native Youth*** (2 1/2 minutes) has a suicide prevention message and was made by Native youth: <http://youtu.be/j4IOLhRwB9U>
- ***Thoughts on Suicide in Indian Country*** (14 minutes) features Richard Moves Camp, a Lakota traditional medicine person: http://youtu.be/Ugl_AehSiwY
- ***You're Loved*** (6 minutes) created by and for Native youth as part of the Native Youth Wellness Initiative. It shows a girl who contemplates suicide but is helped by others. She then passes on the messages of hope and helping: www.youtube.com/watch?v=cV0QdOGuffE

Topics addressed: Help-seeking, hope, suicide prevention, youth

Created by: Native American Health Center, Oakland, California. 2012

Contact: Bonney Hartley, Program Director, Community Services, Community Wellness Department, Native American Health Center, 3124 International Blvd., Oakland, CA 94601; 510-434-5444; bonneyh@nativehealth.org



V. American Indian and Alaska Native Sources for Materials on Related Topics

This section was compiled to help you locate readily available materials on topics related to suicide. The materials are intended for general audiences and are primarily brochures, videos, toolkits, public service announcements (PSAs) and the like, rather than fact sheets or research reports. Items listed here were produced by or with tribal, Alaska Native, and urban Native organizations and communities, and most are available at no cost.

ADDICTION, RECOVERY, AND SOBRIETY

American Indian Health Central

Substance Abuse Facts

This webpage also includes referrals. Created by the American Indian Eagle Lodge, California. <http://aihc1998.tripod.com/drugs.html>

Center for Alaska Native Health Research

Qungasvik

A toolbox for promoting youth sobriety and reasons for living in Yup'ik/Cup'ik communities. Center for Alaska Native Health Research, University of Alaska Fairbanks. 2009. <http://www.uaf.edu/canhr/projects/elluam/Qungasvik.pdf>

Fetal Alcohol Spectrum Disorders Center for Excellence

American Indian/Alaska Native/Native Hawaiian Resource Kit

The kit includes brochures, fact sheets, and posters for Native communities. 2007. <http://fasdcenter.samhsa.gov/grabGo/nativeKit.aspx>

Kawerak Wellness Program

"Drinking isn't the only game in town."

This poster shows the Nome basketball team with a message that encourages making choices to live healthy, for yourself and for the ones you love.

Contact: Bridie Trainor, Kawerak, Inc. 500 Seppala Drive, Nome, AK 99762; btrainor@kawerak.org

National American Indian and Alaska Native Addiction Technology Transfer Center (ATTC)

The ATTC provides information about evidence-based addiction treatment and recovery services. Their materials include video oral history narratives of struggles and successes over drugs and alcohol from tribal communities in South Dakota.

http://www.attcnetwork.org/regcenters/index_nfa_americanindian.asp

National Indian Health Board

The videos on this website describe the Methamphetamine and Suicide Prevention Initiatives in several tribal programs, including the Toiyabe Indian Health Project, which adapted the *American Indian Life Skills* curriculum for younger children. http://www.nihb.org/videos/vid_t.php

Northwest Portland Area Indian Health Board

This website has brochures, posters, window clings, and other materials. Versions are available for Idaho, Oregon, and Washington as well as a version that can be customized. The *I Strengthen My Nation* campaign features actor Chaske Spencer, who encourages Native communities to address substance abuse by teens and young adults. The materials and two videos can be downloaded from these sites:

Indian Health Service: <http://www.ihs.gov/behavioral/index.cfm>

Northwest Portland Area Indian Health Board: http://www.npaihb.org/epicenter/project/mspi_prevention_media_resources

Washington State Department of Social & Health Services

Journey through the Healing Circle

This video series was created by traditional Northwest tribal storytellers to help parents and foster parents learn about Fetal Alcohol Syndrome and how it affects their children, from birth through age 22.

<http://www1.dshs.wa.gov/ca/fosterparents/journeyBooks.asp>

BULLYING AND CYBERBULLYING

Indian Health Service

Stand Up Against Bullying in Indian Country

A PSA created in partnership with the Indian Health Board of Nevada Youth Advisory Council and the National Museum of the American Indian. The video emphasizes that bullying is not Native and does not honor Native people's traditions or culture. The video can be downloaded from:

<http://www.ihs.gov/behavioral/index.cfm>

Northwest Portland Area Indian Health Board

The THRIVE program (“Stand Up, Stand Strong. Together We Prevent”) has materials, including posters, brochures, and a fact sheet.

http://www.npaihb.org/epicenter/project/mspi_prevention_media_resources

CULTURE AND HEALTH

Centers for Disease Control, the Native Diabetes Wellness Program, and the Traditional Food Program's tribal partners

Our Cultures Are Our Source of Health

Three video PSAs focus on traditional knowledge about health and preventing type 2 diabetes. Filmed at the Cherokee Nation in Tahlequah, Oklahoma, with participation by eight tribal programs, the videos feature actor Wes Studi and come in three lengths: 30 seconds, 60 seconds, and 8 minutes.

<http://www.cdc.gov/diabetes/projects/ndwp/traditional-foods.htm#psa>

DEPRESSION, GRIEF, AND SADNESS

EPIC Productions

Helping Children Cope with Grief

Materials include a bookmark, brochure, and coloring book. The producers say these titles were “created in the Native American way of words to help children identify in their traditional ways.” Available for purchase only, they can be customized with different colors and local information.

Contact: 885-435-9400

Indian Health Service

The IHS website has a patient education handout on depression that can be customized with local information. The reading level is low so that most patients will be able to read the content. Search under DEP-DP or SI-HPDP in the Patient Education Handout section: http://www.ihs.gov/healthcommunications/index.cfm?module=dsp_hc_patient_ed_materials

WeRNative

This website has a number of mental health materials, along with resources on physical health and sexual health. <http://www.wernative.org>

MENTAL HEALTH

American Psychiatric Association

Healthy Minds, Healthy Lives: Mental Health in American Indians and Alaska Natives

This brochure describes access to care, traditional healing and resources. 2009. http://www.psychiatry.org/File%20Library/Mental%20Illness/Lets%20Talk%20Facts/APA_American-Indians.pdf

Center for Dignity, Recovery and Empowerment, Mental Health Association of San Francisco

The center maintains a registry of anti-stigma programs, culturally responsive practices, and education and training programs. You can search by language, population, geographic location within California, and more. <http://dignityandrecoverycenter.org/>

Each Mind Matters—California's Mental Health Movement

The campaign includes a number of personal story videos created by Californians. Two that are told by Native Americans are: Janet's story (which discusses the importance of practices that restore culture and promote mental health) and David's story (a retired EMT, shown participating in traditional ceremonies). <http://www.eachmindmatters.org/great-minds-gallery/>

NAMI California

Native American adaptation of "In Our Own Voice" (IOOV)

Speakers bureau program featuring stories of wellness and recovery by presenters from the Native American community, both live and on video. IOOV presentations are given to audiences such as students, peer groups, politicians, faith community members, and law enforcement. The program is expected to be released in spring 2014.

Contact: Katherine Ferry, 916-567-0163; katherine.ferry@namicalifornia.org

Substance Abuse and Mental Health Services Administration

What a Difference a Friend Makes

This campaign was designed for people living with mental illness and their friends. The website offers information, stories on support and recovery, and ways to help people in your community. Although not actively in use, the campaign is still available online, including the American Indian version. Includes banners, brochures, print ads, and radio PSAs.

<http://162.99.3.206/native/>

TOBACCO

Centers for Disease Control and Prevention

Michael's Story

This public service announcement video and print ad features Michael, a Tlingit Alaska Native and U.S. veteran, who has chronic obstructive pulmonary disease (COPD) as a result of smoking.

<http://www.cdc.gov/tobacco/campaign/tips/stories/michael.html>

Keep It Sacred National Native Network

This site contains a variety of materials, including a page on Traditional vs. Commercial Tobacco Use and the *Smokefree Casinos Model Policy and Implementation Toolkit*. <http://www.keepitsacred.org/network/>

Native American Programs

This program has brochures and pocket guides on smokeless and commercial tobacco. <http://www.nativeamericanprograms.net/native-circle/downloads/>

Sault Tribe Community Health Services, Sault Ste. Marie, Michigan

Clean Air & Good Health

This brochure discusses secondhand and thirdhand smoke.

http://www.keepitsacred.org/network/images/network/PDFs/appendix_f_sault%20tribe_thirdhandsmoke_brochure.pdf

Tobacco Education Clearinghouse of California (TECC)

TECC has videos, posters, booklets, and brochures for sale. Californians receive a discounted price. Topics include coping with withdrawal, kicking the habit, using tobacco in sacred ways, and secondhand smoke.

<http://www.tobaccofreecatalog.org/>

TRAUMA

Indian Country Child Trauma Center

Trauma in Indian Country: A Guide for Professionals

This brochure describes how trauma is experienced by American Indian and Alaska Native people, factors that increase their vulnerability, and how professionals can respond. University of Oklahoma Health Sciences Center, Oklahoma City, OK; 405-271-8858

<http://www.icctc.org/Trauma%20in%20Indian%20Country%20final.pdf>

Native Wellness Institute

Healthy Relationships

This PowerPoint presentation is from the Healthy Relationships curriculum. It covers historical trauma, healthy gender roles, conflict resolution, and more.

<http://www.nativewellness.com/healthy-relationships.html>

We hope you have found this guide helpful and inspiring, and welcome your comments and suggestions. If we are able to produce a revised edition in 2015, what should we include? Send your thoughts to KnowTheSigns@edc.org.



WELLNESS • RECOVERY • RESILIENCE



WELLNESS • RECOVERY • RESILIENCE