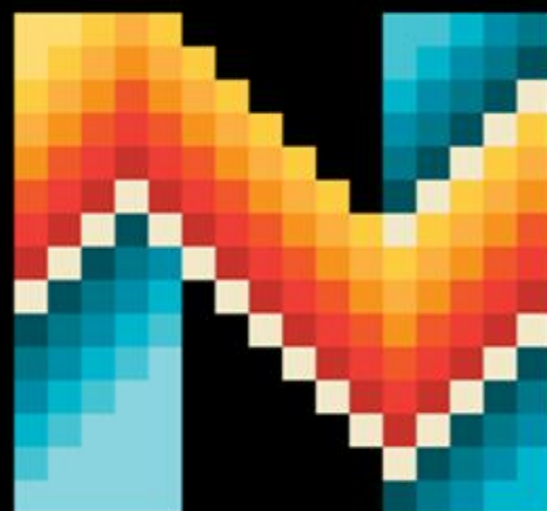


WERNATIVE

Youth Prevention Strategies During COVID-19

Roger Peterson (Siletz Tribe of Oregon, he/him)
Thomas Ghost Dog Jr (Lakota/Burns Paiute, he/him)



WERNATIVE

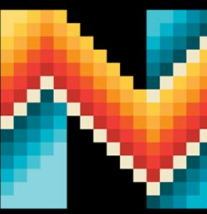
Learning Objectives

1. Identify the content, as it relates to COVID-19, and identify areas of focus;
2. Explore common themes that arose during virtual events;
3. Insight on how to make content youth friendly, as well as, choosing a social platform to disseminate messages;
4. Importance of building partnerships with other organizations to push more messaging;



MISSION:

To assist Northwest tribes to improve the health status and quality of life of member tribes and Indian people in their delivery of culturally appropriate and holistic health care.





Winona
LaDuke

Annie Dodge
Wauneka

Elizabeth
Peratrovich

X

WOMEN'S
HISTORY
MONTH



Buffalo Calf
Road Woman

Dr. Amanda
Bruegl

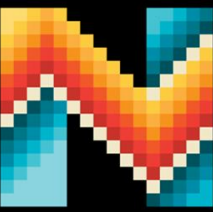
[learn more](#)

Wilma Mankiller

WERNATIVE

For Native Youth, by Native Youth.

Women In Medicine



WERNATIVE

WERNATIVE

FOR NATIVE YOUTH BY NATIVE YOUTH

My
Culture



My
Body

My
Mind



My
Relationships



Visit Us Online



- Website launched September 28, 2012
- Over 350,000 page views!
- Across all media channels, the service reaches on average 31,000 users per week
- Over 400 health/wellness pages, reviewed by AI/AN youth and topical experts.
- Special features include:
 - Discussion boards
 - Blogs
 - Videos
 - Free gear & Promo Kits





Get at us on social media
@wernative

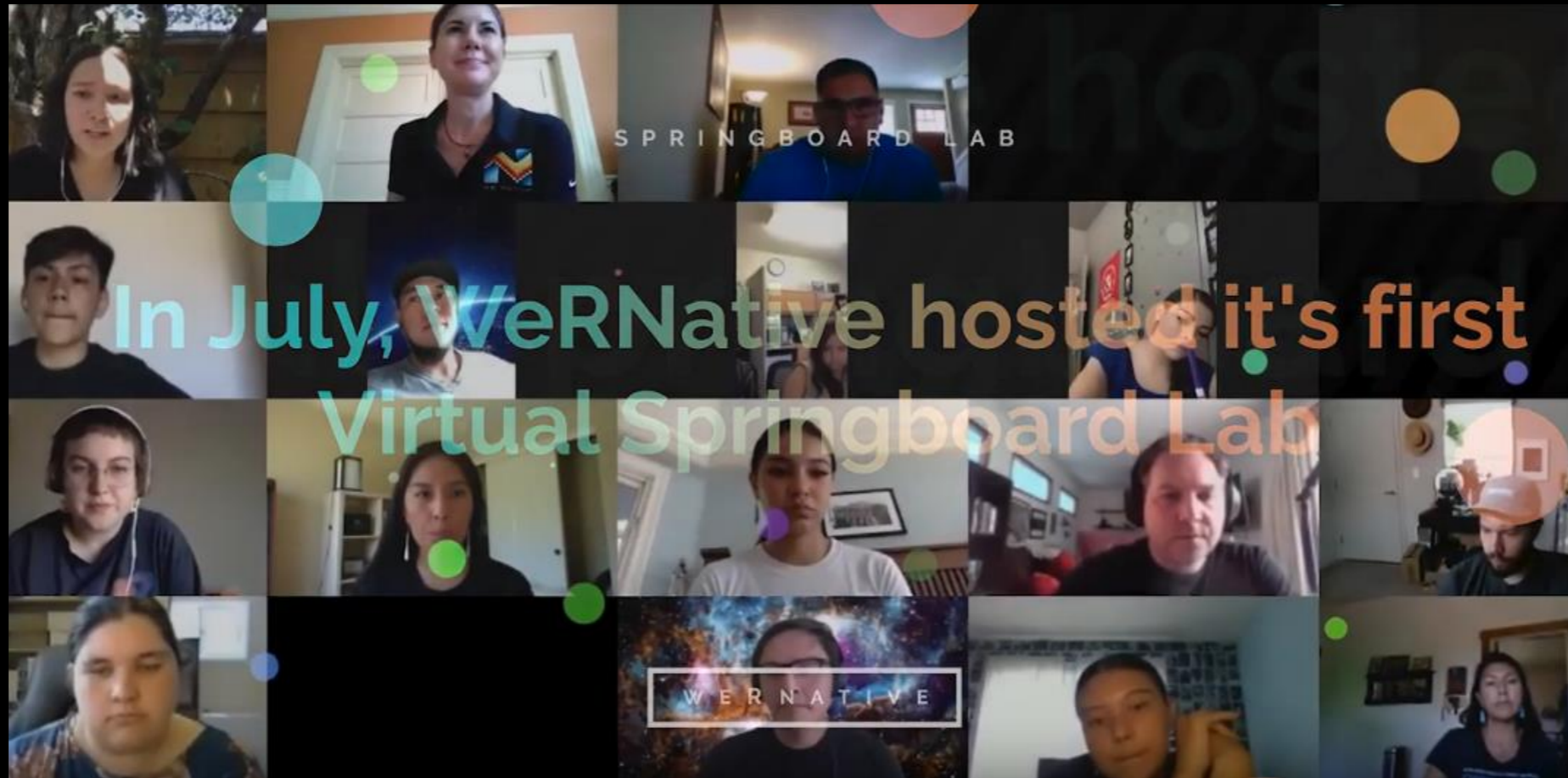


What content should we focus on?



- Trending topics (new data and/or recommendations)
- Share what is working for your audience/community
- Community specific
 - push to wear masks
 - push to social distance
 - state mandates

Common Themes



- Youth and Young adults want space to talk
- They want someone to listen
- Stop downplaying their emotions
- Learn from each other and be willing to learn and willing to teach

**So what do
we do with
the common
themes?**



**COVID 19
PREVENTION
TIP 1**



**HAND
WASHING**



**COVID-19
PREVENTION
TIP 2**



**SOCIAL
DISTANCING**



**COVID-19
PREVENTION
TIP 3**



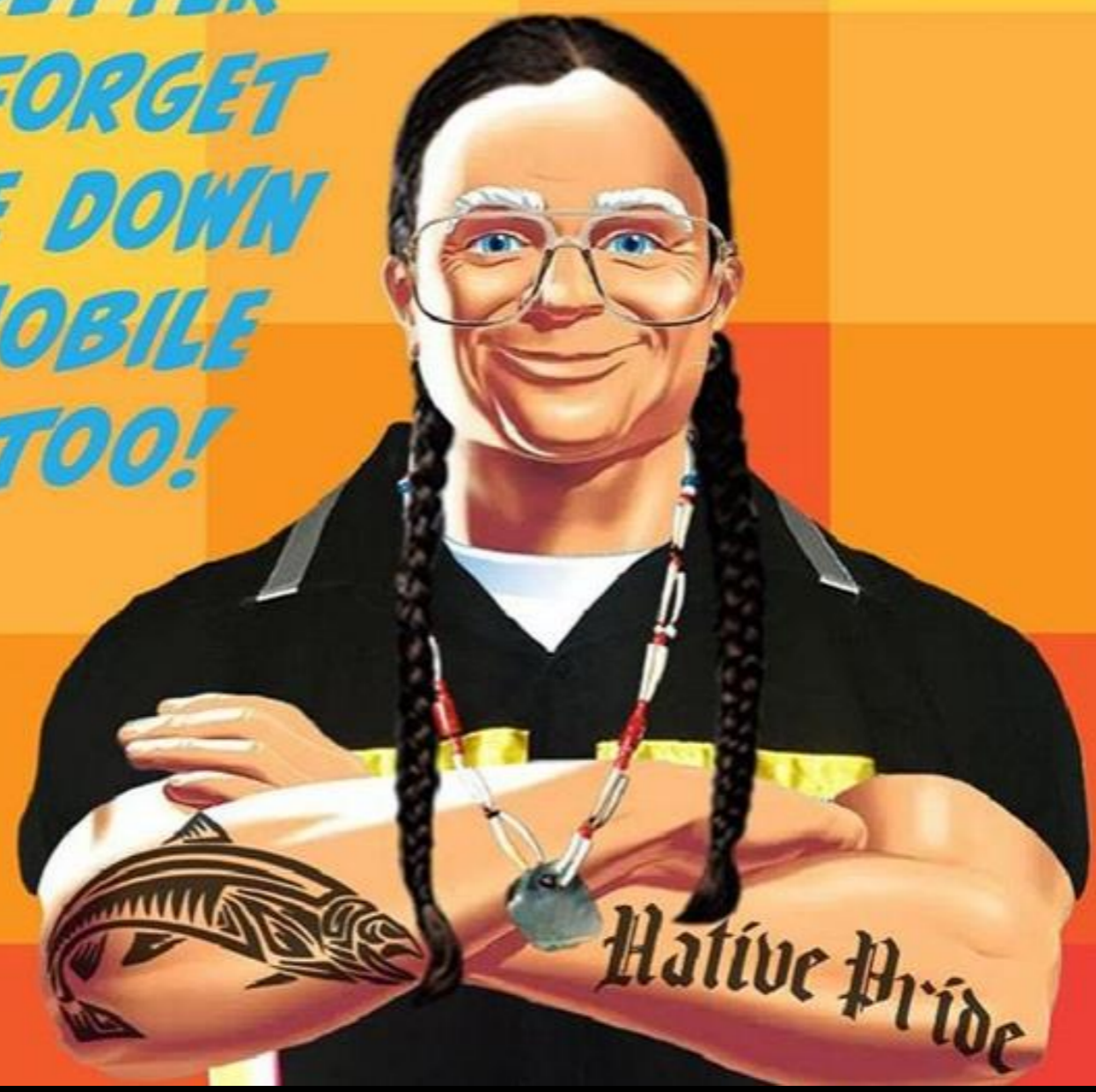
**HEALTHY
LIFESTYLE**



**HEY VICTOR,
HEARD
ABOUT
THAT
COVID-19**



**HEY.... BETTER
DON'T FORGET
TO WIPE DOWN
YOUR MOBILE
DEVICE TOO!**



wernative • Following



wernative Cleaning..... Ugh, not your favorite activity, BUT it's super important. Disinfecting spaces commonly used (tables, laptop/keyboard, etc.) can help prevent spread. Here's a tip: create a cleaning playlist and just jam while you're cleaning. If dancing starts, just let it happen 😊 **Please follow instructions while using cleaning supplies. Be sure to ventilate the room and circulate air if possible.

10w



Liked by nativehealthohsu and 231 others

MARCH 28

Add a comment...

Post



**LISTEN TO
UNCLE CLEAN
AND
MASK UP!**



**A MESSAGE
FROM UNCLE CLEAN
USE HAND
SANITIZER!**



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**GIVE THE
GIFT OF
SAFETY THIS
HOLIDAY SEASON**















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Choosing a platform

A screenshot of a Zoom meeting grid with 12 participants. The participants are arranged in three rows and four columns. The first row includes 'Auntie Manda' (a female avatar), 'Aunty Beachress' (a woman with sunglasses and a phone), 'Philbert Bono' (a man in a hoodie), and 'Stands With A Fist & Lt. Dunbar' (two people). The second row includes 'Thomas Builds The Fire' (a man with glasses), 'Wind In His Hair' (a man with face paint), 'Cousin Lael' (a female avatar), and 'Uncle Clean' (a man with a mask and braids). The third row includes 'Uncle Paige' (a male avatar), 'Arlene Joseph' (a woman with hands raised), 'Ray "Thunderheart" Levoi' (a man in a suit), and 'Velma and Lucy' (two women). The bottom of the screen shows Zoom controls: Mute, Stop Video, 12 Participants, Chat, Share Screen, Record, Reactions, and a Leave button.

 Auntie Manda	 Aunty Beachress	 Philbert Bono	 Stands With A Fist & Lt. Dunbar
 Thomas Builds The Fire	 Wind In His Hair	 Cousin Lael	 Uncle Clean
 Uncle Paige	 Arlene Joseph	 Ray "Thunderheart" Levoi	 Velma and Lucy

Partnerships

Gain insights and connections to support the dissemination of culturally-appropriate health programs to AI/AN youth



WE ARE
HEALERS

National Indian
Health Board





Northwest Native American Center of Excellence

@nativehealthohsu

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Create a Page

Following Share Save ...



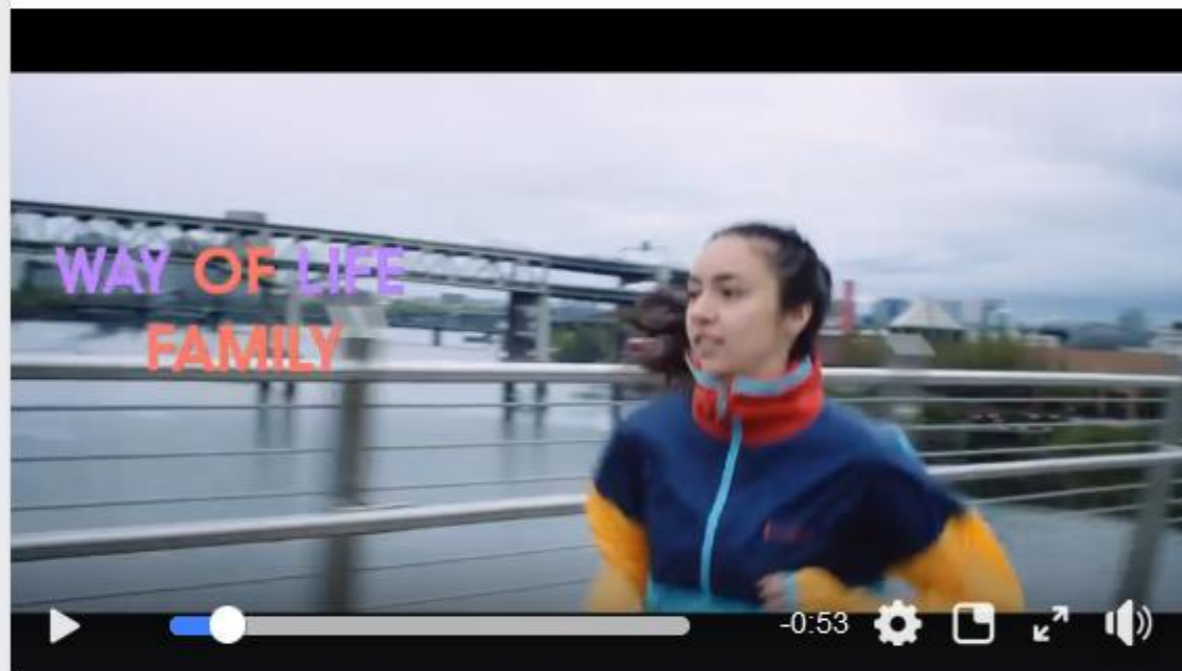
Northwest Native American Center of Excellence

May 12 at 11:35 AM · 🌐

Join the movement by #ExercisingSafeSweats. COVID-19 poses a unique threat to our communities, our cultures, and our traditions. ASK your Elders to share WISDOM on how to ADAPT your ceremonies to practice your ways AT HOME. PROTECT the ones you LOVE. PRACTICE your ways AT HOME. TOGETHER...WE WILL..GROW STRONGER.

In partnership with We R Native, We Are Healers, and Northwest Portland Area Indian Health Board.

... See More



👍❤️👏 341

5 Comments 931 Shares

- NNACOE
- NPAIHB
- We R Native
- We Are Healers

- Over 100,000 views in three weeks



WERNATIVE




Caution: Viewer Fatigue is real

- Too much info on one topic can get exhausting
- If possible, mix in other messages or content

A red speech bubble overlay containing social media engagement metrics: a heart icon followed by the number 51, a speech bubble icon followed by the number 72.

♥ 51 💬 72





I know you might be feeling alone right now. I want you to know that I am rooting for you! 🙌

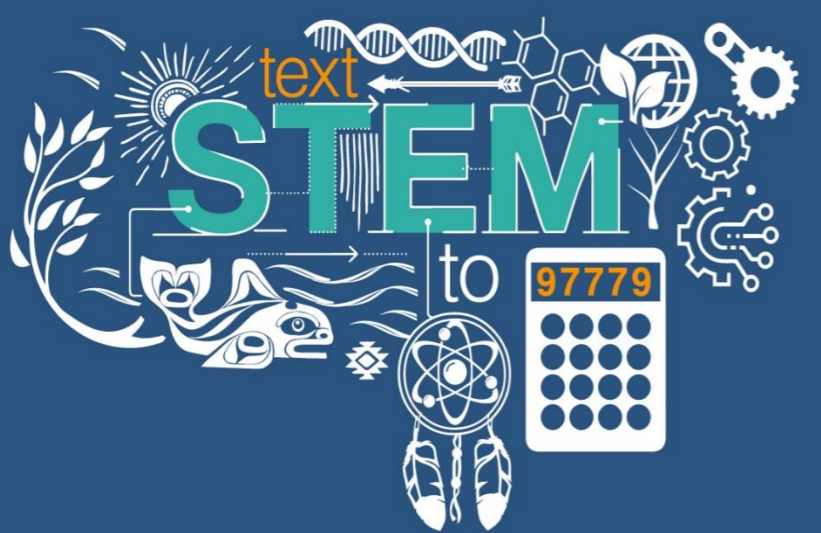
Text CARING to **65664**

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



WERNATIVE

text NATIVE to 97779



text **STEM** to **97779**



text **FITNESS** to **97779**

WERNATIVE





Thank You! Questions?

Stephanie Craig Rushing, PhD, MPH

Principal Investigator

scraig@npaihb.org

Jessica Leston, MPH

STD/HIV Clinical Services Director

jleston@npaihb.org

Colbie Caughlan, MPH

THRIVE Project Director

ccaughlan@npaihb.org

Celena McCray

THRIVE Coordinator

cmccray@npaihb.org

Danica Brown, PhD, MSW

Behavioral Health Manager

dbrown@npaihb.org

Amanda Gaston, MAT

Ask Auntie

agaston@npaihb.org

Morgan Thomas

Two Spirit/LGBTQ Outreach Coordinator

mthomas@npaihb.org

Tommy Ghost Dog

We R Native Coordinator

tghostdog@npaihb.org

Michelle Singer

Healthy Native Youth Manager

msinger@npaihb.org

Paige Smith

Youth Engagement Coordinator

psmith@npaihb.org

Corey Begay

Multimedia Specialist

cbegay@npaihb.org

Roger Peterson

Text Messaging Specialist

rpeterson@npaihb.org