Welcome!

We All Make Us All Strong:
A Statewide Collaborative Tribally Focused Prevention Media Campaign

Our time together today

- **Activity:** Culture is Prevention
- **Where we’ve been:** Initial campaign strategy and launch
- **Activity:** Healing, Wellbeing, and Resiliency
- **Where we are:** Supporting Two-Spirit people and Native veterans
- **Where we’re going:** Engaging with communities
**Session Objectives:**

Participants will be given an overview of the WA Native and Strong Suicide Prevention Social Marketing Campaign and the cultural protocols followed to make it a success.

Participants will learn how the Native and Strong campaigns ties in with the concepts of “Culture is Prevention” and “Being a Good Relative” with efforts to ensure the collaboration is grounded in a culturally informed ways.

Participants will be given examples of how to make community input a natural part of all stages of a social marketing program and truly reflects the principle of, “Nothing About Us, Without Us”!

**Activity: What does “Culture is Prevention” mean to you?**

- Please write your thoughts on the sticky notes in front of you
- Say hello to your table and share your thoughts as you put your note(s) on the poster
- Share out to the rest of the whole group
Why the Native and Strong campaign?

- In 2020, the Washington Indian Behavioral Health Act SB 6259 was passed to reduce the ongoing suicide and addiction crisis among American Indians and Alaska Natives and address the gaps identified in the 2013 Tribal Centric Behavioral Health report.

- This legislation was drafted under the leadership of Tribes and urban Indian health programs and codifies tribally-driven strategies for improving the Indian behavioral health system in Washington.

A campaign created for Native people by Native people
Key Elements of Success

• Cultural Identity and Community Connection Build Resilience
• Culture is the Path to Prevention
• Communication Related to Suicide Needs to be Safe and Positive to Avoid Stigmatizing the Issue
• Elders Play a Significant Role in Creating Safety and Acceptance
• Framing the Request for Help as an Act of Courage
Where we’ve been:
Initial campaign strategy and launch
Activity: Healing, Wellbeing, and Resiliency

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Where we are:
Supporting Two-Spirit people and Native veterans
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The research

- We heard that support and understanding from relatives is important to both groups
- Continued to hear the strength in connection to culture
- Artistry and making can be a powerful way to heal

Creative collaborations
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Native veteran beadwork

Native veteran storytelling and painting

Presented by: Gerry RainingBird, MS
Where we are going:
Engaging with communities
Our hope and vision for the next year and beyond is to ensure our Native voices are being invited, recognized, and heard so that prevention efforts reflect our community priorities, using a strengths-based approach to support our cultural resiliency and develop culturally informed messages that honor the principle of,

"Nothing About Us Without Us!"

Thank you!

For more information and how to become involved, contact:

Gerry RainingBird
360-831-2511
gerry.rainingbird@doh.wa.gov

www.nativeandstrong.org