OFFICE OF JUVENILE JUSTICE AND DELINQUENCY PREVENTION

2021 TRIBAL YOUTH VIRTUAL NATIONAL CONFERENCE

Strengthening Resilience, Promoting Healing, Restoring Culture

SHAPING BRIGHTER FUTURES WITH AMERICAN INDIAN, ALASKA NATIVE YOUTH AND TRIBAL COMMUNITIES

MARCH 29 - APRIL 2
Digital Smoke Signals: 
Using Technology as a Tool for Engagement
Tuesday, March 30, 2021
8:45am AKT/ 9:45am PT/ 10:45am MT/ 11:45am CT/ 12:45pm ET

Session Facilitators:
Tasha R. Fridia JD, Tribal Youth Resource Center, Tribal Law and Policy Institute
Nicole Hewitt, Confederated Tribes of Grand Ronde
Angey Rideout, Confederated Tribes of Grand Ronde
Opening in a Good Way

JUST TEXTING
A QUICK FOLLOW-UP
TO MY
SMOKE SIGNALS,
LATER TO BE
FOLLOWED BY
AN EMAIL
REMINDER.

NATIVE AMERICAN SIGN LANGUAGE

Buffalo
Rising sun
Topi
Sunset
Man
Pictures by walter
kumme
You
Night
Yes
Horse
Horse rider
Go, go away

They've got donuts!
Let's go!
Today’s Facilitators

Tasha R. Fridia JD
Assistant Director
Tribal Youth Resource Center

Nicole Hewitt
Clinical Supervisor
Behavioral Health
Confederated Tribes of Grand Ronde

Angey Rideout
Youth Empowerment and Prevention Coordinator
Confederated Tribes of Grand Ronde
Indigenous Communication
Engagement

What is youth engagement?
“Youth engagement is about empowering all young people as valuable partners in addressing and making decisions about issues that affect them personally and/or that they believe to be important.”

—The New Mentality

Learning Objectives:
1. Attendees will increase knowledge of available digital platforms that may be utilized for engagement of Tribal youth.
2. Attendees will increase awareness of how peers have successfully utilized prevention and intervention messaging in the digital environment to support tribal youth.
3. Attendees will make connections between successful utilization of digital engagement as a means to broaden both access to and reach of Tribal Youth Program or Juvenile Healing to Wellness Court programming/messaging.
Guiding Question

How can I use a virtual environment to impact the youth in my community?
Platforms

- Facebook
- TikTok
- Zoom
- Snapchat
- Instagram
- Constant Contact
- Twitter
- YouTube
What are Native Youth using?

What percent of Native youth say they do the following on a DAILY basis?

- 98% Go online from a phone or mobile device
- 67% Use Snapchat
- 68% View Instagram
- 62% Visit Facebook
- 64% See people stirring up drama on social media
- 81% See references to drugs or alcohol on social media
- 57% See references to violence on social media
- 50% Experience people supporting them through tough times on social media

HELP AND SUPPORT

2020

2016

What percent of Native youth say they do the following on a DAILY basis?

- 76% Go online from a phone or mobile device
- 62% Use Snapchat
- 53% View Instagram
- 63% Visit Facebook
- 44% See references to drugs or alcohol on social media
- 35% See references to violence on social media
- 29% Experience people supporting them through tough times on social media

HELP AND SUPPORT

Choosing the Platform

- **Know your audience**
  - Who are we trying to reach?
  - What is the age range/demographic information?

- **What information or messaging are we disseminating?**
  - Events
  - Prevention Messages

- **What platforms are the youth using?**
  - Survey
  - Focus Groups

- **What platforms are parents/caregivers using?**
  - Survey
  - Focus Groups
Creating Content

Where do we get content?

- YOUTH!!!!
- Local Community events/happenings
- State events
- Intertribal events
- National movements

Language: Use verbiage that fits youth demographic

Graphics: Use them to get message across and grab attention

General Teen Slang

- Cheddar
- GOAT
- Gucci
- Lit
- Sic
- Snatched
- TBH

Money
Greatest of all time
Good or cool
Amazing
Something that is cool
Looks good
To be honest
Managing Content

Schedule Posts:
- Monthly
- Daily
- Time of day

Analytics:
- Engagements
- Likes
- Follows
- Etc.
Digital Engagement Examples

• Cultural Arts Series/Classes
• Language Classes
• Online QPR
• Online Camps
• Challenges or Contests
• Instagram Takeovers
• Facebook Live Events
• Virtual Storytelling
• Social Distance Powwows
• Youth Townhalls
• Text Campaigns
• Snapchat Filters
• Facebook Frames
• Blogs
• Podcasts
Community Examples Cont.

Grand Ronde Cooking Video Clip
Grande Ronde Youth Empowerment And Prevention

Daily Trends in Number of COVID-19 Cases in the US Reported to CDC

Find the latest data on CDC’s COVID Data Tracker

Data as of February 15, 2021

COVID DATA TRACKER

- Cases
- 7-day moving average

SEPT. 10TH
SUICIDE AWARENESS DAY

YEP IS HAVING A SCAVENGER WALK...LEAVE A ROCK, TAKE A ROCK

SEE our FB page for details

Raffle prizes!!

YOUTH EMPOWERMENT & PREVENTION
email: YEP@grandronde.org
FB: Grandrondeyouth
IG: CTRYouthempowerment
1. What are the greatest challenges you foresee in rolling out digital engagement in your community?

2. What are your greatest assets in this effort?

3. How can the Tribal Youth Resource Center assist you in successful digital engagement?
Questions & Answers
THE TRIBAL YOUTH RESOURCE CENTER

www.TribalYouth.org

Envisioning a future where Indigenous youth thrive through traditional lifeways.

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Session Evaluation

Please remember to fill out the workshop evaluation.

Workshop Information:
Tuesday, March 30, 2021
8:45am AKT/ 9:45am PT/ 10:45am MT/ 11:45am CT/ 12:45pm ET
Session B1: Digital Smoke Signals
Closing in a Good Way

Gratitude
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