Harnessing the Power of Social Media to Prevent Suicide

WE R NATIVE

DECEMBER 2018
NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD
Northwest Portland Area Indian Health Board

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.
If any part of this training brings up past or current emotions about a difficult time or experience, please talk with a trusted friend or family member, or a local mental health professional.

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Agenda

1. Youth Tech Trends
2. We R Native
3. Social Media = #WeNeedYouHere
4. Healthy Native Youth
5. Concerning Posts
YOUTH TRENDS
YOUTH HEALTH TECH 2016

Thanks for your participation!!!

We had participation from 29 States with Arizona coming in with the highest # of participants.
77% Female 23% Male

AGE

41% 15-18
59% 19-24

18% LGBT2S

82% STRAIGHT

100% of respondents were American Indian or Alaska Native
What percent of Native youth say they do the following on a DAILY basis?

- 76% Go online from a phone or mobile device
- 63% Visit Facebook
- 62% Use Snapchat
- 53% View Instagram
- 44% See people stirring up drama on social media
- 35% See references to violence on social media
- 45% See references to drugs or alcohol on social media
- 29% See people posting concerning messages (depression, suicide, self-harm, etc.)
- 24% Experience people supporting them through tough times on social media
Where do Native youth say they get "a lot" of health information from?

- 36% social networking sites
- 36% the internet
- 35% parents
- 31% friends/siblings
- 22% medical staff
- 21% text messages
- 19% school & health class
WE R NATIVE
MY CULTURE
Discovering Native Identity and Pride

WE NATIVE
For Native Youth, by Native Youth.
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
Suicide

Suicide is a troubling topic that most of us would rather not deal with, but suicide is more common than we like to think. By reaching out reality, and it is more common than we would like to think. By reaching out however, we will discover that there is help, and that we are not alone. By paying attention to warning signs, talking...
Traditional Games & Sports

Traditional sports and games can form the backbone of a community, and further community spirit, bring peoples together and instill a sense of pride. And they're also fun. Check out one of the oldest surviving sports - a 3,000 year old game that introduced rubber to the sports world, and some other games that have been around for centuries.

share:  

SKIMO STICK PULL
The items needed for this game are a 1.5 inch diameter, two foot.

FOUR MAN CARRY
This traditional game was played to test ones ability to pack an

HIGH KICK
High kick is an Alaskan Native game that tests ability to ju.
MY IMPACT

APPLY FOR A GRANT TODAY

Want to make a positive impact on your community? We would love to help you accomplish your goals. Apply here for a grant.

We Can Change Our World!

Community involvement is something that can start small and make a big impact. We have the tools you need to help you plan a successful project.

How to Get Started

Find a group of friends and brainstorm an idea:
I'm worried about a friend who keeps posting depressing music lyrics and sharing posts about dying. Do you think I should be worried?

Hey there. Thank you for caring enough about your friend to write in. If something is worrying you, listen to that, don't shrug it off. Trust your gut and have confidence you're doing the right thing.

It sounds like your friend might be reaching out by sharing posts around depression and death. Here are some other warning signs to look out for:

- Talking about wanting to die or to kill themselves
- Looking for a way to kill themselves, such as searching online or buying a gun
- Talking about feeling hopeless or having no reason to live
- Talking about feeling trapped or in unbearable pain
- Talking about being a burden to others
- Increasing the use of alcohol or drugs
- Acting anxious or agitated; behaving recklessly
- Sleeping too little or too much
YOU ARE ON INDIGENOUS LAND
text NATIVE to 977779
We know you are in pain. We can heal together. #WeNeedYouHere

I’ve been there. We will get through this together. #WeNeedYouHere

Posters
Blank Flyer
Rack Card
Tip Card
Lanyard
Flash Drives
Radio PSAs
T-shirts
Lived Experience
Videos
Fri, Jan 22, 2:01 PM

Friend sharing things on social media that’s got you worried? It’s important to take action and reach out to them. For tips on what to say, text MORE.

Message, call or text them. Try saying: “You ok? If anything is wrong, you can talk to me. I’m here to support you.” Text AGREE for tip 2.

Share your concerns with a trusted adult or health professional. For more ideas, start a conversation with a trained helper by texting START to 741741.
WE NEED YOU HERE. Together we can support each other & heal. What would your sign say to give hope? Enter to win up to $75 http://ow.ly/R3Sgd

Take a walk - It's a wonderful way to blow off steam, talk shit, and think!
“Place your hand over your heart, can you feel it? That is called purpose. You're alive for a reason so don't ever give up.” – Unknown

#WeNeedYouHere
WE ARE CONNECTED.

# WeNeedYouHere

Total Reach: 205 Thousand

Reach per week in September: 48 Thousand

weRnative.org pageviews: 8 Thousand

Facebook Reach: 162 Thousand
LGBTQ LOVED & ACCEPTED
#WENEEDYOUHERE

PREVENT SUICIDE.

CALL THE TREVOR LIFELINE CRISIS INTERVENTION & SUICIDE PREVENTION FOR LGBTQ YOUTH AT 1.866.488.7386.
CALL THE SUICIDE PREVENTION LIFELINE AT 1.800.273.8255.
TEXT “START” TO 741741 TO CHAT VIA TEXT MESSAGE.
VISIT WWW.WERNATIVE.ORG TO LEARN ABOUT SUICIDE SIGNS AND PREVENTION RESOURCES.
TALK TO TRUSTED ELDERS, HEALERS, FRIENDS, FAMILY MEMBERS OR HEALTH PROFESSIONALS.

TWO SPIRIT LOVED & ACCEPTED
#WENEEDYOUHERE

PREVENT SUICIDE.
Two Spirit: loved & accepted. #weneedyouhere
wernative.org/blog-posts/shea-norris
Stand Up. Stand Strong.
Don't Just Stand By.
October = Bullying Prevention Month. See bullying? Want to help, but don't know how? Text MORE to learn how to be more than a bystander!

Stand up. Stand strong. Help the person being bullied. Say something like "We've got better things to do. Let's get out of here." Text AGREE for next tip.

Just because others ignore it doesn't mean you have to. There r things u can do without putting urself at risk. To give help, get help, or both.
You don’t have to do it alone. If you see a friend post something that concerns you, check out a few of these resources that can help.
We R Native REACH!

Altogether, our messages addressing mental health, suicide, bullying, and drug and alcohol abuse reached nearly **1.3 million viewers** last year! (Up from 1.1 million viewers the year before).

And helped promote cultural pride, resilience, leadership skills and youth empowerment to over **1.7 million viewers**. (Up from 1.2 million viewers the year before).

These posts encouraged viewers to go to the We R Native website for more information about sensitive health topics. As a result, **www.weRnative.org** had over **155,000 site sessions** by over **102,000 users last year**. Mental health topics accounted for approximately **15%** of the site’s total traffic, and **culture** accounted for nearly **20%** of the site’s total traffic.
CONCERNING SOCIAL MEDIA POSTS
RAISING HEALTHY NATIVE YOUTH
THROUGH CULTURALLY RELEVANT HEALTH EDUCATION

ENGAGING. RELEVANT. EFFECTIVE.

Healthy Native Youth programs are appropriate health curricula designed for American Indian and Alaska Native youth in grades 6 through 12.
To be effective, health curricula must be age-appropriate, culturally-relevant, and reflect the values and learning styles of the learners being taught. Finding curricula that meet these requirements for American Indian and Alaska Native youth can be challenging. Healthy Native Youth is a one-stop-shop for educators and health advocates who want to expand learning opportunities for youth.

Click on the program name to learn more about each curriculum, including intended age-group, where it can be implemented, and how much time will be required. Lesson plans, handouts, and supplemental materials are also listed there. Many include recorded videos and webinars to help prepare educators to facilitate each program. Finally, we provide information about how the program was designed or adapted, and evaluated with AI/AN youth.
ABOUT THIS PROGRAM

Updated: 11/15/2018

Suicide prevention remains challenging among youth, as many do not disclose suicidal ideation to others before attempting suicide. However, emerging research suggests that nearly one-third of AI/AN youth see concerning messages on social media on a daily or weekly basis. This webinar training will prepare adults who work with Native youth to identify youth who post or view concerning posts on social media, and connect them to appropriate services.

AGE GROUP DESIGNED FOR: Middle School, High School, Young Adults

LGBT INCLUSIVE: No

PROGRAM SETTING: Flexible

DURATION: 1, 1-hour webinar

COST TO PURCHASE: Free

TEACHER TRAINING OR CERTIFICATION REQUIRED: No

STUDENT TO TEACHER RATIO: 40:1

PROGRAM OUTCOMES: An ongoing evaluation is assessing changes in educator knowledge, confidence and suicide reporting behavior

DOWNLOAD PROGRAM
What are “Concerning Posts”?

Concerning posts include those that express depression or intent to hurt one’s self or others, that have been posted on a social media site, such as Facebook, Instagram, Twitter, or Snapchat.

Gf wants to take a break…. My life is over

Like · Comment · Share

Jim and 11 others like this.
Suicide prevention remains challenging among youth, as many do not disclose suicidal ideation to others before attempting suicide. Emerging research suggests that youth may disclose depression symptoms and suicidal ideation via social media, such as Facebook and Twitter.

These public disclosures may provide new opportunities to identify youth at risk and connect them to appropriate resources and support.
Watch the video training (30 min.)

Please click here to watch the training video.
VIEWER CARE PLAN

1. START THE CONVERSATION

   Normalize the Topic
   - Bring it up at school events and at community gatherings.
   - Share Facebook's safety resources on social media.
   - Acknowledge the presence of concerning posts on social media.

   Start the Conversation
   - "Have you seen anything posted online by a friend that made you stop and wonder if they're doing alright?"

   Treat All Posts as Important
   - Remind youth that it can be difficult to interpret the meaning of concerning posts – if anything makes them feel concerned or uncomfortable, they should go ahead and reach out for help.

2. LISTEN, GATHER INFORMATION, AND ASSESS VIEWER EXPERIENCE

   Listen Carefully
   - Ask youth about concerning social media post(s) – acknowledge that it can be scary, stressful, and frustrating.

   Gather Information
   - Ask: "What have you already tried?" - Acknowledge their attempts to provide support. If relevant, discuss responder fatigue.

   Ask About Relationship
   - Ask: "Are they a close friend? Acquaintance? Family member?" Then ask: "Do you know any adults they would trust to help them?"

   Assess Their Well-Being
   - Ask how they are doing. Acknowledge that it can be stressful and frustrating.

   Clarify Your Role
   - Be clear about how you can help. Be sure to mention confidentiality and privacy, particularly if you are a mandatory reporter. Reassure the viewer that you can take it from here.
PLAN AND ACT

CONTACT THE PERSON WHO POSTED

Attempt to contact the person who posted the concerning content and/or their trusted adult(s).

- QUESTION the intent/feelings behind the post. Are you feeling depressed? Suicidal? Feeling like you want to die?
- PERSUADE them not to act and offer them hope.
- REFER them to help. Connect them to a mental health professional in their community.

More training on QPR is available at: www.qprinstitute.com
Other safety plan resources are available at:
www.suicidesafetyplan.com/About_Safety_Planning.html

OFFER RESOURCES & TOOLS

Thank the youth who found the concerning messages for reaching out, and provide them with resources to feel more confident navigating future concerning posts. The website www.WeRNative.org has fact sheets and videos for youth on this very topic. You can also refer youth Facebook’s safety tools: www.facebook.com/safety/tools/
Tips for Responding

- Respond **quickly**

- Provide them with **a LOT of reassurance**
  - “I’m so glad you noticed this and shared this with me.”
  - “You are so brave for speaking up.”

- Be CLEAR about what you’re going to do next.

- **Most importantly**, take the responsibility off the youth to respond – you are better equipped to get help than they are.
Community Awareness Activity

Concerning Social Media Posts: Community Activity

Lesson Title: Help Youth who view Concerning Posts on Social Media

Time: 60 minutes

Community Objectives:

1. Understand what a ‘concerning post’ is
2. Identify themselves as a ‘Trusted Adult’
3. Demonstrate and practice their understanding of the ‘View Care Plan’

Materials:

- Access to Responding to Concerning Posts on Social Media Video: https://www.youtube.com/watch?v=n7teaLjD3iI&feature=youtu.be
- A projector and audio equipment, if you’re showing the video to a large group
- Copies of Viewer Care Plan (pg. 4-5)
- Copies of Concerning Social Media Posts Role-Play Activity (pg. 6-20)
- Pencils/pens

Preparation:

Explore the Responding to Concerning Posts on Social Media Video. Ensure audio equipment (speakers and projector) is functioning and video link is loaded, or ensure you have the video file on a DVD for presentation. Gather materials and distribute to students.
What language should I use when talking about suicide?
The way we talk about suicide is important and has changed in recent years. From now on, please:

**USE**
- Died of Suicide
- Suicide Death
- Suicide Attempt
- Suicide
- Describe the Behavior
- Working with

**AVOID**
- Committed Suicide
- Successful Attempt
- Unsuccessful Attempt
- Completed Suicide
- Manipulative
- Dealing with Suicidal Patients
What Posts Should I Worry About?

“FML (Fuck My Life). It’s too hard, I can’t take it anymore.”

“Nobody would notice if I went missing.”

“I’m done.”

“I don’t want to do this anymore, there’s no point.”

“F**K IT. GOODBYE”

“I’m worthless...no one cares about me. wish I wasn’t here”

“Sometimes you have to fly with the eagles”

Photos of alcohol bottles, pills, weapons, or self-harm.

Depressing or sad song quotes.

Gun, knife, pills, or noose emojis:
Text "Concerning Post" to 97779

Trevor

iMessage
Today 4:32 PM

Hey, you around?

Ya. What's up?

Delivered

I just seen some stuff on my FB from my cousin. It's making me worried about him.
This project is funded by the Indian Health Service HIV and behavioral health programs. This work is also supported with funds from the Secretary’s Minority AIDS Initiative Fund.
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