The background is a dark blue-grey color with a faint, light-colored graphic. On the left side, there is a compass rose with a needle pointing towards the top-left. To the right of the compass, there is a faint outline of a map of the United States. The text is centered and has a slight drop shadow.

Methamphetamine Suicide Prevention Initiative (MSPI) National Social Marketing Campaign

National Social Marketing Campaign

Indigenous Style: Promoting Life Through Communities is a project that will allow Methamphetamine and Suicide Prevention Initiative (MSPI) Grantees the opportunity to engage local Native youth in the development of marketing themes and messages focused on the prevention of methamphetamine abuse, suicide, or messages that support general community behavioral health and wellness. Applications must demonstrate true engagement of youth in the development of the campaign ideas, slogans, messages, and visual images. Messaging must be strength-based and specifically target behavioral health prevention and/or wellness within Indian Country.

Social Marketing Competition Submission

Effects of meth on Indians



Before...



After

"NO HONOR WITH METH"

Please list your slogan/message below.

Refer to the "Social Marketing 101" tool to learn about social marketing and how to develop a good slogan.

Remember, a good slogan must grab the attention of your audience, it must challenge or inspire, it should be strength-based, and it should motivate people to improve or change behavior.

Also a slogan should be clear and simple- no more than one sentence and does not even need to be a complete sentence.

Effects of meth on Indians



Before...



After

Why did your community select this slogan? Why is it important?

This slogan, the posters are part of the Honor Indians Institute website; <http://honorindians.com> this website was created and run by Edouardo Zendejas, his wife, and their 15 year old son, Ruben. Mr. Zendejas is an enrolled member of the Omaha tribe. He teaches at the University of Omaha's Native American Studies Department.

Native American "honor" is a fundamental part of Indian culture and beliefs. The slogan and mascot are used to point out that there can be no honor with meth. The slogan is important because it brings back to focus AI pride and focuses on why meth is not a good choice.

Effects of meth on Indians



Before...



After

Describe the visual image that your community selected to accompany the slogan (i.e., this is a picture of... or this painting is...). How does the visual image relate to your slogan? (Limit to 200 words or less)

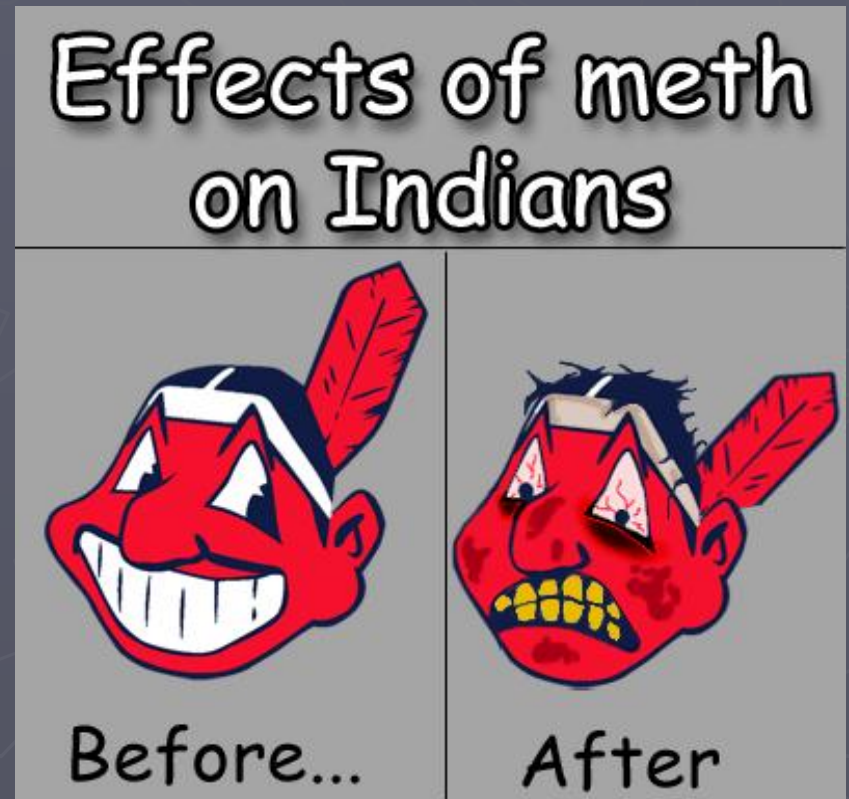
The image itself is self-explanatory depicting the before and after effects of meth, and using a image of Indian mascots to get the point across. The use of the Indian mascot has a double meaning when it comes to the aspect of honor. Indian mascots have been used and defended as images honoring American Indians.

There is no honor with meth as there is no honor with Indian mascots.



Describe the process the community took to develop this application. Make sure you include how youth were involved and what their roles and contributions were to the proposal.

Representatives were contacted from Omaha Public Schools were contacted regarding this marketing campaign, and individual contacts were also made with a American Indian youth pastor, and Mr. Zendejas due to his affiliation with the SOMS project. We did not receive any entries from the schools. Mr. Zendejas' son has had experience with graphics while helping his father with his book and website. Ruben Zendejas' posters were the only entries. Out of his four posters community members chose the before and after mascot picture.



If your community is selected for the Award, how will your community use the \$1000 stipend to support youth events and services?

Our community is in need of public awareness on meth and suicide, its impact, and effects on the future of the American Indian community and their children. Mr. Zendejas has applied for a grant in which he will be working with youth to create public awareness media working collaboratively with our MSPI SOMS project. If our community is selected the stipend will go towards that youth project to support and enhance their efforts.

Effects of meth on Indians



Before...



After