



Methamphetamine and Suicide Prevention E-Newsletter

Summer 2012

Indian Health Service
Division of Behavioral Health
Methamphetamine and Suicide
Prevention Initiative

The Methamphetamine and Suicide Prevention Initiative (MSPI) is a national demonstration project focused on addressing two of the most pressing public health concerns in American Indian and Alaska Native communities -- methamphetamine use and suicide.

The MSPI, funded by the Indian Health Service (IHS), supports Federal, Tribal, and Urban programs that are developing innovative and promising approaches to prevent methamphetamine use and suicide in Indian Country.

The National Indian Health Board (NIHB) is proud to be a partner in this important effort, providing technical assistance and outreach to Tribal MSPI programs.

Upcoming Events

- August 7 & 8, 2012
1 PM -2:30 PM Eastern Time
NACE Sponsored , 2 Day Grant Writing Webcast
For more information, please contact:
Josefine Haynes-Battle at
josefine.haynes-battle@SAMHSA.hhs.gov
- August 16, 2012
1PM Eastern Standard Time
NCUIH Webinar: Addressing Confidentiality Issues When Providing Integrated Healthcare

National Indian Health Board www.nihb.org

MSPI Program Spotlight

St. Regis Mohawk Tribe's Multi-Media Messaging Campaign

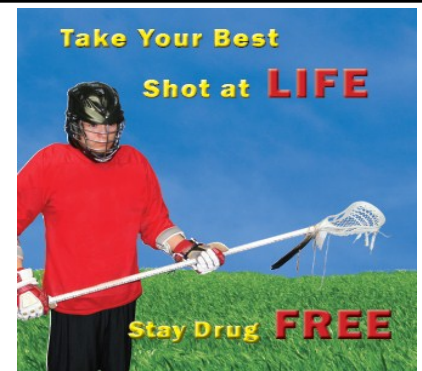
Over the last two and a half years, the St. Regis Mohawk Tribe has utilized MSPI funding to develop and launch a successful multi-media campaign designed to encourage people to seek help for emotional problems and to discourage drug abuse. The project plan included installation of strategically placed billboards within the community, the airing of public service announcements, and the promotion of the community's online screening tool.

Community Readiness

In speaking with community members to gauge the readiness, willingness, and overall acceptance of mental health care and addiction services, the St. Regis MSPI team found that community members often expressed empathy for family, friends or acquaintances that they felt "needed help," but when asked about



For help call:
Alcoholism / Chemical Dependency Program
Saint Regis Mohawk Health Services
518-358-3141 ext. 160 - Outpatient Services
518-358-2967 - Prevention Services



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518-358-2967 - Prevention Services



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926 Pennsylvania Avenue, SE-Washington, DC 20003*

<http://www.nihb.org>

Events

Sharing mental health and substance abuse information with primary care providers can be a challenging issue. This webinar will identify the issues inherent in confidentiality and provide strategies for resolving those issues.

For more information, please visit:
<http://www.ncuih.org/>

- September 2 to 4 , 2012

Office on Violence Against Women Tribal Consultation

Tulsa, OK

Open to Tribal leaders or their designees
For additional information please contact:

Office on Violence Against Women
145 N St., NE, Suite 10W.121
Washington, D.C. 20530
202-307-6026
Fax: 202-305-2589

- September 24 to 27, 2012

National Indian Health Board's 29th Annual Consumer Conference

You are invited to attend the National Indian Health Board's 40th Anniversary Celebration and 29th Annual Consumer Conference in Denver, Colorado at the Sheraton Denver Downtown from September 24 to 27, 2012.

We are excited to offer potential plenary and workshop topics such as:

Medicare/Medicaid Changes as a result of the Affordable Care Act
Health Care Reform Implementation
Youth Health including Suicide Prevention and Childhood Obesity Prevention
Special Diabetes Program for Indians
Public Health Accreditation
...and more

For more information and to register, please visit:
<http://www.nihb.org>

MSPI Program Spotlight, Continued

themselves, were likely to state that they felt things were fine and they were "strong enough" to handle their own concerns. The St. Regis MSPI team heard time and again a message that essentially said –"It's okay for others to go get help, but I don't need any."

The MSPI team set out to develop a media campaign that would present a different view-- a message that affirmed self-care. The core of the team's message was simple, yet profound: seeking help is a sign of strength, *not* a showing of weakness.

The MSPI Program's Goals

The St. Regis MSPI media campaign aims to combat the stigma attached to seeking behavioral health care. Through positive messaging about help-seeking behaviors, the St. Regis MSPI team believes that the public will be encouraged to seek help for themselves and carry that positive message to friends and family. The proposed funding for this project involved the installation of strategically placed billboards within the community and the airing of public service announcements that are meant to encourage people to seek help for emotional problems and discourage drug abuse. By encouraging help-seeking behavior for behavioral/emotional problems there is also hope for decreasing suicide, which is the other goal of the grant. In addition to the media campaign, the St. Regis MSPI team promotes the use of an online screening tool to help the public take confidential mental health screenings at their convenience. If the screen is positive, the individual is given program contact information and details on how to seek help.

The Multi-Media Campaign Plan

The St. Regis Mohawk MSPI program plan included the design and development of billboards, public service announcements (PSA), newspaper advertising, as well as professional and community activities to promote the campaign. The St. Regis MSPI team put together a plan to run four consecutive billboards for six months each, two promoting mental health care (depression and suicide), and two promoting substance abuse prevention. The team also planned to run several public service announcements on the local radio station to increase awareness of suicide and recognition of the symptoms of depression, with one PSA specifically targeting youth. In addition to positive messaging on the issues, the team also created a PSA promoting use of the online screening tool.

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Tools and Resources

Thinking about Adding a Media Campaign to your MSPI Program?

Check out these resources to help you get started:

- The Community Tool Box - http://ctb.ku.edu/en/dothework/tools_tk_13.aspx
- Social Marketing Institute - <http://www.social-marketing.org/sm.html>
- Social-Marketing.com -<http://www.social-marketing.com/>
- The Higher Education Center (Using Social Media Strategically for Effective Alcohol and Other Drug Abuse and Violence (AODV) Prevention Webinar) - <http://www.higheredcenter.org/services/training/webinars/using-social-media-strategically>
- The SPIN Project - <http://spinacademy.org/>

Now Available from SAMHSA: Suicide Prevention Toolkit for High Schools

The toolkit aims at reducing the risk of suicide among high school students by providing research-based guidelines and resources to school staff and health professionals.

To access the tool kit, please visit:
<http://www.samhsa.gov/>

Conference Materials Now Available!

Materials from the National Indian Health Board's Tribal Public Health Summit are available at:

http://www.nihb.org/communications/pbs_2012_presentations.php

MSPI Program Spotlight, Continued

Although the media campaign targets the entire community of the St. Regis Mohawk Tribe, the MSPI team designed each component to appeal to different segments of the community. For instance, to create a message that would resonate with youth, the team used sports imaging and references. To reach women and parents, the team chose to use images of a mother and child.

Lessons Learned and Challenges Faced

The St. Regis MSPI team quickly learned that their billboards could have a tremendous impact! The team found that the messages conveyed by the billboards not only reached the St. Regis community, but also touched members of neighboring communities and people passing through the area. To address this demographic, the MSPI team made sure to keep the surrounding counties' mental health information on hand for individuals who might be ineligible for the Tribe's program, but were in need of services.

The team also learned that different people have different interpretations of the art used for the billboards. Although all of the designs went through an internal approval process, and, ultimately, the positive feedback outweighed any criticism, the team concluded that future media campaigns would benefit from incorporating focus groups.

Success of the Program

The MSPI team aimed to increase awareness of depression, suicide, and substance abuse; to reduce stigma around seeking help; and to deliver positive messages about protective factors. In all of these areas, the campaign has been making impressive, steady progress. Feedback indicates that people are noticing the billboards, hearing the PSAs, using the call-in numbers, and making better use of the online screening tool.

To illustrate the reach of the program and community support for it, the St. Regis team cites *The Walk for Life, Hope, and Recovery* – a suicide/addiction awareness walk that was the kickoff event for the 2011 Red Ribbon Week. Despite cold and rainy October weather, eighty community members came out to walk in solidarity and support for fellow community members struggling with addiction and/or mental health concerns. The walk highlighted the message at the heart of the media campaign: Depression and substance abuse exist, but help is available!

Call for Proposals

The National Indian Health Board's 29th Annual Consumer Conference

CALL FOR PROPOSALS

Deadline: August 20, 2012 5:00PM (ET)

The National Indian Health Board's (NIHB) 29th Annual Consumer Conference (ACC) will be held at the Sheraton Denver Downtown in Denver, Colorado on September 24-27, 2012.

NIHB invites proposals for presenters addressing Tribal public health topics such as:

- Epidemiologic practices, findings, or innovations in advancing AI/ANs in public health
- Traditional practices
- Federal/state/Tribal relations
- Public health issues – accreditation, Tribal programs that increase health promotion/disease prevention, emergency preparedness, etc.
- Diabetes, special diabetes program for Indians
- Building successful partnerships
- Public health messaging
- Behavioral health
- Public health law

Proposals that build evidence for and strengthen the use of regulatory, legal and policy solutions to improve Tribal Public Health are strongly encouraged. Also, **proposal outside of these suggestions or cross-cutting topics will be considered.**

DIRECTIONS

- Group presentations are limited to four (4) presenters.
- The workshop proposal must include the following information: 100 word abstract and 100 word limit biographical sketches of all participants.
- All workshop proposals must be received at the NIHB office by extended deadline of August 20, 2012 no later than 5:00 pm (EST).

Proposals may be mailed, e-mailed or faxed to:

Paul R. Allis, M. Ed, BSW
Public Health Director
National Indian Health Board
926 Pennsylvania Avenue SE
Washington, DC 20003
Phone: (202) 507-4070 Fax: (202) 507-4071 Email:
pallis@nihb.org

Practice Snapshot

New Native -Specific Suicide Prevention Program Added to SAMHSA's National Registry of Evidence- Based Programs and Practices (NREPP)

The Model Adolescent Suicide Prevention Program (MASPP) is a public health-oriented suicidal-behavior prevention and intervention program originally developed for a small American Indian tribe in rural New Mexico to target high rates of suicide among its adolescents and young adults. The goals of the program are to reduce the incidence of adolescent suicides and suicide attempts through community education about suicide and related behavioral issues, such as child abuse and neglect, family violence, trauma, and alcohol and substance abuse. As a community-wide initiative, the MASPP incorporates universal, selective, and indicated interventions and emphasizes community involvement, ownership, and culturally framed public health approaches appropriate for an American Indian population.

Central features of the program include formalized surveillance of suicide-related behaviors; a school-based suicide prevention curriculum; community education; enhanced screening and clinical services; and extensive outreach provided through health clinics, social services programs, schools, and community gatherings and events. In addition, neighborhood volunteers of various ages are recruited to serve as "natural helpers." These individuals engage in personal and program advocacy, provide referrals to community mental health services, and offer peer counseling (with guidance from professional mental health staff) to youth who may prefer to seek assistance from trusted laypersons in a less formal setting.

Several evaluations of MASPP have been conducted, including one that followed the program over 15 years of implementation. The professional staff involved in implementing the program included a mental health technician, clinical social worker, master's-level counselor, and doctoral-level psychologist.

For more information or to download a free copy of the program manual, please visit:

[http://www.sprc.org/sites/sprc.org/files/library/
AdolescentSP_ProgramManuaPH_ModelINA_Communities.pdf](http://www.sprc.org/sites/sprc.org/files/library/AdolescentSP_ProgramManuaPH_ModelINA_Communities.pdf)

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Contact Information

For one-on-one technical assistance please contact us.

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This newsletter is made possible through funding from the Indian Health Service's (IHS) Methamphetamine and Suicide Prevention Initiative (MSPI). IHS Division of Behavioral Health manages the MSPI program.

The Indian Health Service website can be viewed at:
www.ihs.gov

The IHS Division of Behavioral Health website can be viewed at:

<http://www.ihs.gov/MedicalPrograms/Behavioral/>

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For more information about this newsletter or to submit articles, please contact: Carolyn Angus-Hornbuckle at 202-507-4084 or email chornbuckle@nihb.org.

Have You Seen...

Anti-Bullying PSA from the Indian Health Service and Partner Organizations

The Indian Health Service, in partnership with Indian Health Board of Nevada Youth Advisory Council and the National Museum of the American Indian in Washington, D.C., recently released a powerful public service announcement (PSA) on bullying prevention. The PSA stresses that bullying is not Native and does not honor our traditions or culture.

To view the PSA, please visit:

<http://www.ihs.gov/MedicalPrograms/Behavioral/>

To access other anti-bullying materials, please visit:

<http://www.stopbullying.gov/index.html>

Methamphetamine Prevention Materials from Methopedia.Org

If you are looking for general information on methamphetamine or meth labs, training materials, or even legislative initiatives dealing with the problem, you might consider visiting "Methopedia.Org."

With funding from the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice, Strategic Applications International (SAI) has created a meth information clearinghouse. SAI works with Tribal programs and offers some helpful resources specifically designed for Tribal communities. The web site is:

<http://www.methpedia.org/training-ta>

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