Harnessing the Power of Social Media to Promote Adolescent Health

WE R NATIVE

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.
Can tech promote health?
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
62% use Snapchat
53% view Instagram
63% Visit Facebook

44% see people stirring up drama on social media
45% see references to drugs or alcohol on social media
35% see references to violence 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
MY CULTURE
Discovering Native Identity and Pride

learn more

WE R N T I V E
For Native Youth, by Native Youth.
Website launched September 28, 2012

Over 518,000 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:
- Contests
- Videos
- Free gear & Promo Kits
https://www.youtube.com/watch?v=TKDDM1HeA3Q&feature=youtu.be
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 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.

Report
Share
Chat
WERNATIVE

text NATIVE to 977779
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 info.
text FITNESS to 977779
Welcome to the We R Native Wellness Challenge! 🏋️‍♂️ 🧘‍♂️ 💃 For each challenge completed, you'll be entered to win $75 or a Fitbit. Each challenge will be different, and everybody can do it-no experience needed! To get started, reply with your FIRST NAME.

Reply STOP to quit, HELP for info. Msg&DataRatesMayApply
Hey Stephanie, my name's Nora and I'll be your training buddy. I'll be sending you 1 challenge per week. Everyone has a different fitness goal, what's yours?

I'd like to increase my weekly mileage

Awesome, thanks for connecting! Get ready to have some fun. First challenge coming at you tomorrow! ☝️
Alright! Time to get our powwow sweat on 👍 These Chicken Dance steps will get your heart pumping:

CHICKEN DANCE STEP BY STEP
youtube.com
Time for challenge #3. For each challenge completed, you'll be entered to win $75 or a Fitbit! So, in the next three days...Take a walk, ride your bike, run, skateboard, dance, move for at least 40 minutes.

Want help reaching your fitness goals? Exercising with a friend or team can help keep you motivated. Try to set a "training" schedule and stick to it. Want daily reminders? Text MOTIVATE to get a daily message to get you moving.

Results come over time not over night
INTERESTED IN A HEALTH OR WELLNESS CAREER?

Sign up to receive weekly tips, one-on-one coaching, ideas and inspiration

TEXT HEALER TO 97779

WE ARE HEALERS

TEXT HEALER TO 977779
YOU DESERVE HAPPINESS
AND A LONG HEALTHY LIFE
HOW CAN WE HELP?

Do I like men?
Do I like women?
Do I like both?

LGBTQ2S

Win merch! Win merch!

monthly contest
Share a recipe

#NavajoHeritage
1. Like us on Facebook
2. Follow us on Twitter
3. Subscribe to our YouTube Channel
4. Follow us on Instagram
5. Text NATIVE to 97779 to receive weekly health tips, contest, and life advice!
6. If you’re a young person:
   • Become a WRN Youth Ambassador — Opens every spring
   • Make a positive difference in your community. Apply for up to $475
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