Culture is Prevention! Success stories from Comanche Nation's IAMNDN and Cheyenne and Arapaho Tribes' Tradition Not Addiction Prevention Program

August 17th, 2017 National Behavioral Health Conference
Culture is Prevention! Success stories from Comanche Nation's IAMNDN and Cheyenne and Arapaho Tribes' Tradition Not Addiction Prevention Program

August 17th, 2017 National Behavioral Health Conference
Background

From 2009 to 2020, the Southern Plains Tribal Health Board received two consecutive five year federal grants to combat substance abuse among American Indian/Alaska Native (AI/AN) populations at the Tribal (Community) Level. They were:

- Funded by Substance Abuse and Mental Health Services Administration
- Followed the Strategic Prevention Framework (SPF) planning methodology
- Prioritized underage drinking and the non-medical use of prescription drugs
- Targeted Native youth and college age individuals (12-25 years old)

Both grant objectives were accomplished by a partnership between the Southern Plains Tribal Health Board (SPTHB) and four federally recognized Native Tribes (a total of five native organizations)

- Comanche Nation
- Absentee Shawnee Tribe
- Chickasaw Nation
- Cheyenne and Arapaho Tribes
- Southern Plains Tribal Health Board (one of the 12 national Indian Health Boards)
Services to Native Youth are Provided at the Tribal Level by

- Absentee Shawnee Tribe
- Cheyenne and Arapaho Tribes
- Chickasaw Nation
- Comanche Nation

Tribal staff work directly with youth and other community members to implement culturally appropriate prevention programs in their communities and ensure that outcome data is reported to the TEC and to SAMHSA.
Substance Abuse and Mental Health Services Administration (SAMHSA)

- Provide yearly funding for staff and programs
- Provide Technical Assistance through CAPTS, Webinars and Site Visits
- Collect process and outcome data
- Require a Tribal Epidemiological Outcomes Workgroup (TEOW)
- Support evidence based and culturally appropriate best practices
Southern Plains Tribal Health Board (SPTHB), Oklahoma Area Tribal Epidemiology Center (OKTEC) Provides

- Performance based yearly contracts for each Partners
- Epidemiology Support (Data collection and analysis)
- Evaluating and Monitoring Prevention Programs
- Action Planning to implement objectives
- Logic Model Planning
- Spending Plan to maintain accountability
- Various types of Training
- Tribal Epidemiological Outcomes Workgroup (TEOW)
- Collaborating with various types of stakeholders
- Participation in State Workgroups (SEOW, EBPW, AIDCoPS)
- Coordination with CSAP
- Continuous quality improvement
Services to Native Youth are Provided at the Tribal Level by

Absentee Shawnee Tribe

Cheyenne and Arapaho Tribes

Chickasaw Nation

Comanche Nation

Tribal staff work directly with youth and other community members to implement culturally appropriate prevention programs in their communities and insure that outcome data is reported to the TEC and to SAMHSA.
Disparity Data
Pre-Intervention
(Quantitative Data Collection)

- American Indian/Alaska Native populations have very high behavioral health disparities

- Lack of AI/AN data, coupled with lack of funding, are the greatest barriers to providing services to Natives
  Quantitative data at the Tribal level has historically been very hard to obtain

- Oklahoma Prevention Needs Assessment (OPNA) from Oklahoma Department of Mental Health and Substance Abuse Services (non-Tribal specific)

- In-House Surveys: (Tribal Specific)
  - 25-Question Survey (adapted from OPNA)
  - Environmental Survey (about the need for Social Marketing)

- Used other surveillance systems to obtain disparity data between AI/AN compared to non-Natives in Oklahoma as well as National-populations
Mental Health and Suicide Indicators among High School, 2009-2013, Oklahoma (Source: Oklahoma YRBS)

- Experienced sadness: 32.6% (American Indian/Alaska Native), 26.3% (non-Native)
- Seriously considered attempting suicide: 15.5% (American Indian/Alaska Native), 14.6% (non-Native)
- Attempt suicide: 6.3% (American Indian/Alaska Native), 6.4% (non-Native)
Suicide Death Rate per 100,000, 2009-2013, Oklahoma (Source: Oklahoma Vital Statistic)

Age Group | American Indian/Alaska Native | non-Native
--- | --- | ---
15-24 | 24.1 | 14.1
25-34 | 26.5 | 22.4
35-44 | 28.4 | 24.1
45-54 | 28.1 | 25.5
55-64 | 22.6 | 20.7
65-74 | 15.9 | 17.3
Substance Use among High School, 2009-2013, Oklahoma (Source: Oklahoma YRBS)

Types of Substance use:
- Recent alcohol use
- Binge Drinking
- Recent marijuana used
- Used marijuana before age 13
- Non-medical use of Rx drug
- Recent tobacco use

Percentage of Respondents:
- American Indian/Alaska Native
- non-Native

- Recent alcohol use: 40.2% (AI/AN), 35.7% (non-Native)
- Binge Drinking: 26.0% (AI/AN), 22.0% (non-Native)
- Recent marijuana used: 18.3% (AI/AN), 17.0% (non-Native)
- Used marijuana before age 13: 10.4% (AI/AN), 5.9% (non-Native)
- Non-medical use of Rx drug: 21.6% (AI/AN), 18.0% (non-Native)
- Recent tobacco use: 26.1% (AI/AN), 20.4% (non-Native)
Accidental Poisoning Death Rate per 100,000, 2009-2013, Oklahoma (Source: Oklahoma Vital Statistic)

Rate per 100,000

<table>
<thead>
<tr>
<th>Age Group</th>
<th>American Indian</th>
<th>non-Native</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>16.4</td>
<td>10.2</td>
</tr>
<tr>
<td>25-34</td>
<td>42.5</td>
<td>21.3</td>
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<tr>
<td>35-44</td>
<td>57.3</td>
<td>29.0</td>
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<tr>
<td>45-54</td>
<td>63.7</td>
<td>38.0</td>
</tr>
<tr>
<td>55-64</td>
<td>38.8</td>
<td>24.3</td>
</tr>
<tr>
<td>65-74</td>
<td>14.8</td>
<td>7.4</td>
</tr>
</tbody>
</table>
Disparity Data Pre-Intervention (Qualitative Data Collection)

In 2013, Comanche Nation conducted focus group to collect qualitative data
  • A series of 8 all-native moderated focus groups in area schools
  • Each group had 7-12 participants

The focus group results indicated that:
  • There were almost no social activities for youth participation
  • Youth were very interested in learning and practicing their culture
  • Youth were proud to be Native
  • Youth indicated that they were tired of the stereotype that they would become alcoholics and addicts when they become adults

The results became the initial impetus for the IAMNDN program
Problem and Related Behaviors

Underage Drinking  Non-medical use of Rx Drug

Target Population: AI/AN youth 12-25 years old

Indicators:
- Consumption within 30 days
- Alcohol- and Drug-impaired driving injury rate
- Youth alcohol- and drug-related arrests
Substance Abuse Risk and Protective Factors

- Lack of education about laws
- Norms favorable to underage drinking and non-medical use of Rx drug
- Interaction with prosocial peers
- Perceived risk of underage drinking and non-medical use of Rx drug
- Opportunities for prosocial involvement
- Family attachment
- Perceived availability of alcohol for underage drinking and non-medical use of Rx drug
- Early initiation of antisocial behavior
Intervention
"Culture Is Prevention"

IAMNDN               Tradition Not Addiction
Short-Term Outcomes

- Increase knowledge of selected culture topics
- Increase pride of Native heritage
- Increase resiliency
- Increase awareness of underage drinking and non-medical use of Rx drug issues in the community
- Increase awareness of substance use harm and risk
- Increase awareness of legal consequences of using substances
- Increase perception of wrongfulness of substance use
- Increase prosocial activity
- Correct misperception of negative social norms by using positive messages
- Increase community outreach
- Decrease youth's access of alcohol and Rx drug
- Increase safe environment
Mid-Term Outcomes

- Reduce norms favorable to substance use
- Reduce the perceived availability of alcohol and Rx drug
- Increase opportunities for prosocial involvement
- Increase perceived risk of drug use
- Reduce early initiation of antisocial behavior factor
- Increase family attachment
Long-Term Outcomes

- Reduce the recent (past 30 day) consumption of alcohol and non-medical use of Rx Drug

- Reduce alcohol and drug-impaired driving injury rate

- Reduce youth alcohol- and drug-related arrests
**IAMNDN (I Am Indian Drug Free Nations)**

**Comanche Nation**

- The Comanche Nation Tribal Complex is located in Lawton in the Southwest corner of Oklahoma.
- Comanche tribal enrollment number 16,372 with approximately 7,763 members residing in the Lawton-Ft. Sill and surrounding areas of Southwest Oklahoma.
- We live in a racially diverse community not on a reservation and natives constitute up to 24% of the population.

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**How we developed our program**

- Early in 2014, prior to the focus group program staff at the Prevention & Recovery Center had started an anti-drug coalition.
- The response was excellent and 35 community members attended the first meeting.
- Because of the absence of quantitative data it was decided that focus groups were needed to provide qualitative data and plan for future work.
- The energy from the coalition meetings and the youth response to our focus group questions led us to reorganize the prevention program built on youth pride of being Native.
- At that time we began to develop various IAMNDN components.

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**Evaluation Results**

**IAMNDN Components**

- [Diagram of IAMNDN Components]

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Early in 2014, prior to the focus group, program staff at the Prevention & Recovery Center had started an anti-drug coalition. The response was excellent and 33 community members attended the first meeting. Because of the absence of quantitative data, it was decided that focus groups were needed to provide qualitative data and plan for future work. The energy from the coalition meetings and the youth responses to our focus group questions led us to conceptualize a prevention program built on youths' pride of being native. At that time we began to develop various IAMNDN components.
IAMNDN Components

Posters and Notebooks

Yearly Round Activities
- Financial Literacy: Money Tree, Kids Interactive Corner
- Annual Spring Break Camp: Youth Nation Youth Conference
- Nation's Annual Pow Wow: In the Outdoors, Youth Nation Nation's Annual Pow Wow
- Cultural Education: Youth Nation Education

Social Marketing
- IAMNDN Nation: American Indian Youth

Youth Council and Community Coalition
- IAMNDN Nation: American Indian Youth

Culture Class
- IAMNDN Nation: American Indian Youth
Posters and Notebooks

- We asked youth to provide pictures important to their lives and we then used these pictures to develop prevention posters.
- We were aware that attitudes towards drugs was associated with drug use and wanted to find culturally appropriate ways to influence attitudes.
- Unique native artwork was used to create school supplies (notebooks) with SAMHSA drug and alcohol myths and facts.
- In addition when our youth participated in events among other native youth they appeared to know less about their culture and could not introduce themselves in their native language.
- The idea occurred that we might be able to combine substance abuse prevention messages with education about tribal traditions.
- We then developed a series of activities that we now call culture classes.
Youth Council and Community Coalition

- All of the IAMNDN components are supported by organizations staffed by native youth or adults.

- There is an IAMNDN Youth Council that:
  - Meets monthly and plans and coordinates all activities
  - Presents at conferences and community events
  - Recruits and mentors new program members
  - Serves as role models for Comanche culture

- IAMNDN Community Coalition
  - Native Representatives of all 12 community sectors
  - Provide community input and support
  - Each sector contributes to the IAMNDN program
Yearly Round Activities

- **Winter**: New Year's Eve Drug Free Bash, Valentine Dance

- **Spring**: Spring Break activities, Southern Plains Tribal Health Board Conference

- **Summer**: Media Camp, Fun in the Sun Days, UNITY Native Youth Conference, Cops & Kids (1), attend regional Powwows, CADCA Conference, Teepee class

- **Fall**: IAMNDN Native American Summit, Back to School Bash, Cops & Kids (2), Halloween Safe House/Ball, Annual IAMNDN Powwow, Multiple presentations for Native American month (November), Comanche Christmas caroling
Culture Class

🌟 The IAMNDN program conducts year long culture classes for Native youth

🌟 Some classes are gender specific such as Bustle making and Cloth Dress

🌟 Other classes, such as language classes are open to all ages and genders

🌟 Each round of culture classes lasts 6 weeks (Monday through Friday) and are repeated 6 times a year
Social Marketing

IAMNDN has:
- a website www.iamndn.org
- a facebook page https://www.facebook.com/iamndn.lawton/
- Instagram: @iamndn
- Youtube: IAMNDN
- Twitter: @IAMNDNCommunity

Our catchment area is largely rural and electronic media allow all our participants to stay in touch.

Social marketing is the most important means of communication and collaboration for IAMNDN.

Social media includes notices of events and meetings, positive prevention messages, information about the risk of drug and alcohol use, information in other community programs.
Evaluation Results

Evaluation of IAM/ION Implementation After 1 Year (In-House Survey)

Evaluation of IAM/ION After 2 Years of Implementation

Other Evaluations

- Currently, we are in the process of evaluating:
  - Cultural Class
  - Notebook
Evaluation of IAMNDN Implementation After 1 Year (In-House Survey)
Drug Used in the Past 30 Days Among American Indian/Alaskan Native by Drug Types and Year, 2014-2015 (n = 833)

*Statistically significant different between AI/AN 2014 and AI/AN 2015 (p-value < 0.05)
Drugs Used in the Past 30 Days Among American Indian/Alaskan Native ADULT, 2014-2015 (n = 490)

Percentage of Respondents

<table>
<thead>
<tr>
<th>Types of Drug</th>
<th>2014 (n = 279)</th>
<th>2015 (n = 211)</th>
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<tbody>
<tr>
<td>Alcohol</td>
<td>28.0%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Marijuana</td>
<td>6.1%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Prescription Drug*</td>
<td>7.9%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>27.2%</td>
<td>31.3%</td>
</tr>
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</table>

*Statistically significant different between Youth 2014 and Youth 2015 (p-value < 0.05)
Drug Used in the Past 30 Days Among American Indian/Alaskan Native YOUTH, 2014-2015 (n = 343)

<table>
<thead>
<tr>
<th>Types of Drug</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol*</td>
<td>19.3%</td>
</tr>
<tr>
<td>Marijuana*</td>
<td>9.4%</td>
</tr>
<tr>
<td>Prescription Drug</td>
<td>14.3%</td>
</tr>
<tr>
<td>Tobacco*</td>
<td>10.9%</td>
</tr>
<tr>
<td></td>
<td>7.9%</td>
</tr>
<tr>
<td></td>
<td>6.4%</td>
</tr>
</tbody>
</table>

*Statistically significant different between Youth 2014 and Youth 2015 (p-value < 0.05)
Drug Used in the Past 30 Days Among American Indian/Alaskan Native YOUTH MALE by Drug Types and Year, 2014-2015 (n = 123)

- Alcohol: Youth Male 2014 (n = 46) = 19.6%, Youth Male 2015 (n = 77) = 11.7%
- Marijuana: Youth Male 2014 = 10.9%, Youth Male 2015 = 6.5%
- Prescription Drug: Youth Male 2014 = 11.1%, Youth Male 2015 = 7.8%
- Tobacco*: Youth Male 2014 = 21.7%, Youth Male 2015 = 7.8%

*Statistically significant different between Male Youth 2014 and Male Youth 2015 (p-value < 0.05)
Drug Used in the Past 30 Days Among American Indian Alaskan Native YOUTH FEMALE by Drug Types and Year, 2014-2015 (n = 219)

- **Alcohol**: 19.4% (2014), 7.9% (2015)
- **Marijuana**: 16.1% (2014), 7.9% (2015)
- **Prescription Drug**: 10.9% (2014), 7.9% (2015)
- **Tobacco**: 10.8% (2014), 5.6% (2015)

*Statistically significant different between Female Youth 2014 and Female Youth 2015 (p-value < 0.05)*
Evaluation of IAMNDN After 2 Years of Implementation

Oklahoma Prevention Needs Assessment (OPNA)-Long term and Mid term outcomes

In-House Survey-Short term outcomes
Recent (within 30-Day) Substance Use among Native youth, 2010-2016, Comanche County, Oklahoma

IAMNDN Implementation

Year
2010 (n = 624) 2012 (n = 103) 2014 (n = 549) 2016 (n = 568)

Alcohol
24.0% 29.1% 21.5% 18.0%

Tobacco
10.2% 9.0% 8.9% 8.4%

Marijuana
11.9% 9.7% 13.8% 11.6%

Marijuana
9.0% 8.9% 9.8% 5.7%

Non-medical use of Rx drug
8.9%
Risk and Protective Factors among Native Youth, 2014-2016, Comanche County, Oklahoma

- Laws & Norms Favorable to Drug Use: 47.2% (2014), 43.5% (2016)
- Perceived Availability of Drugs: 45.7% (2014), 44.1% (2016)
- Perceived Risk of Drug Use: 67.0% (2014), 67.3% (2016)
- Opportunities for Prosocial Involvement: 41.8% (2014), 45.9% (2016)
Frequency of recall hearing, reading, or watching an advertisement substance use, by type of substance and user and frequency, IAMNDN 2016 (n = 113)

- **The prevention of underage drinking targeting tribal youth**
  - Seen a few times or often in the past year: 72.9%
  - Before but not in the past year: 18.6%
  - Never: 7.4%

- **The prevention of non-medical use of Rx drug**
  - Seen a few times or often in the past year: 68.7%
  - Before but not in the past year: 12.0%
  - Never: 7.4%

- **The prevention of non-medical use of Rx drug targeting tribal youth**
  - Seen a few times or often in the past year: 38.0%
  - Before but not in the past year: 24.0%
  - Never: 17.4%
Extent that the advertisements youth heard, saw, or watched reduce substance use, by type of substance and user, IAMNDN, 2016 (n = 113)

- **Underage drinking:**
  - Reduction: 63.3%
  - No reduction at all: 22.9%
  - Did not hear, see, or watch any advertisement: 9.2%

- **Underage drinking among tribal youth:**
  - Reduction: 50.5%
  - No reduction at all: 32.1%
  - Did not hear, see, or watch any advertisement: 10.1%

- **Non-medical use of Rx drugs:**
  - Reduction: 55.0%
  - No reduction at all: 27.5%
  - Did not hear, see, or watch any advertisement: 10.1%

- **Non-medical use of Rx drugs among tribal youth:**
  - Reduction: 43.1%
  - No reduction at all: 33.9%
  - Did not hear, see, or watch any advertisement: 16.5%
Other Evaluations

• Currently, we are in the process of evaluating:
  • Cultural Class
  • Notebook
Tradition Not Addiction

Cheyenne and Arapaho Tribes

- The Cheyenne and Arapaho Tribes are located in Concho about 30 miles west north west of Oklahoma City
- Cheyenne-Arapaho tribal enrollment number is 12,185 enrolled tribal members, and 8,664 live within the state of Oklahoma
How We Developed Our Program

- Tribal community readiness and awareness level was our first concern. In addition, we needed a complete needs assessment of our communities substance use issues prior to intervention.

- After these assessments were evaluated, community and tribal leadership agreed to prioritize underage drinking and non-medical use of Rx drugs for the 12-25 years old tribal population

- It was important to match community resources with the selected interventions

- A comprehensive plan was developed with logic models for each priority. Based on these plans an outcome evaluation to validate the effectiveness of our media campaign and cultural classes was prepared.

- Our prevention success for our Tribal people is due to the commitment of all the partners involved.
Tradition Not Addiction Components

Cultural Class
- The tradition is to celebrate with music, food, and drink.
- The celebration includes both traditional and modern elements.
- The community gathers to enjoy these festivities, often involving cultural performances.
- The celebration reflects a blend of cultural practices and contemporary influences.
- The celebration typically occurs during the end of December.
- Cultural artifacts like traditional clothing and instruments are displayed.

Prosocial Activities
- Water: Organizing cultural events, such as music festivals, traditional dances, and art exhibitions.
- Social media: Promoting cultural heritage through digital platforms.
- Cultural education: Offering workshops, seminars, and courses to educate the community about cultural traditions.
- Community involvement: Encouraging participation in cultural activities among young people.
- Cultural preservation: Working to maintain and ensure the continuity of cultural practices.

Social Marketing
- Traditional music promotion: Using social media to share traditional music videos and performances.
- Cultural calendar: Creating a calendar of traditional events and festivals.
- Community engagement: Encouraging community members to participate in cultural events.
- Cultural education: Providing educational materials and resources to enhance cultural understanding.
- Cultural tourism: Promoting cultural tourism to attract visitors interested in traditional practices.

Posters and Video and Radio Messaging
- Traditional events: Creating posters and videos to promote traditional cultural events.
- Cultural values: Emphasizing the importance of cultural heritage in radio messages.
- Community involvement: Encouraging community members to share their cultural experiences.
- Cultural education: Producing educational videos that highlight cultural practices.
- Cultural tourism: Advertising cultural tourism opportunities through posters and videos.
Cultural Class

The Tradition Not Addiction Program conducts weekly cultural classes in the school year and monthly community cultural classes for the Native youth and local communities.

- The school based classes are open to all students attending the participating school.
- Other classes, such as the community cultural classes, are open to everyone in the community.
- The school based class session lasts one semester each and the community class is a 3-hour monthly class.
- During the summer months a monthly class is held along with a four-day Summer Cultural Camp at RomanNose State Park.
Social Marketing

Tradition Not Addiction has
- A website www.traditionnotaddiction.com
- A Facebook page https://www.facebook.com/TraditionNotAddiction/
- Instagram: @traditionnotaddiction
- Twitter: @TraditionNotAdd

Tradition Not Addiction utilizes social media as a communication tool to promote healthy and alcohol/drug-free lifestyles

Tradition Not Addiction strategically utilizes social media to advocate the prevention of underage drinking and non-medical use of Rx drug

Our media campaign is based on the most recent risk and protective factor data for the tribal youth in our area

Our media campaign aims to increase youth’s perception of harm from drug use, and motivate behavior change with positive messages

Social media includes notices of events and meetings, positive prevention messaging, and information about the reduction of alcohol and non-medical use of prescription drugs
Prosocial Activities

- **Winter:** CADCA Leadership Institute, Tribal Christmas Caroling to tribal elders, Annual Incentive Celebration for active youth participants, create and give Valentine’s Cards and earrings for tribal elders

- **Spring:** Community Easter Egg Hunt, Spring Break Camp at Concho Pow-wow Grounds, Language Conference and Competitions, Youth Drum Group presentations, Buffalo Butcher Days

- **Summer:** Summer Camp Spirit (Culture Camp), Color Run 5k and Fun Walk/Prevention Health Fair, Cultural Scavenger Hunt, OIN Pow-wow and Summerfest Prevention Booth, CADCA Conferences, Summer Health Safety Fairs, Annual Tribal Employees Appreciation Day, Native American Day presentations

- **Fall:** The Bigfoot Hustle Walk, The Big Event/Monster Dash, Annual Halloween Masquerade Dance, Tipi Competitions, Tribal Elders Conference, Sand Creek Massacre Spiritual Run, Annual Fall Break Camp out, Tradition Not Addiction Toy Drive
Posters and Video and Radio Messaging

- Generated high-visibility posters that secure the best placement in tribal health facilities, community halls, tribal gyms and public schools
- Produced posters that targeted "lifestyle" changes that promote an alcohol and drug-free environment
- The inclusion of Tribal youth helped to increase familiarity with the community and obtain "buy in" into the program’s community awareness initiative
- Earned Media: Tribal youth generated their own dialog and produced audio and video messages shown on air time donated by the CATV (Cheyenne and Arapaho Radio and TV). Youth driven messaging sprinkled with Native humor made for engaging and stimulating communications.

Youth worked in developing artwork and prevention messaging for posters. This required youth to participate and allowed them to gain recognition.
We HEAR the VOICES of Our ANCESTORS.
They CALL Out Our NAMES.
Tsistsistas Híiína ei
We LISTEN to Our TEACHERS.
They TEACH us
VIRTUE, HONOR, & RESPECT.

We Learn
TRADITION NOT ADDICTION

I choose...
My Family, Basketball, And My Education.
Evaluation Results

Evaluation of Tradition Not Addiction After 2 Years of Implementation

Other Evaluation Results
- Macro cultural change: participants indicated that:
  - they gained more traditional knowledge and skills
  - they are more proud of Native American culture and heritage
  - they are more likely to participate in Native American traditions, ceremonies, and activities
- Cost-benefit analysis is in process.
- Social marketing evaluation
Evaluation of Tradition Not Addiction After 2 Years of Implementation

Oklahoma Prevention Needs Assessment (OPNA)-Long term and Mid term outcomes

In-House survey-Short term outcomes
Recent (within 30-Day) Substance Use among Native 12th Grade, 2010-2016, Cheyenne and Arapaho Tribes Jurisdiction Area, Oklahoma (Source: OPNA)

- **Alcohol**: 29.5% (2010), 29.2% (2012), 45.3% (2014), 27.1% (2016)
- **Tobacco**: 25.6% (2010), 27.5% (2012), 25.7% (2014), 19.0% (2016)
- **Marijuana**: 11.4% (2010), 12.2% (2012), 14.9% (2014), 17.5% (2016)
- **Non-medical use of Rx drug**: 4.5% (2010), 12.2% (2012), 5.1% (2016)

**Tradition Not Addiction Implementation**
Risk Factors among Native youth, Cheyenne and Arapaho Jurisdiction Area, 2014-2016

- Early initiation of drug use: 38.3% (2014), 29.7% (2016)
- Early initiation of antisocial behavior: 36.1% (2014), 35.6% (2016)
- Attitudes favorable to drug use: 39.6% (2014), 35.1% (2016)
- Laws and norms favorable to drug use: 45.0% (2014), 38.6% (2016)
Protective Factors among Native youth, Cheyenne and Arapaho Jurisdiction Area, 2014-2016

<table>
<thead>
<tr>
<th>Protective Factors</th>
<th>2014 (n = 678)</th>
<th>2016 (n = 623)</th>
</tr>
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<tbody>
<tr>
<td>Family Attachment</td>
<td>50.8%</td>
<td>52.4%</td>
</tr>
<tr>
<td>Interaction with Prosocial Peers</td>
<td>47.8%</td>
<td>48.1%</td>
</tr>
<tr>
<td>Prosocial Involvement</td>
<td>49.5%</td>
<td>54.5%</td>
</tr>
</tbody>
</table>
The Effect of Culture Class on Pride in Native American Culture and Heritage, Tradition Not Addiction, 2016 (n = 401)

Percentage of Respondents

<table>
<thead>
<tr>
<th>Pride in Native American Culture &amp; Heritage</th>
<th>Before</th>
<th>After</th>
</tr>
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<tbody>
<tr>
<td>None at all or a little</td>
<td>58.3%</td>
<td>39.1%</td>
</tr>
<tr>
<td>Some or a lot</td>
<td>24.0%</td>
<td>73.9%</td>
</tr>
</tbody>
</table>
The Effect of Culture Class on the Participation in Native American, Traditions, Ceremonies, and Occasions, Tradition Not Addiction, 2016 (n = 401)

Pride in Native American Culture & Heritage

- Less Likely: 1.0%
- No Change: 21.7%
- More Likely: 75.3%
The Effect of Cultural Class had on Resiliency Factors, Tradition Not Addiction, 2016 (n = 401)

- The feeling that I'm a person of worth: 77.3% had a moderate or strong effect, 21.0% had little or no effect.
- The feeling that I have a number of good qualities: 85.5% had a moderate or strong effect, 14.7% had little or no effect.
- The feeling that I am able to do things as well as most other people: 87.0% had a moderate or strong effect, 13.0% had little or no effect.
- Taking positive attitude toward myself: 82.6% had a moderate or strong effect, 10.9% had little or no effect.
Other Evaluation Results

☀ After cultural class, participants indicated that:
  • they gained more traditional knowledge and skills
  • they are more proud in Native American culture and heritage
  • they are more likely to participate in Native American traditions, ceremonies, and occasions

☀ Current evaluation in process:
  • Social Marketing evaluation
Conclusions

- Culturally appropriate programs with positive messages attract AI/AN youth and result in high youth participation.
- Culture based programs for AI/AN youth are associated with reductions in drug use.
- Federal programs for AI/AN peoples should encourage the adoption of culturally appropriate practices.

Contact Information

- Based Nation (PTE FTS Tribal Alliance)
  - Address: 8401 Lost Creek Rd
  - Phone: (818) 768-1090
  - Website: basednation.com

- Council on American Indian Health (CAIH)
  - Address: 1007 15th St NW, Suite 400
  - Phone: (202) 265-2800
  - Website: caih.org

- American Indian Health Care Association (AIHCA)
  - Address: 800 16th St NW, Suite 500
  - Phone: (202) 626-3500
  - Website: aihealthcare.org

- National Congress of American Indians (NCAI)
  - Address: 1550 M St NW, Suite 400
  - Phone: (202) 789-7595
  - Website: ncai.org

- National Indian Child Welfare Association (NICWA)
  - Address: 1200 15th St NW, Suite 400
  - Phone: (202) 265-1500
  - Website: nicwa.org

- Tribal factual information, data, and research
  - Address: 123 Main St, Suite 500
  - Phone: (555) 555-5555
  - Website: tribalinfo.gov
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Culture is Prevention! Success stories from Comanche Nation's IAMNDN and Cheyenne and Arapaho Tribes' Tradition Not Addiction Prevention Program

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