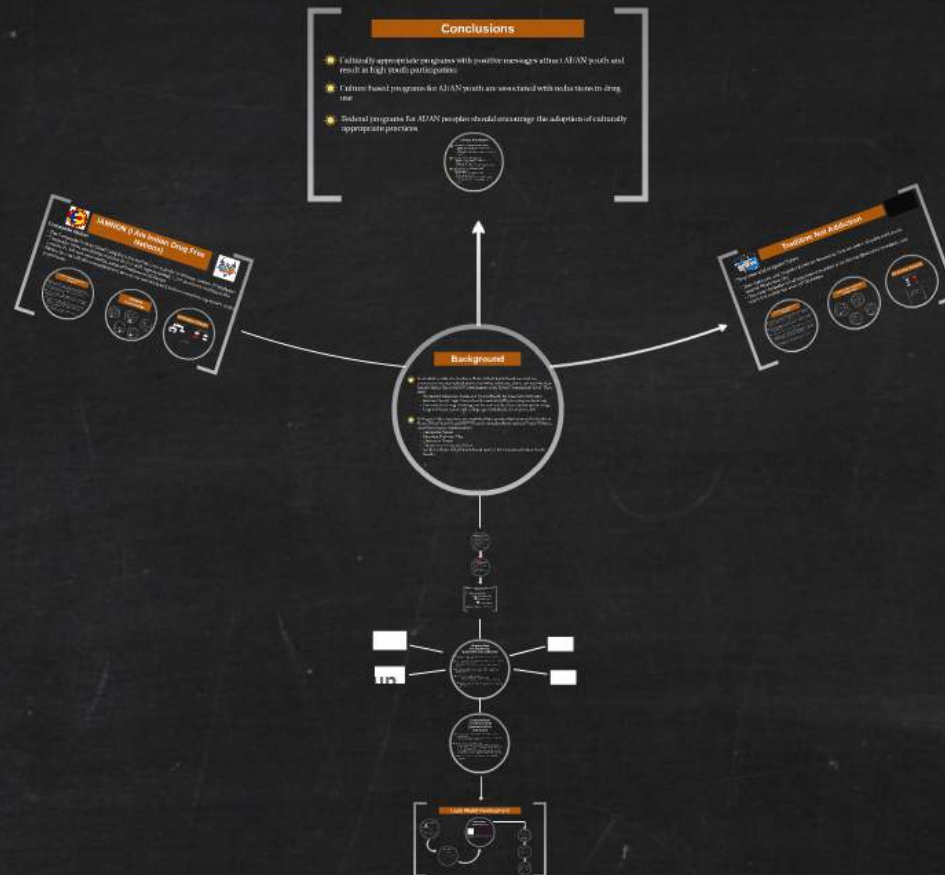






Culture is Prevention! Success stories from Comanche Nation's IAMNDN and Cheyenne and Arapaho Tribes' Tradition Not Addiction Prevention Program

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)

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 (SEWG, EBPWG, ADIC WG)
- 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.

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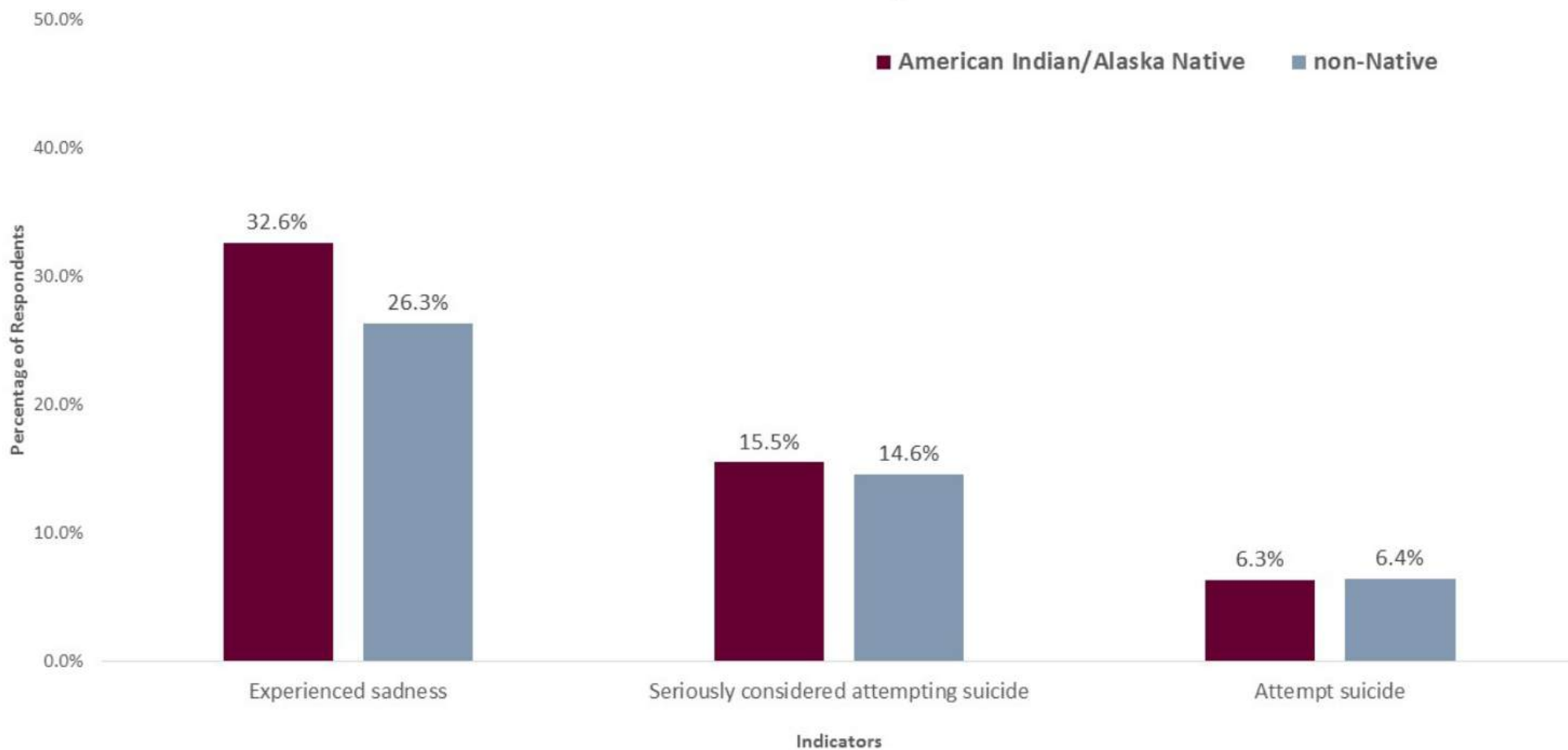
Comanche Nation

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

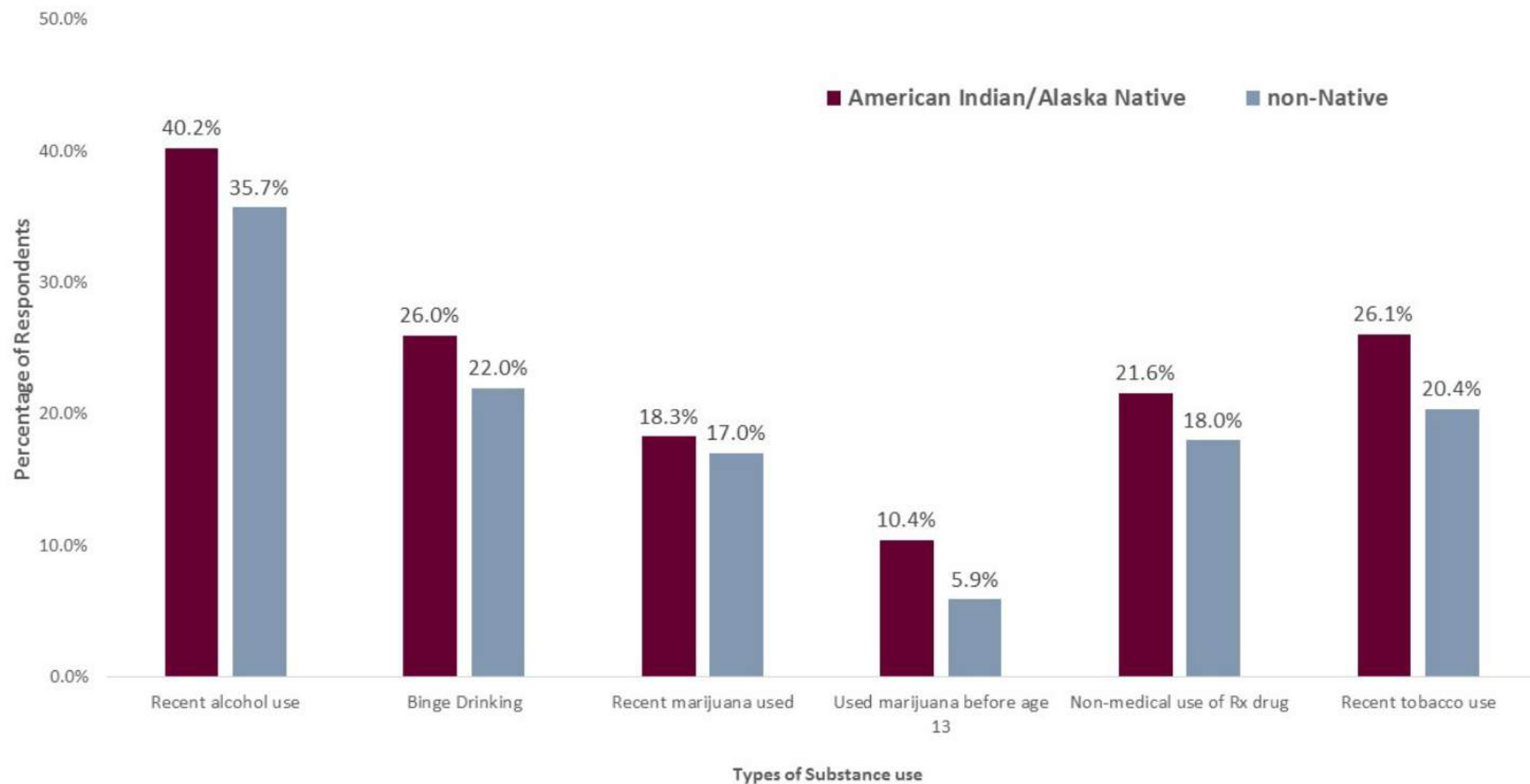
Mental Health and Suicide Indicators among High School, 2009-2013, Oklahoma (Source: Oklahoma YRBS)



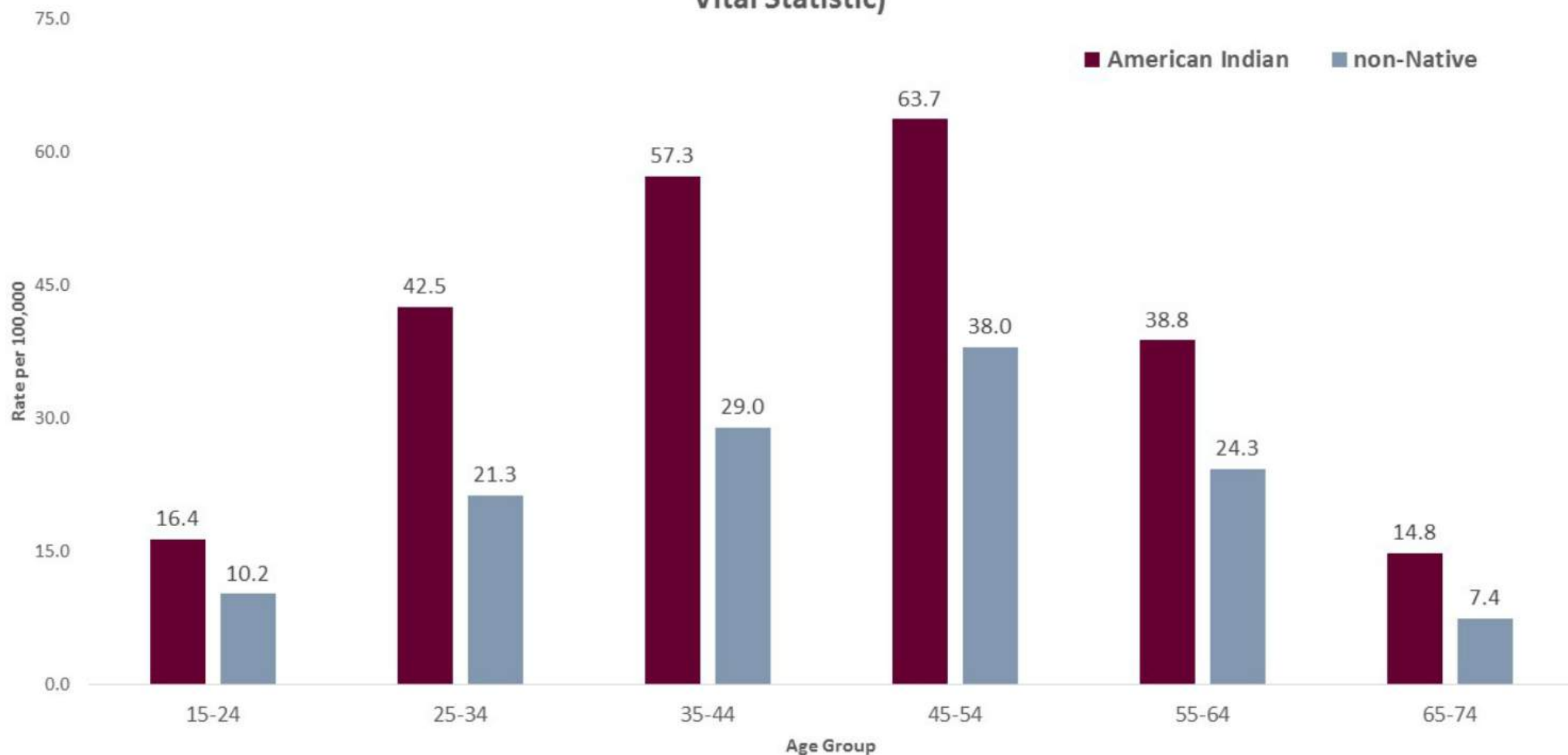
Suicide Death Rate per 100,000, 2009-2013, Oklahoma (Source: Oklahoma Vital Statistic)



Substance Use among High School, 2009-2013, Oklahoma (Source: Oklahoma YRBS)



Accidental Poisoning Death Rate per 100,000, 2009-2013, Oklahoma (Source: Oklahoma Vital Statistic)



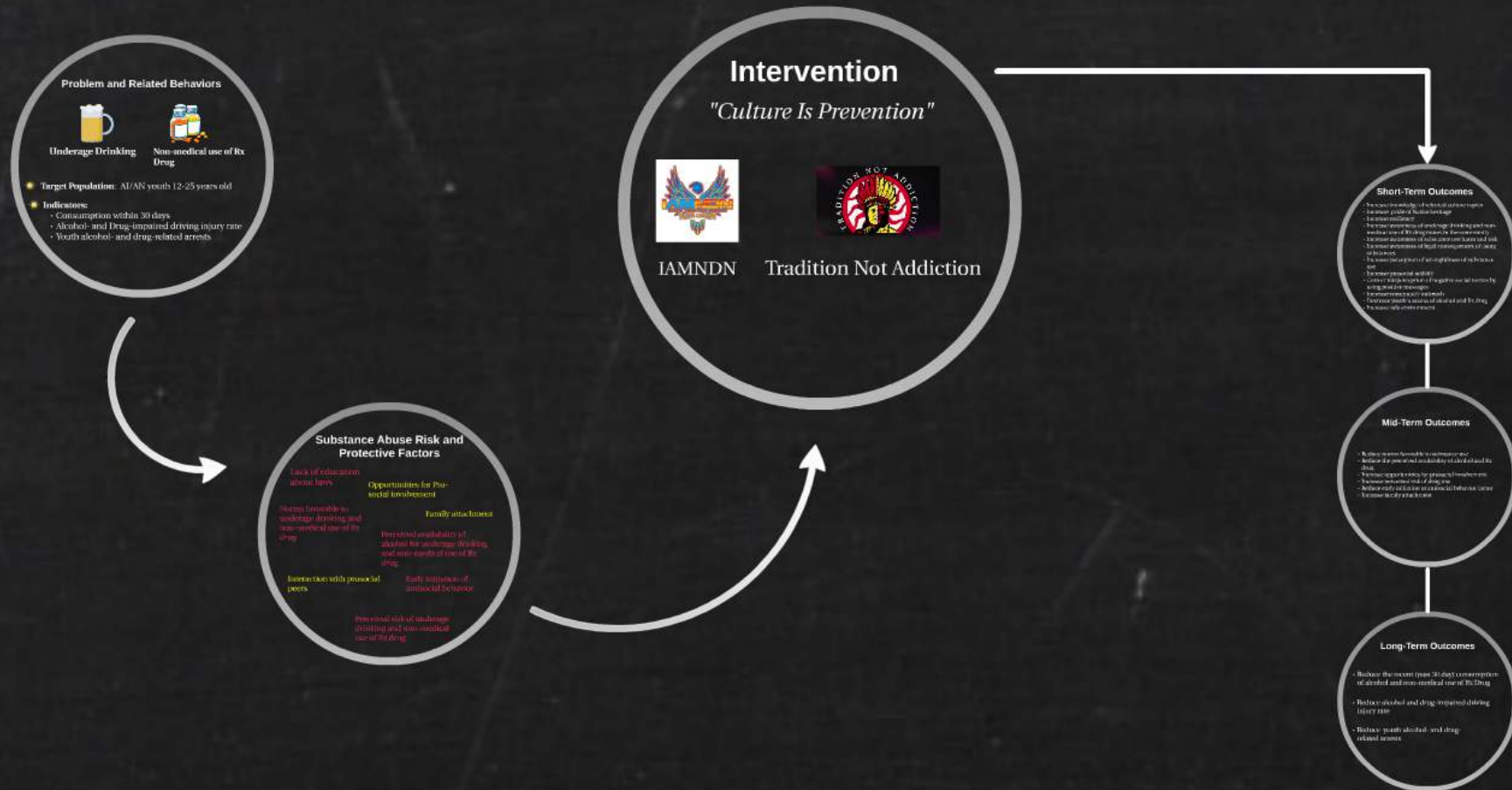
Disparity Data Pre-Intervention (Qualitative Data Collection)

- ☀ 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

Logic Model Development



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

Opportunities for Pro-
social involvement

Norms favorable to
underage drinking and
non-medical use of Rx
drug

Family attachment

Perceived availability of
alcohol for underage drinking
and non-medical use of Rx
drug

Interaction with prosocial
peers

Early initiation of
antisocial behavior

Perceived risk of underage
drinking and non-medical
use of Rx drug

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

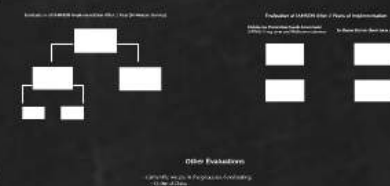
How we developed our program

- 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 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



Evaluation Results



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
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- ☀ 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

- We asked youth to provide pictures important to their lives and we then used these pictures to develop prevention posters and wanted to find culturally appropriate ways to influence attitudes.
- Through native artwork was used to create school supplies (notebooks).
- In addition when our youth participated in events along with other future 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



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 clubs
- 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



Social Marketing

- IAMNDN has:
 - a website www.iamndn.org
 - a facebook page <https://www.facebook.com/iamndn.ksa.com/>
 - Instagram: @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, preventive prevention messages, information about the risk of drug and alcohol use, information in other community programs.



Youth Council and Community Coalition

- All of the IAMNDN components are supported by organizations staffed by caring youth or adults.
- There is an IAMNDN Youth Council that:
 - Meets monthly and plans and coordinates all activities
 - Presents at conferences and community events
 - Discusses and answers most program inquiries
 - 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



Culture Class

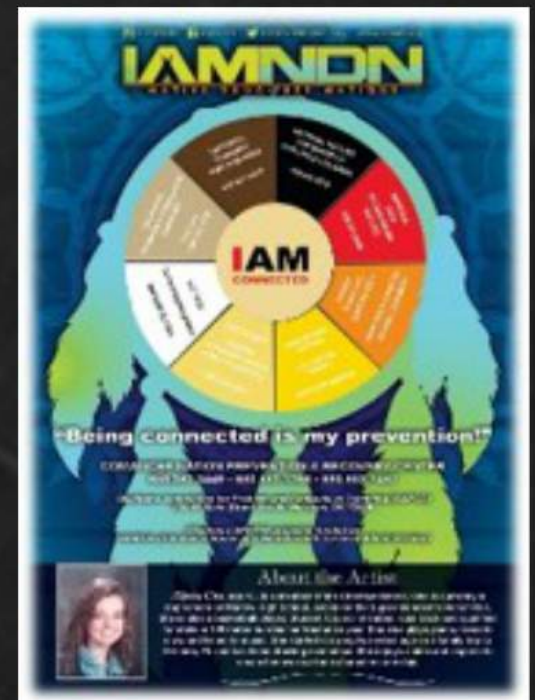
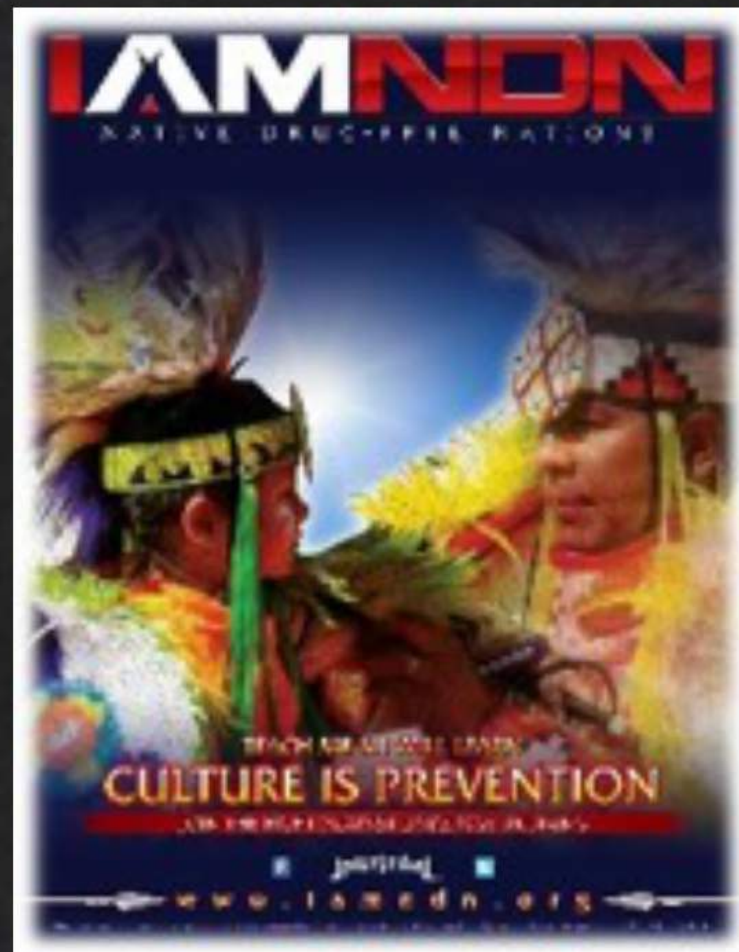
- The IAMNDN program conducts year-long culture classes for Native youth.
- Some classes are gender-specific such as beaded making and Cloth Dyeing.
- Other classes, such as language classes are open to all ages and genders.
- Each round of culture classes lasts 6 weeks (Monday through Friday) and are repeated 6 times a year.



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 Years 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 IAMNDN Implementation After 1 Year (In-House Survey)

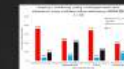


Evaluation of IAMNDN After 2 Years of Implementation

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



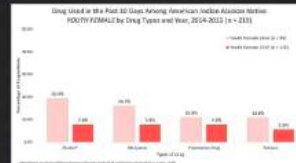
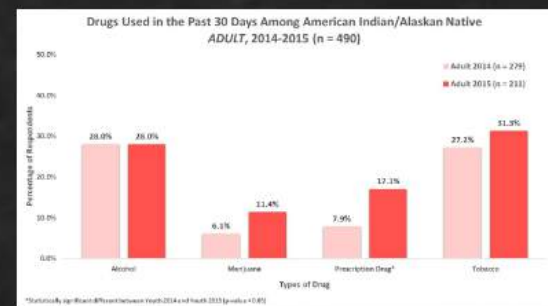
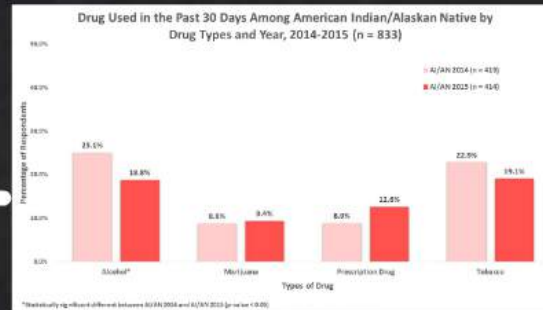
In-House Survey-Short term outcomes



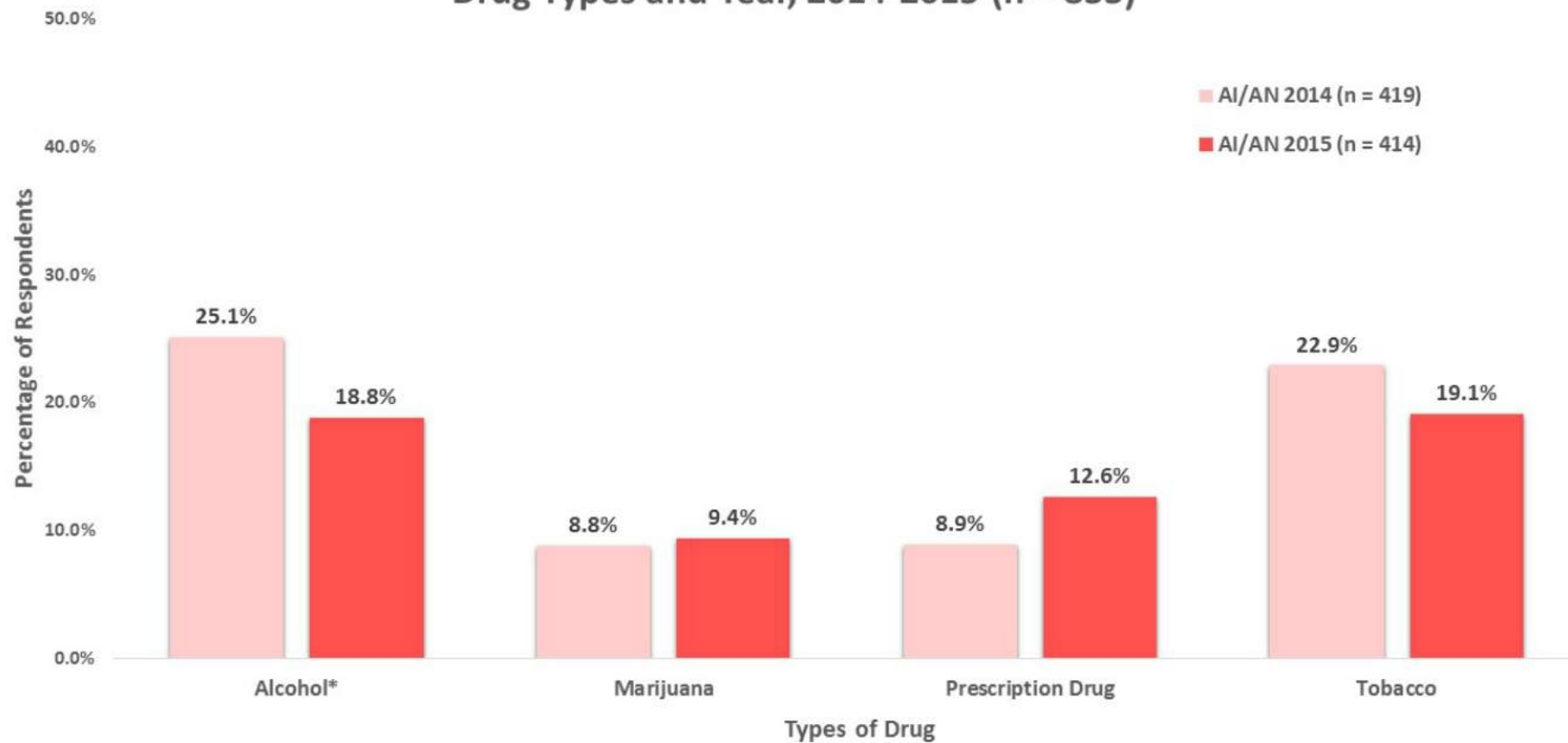
Other Evaluations

- Currently, we are in the process of evaluating:
 - Cultural Class
 - Notebook

Evaluation of IAMNDN Implementation After 1 Year (In-House Survey)

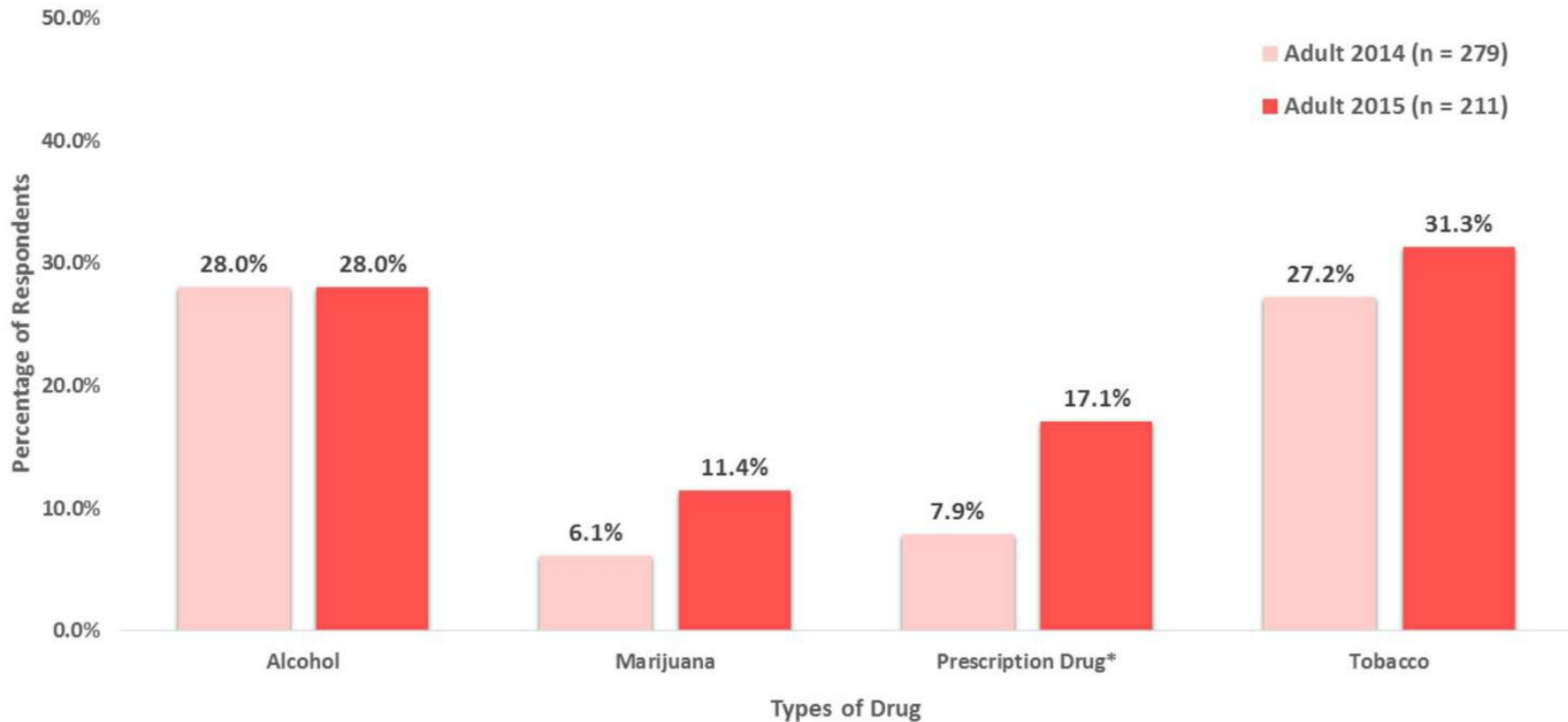


Drug Used in the Past 30 Days Among American Indian/Alaskan Native by Drug Types and Year, 2014-2015 (n = 833)



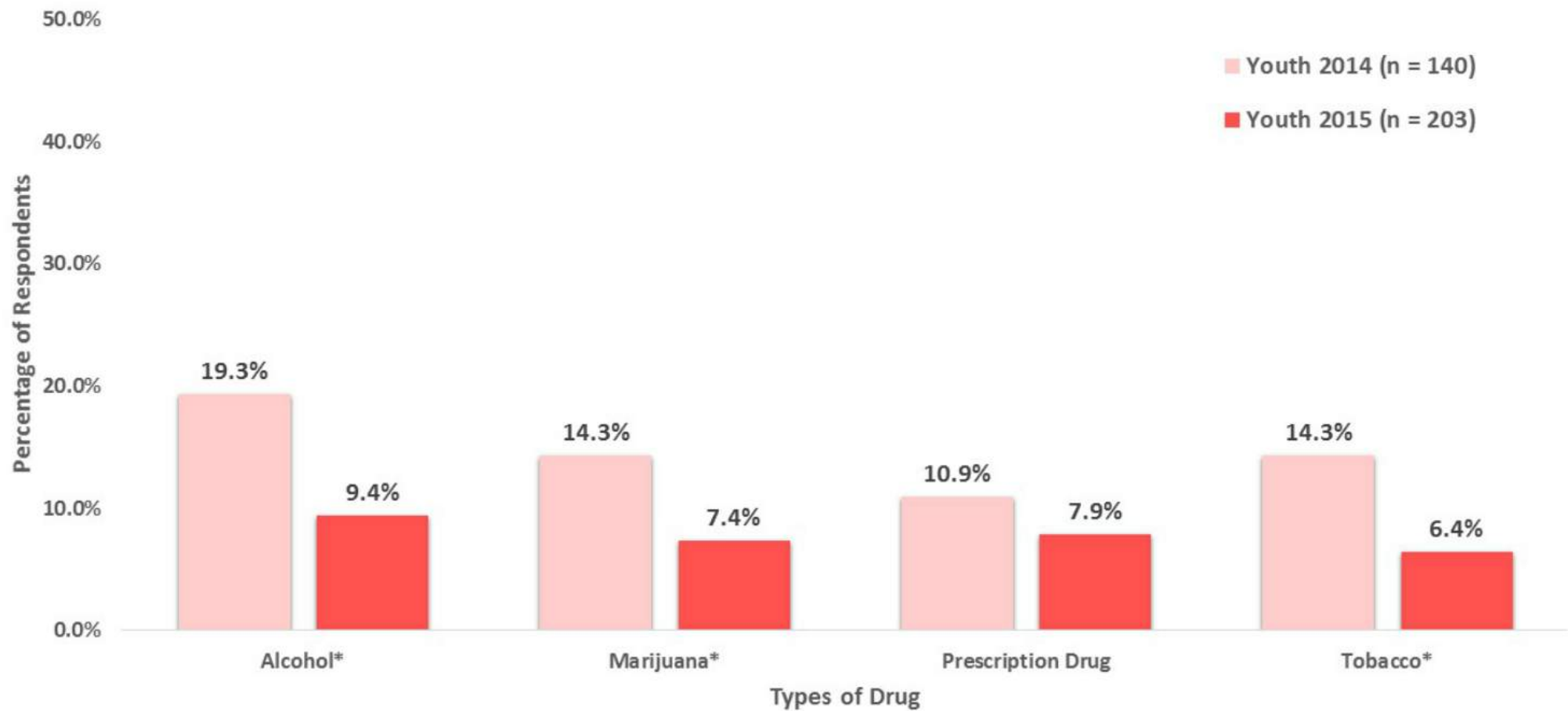
*Statistically significant different between AI/AN 2014 and AI/AN 2015 (p-value < 0.05)

Drugs Used in the Past 30 Days Among American Indian/Alaskan Native ADULT, 2014-2015 (n = 490)



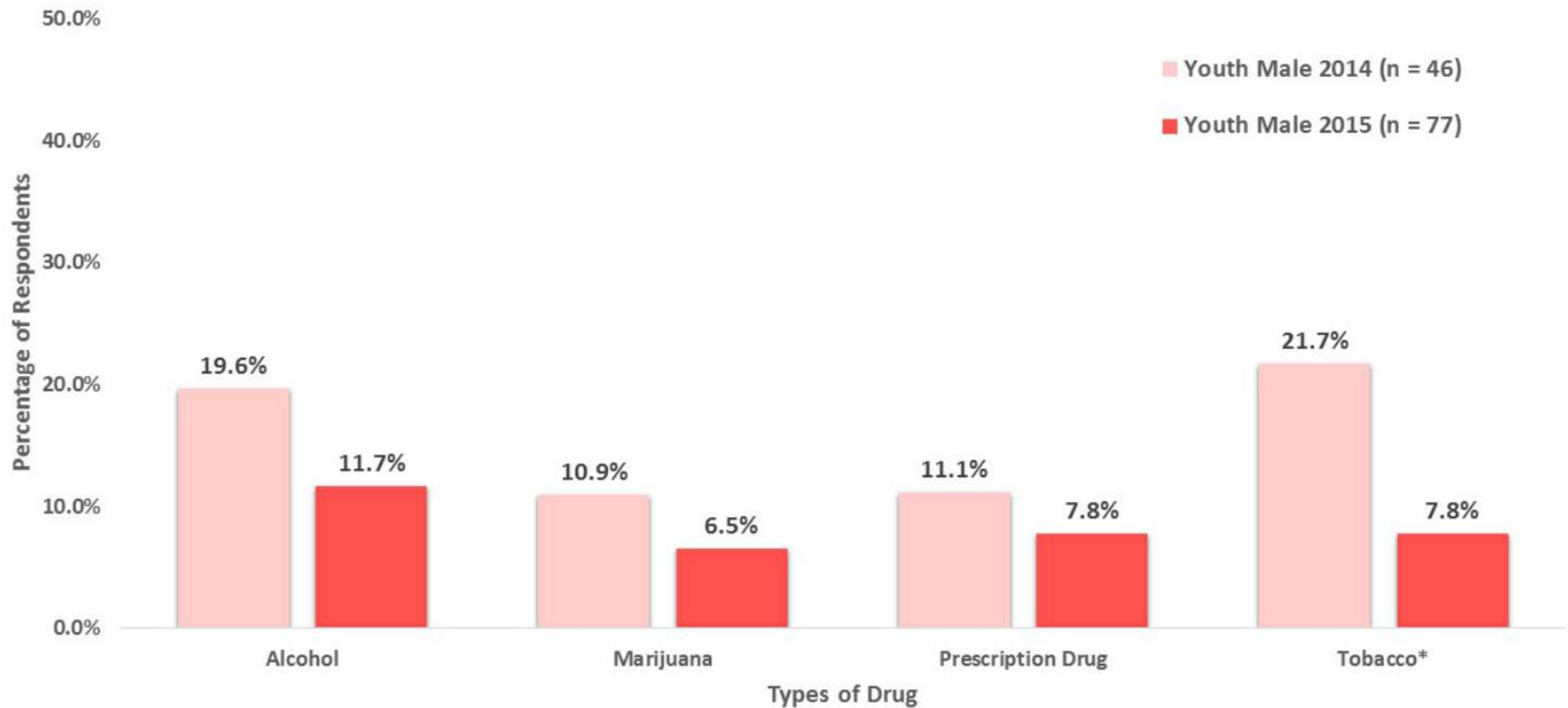
*Statistically significant different between Youth 2014 and Youth 2015 (p-value < 0.05)

Drug Used in the Past 30 Days Among American Indian/Alaskan Native YOUTH, 2014-2015 (n = 343)



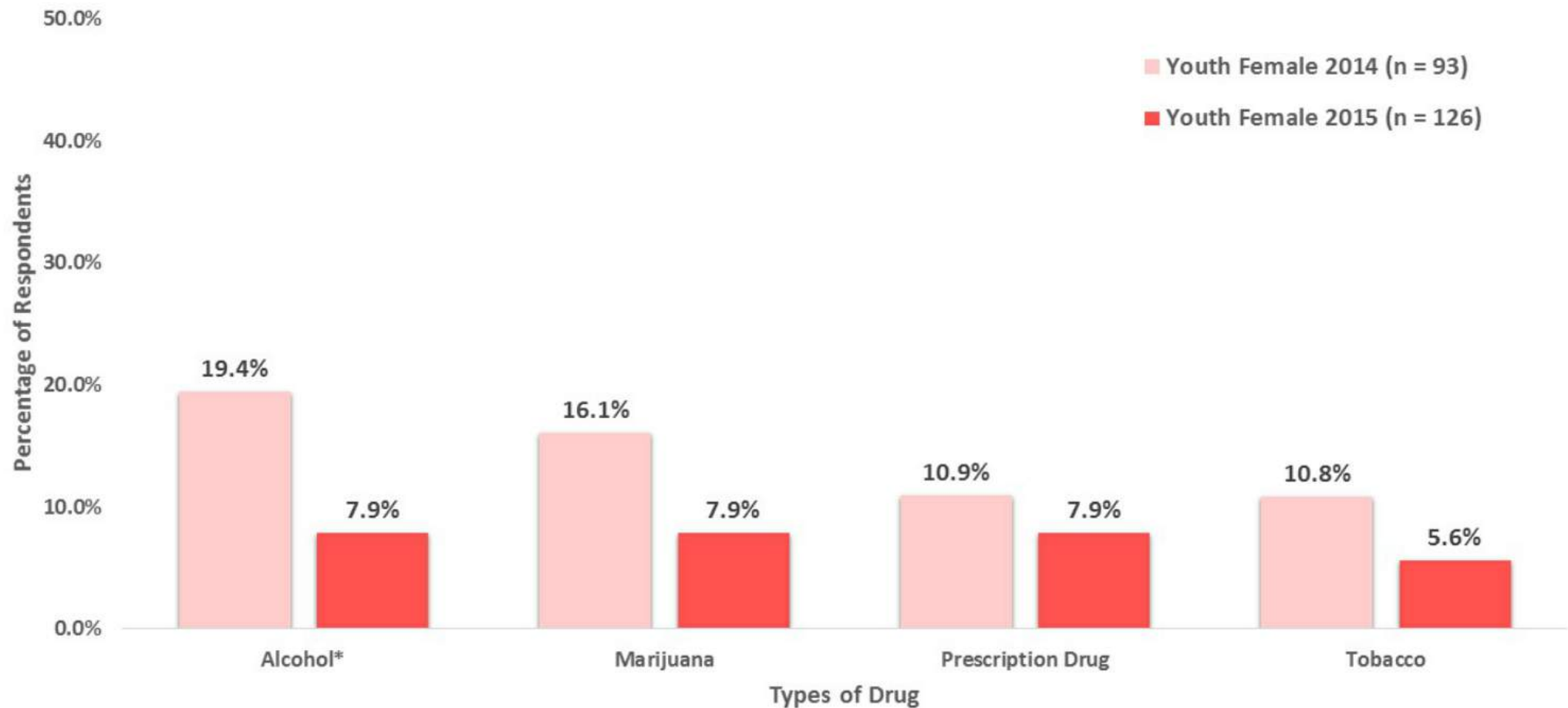
*Statistically significant different between Youth 2014 and Youth 2015 (p-value < 0.05)

Drug Used in the Past 30 Days Among American Indian/Alaskan Native *YOUTH MALE* by Drug Types and Year, 2014-2015 (n = 123)



*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)

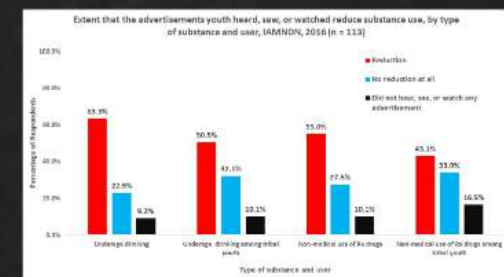
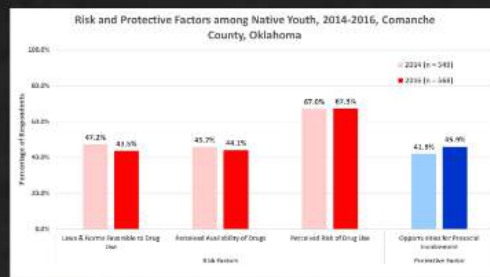
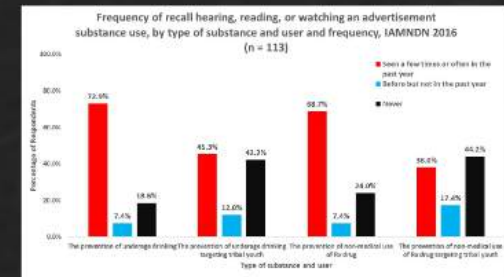
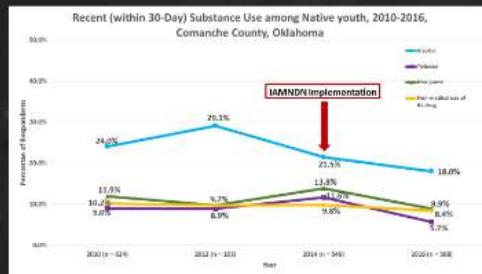


*Statistically significant different between Female Youth 2014 and Female Youth 2015 (p-value < 0.05)

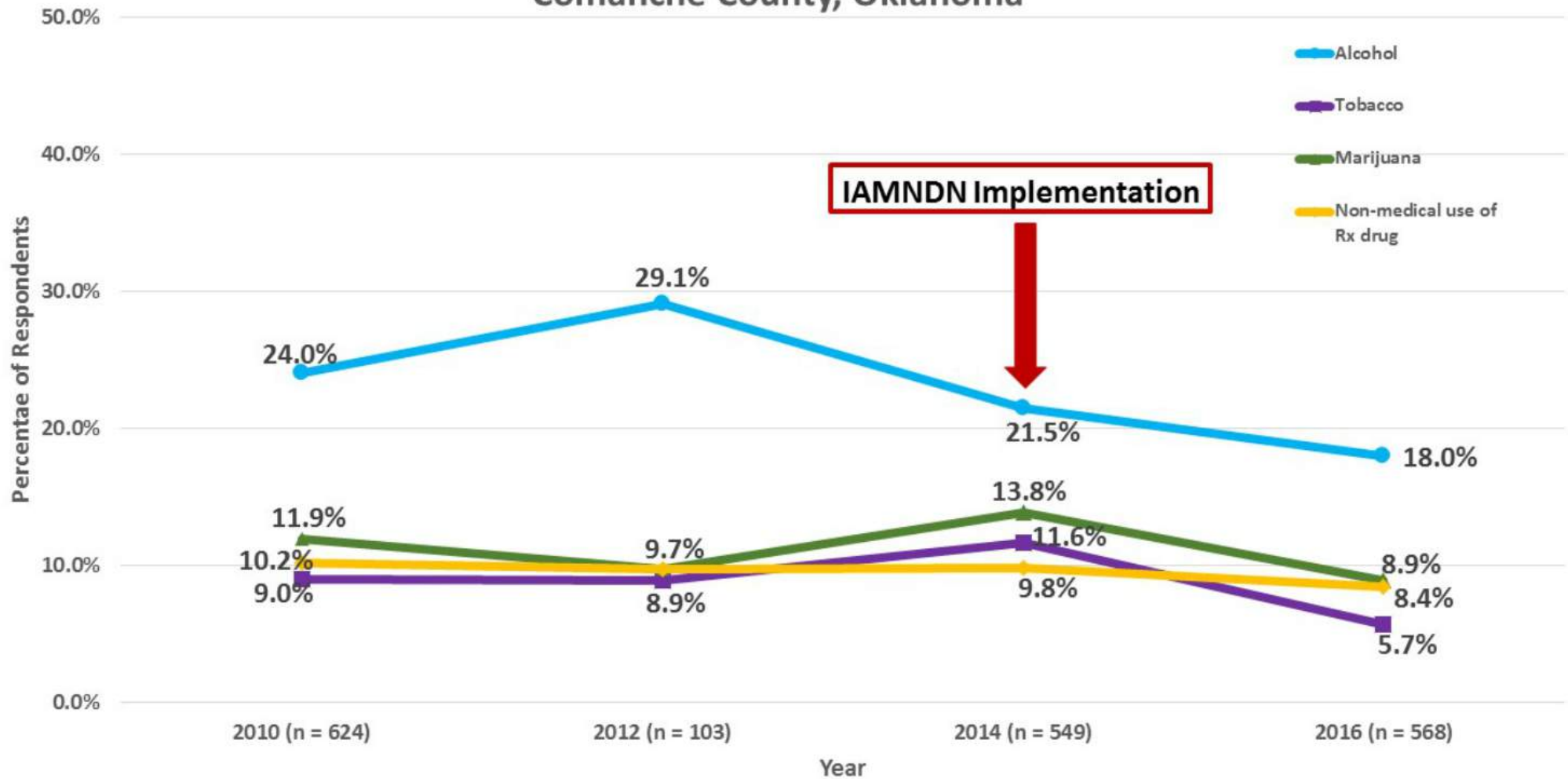
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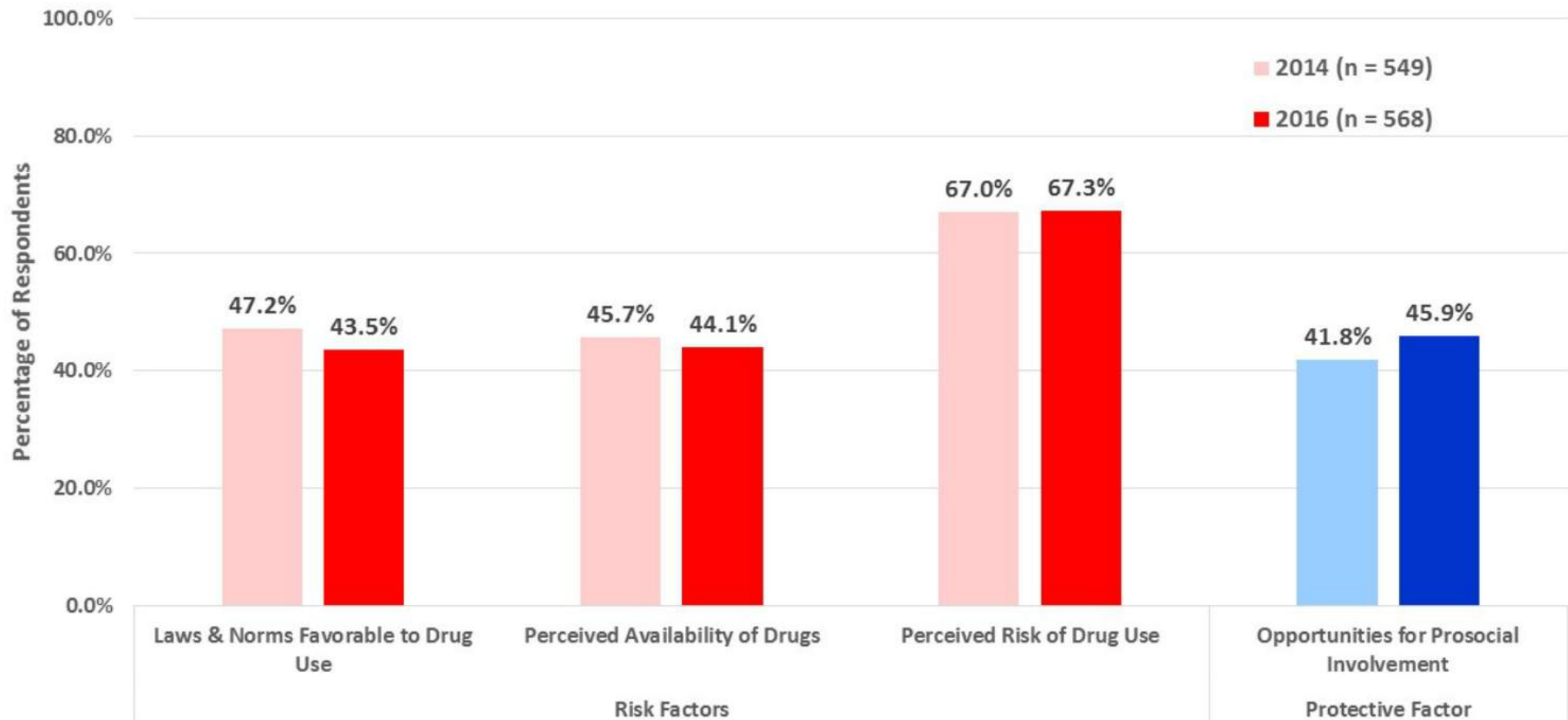
In-House Survey-Short term outcomes



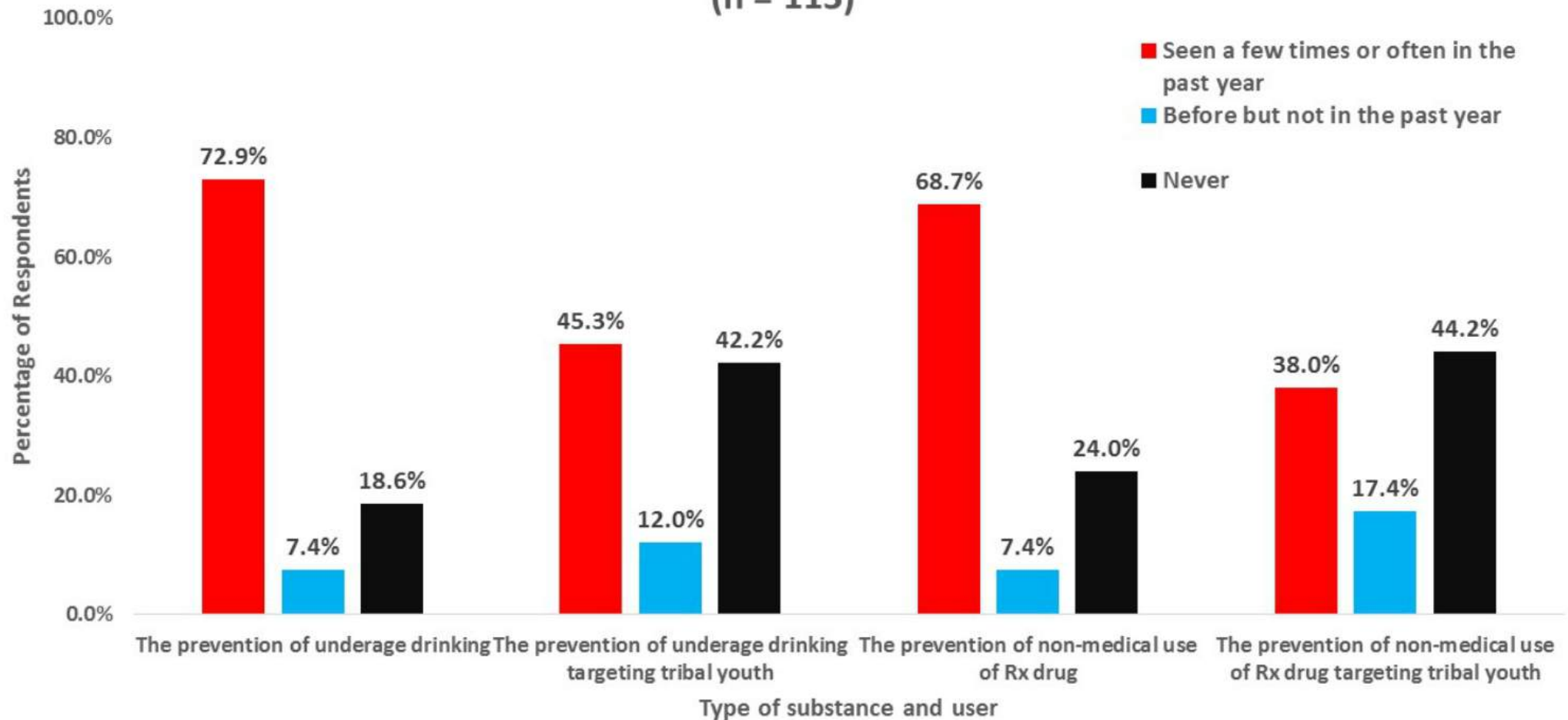
Recent (within 30-Day) Substance Use among Native youth, 2010-2016, Comanche County, Oklahoma



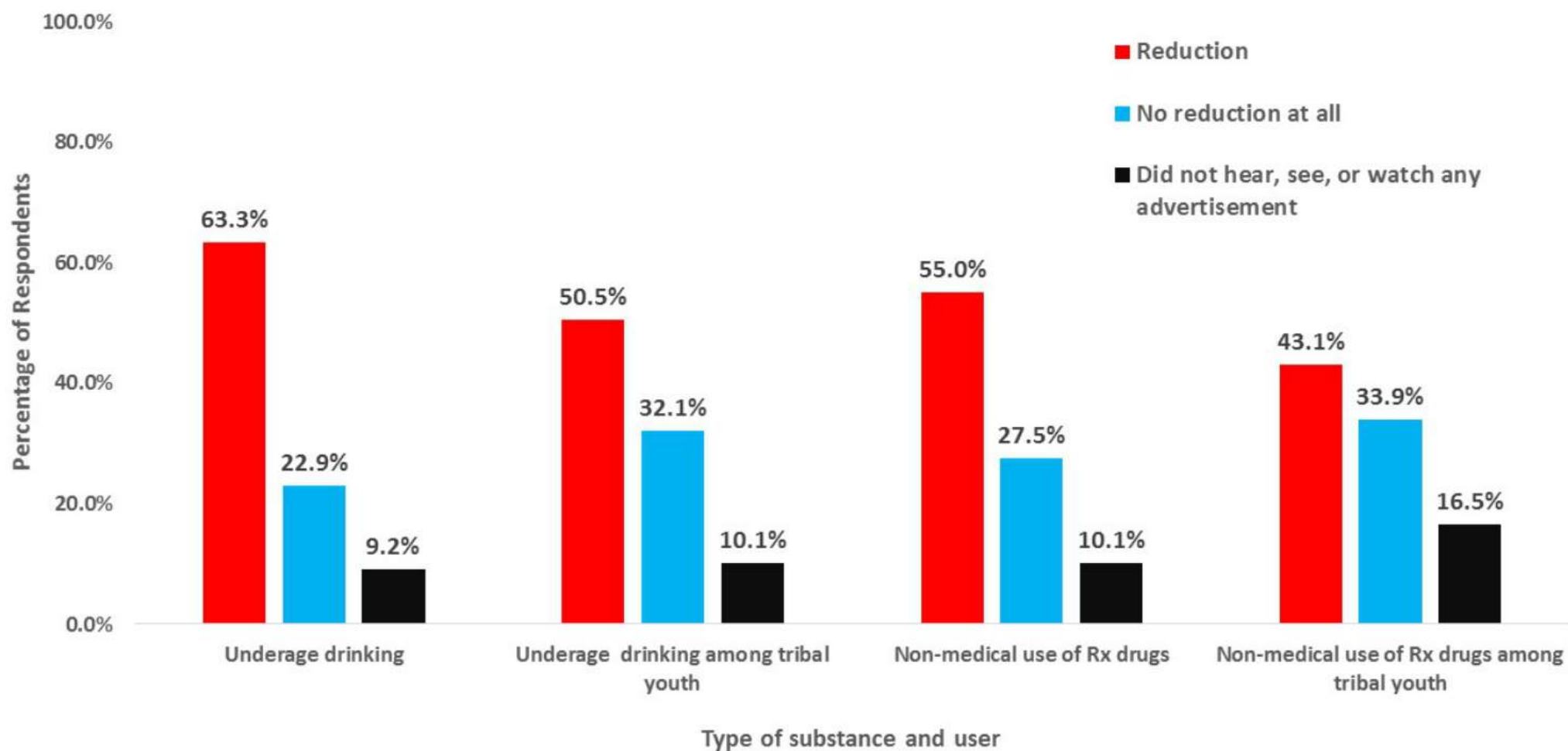
Risk and Protective Factors among Native Youth, 2014-2016, Comanche County, Oklahoma



**Frequency of recall hearing, reading, or watching an advertisement
substance use, by type of substance and user and frequency, IAMNDN 2016
(n = 113)**



Extent that the advertisements youth heard, saw, or watched reduce substance use, by type of substance and user, IAMNDN, 2016 (n = 113)



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



Evaluation Results



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Tradition Not Addiction Components

Cultural Class

- The Tradition New Addition 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 HortsuVine State Park.



- ## Cultural Class
- The Tradition Now adds new program classes in the school's curriculum. The school based classes for the Native, year and monthly community cultural participation school.
 - Other classes, such as the community cultural classes, are open to all students attending the school.
 - 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 Romana-New York.

[illegible]

- ## Prosocial Activities
- Winter:** CANCA Leadership Initiative, Titled Christmas Caroling to the Homeless, Addresses Homeless Children by giving them gifts and toys, candy, and give Valentine's Cards and writings to their friends.
 - Spring:** Community Titled Kids, Their Spring Break, Camp & Crafts Day, where students and teachers participate in Crafts, Games, and Fun.
 - Summer:** CANCA Leadership Initiative, Camps, Color Run 5k and Fun Walks to Support the Los Angeles Children's Hospital, Camps, Games, and Fun.
 - Summer/Summer:** Camp, Spring & Summer Camp, Color Run 5k and Fun Walks to Support the Los Angeles Children's Hospital, Camps, Games, and Fun.
 - Fall:** The Big Day, Home Walks, The Big Project, Home Walks, Annual Walk to Support the Los Angeles Children's Hospital, Camps, Games, and Fun.



Social Marketing

- Tradition: Not Addiction but
 - A website www.addictioninformation.com
 - A Facebook page <https://www.facebook.com/TraditionNotAddiction>
 - A Twitter account <https://twitter.com/TraditionNotAdd>
- Tradition: Not Addiction utilizes social media as a communication tool to promote healthy risk reduction drug use choices
- Tradition: Not Addiction strategically utilizes social media to advocate the prevention of substance use and harm reduction as one of the drug
- Our media campaigns is based on the most recent risk and protective factors for the illicit youth in our area
- Our media campaigns aims to increase youth's perception of harm from drug use and minimize behavior change with positive messages
- Social media includes articles of events and meetings, positive prevention messaging, and information on the reduction of alcohol and non medical use of prescription drugs



- Tradition Not Addictive but...
 - A website: www.addictionandtradition.com
 - Facebook: <https://www.facebook.com/addictionandtradition>
 - Instagram: <https://www.instagram.com/addictionandtradition>
 - Twitter: <https://twitter.com/addictionandtradition>
- Tradition Not Addictive utilizes social media as a communication tool to generate interest and attract drug-free friends who wish to advocate the Tradition Not Addictive strategy.
- Tradition Not Addictive strategically uses social media as one of the top 300 prevention of underage drinking in the most recent risk and protective factors data for the United States youth in our survey.
- Our media campaign is based on the most recent risk and protective factors data for the United States youth in our survey.
- Our media campaign is based on the most recent risk and protective factors data for the United States youth in our survey.
- Our media campaign includes patterns of events and positive, positive prevention messages, and information about the reduction of alcohol and youth medical use of prescription drugs.



Posters and Video and Radio Messaging

- Generated high-visibility posters that secured the best placement in tribal health facilities, community halls, tribal gym 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.
- Trained Media: Tribal youth generated their own dialog and produced audio and video messages (shown on air) transmitted by the GSN, Clay County and Apache Radio and TV. Youth dialog messages produced with Native humor made an engaging and entertaining generation message.

Youth wanted to develop an event with community messaging for posters. They requested to participate and allowed them to give recommendations.

- Generated high-yielding products that secure the best placement in retail health-food stores, community halls, school gyms and public schools
- Produced products that targeted "lifestyle" changes that promote an active and drug-free environment
- The inclusion of Tobi's youth helped to increase familiarity with the community and helped buy-in into the program's community activities
- Increased Media: Tobi's youth generated their own dialog and produced anti-drug and anti-alcohol messages; on air time donated by the CANN (Cape Henry and Annapolis Radio and TV). Youth drove messages spotlighted with Native learn made for engaging and stimulating community events.
- Youth created an anti-drug network and prevention messaging for parents. This network urged its participants to "allow" their child for peer recognition.



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 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





TRADITION NOT ADDICTION YOUTH GROUP

In gratitude for participating in the National Prevention Week 2017 Kick-Off Event on May 15, 2017, and helping to amplify the importance of substance abuse prevention and the promotion of mental health and well-being.

James M. Harding
President, Harding
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MAKING EACH DAY COUNT

2017

NPW
national prevention week

May 14-20, 2017

Harbor
BEHAVIORAL HEALTH
a division of
FIDELITY

**People ages 12
through 20
drink 11% of all
alcohol
consumed in the
United States.**

ALTHOUGH YOUTH DRINK LESS OFTEN THAN
ADULTS DO, WHEN THEY DO DRINK, THEY
DRINK MORE.



START TALKING BEFORE THEY START DRINKING

Kids who drink before age 15 are 5 times more
likely to have alcohol problems when they're adults.

To learn more, go to www.stopalcoholabuse.gov
or call 1.800.729.6686



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov



Traditional Uses of the Buffalo

Tanned Hide Buckskins Bags Belts Blankets Brakes Caps Cradles Doll Mittens Dresses Luggage Moccasins Pillows Pouches Ropes Shirts Sweet Lodge Cover Tapes Tip Liners Tip Covers Winter Robes	Meat Immediate use Dried Meat Jerky Pemican Sausages	Bladder Food Pouches Medicine Bags Water Container	Gall Yellow Paint	Tendons & Muscles Arrow Tips Bowstrings Cords Snow	Liver Food Tanning Agent	Breast Food Hide Preparation	Skull After Defining Tool Sun Dance
Tails Decorations Fly Swatter Knife Sheaths Medicine Switch Whips	Dung Dye Powder Fuel	Hoof Sheath Containers Glue Rattles Spoons Wind Chimes	Skin Containers Rattles	Stomach Liner Cooking Vessels Water Container	Foot Bones Teething Toys Toy Buffalo or Horse	Teeth Ornaments	Bones Arrowheads Arrows Eating Utensils Fishing Tools Game Dice Jewelry Knives Painting Tools Pipes Quips Saddle Trees Sponges Shovels Shields Splints Toys War Clubs
Hair Braids Braided Ropes Doll Stuffing Hair Pieces Headbands Horse Harness Medicine Balls Moccasins Lining Ornaments Pad Filers Pillow Fillers	Stomach Contents Medicines Paints	One Claws Glue Rattles Wind Chimes	"Parache" Masks Cords Ornaments Rattles Shields Snowshoes Trunks	Rawhide Horse-water Trough Moccasins Soles Containers Quivers Ropes Shields Splints Lariats	Buckets Caps Drums Rats Saddles Shovels Straps		



17th Annual SAND CREEK MASSACRE SPIRITUAL HEALING RUN

November 26th-29th, 2015

Healing Run Coordinators:

Otto Braided Hair:
ph: 406-748-4352 email: sandcreek@rangeweb.net

Kaden Walksnice:
ph: 509-338-9669 email: kadenwn@gmail.com

Vanessa Braided Hair:
ph: 406-243-6274 email: nessa.grace43@gmail.com



Northern Cheyenne Coordinator:

Vanessa Braided Hair:
ph: 406-243-6274 email: nessa.grace43@gmail.com

Northern Arapaho Coordinator:

Gail Ridgely:
ph: 307-840-5834 email: gailridgely@yahoo.com

Cheyenne & Arapaho Coordinator:

Karen Little Coyote: ph: 405-371-4052 office: 405-422-7443
email: klttcoyote@c-a-tbcs.org

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 Arapho 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 *Hinono ei*

We LISTEN to Our TEACHERS.
They TEACH us
**VIRTUE, HONOR,
& RESPECT.**

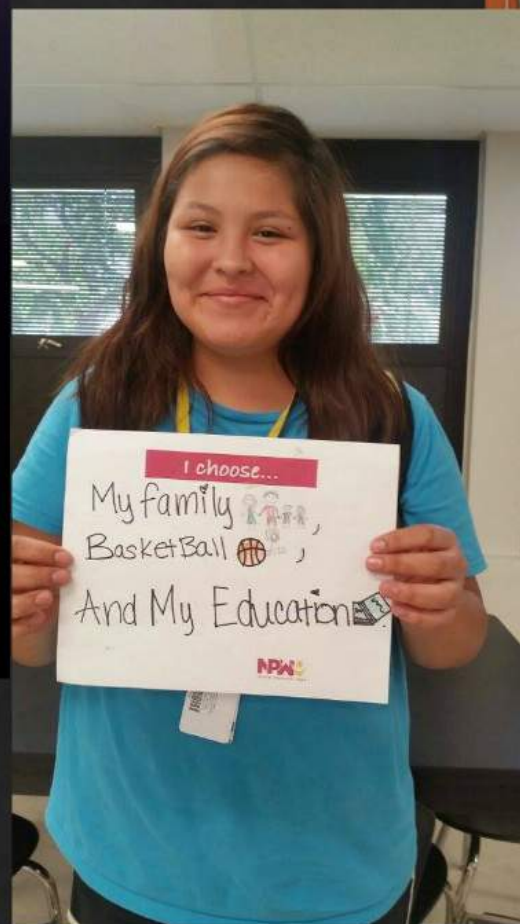
We Learn

TRADITION NOT ADDICTION

SAMHSA **spihb**
Strategic Prevention Framework - Tribal Incentive Grant
P.O. Box 187, Corvallis, OR 97332
TEL: 503-325-4400 FAX: 503-325-4401
WWW.SAMHSA.GOV

talk
they hear you

NPW



Tradition
not **Addiction**

20 STATE 16 CHAMPIONS
DARLINGTON SCHOOL

SAMHSA **spihb**
Strategic Prevention Framework - Tribal Incentive Grant
P.O. Box 187, Corvallis, OR 97332
TEL: 503-325-4400 FAX: 503-325-4401
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talk
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Evaluation Results

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



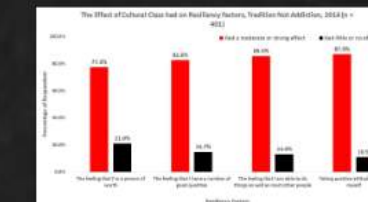
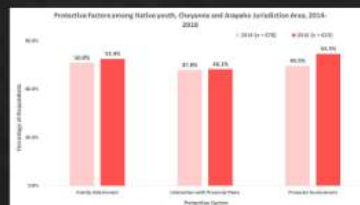
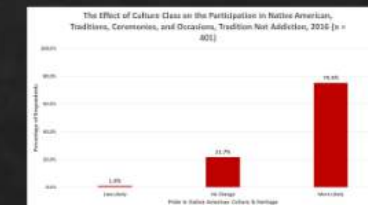
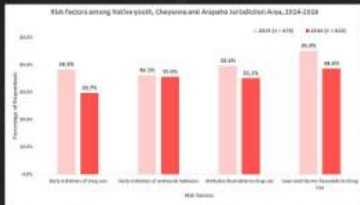
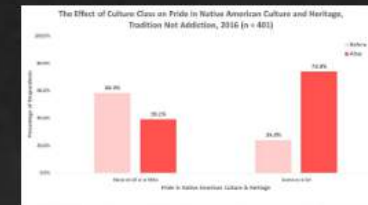
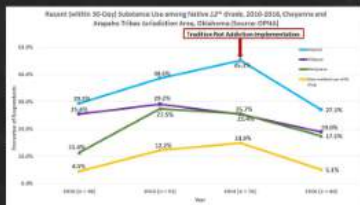
Other Evaluation Results

- ☀ 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

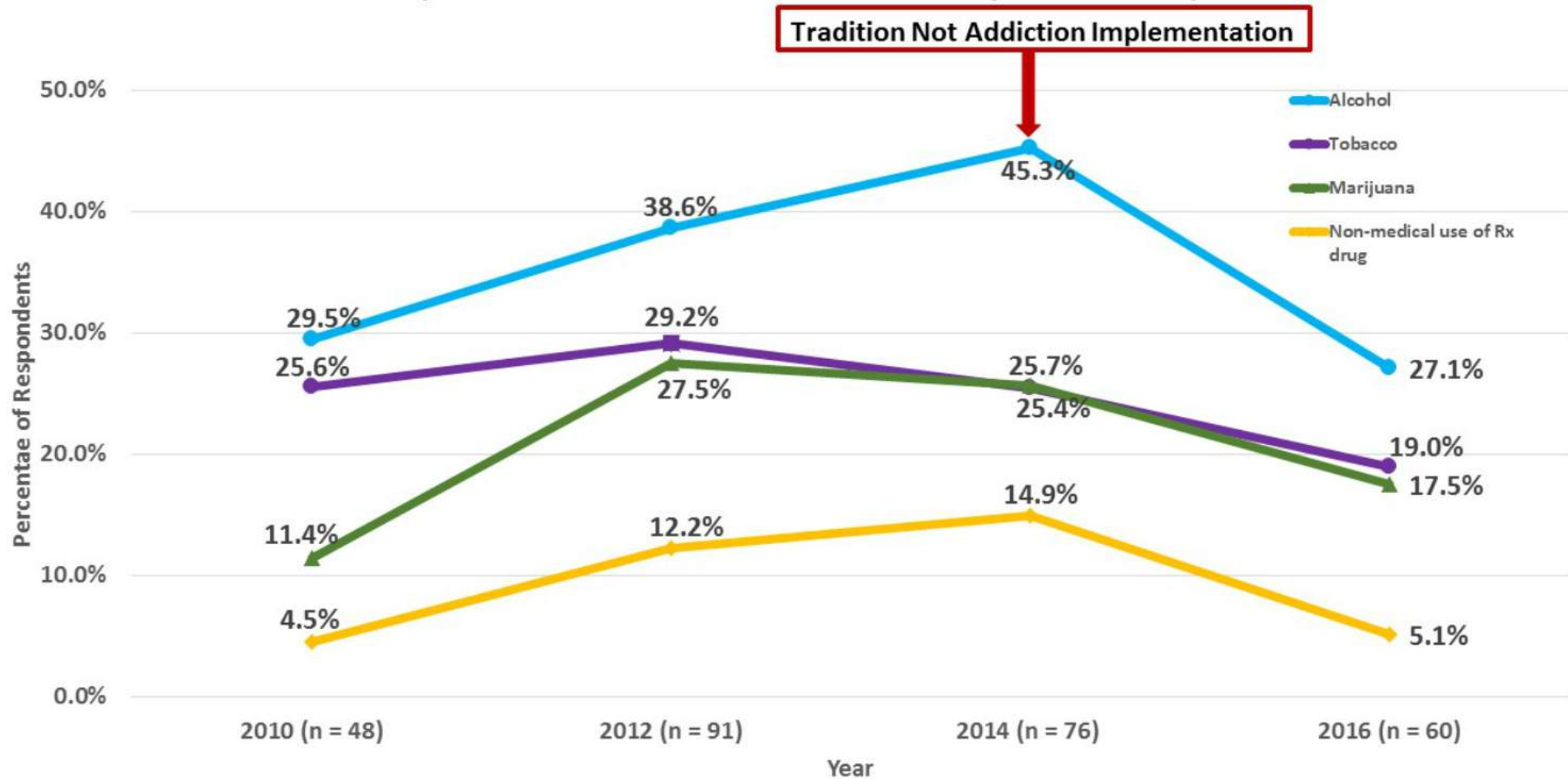
Evaluation of Tradition Not Addiction After 2 Years of Implementation

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

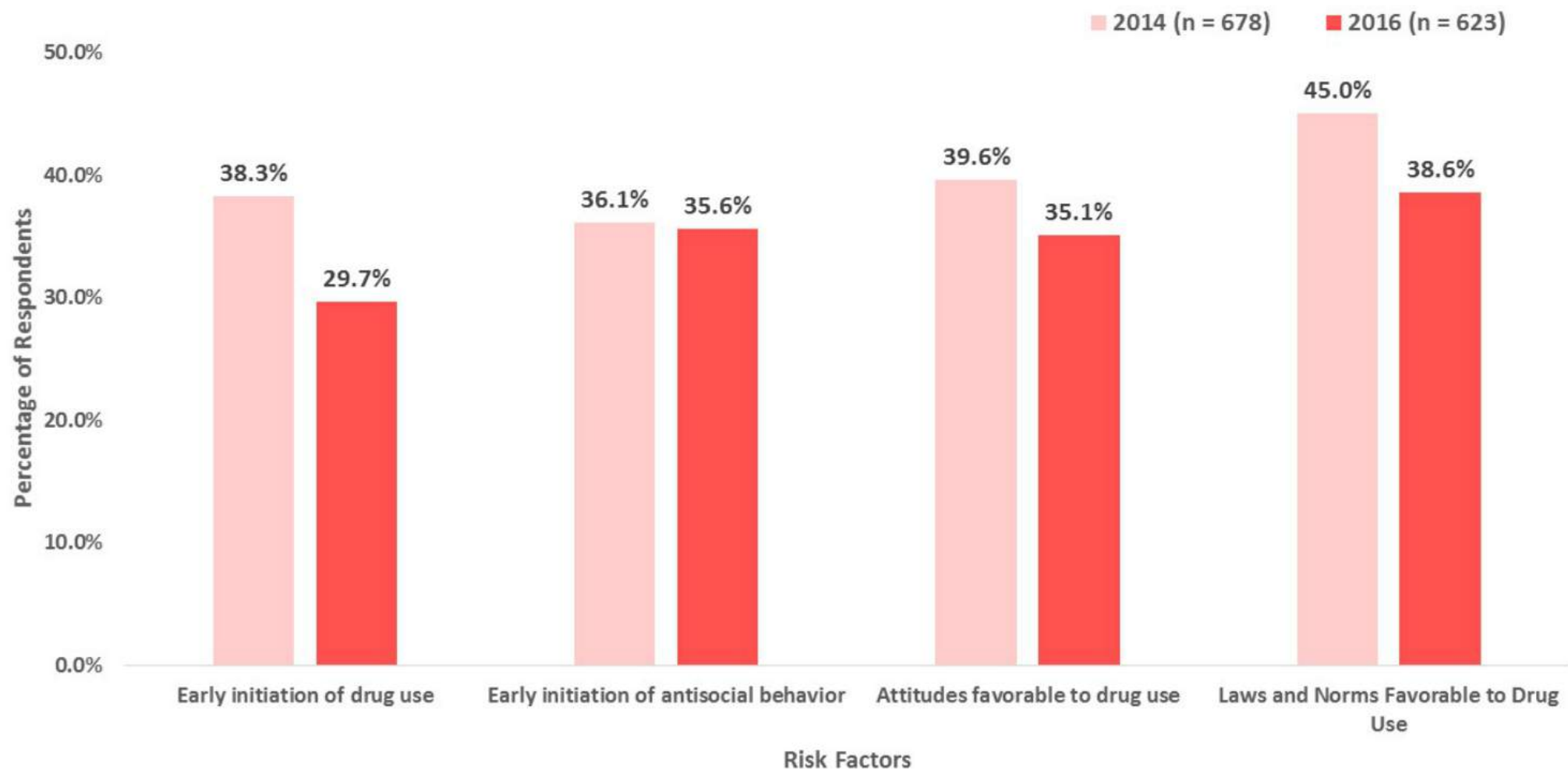
In-House survey-Short term outcomes



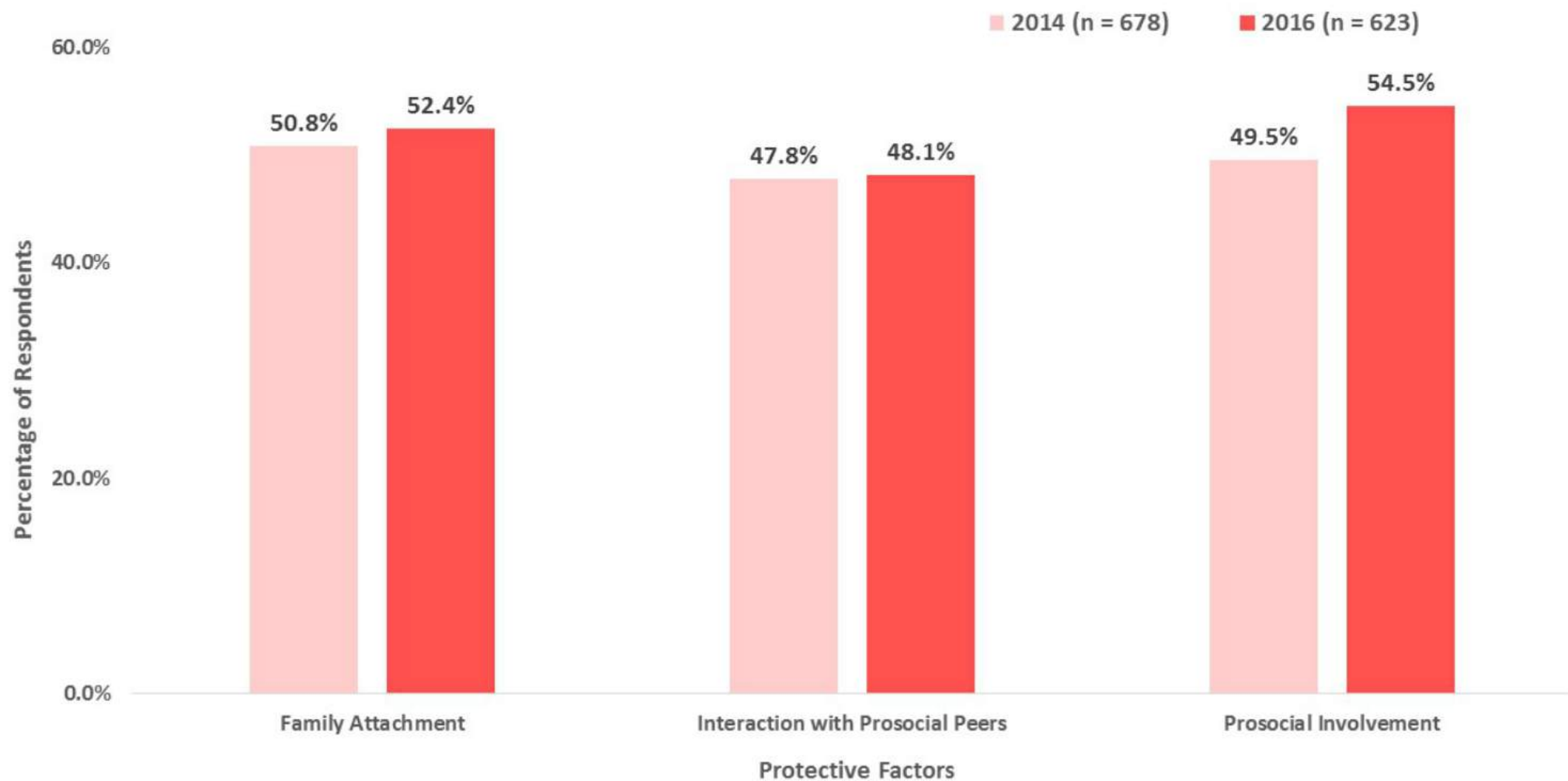
Recent (within 30-Day) Substance Use among Native 12th Grade, 2010-2016, Cheyenne and Arapaho Tribes Jurisdiction Area, Oklahoma (Source: OPNA)



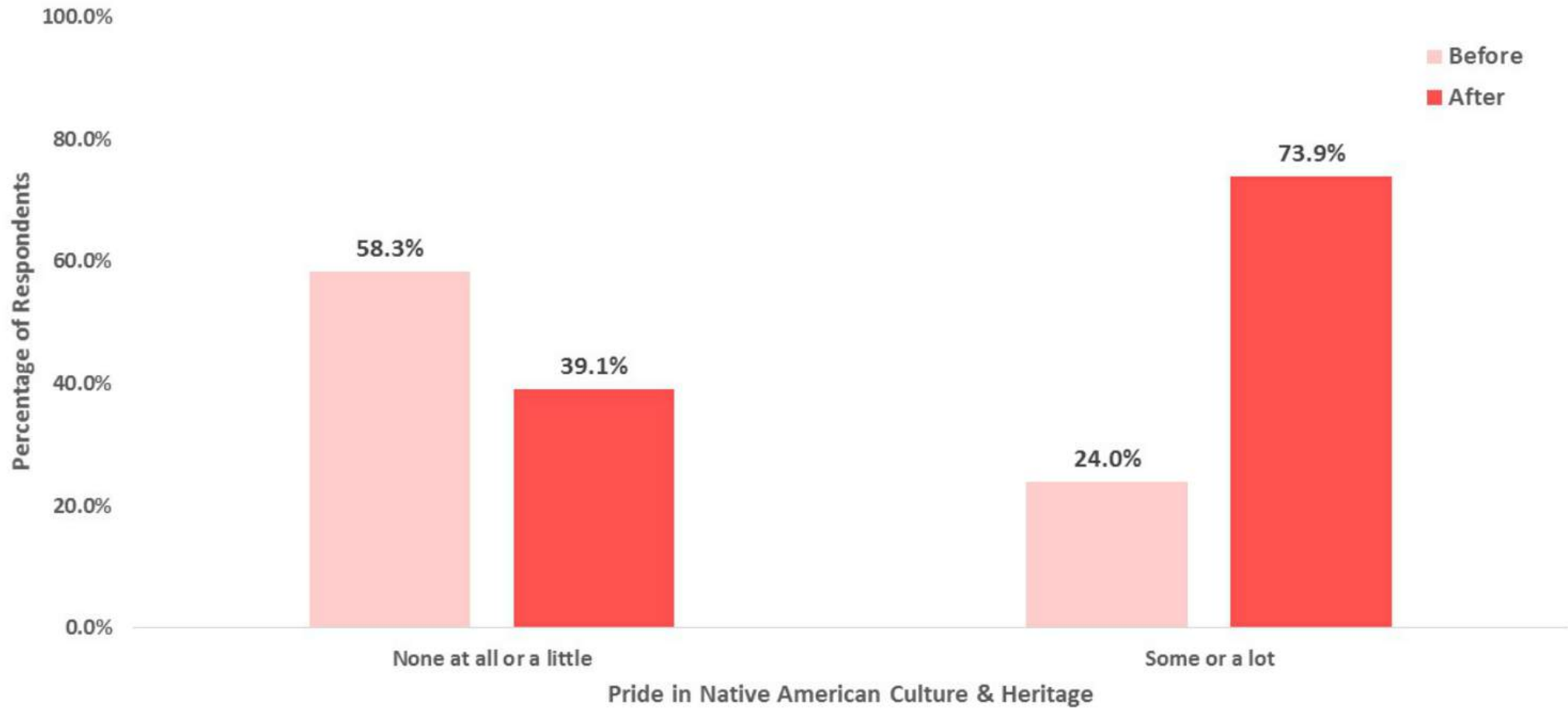
Risk Factors among Native youth, Cheyenne and Arapaho Jurisdiction Area, 2014-2016



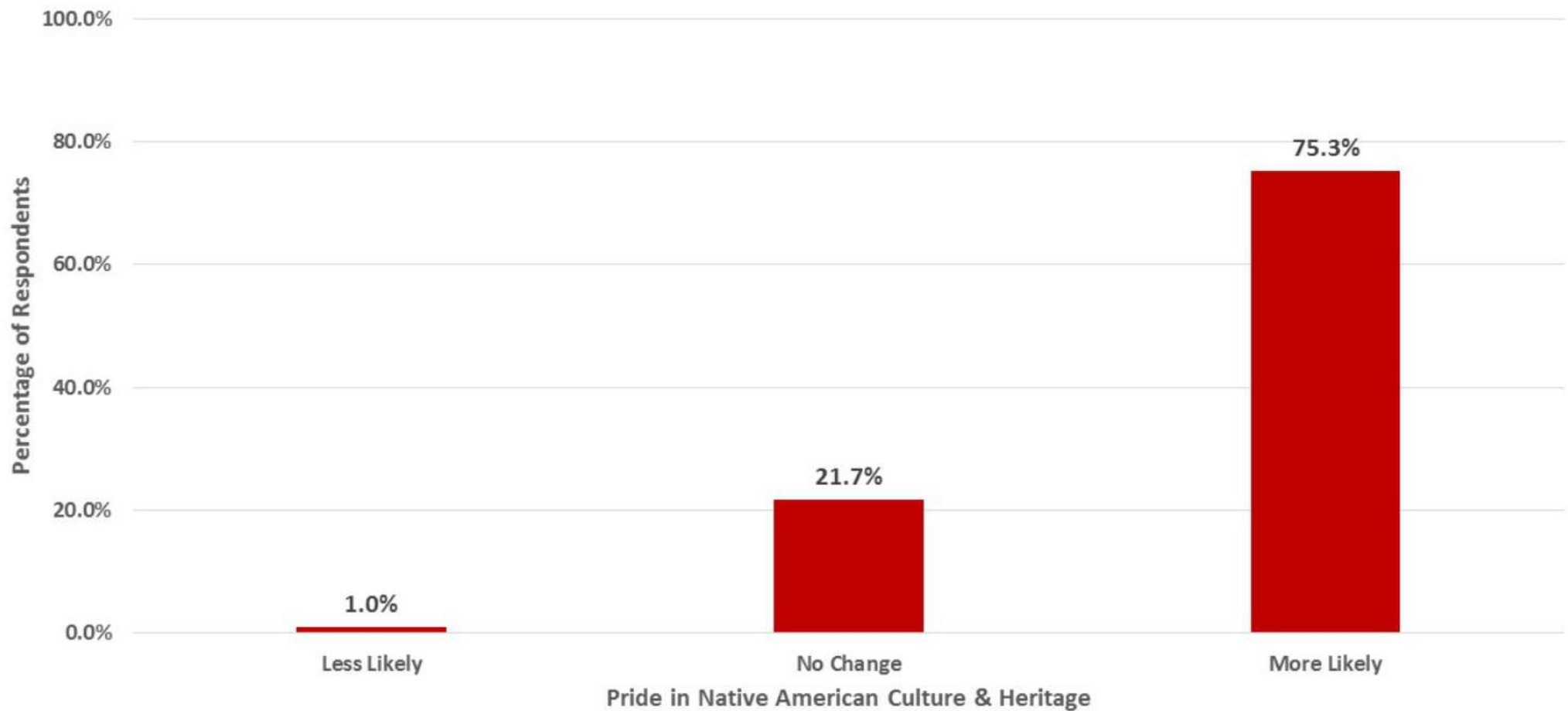
Protective Factors among Native youth, Cheyenne and Arapaho Jurisdiction Area, 2014-2016



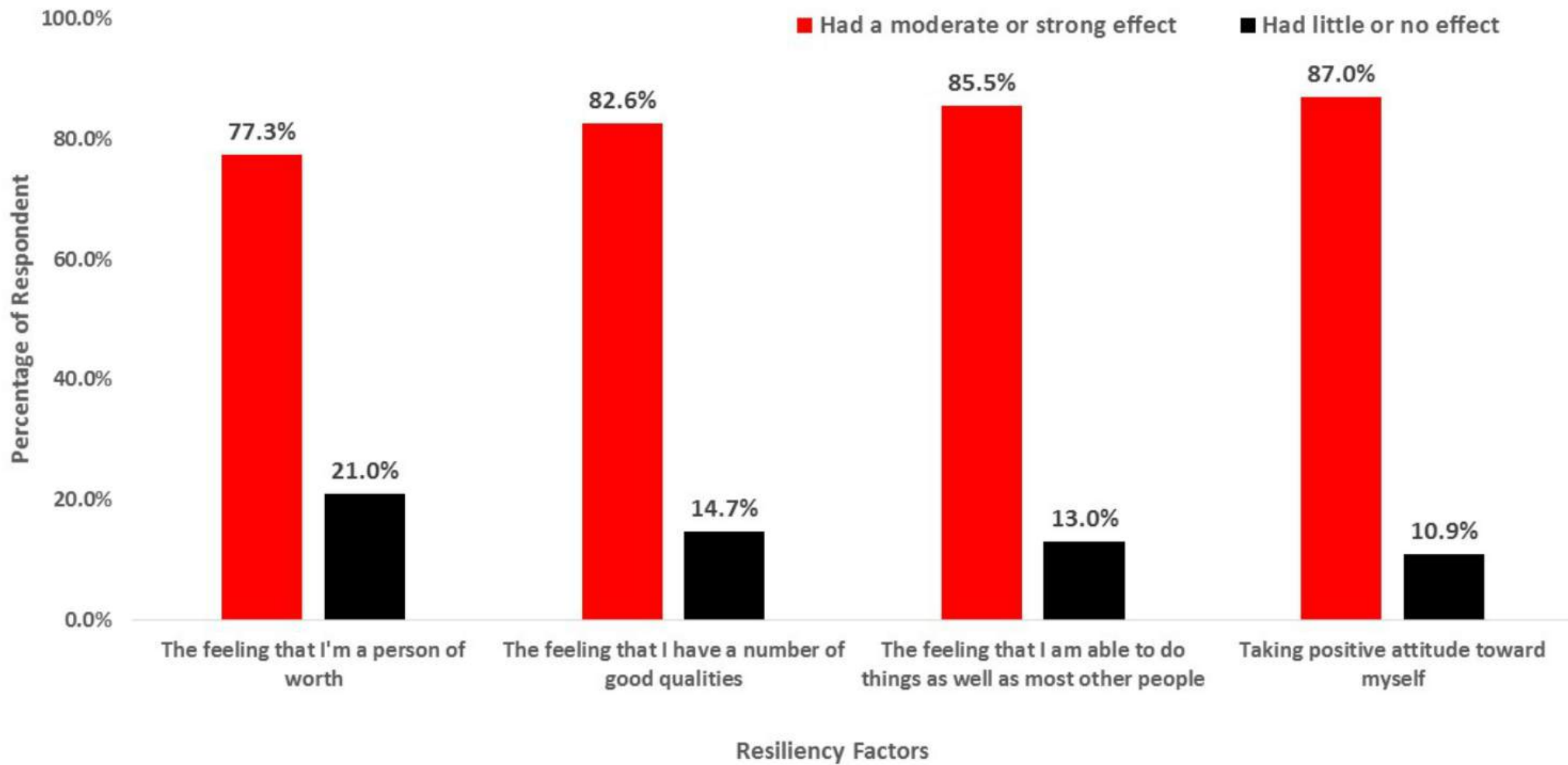
The Effect of Culture Class on Pride in Native American Culture and Heritage, Tradition Not Addiction, 2016 (n = 401)



The Effect of Culture Class on the Participation in Native American, Traditions, Ceremonies, and Occasions, Tradition Not Addiction, 2016 (n = 401)



The Effect of Cultural Class had on Resiliency Factors, Tradition Not Addiction, 2016 (n = 401)



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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

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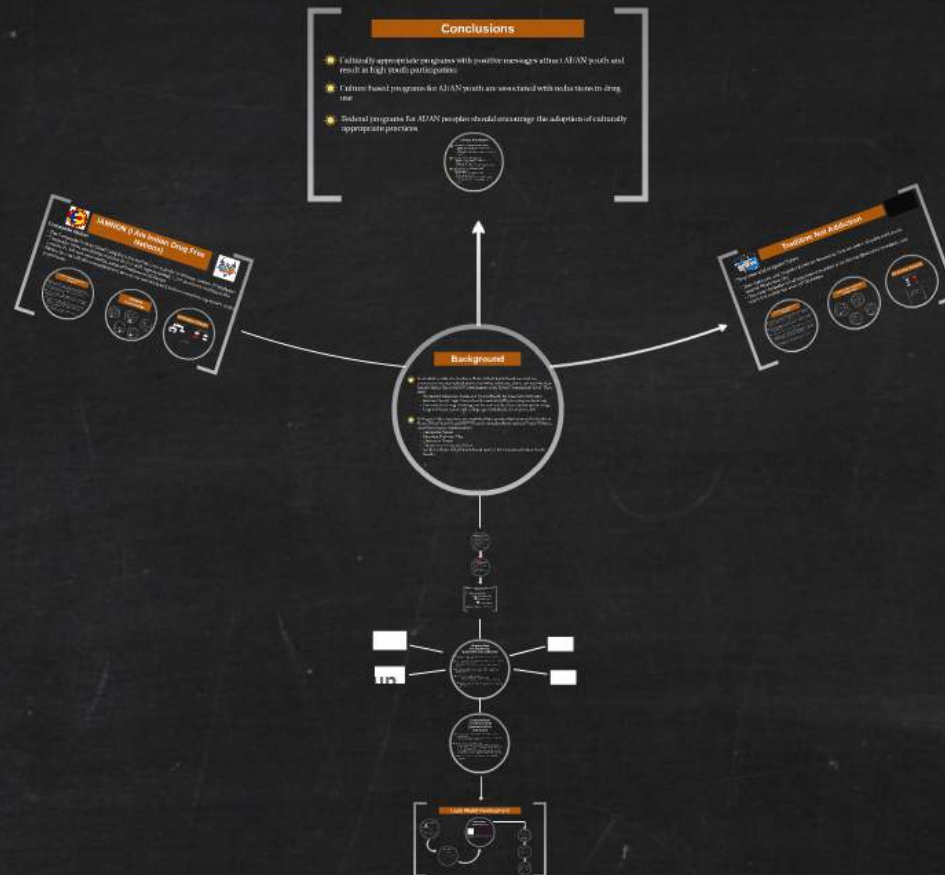
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Culture is Prevention! Success stories from Comanche Nation's IAMNDN and Cheyenne and Arapaho Tribes' Tradition Not Addiction Prevention Program

August 17th, 2017 National Behavioral Health Conference