



Text Messaging

July 14th, 2021, 10:00-11:30 am PST

Let us Start with a Blessing

“I invite peace into my day – to calm
the storms, to quiet my mind, and to
settle my spirit.” – Unknown



Yá'át'ééh! Keshi! Hola!



Roger Petersen

Siletz

(he/ him)

I love snowboarding.

rpetersen@npaih.org



**Thomas Lee
Ghost Dog, Jr.**

Burns Paiute, Oglala Sioux
(he/ him)

I love bowling.

tghostdog@npaih.org



Michelle Singer

Navajo
(she/ hers)

I love to watch sports &
listen to music!

msinger@npaih.org



Nicole Trevino

(she/ they)

I love water.

info@nicoletrevino.com



Asia Brown

Choctaw Nation of Oklahoma
(she/ her/ hers)

I love animals.

ambrown@npaih.org



Katie Johnston

I love hiking.

kjohnston@npaih.org



**NORTHWEST PORTLAND AREA
INDIAN HEALTH BOARD**
Indian Leadership for Indian Health



WERNATIVE



Live Virtual Training Logistics



Logistics

- You are muted
- If comfortable, share video

Engagement

- Padlet & Mentimeter
- Chat box
- Icons (Zoom & More)

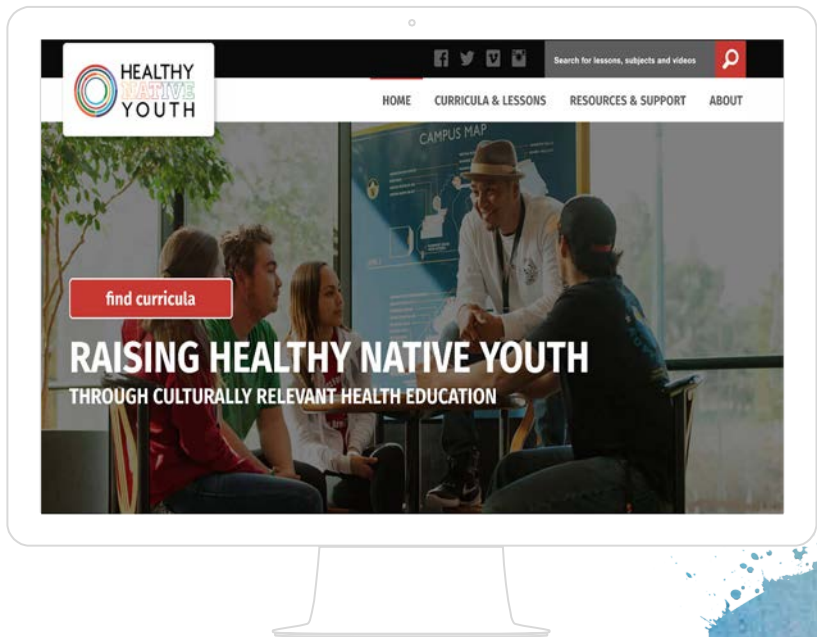




Welcome, Welcome, Welcome!

Please introduce yourself in the chat box. Include your:

- ★ Name, Pronouns
- ★ Tribe/ Organization
- ★ ***How would you like to use SMS?***



Group Agreements

- ★ **Participate Fully**
- ★ **Delay Distractions**
- ★ **Honor Different Experiences**
- ★ **Be Brave & Explore**
- ★ **Others? (Type in the chat)**



We've Got Goals!

By the end of today's session, you will be able to...

- ★ **explain** why text messaging is a viable platform for reaching Native youth
- ★ **determine** ways you might start your own SMS service/campaign





Where we are going

1. Mentimeter Activity - 2 min
2. Background - 15 min
3. Teamwork Makes the Dream Work - 10 min
4. Padlet Activity - 2 min
5. NPAIHB Text Message Campaigns - 30 min
6. Let's Talk About it!





Mentimeter Q&A

Use the link in the chat box to join...

What do you want to know about using SMS in youth programming?



Go to www.menti.com and use the code 7494 2554



1.

Background

Let's get some background here...



Let's Talk Plainly...

Terms

- ★ SMS
- ★ Campaign
- ★ Keyword
- ★ Shortcode
- ★ Subscribers
- ★ Broadcast vs Schedule
- ★ Opt-in/out

Ways Text Messaging is Used:

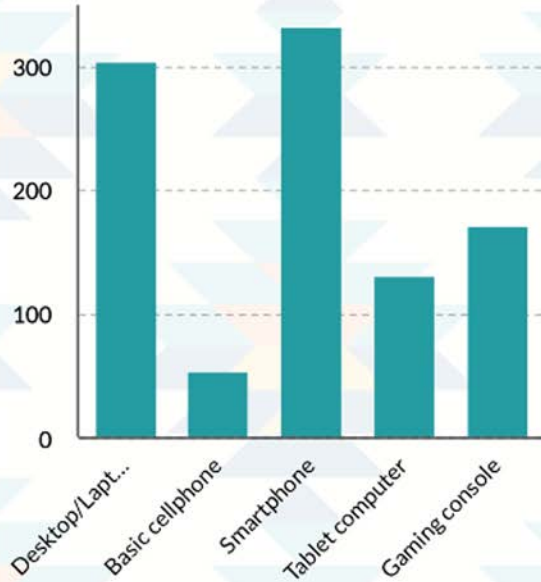
- ★ Campaigns (e.g. announcements/
events, interactive, clinical, data
gathering)
- ★ Txt Msg Services
 - One-way
 - Two-way



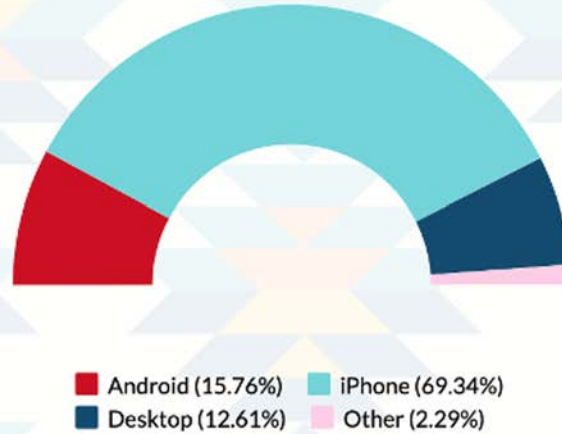
Why we use Text Messaging



Regular Access to Technology



Device Used to Access Survey



Reach AI/AN Youth
'Where they're at'

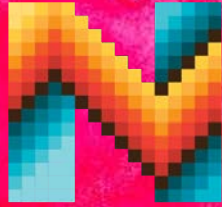
Txt Msg is a 'Catch All'



10+ Active Health Based Campaigns 12,200+ Active Subscribers

- ★ Many external, clinical based campaigns
- ★ Seasonal Campaigns ('Natives Vote', Virtual Conferences, Fitness)





WERNATIVE

We R Native

6,000+ Subscribers
Nearly 2 million
messages sent



Case Study: Tribal PREP

- ★ Work with a partner
- ★ Write it in a grant
- ★ Get ideas out
- ★ Don't know how – text messaging

Things We've Learned

	Examples
Links (Heavy Vs Low)	This month We R Native is proud to celebrate PRIDE. Looking for more Two Spirit and Native LGBTQ+ resources? Follow 2slgbtq on Instagram or text 2SLGBTQ to 97779 https://www.instagram.com/2slgbtq/
Calls to Action	Sometimes the best care is self-care. Even waking up every morning and simply saying, "I love Myself" can set your day up for success. Try it tomorrow, and see. We R Native wants to know what do you do for self-care everyday too! REPLY and let us know!
Messaging Spacing	2-3 Messages Per Week
Advertising	Cross Promotion, Guest Posts, Sharing, Boosting, Physical, Giveaways





*Chatfeed Convo:
Type Questions, Ask
Away!*



2. Teamwork Makes the Dream Work!

What does our/ your team look like?



Harnessing the Power of Your Community



- ★ **What does your team look like?**

Systemic organized approach

- ★ **Can't be done alone!**

We're here for you too!

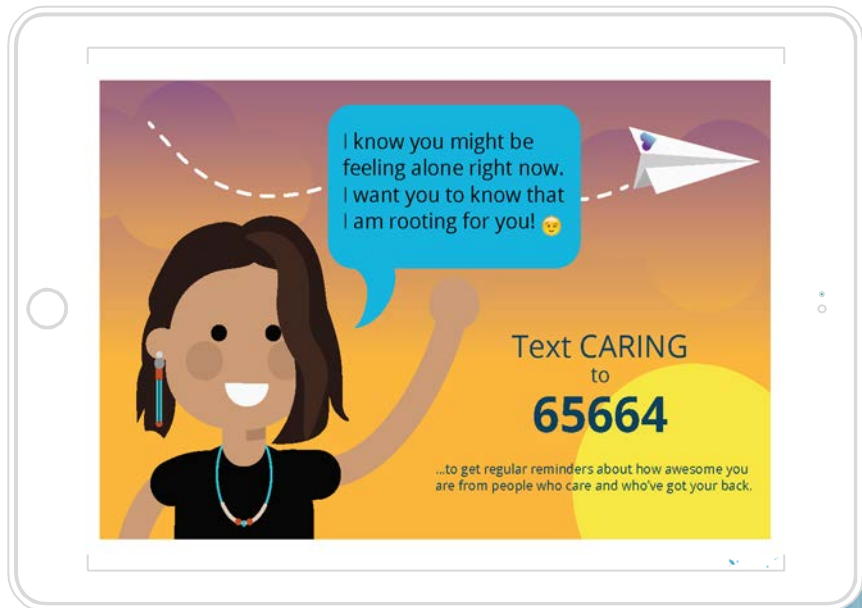
- ★ **New Campaigns**

We're happy to bring online (656664)

- ★ **Caring Message Team (6mo)**

- ★ Multiple Writers
- ★ Graphic Designer
- ★ Project Manager
- ★ Text Messaging Specialist
- ★ Multiple Youth Input Groups





For Youth: Text “Caring” to 65664

To get regular reminders about how awesome you are from people who care and who've got your back!

SMS Services Available to you



Scalability for your organization

- ★ Twilio
 - Our First text service
 - “Pay as you go”
 - <https://www.twilio.com/sms>
- ★ Textedly
 - Top Service
 - <https://www.textedly.com/>
- ★ Enterprise (not rent-a-car 😂)
- ★ Mobile Commons
 - Our current service
 - Our cost and your cost (Yearly vs. Per Message)
 - Building interactive campaigns vs Sharing Info

Enterprise

\$50 per month
billed annually

GET ENTERPRISE

4,200 messages/month
3 custom Keyword
Free incoming messages



Padlet

Use QR code or the link in the chat box to join...

What barriers or obstacles do you have about using SMS in your programming?





Wellness Moment

Breathing Exercise



3.

NPAIHB

Text Message

Campaigns...

Let's check them out!



NPAIHB

We R Native

- ★ August 19th, 2011
- ★ At 3:20 PST
- ★ We R Native sent 1st text to 162 subscribers
 - “*You already possess everything you need to become great.*” (Crow)



Text
NATIVE
TO
97779

FOR WEEKLY
HEALTH TIPS,
CONTEST, AND
LIFE ADVICE

FOLLOW US!



A Little Bit More:

- Advertise
- Don't be afraid to try new things (Trial and Error)
- Ask your subscribers



Talking is Power

For Adults

Tips & Resources for

- ★ Talking to Youth About Sexual Health
- ★ Getting the convo started
- ★ Online Printable Resources

**FIRST TO
TEXT
"EMPOWER
TO 97779"
GETS FREE
SWAG!**



TALKING IS POWER

A Text Messaging Service for Parents and Caring Adults

Talking with youth about sensitive topics is never easy, but it's important. You are your teen's biggest influencer when it comes to making decisions about sex and healthy relationships.

Text EMPOWER to 97779

You'll receive up to 3 text messages per week with conversation starters, tips, video demonstrations, and words of encouragement.

We'll cover sexual health, pregnancy, STDs, and consent. You don't need to have all the answers, you just need to start talking - be open and honest - and keep at it. Talking with your teen will help them make healthy decisions.

#TalkingIsPower #weNative
#HealthyNativeYouth

What's a rule you have for your relationships? How can you respect other people's rules and boundaries?

Ya'at eeh!
My name is Michelle!
My pronouns are she and her.
Give yourself a high five from me! I'm glad you're here!

www.healthynativeyouth.org
fb.com/HealthyNativeYouth
Listserve: Text "YouthNews" to 22828
https://www.instagram.com/healthynativeyouth/
@HealthyNativeYouth
native@npaihb.org

CURRICULA LESSON PLANS HANDOUTS RESOURCES

HEALTHY NATIVE YOUTH

Resources for Parents and Caring Adults: Talking is Power



Talking to teens about sensitive topics is never easy, but it's important to talk to them openly and honestly. Text the word "EMPOWER" to 97779 and you'll receive weekly text messages from Healthy Native Youth that offer culturally appropriate tips and resources, covering sexual health, pregnancy, STDs, and consent!

WELCOME MESSAGES

- [Talking is Power One Pager](#)
- [Elder Blessing Video](#)
- [Traditional Stories](#)
- [Three Tips for Talking with Youth](#)
- [Grab the Moment](#)

THE FUTURE

- [The Talking Journey](#)
- [Creating Boundaries](#)
- [Dr. Shaquita Bell](#), a pediatrician in Seattle, has created 4 videos on identity, terms, and how to support 2SLGBTQ youth:
- [Video 1 | Identity](#) – Dr. Bell (Cherokee) digs into sexual and gender identity.
- [Video 2 | Internal & External Identity](#) – Dr. Bell (Cherokee) talks about the important role that our internal and external identities play into how we are perceived and what happens when those identities do not match.
- [Video 3 | Terminology](#) – Dr. Bell (Cherokee) digs into the terminology used for sexual and gender identity.
- [Video 4 | Ways to Support People's Identities](#) – Dr. Bell (Cherokee) shares ways you can support people's identities, including their sexual and gender identity.
- [Gender and Sexuality Terms](#)
- [Gender Unicorn](#)
- [Goal Setting](#)

THE RULES

- [Setting Limits Together](#)
- [Consent Video](#)
- [My Self-care Plan](#)
- [STI Facts](#)
- [Pregnancy & Reproduction Video](#)
- [Condoms](#)
- [Talking About Masturbation](#)
- [Masturbation: Totally Normal Video](#)
- [Females & Masturbation Video](#)
- [Respecting The Circle of Life Video](#)
- [Resource Sheet: Talking is Power](#)



https://www.healthynativeyouth.org/wp-content/uploads/2021/01/TheTalk_Greg_03.mp4





Good vs Better

-Feedback came directly from educators that created healthy native youth

-There was a gap in communication

-Needed a Spark

-Pulled Important topics to youth

-accurate

-relatable

-AB Testing / BRAVE

-Links

-Calls to

Action

-Spacing

-Helping to Inform other campaigns

-Feedback loops provide valuable info



SEX

TEXT SEX TO 97779

مجلس التعليم العالي
جامعة الكويت
الكويت

مجلس التعليم العالي
جامعة الكويت
الكويت

مجلس التعليم العالي
جامعة الكويت
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To learn more about
Two Spirit and
LGBTQ+ Health

text
LGBTQ2S
to
97779



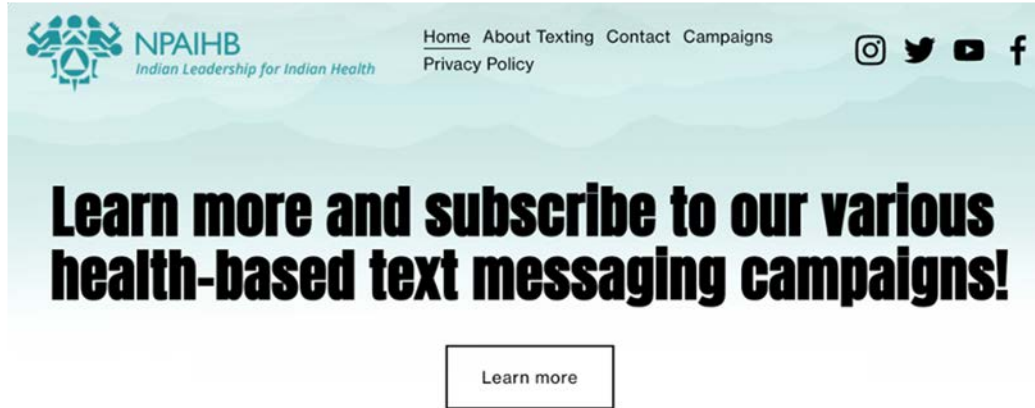
Text LGBTQ2S to 97779


Text ALLY to 97779

Text MY CARE to 97779





Text PROVIDER to 97779

Coming Soon...



 **NPAIHB**
Indian Leadership for Indian Health

[Home](#) [About Texting](#) [Contact](#) [Campaigns](#)
[Privacy Policy](#)

Learn more and subscribe to our various health-based text messaging campaigns!

[Learn more](#)

Please scroll to view our current text messaging campaigns. Click on each individual campaign to sign up via our webform, or to simply learn more. Please reach out to us via our contact page for comments or questions.



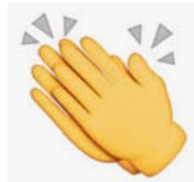
4. Let's Talk About it!

Logistics

Share Your Video
Use the Chatfeed

Engagement

- Use the Chatfeed
- ASL
- Zoom Reactions

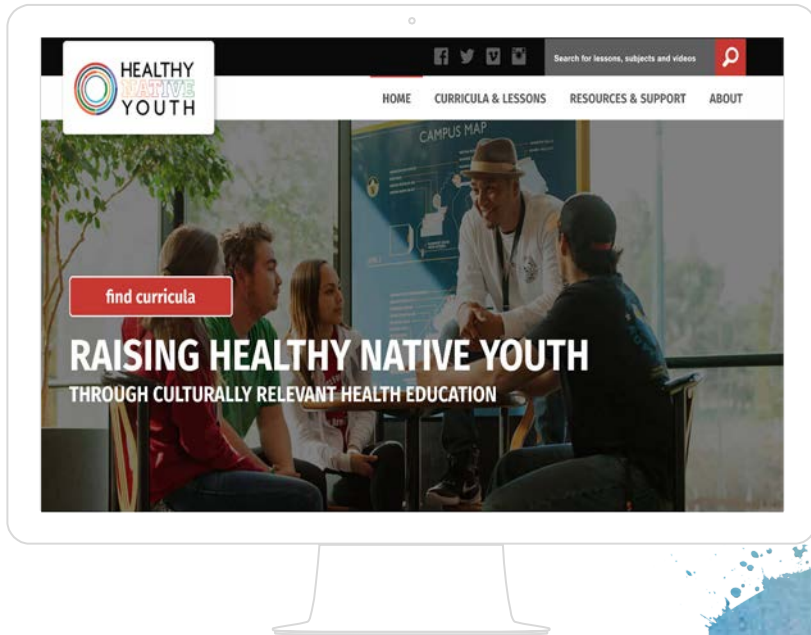


Practice in Action

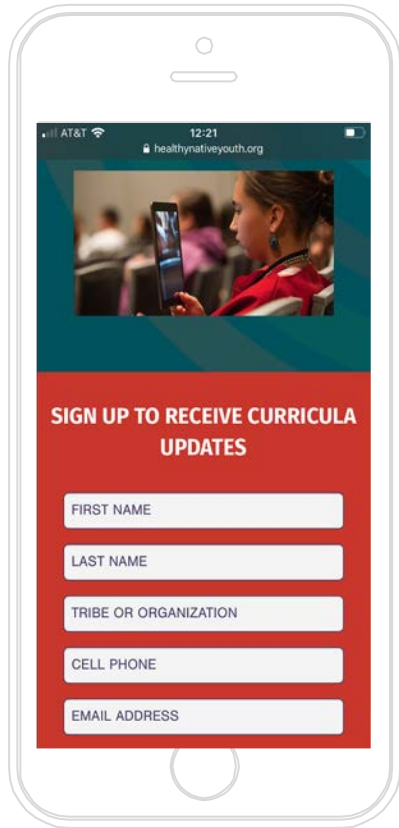
Taking it back home!



Find Curricula on *Healthy Native Youth*



- ★ Filter & Compare Tool
- ★ All Materials Needed to Implement
- ★ Enhancement Activities
- ★ Resources & Support
- ★ Upload & Submit Your Own Curricula



Sign up for the *Healthy Native* *Youth* Newsletter!

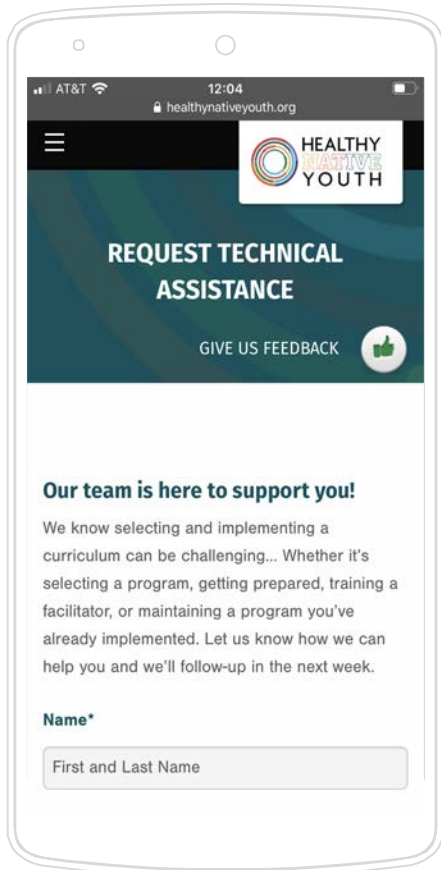
Stay up to Date with the Latest...

Next Years Line Up

Use the chat box to tell us...

What topics would you like
covered in 2021-22 CoP
Lineup?





We LOVE helping...

- ★ Training & TA Evaluation Form
- ★ Request TA

Thank you!

You can find us at:
Amanda Gaston, MAT
agaston-
contractor@npaihb.org



Michelle Singer
msinger@npaihb.org



Funding Credit

This project is funded by the Indian Health Service HIV and behavioral health programs. This work is also supported with funds from the Secretary's Minority AIDS Initiative Fund.



Let us Close with a Blessing

“All we have to decide is what to do with
the time that is given to us.”

– Gandalf from LOTR

