Established in 1972, the Board is a non-profit tribal organization serving the 43 federally recognized tribes of Oregon, Washington, and Idaho.
Colbie Caughlan

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.
MISSION:
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.
Presentation Outline

- Social Marketing 101
- NPAIHB’s Development Process
- Campaign Examples
- Managing / Implementing Media Campaigns
- Evaluating Campaigns
Social Marketing

- SM applies the principles of **marketing** to address social problems, by influencing health behaviors.

- SM is **strategic**: We don’t have unlimited time, resources, or personnel...

- SM **makes us focus** on:
  - The most important **people**
  - The most important **messages**

- Everything else can wait until later!
Audiences are the beginning and end of social marketing...
Define your Target Audience

- Age, Gender, Behavior
- Location – Where are they?
- What are their needs? Wants? Interests?
- What do they think about this issue?
- Who influences their behavior?
- What are their barriers to the desired behavior?
TIMING → BEHAVIOR CHANGE

1-4 Times
RECOGNITION

7-9 Times
RECALL

15-20 Times
BEHAVIOR CHANGE
Presentation Outline

- Social Marketing 101
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Make a Plan

XYZ Tribe’s/Organization’s
HIV Prevention Social Marketing/Social Media Campaign
Development Plan

March 2013 – March 2014

1. What was your campaign’s primary goal? (check all that apply):
   - Increase HIV screening among American Indian and Alaska Native (A/IN) lesbian, gay, bisexual, transgender, queer, and two spirit (LGBTQ2S) community members.
   - Improve HIV treatment adherence among A/IN people living with HIV/AIDS (PLWH).
   - Reduce stigma and increase acceptance of A/IN lesbian, gay, bisexual, transgender, queer, and two spirit (LGBTQ2S) community members.

   Did your campaign have any secondary goals?

2. Please describe your campaign’s target audience (be specific):

3. What behaviors/actions did your campaign focus on? What barriers does your audience face when changing this behavior?

4. Please describe the community partners/stakeholders that were involved in the development of your campaign. What were their roles? How did you include them? Were they able to contribute any resources (time, money, expertise) to the campaign? Did your partner’s contributions expand the scope of the campaign you were able to produce?

5. Please describe how you involved the target audience in the development of your campaign. What were their roles? How did you include them?

6. What steps did you take to make sure your campaign materials met the needs, readiness level, priorities, and preferences of your target audience? How did you identify appropriate media products and their placement?

7. What types of data did you collect or review to guide the development of your campaign (clinical data, surveys, focus groups, key informant interviews, discussions with stakeholders)?

8. What was your campaign’s primary message/slogan?

9. Which media products did you use to promote your campaign message (check all that apply):
   - Posters
   - Fact sheets, brochures, fliers
   - Newspaper, newsletter articles
   - Postcards or direct mailings
   - Billboard
   - Video public service announcements, YouTube
   - Radio public service announcements
   - Social media: Facebook, Tumblr, Blogs
   - A text messaging service
   - Community event(s) ____________
   - Other: ________________
Developing a Campaign

1. Define campaign goals & objectives.
2. Engage potential partners in the campaign.
3. Collect/Review Data:
   1. Select the target audience.
   2. Identify risk and protective factors related to the problem.
4. Identify messages that address risk/protective factors.
5. Tailor/design campaign materials to the audience.
7. Pretest and revise materials if needed.
8. Implement the campaign.

Kansas Community Toolkit ⇝ NPAIHB
Gather Information

- **Formal**
  - Surveys
  - Key Informant Interviews
  - Focus groups
- **Informal**
  - Meetings attended by target audience or campaign stakeholders
  - Friends/Colleagues
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Ex: Suicide Prevention Campaign

- **Engaged Community Partners:**
  - Adolescent Health Alliance, Tribal Health Educators
  - Topical Experts
- **Data:** Reviewed regional data and conducted a community readiness assessment.
- **Goal:** Reduce adolescent suicide.
- **Contributing Factors:** Silence and stigma.
- **Audience:** Youth and Community members.
- Obtained audience **feedback** to select:
  - brand, logo, slogan, appropriate media channels, etc.
COMMUNITY IS THE HEALER THAT BREAKS THE SILENCE
SUICIDE IS THE 2ND LEADING CAUSE OF DEATH FOR A/HAN YOUTH 15-24 YRS OLD

3X'S MORE WOMEN ATTEMPT SUICIDE THAN MEN

MEN 15-24 YRS OLD HAVE THE HIGHEST SUICIDE RATE
MEN'S COUNTERPARTS' RATE IS 17.54

BULLYING is associated with approximately 10% of suicide completions in the U.S.
In the U.S., GIRLS ARE MORE LIKELY to have experienced cyberbullying than boys (20% vs. 10%).

PROTECTIVE FACTORS
Such as CONNECTION to CULTURE AND SPIRITUALITY are widespread
But we need to help promote them to promote positive outcomes.

UPSTAND STRONG WE PREVENT

PREVENT BULLYING & CYBERBULLYING
SHOW THE SIGNS - ASK ABOUT BULLYING IF THE TEENAGE;
• Threatening, name calling by friend or others
• Student changes in mood or behaviors
• Refuses to go to school, avoids social situations

COMMUNICATE
• Discussing bullying with the teen and what they know it is a serious problem
• If the teen is being bullied, let them know it is not their fault. Decide as a team how the teen and you would like to try to improve the situation. This may include contacting the school

MORE THAN 75% OF AMERICAN INDIAN AND ALASKA NATIVE YOUNG PEOPLE HAVE NOT ENDED SCHOOL OR WORK IN THE PAST MONTH.
THEY STRENGTHEN THEIR NATION. WILL YOU?

Logo
Posters
Fact Sheets
Tip Cards
Window clings
Flash Drives
T-shirts
PSA’s
I KNOW MY BODY. I KNOW MY STATUS.

WE R NATIVE. WE R PROUD.
WE ARE STD/HIV TESTED.

Getting tested for STDs/HIV can protect you and those you love. Find your nearest testing site at GetYourselfTested.org or text your zip code to GYTNOW (498969).
Learn more at WWW.YEARNATIVE.ORG or text NATIVE to 24587.
MY MIND, BODY, AND SPIRIT ARE SACRED.

PREVENT SEXUAL ASSAULT.

IT WILL TAKE ALL OF US—MEN, WOMEN, YOUTH, AND ELDERS—TO STAND TOGETHER TO PREVENT SEXUAL ASSAULT: BELIEVE VICTIMS—SUPPORT HEALING—KNOW YOUR RESOURCES

1-800-656-HOPE (4673) | WWW.RAINN.ORG

WHAT IS DONE TO ONE IS FELT BY ALL

HONOR OUR PEOPLE

45% of American Indian/Alaska Native women have experienced intimate partner violence, and 1 in 7 men is a victim of intimate partner violence.

Protect Our Loved Ones

National Domestic Violence Hotline:
1-800-799-SAFE (7233)
www.thehotline.org
WHAT IS DONE TO ONE IS FELT BY ALL
HONOR OUR PEOPLE

Millions of elder Americans are abused, neglected, or exploited each year. American Indian/Alaska Native elders must be respected and protected for their experience and wisdom.

Protect Our Elders

The Eldercare Line
1-800-677-1116
www.eldercare4 elders.org

WHAT IS DONE TO ONE IS FELT BY ALL
HONOR OUR PEOPLE

American Indian and Alaska Native children suffer some of the highest rates of abuse in the U.S.

Protect Our Children

www.childhelp.org
1-800-4-A-CHILD (422-4453)
Website launched September 28, 2012

Over 136,000 page views!

Over 330 health & wellness pages, reviewed by AI/AN youth and topical experts.

Special features include:
- Polls
- Blogs
- Free Gear & Promo Kits
- Video Gallery
We R Native

We are a comprehensive health resource for Native youth, by Native youth. *Please note this site is NOT monitored 24/7. If you are in crisis, please call 911, the Suicide Prevention Lifeline at 1-800-273-8255, or visit www.suicidepreventionlifeline.org.

What have you been up to?

We R Native shared a link.

Posted by Tribal Epicenter [?] · about an hour ago

We R Native staff take the Winter Challenge. We challenge the Center for Native American Youth Champions For Change! http://youtu.be/7W8tepmoCFq
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HootSuite
HootSuite

Publisher

- Schedule in Bulk
- Scheduled
- Require Approval
- Past Scheduled

RSS Feeds

Today

- 1:25pm  We all care about protecting ourselves & the ones we love. Learn more about HIV and w... by weRnative

Friday, Mar 21

- 9:45am   Jose's rocking his We R Native gear while working out. Where's yours? Send us a photo... by weRnative
- 9:50am   Jose's rocking his weRnative gear while working out. Send us a photo in ur gear..winner ...

Saturday, Mar 22

- 9:55pm   Pride comes from knowing who you are and what you stand for. by weRnative

Sunday, Mar 23

- 10:10am  Almost 2 out of 5 eligible American Indian & Alaska Natives are not registered to vote http... by weRnative
- 1:10pm   How do you explain being Native to someone who's only heard bad stuff? https://www.yo... by weRnative

Monday, Mar 24

- 9:15am   Study tip: Never underestimate the power of your peers. Try studying with your friends to...

- 12:05pm  It's easy to worry that tuition and the other costs of going to college can make it out of re... by weRnative

Tuesday, Mar 25

- 9:30am   War dochkadaading Singers #REPRESENT http://ow.ly/uLN3P by weRnative
- 12:15pm  Life sucks sometimes, and all of us at one time or another, feel s/#^%^y. We all have differ... by weRnative
### Text Message Blasting

**Your Text Messages**

**Change Status:** Saved | Archived

<table>
<thead>
<tr>
<th>Message</th>
<th>Modified By</th>
<th>Date</th>
<th>Controls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday is National Survivors...</td>
<td>dstephens</td>
<td>2011-10-27 18:00:40</td>
<td><img src="#" alt="Manage" />, <img src="#" alt="Report" />, <img src="#" alt="Archive" /></td>
</tr>
<tr>
<td>Today is National Survivors of...</td>
<td>dstephens</td>
<td>2011-10-27 18:00:40</td>
<td><img src="#" alt="Manage" />, <img src="#" alt="Report" />, <img src="#" alt="Archive" /></td>
</tr>
<tr>
<td>March Point is on HULU. Check...</td>
<td>dstephens</td>
<td>2011-10-20 17:00:28</td>
<td><img src="#" alt="Manage" />, <img src="#" alt="Report" />, <img src="#" alt="Archive" /></td>
</tr>
<tr>
<td>One person can have a profound...</td>
<td>dstephens</td>
<td>2011-10-20 16:52:54</td>
<td><img src="#" alt="Manage" />, <img src="#" alt="Report" />, <img src="#" alt="Archive" /></td>
</tr>
<tr>
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<td>dstephens</td>
<td>2011-10-20 16:51:15</td>
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</tr>
<tr>
<td>We R Native is on YouTube! Che...</td>
<td>dstephens</td>
<td>2011-10-20 16:49:59</td>
<td><img src="#" alt="Manage" />, <img src="#" alt="Report" />, <img src="#" alt="Archive" /></td>
</tr>
</tbody>
</table>
We R Native is doing a research study: Texting 4 Sexual Health. The goal is to reduce STD/HIV rates among Native teens and young adults. You must be American Indian or Alaska Native & 15-24 yrs. You will get 2 sexual health msgs per week for... See More

TEXTING FOR SEXUAL HEALTH: INFORMED ASSENT/CONSENT Survey
www.surveymonkey.com

Invitation to Friends to Like This Page:
Type a friend's name...

Invitations:
Nickole Hildebrandt
Maria A. Trevizo
Kristyn Bigback

Recent Posts by Others on We R Native
Jeremy King
I am from a small village in Hopi Country. I am very interested... 1
January 5 at 9:20am
Beats Lyrics Leaders
BLL mentor J Ross Parrell dropping the crazy syncopate...
December 24 at 9:32pm
Beats Lyrics Leaders
BLL mentor Yamio putting in some one-on-one time with...
Potential Audience for this ad: 720,000 people

- Who live in United States
- exactly 25 years old and younger
- Who like #Sioux, #Ho-Chunk, #Laguna Pueblo, #Lakota people, #Ute people, #Menominee, #Arapaho people, #Warm Springs, Oregon, #Crow Nation, #Signals (film), #Alaska Natives, #Ojibwe people, #Choctaw, #Kiowa people, #Chickasaw, #Mandan, #Cherokee, #American Indian College Fund, #Tohono O'odham Health Consortium, #Pow wow, #Hopi people, #Native American Music Awards, #Lakota, #Apache, #Comanche, #National Museum of the American Indian
- on News Feed on desktop computers and mobile devices

Suggested Bid: $0.08 - 0.20 USD
Presentation Outline

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Social Media Analytics

- Breadth
- Depth / Viewing
- Engagement
- Loyalty
- Customer Experience
- Campaigns
- Strategic Outcomes

Google Analytics

My Dashboard

New Visits

Unique Visitors

Visits

Visits by Browser

Browser | Visits
---------|--------
Internet Explorer | 521
Chrome | 356
Firefox | 335
Safari | 273
Android Browser | 71
Safari (in-app) | 38
Audience Overview

1,328 people visited this site

- Visits: 1,649
- Unique Visitors: 1,328
- Pageviews: 4,873
- Pages / Visit: 2.96
- Avg. Visit Duration: 00:03:09
- Bounce Rate: 58.70%
- % New Visits: 73.86%

- 73.98% New Visitor
- 26.02% Returning Visitor
### Page Posts (Updated 10 minutes ago)

<table>
<thead>
<tr>
<th>Date</th>
<th>Post</th>
<th>Reach</th>
<th>Engaged Users</th>
<th>Talking About This</th>
<th>Virality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/13/13</td>
<td>Are you making the announcement tomorrow?</td>
<td>43</td>
<td>2</td>
<td>1</td>
<td>2.33%</td>
</tr>
<tr>
<td>2/13/13</td>
<td>Tired of all this mushy Valentine’s talk?</td>
<td>62</td>
<td>1</td>
<td>1</td>
<td>1.61%</td>
</tr>
<tr>
<td>2/12/13</td>
<td>The Violence Against Women Re-Authorizat</td>
<td>264</td>
<td>32</td>
<td>24</td>
<td>9.09%</td>
</tr>
<tr>
<td>2/12/13</td>
<td>Thank you to Aaron Paquette for sharing</td>
<td>284</td>
<td>214</td>
<td>137</td>
<td>48.24%</td>
</tr>
<tr>
<td>2/12/13</td>
<td>I LOVE YOU &lt;3 PROJECT</td>
<td>189</td>
<td>13</td>
<td>3</td>
<td>3.95%</td>
</tr>
</tbody>
</table>
We are a comprehensive health resource for Native youth, by Native youth, providing content and stories about the topics that matter most to them.

Media Analytics
This report provides an overview of basic metrics for weRnative.org on its 2nd anniversary!

LOYALTY
The majority of visitors to weRnative.org are new vs returning, with the largest number of first-time users being 18-24 years old.

BREADTH
The community size of weRnative.org has shown growth from year 1 to year 2. The number of sessions on weRnative.org has increased 6.1%, while the number of users has increased 15.4%.

YEAR 2
23,778 Sessions
18,615 Users
YEAR 1
22,202 Sessions
16,133 Users

DEPTH
Bounce Rate
54% Year 2
57% Year 1

Adobe is social, visit us at

Do you work with Native youth?
Text YOUTHNEWS to 22828 to sign up for our monthly newsletter.
Technology Benefits

- Accessible – Yes!
- Acceptable – Yes!
- Relevant – We’re trying!!!
- Effective – It’s looking very promising...
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