

Northwest Portland Area Indian Health Board



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

INDIAN LEADERSHIP FOR INDIAN HEALTH



Presenter Disclosures

Colbie Caughlan

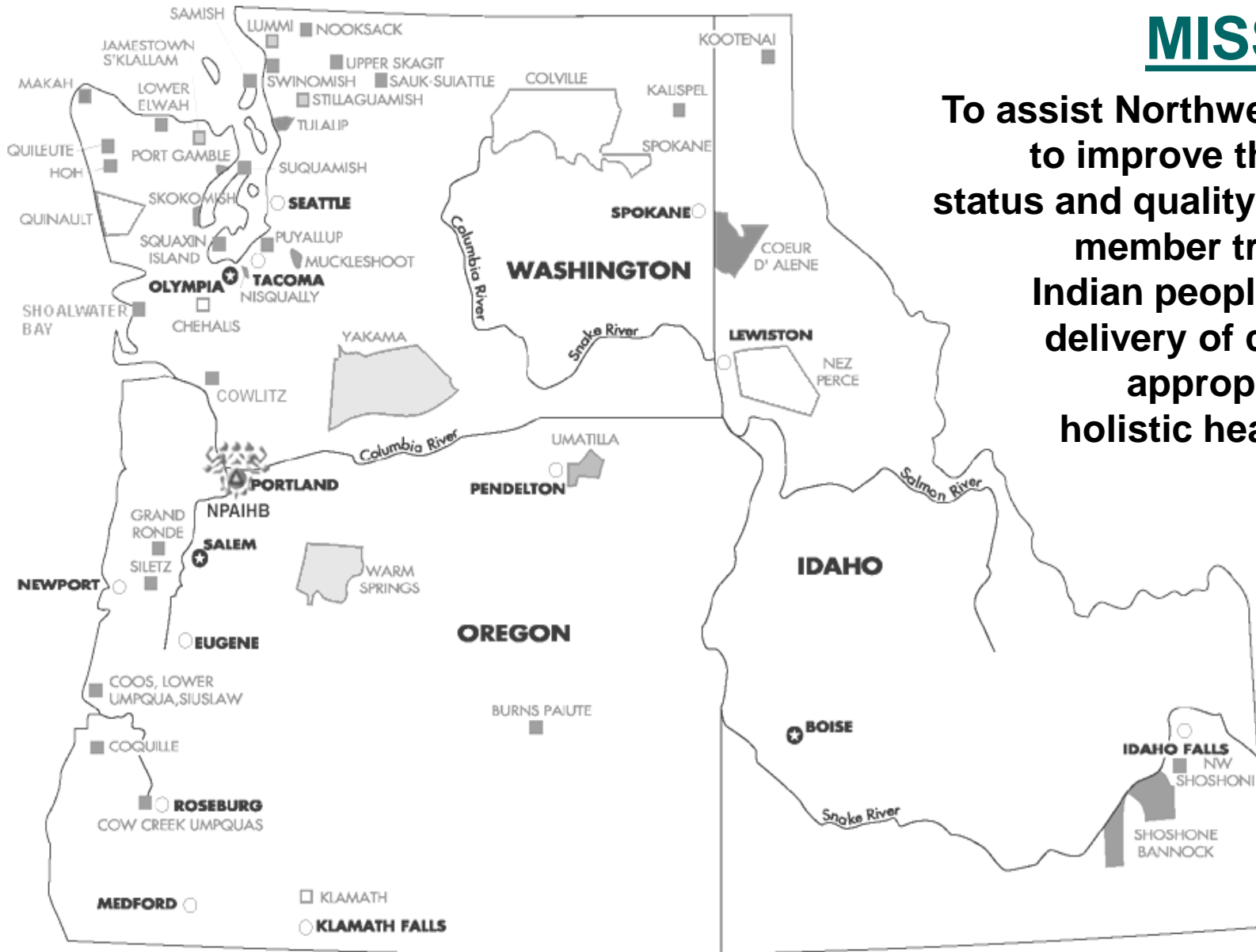
The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

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 2 3 4 5 6 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

**3-4
Times**

RECOGNITION

**7-9
Times**

RECALL

**15-20
Times**

BEHAVIOR CHANGE

Presentation Outline

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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 American Indian (AI/AN) lesbian, gay, bisexual, transgender, queer, and two spirit (LGBTQ2S) community members.
- Improve HIV treatment adherence and care among AI/AN people living with HIV/AIDS (PLWHA).
- Reduce stigma and increase acceptance of AI/AN 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):

- | | |
|--|--|
| <input type="checkbox"/> Posters | <input type="checkbox"/> Radio public service announcements |
| <input type="checkbox"/> Fact sheets, brochures, fliers | <input type="checkbox"/> Social media: Facebook, Tumblr, Blogs |
| <input type="checkbox"/> Newspaper, newsletter articles | <input type="checkbox"/> A text messaging service |
| <input type="checkbox"/> Postcards or direct mailings | <input type="checkbox"/> Community event(s): _____ |
| <input type="checkbox"/> Billboard | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Video public service announcements, YouTube | |



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.
6. Select *product* and *placement* strategies.
7. Pretest and revise materials if needed.
8. Implement the campaign.



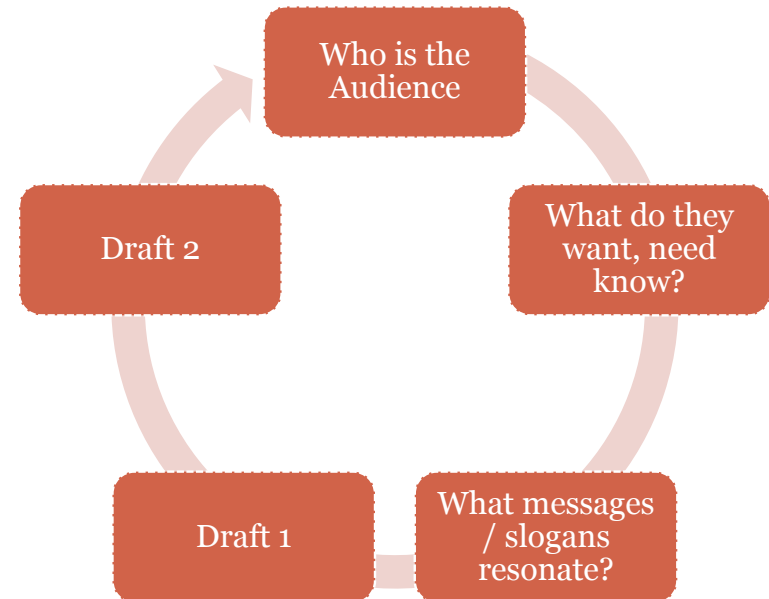
Gather Information

○ Formal

- ✦ Surveys
- ✦ Key Informant Interviews
- ✦ Focus groups

○ Informal

- ✦ Meetings attended by target audience or campaign stakeholders
- ✦ Friends/Colleagues



Presentation Outline

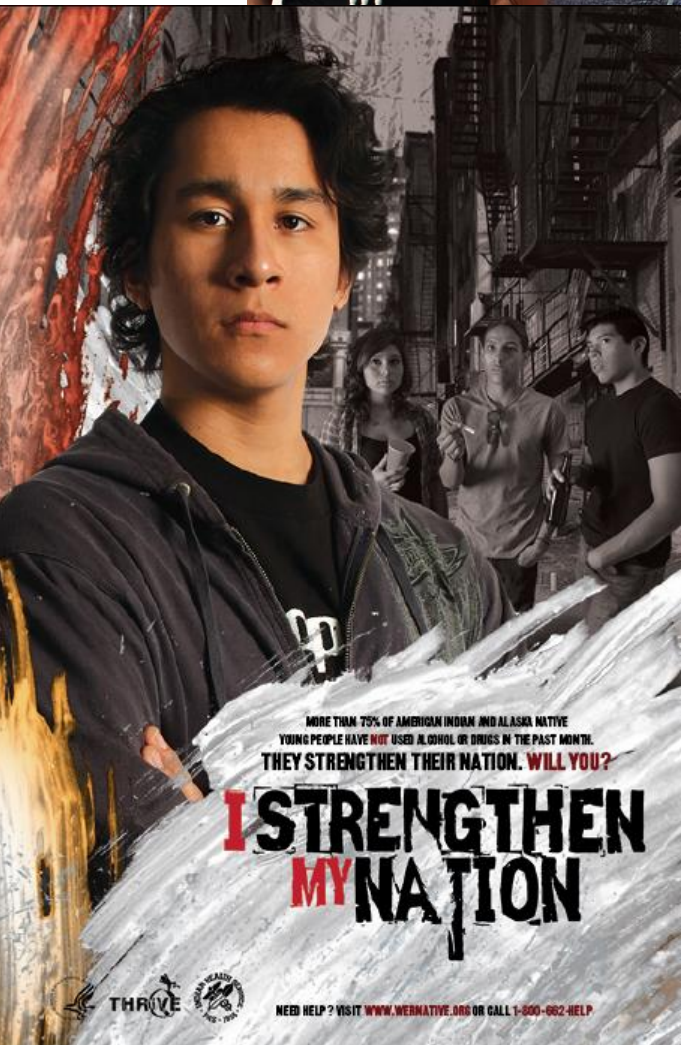
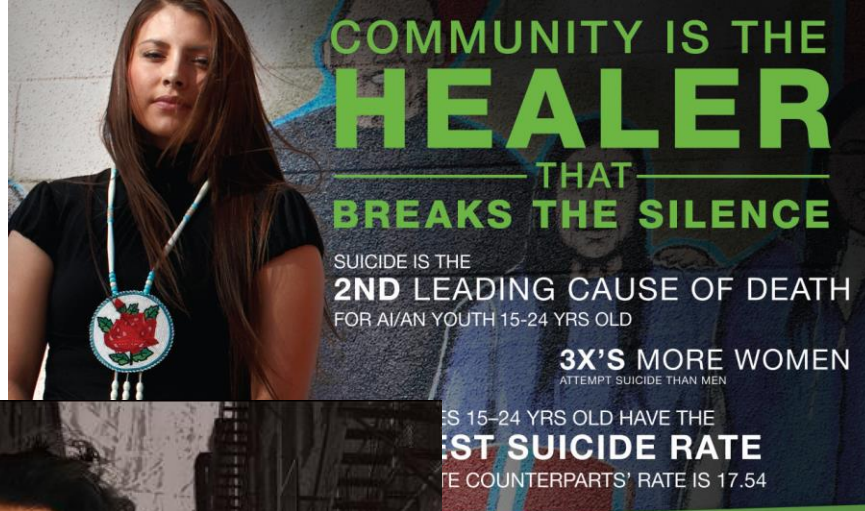
- Social Marketing 101
- NPAIHB's Development Process
- **Campaign Examples**
- Managing / Implementing Media Campaigns
- Evaluating Campaigns



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.





- 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 Get Yourself Tested (www.GYTNOW.org) or text your zip code to GYTNOW (498669). Learn more at WWW.WERNATIVE.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.

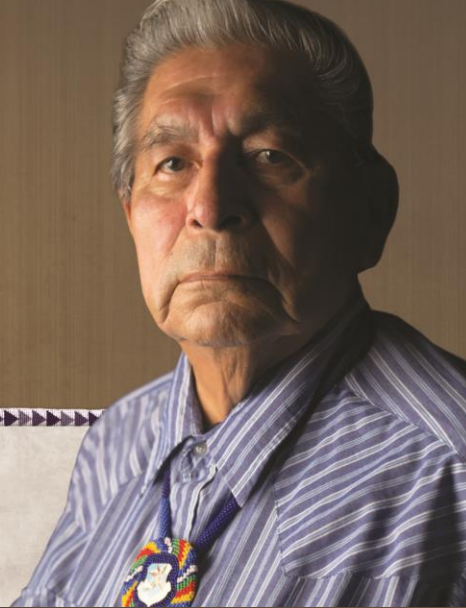
Protect Our Loved Ones

National Domestic
Violence Hotline:
1-800-799-SAFE (7233)
www.thehotline.org



WHAT IS DONE TO ONE IS FELT BY ALL

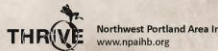
HONOR OUR PEOPLE



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 Unit
1-800-677-1
www.eldercare



WHAT IS DONE TO ONE IS FELT BY ALL

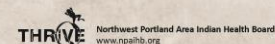
HONOR OUR PEOPLE



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)





WERNATIVE

A multi-media health resource

FOR NATIVE YOUTH BY NATIVE YOUTH...



WERNATIVE

FOR NATIVE YOUTH BY NATIVE YOUTH

My
Culture



My
Body



My
Mind



My
Relationships



Visit Us Online



- 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

WERNATIVE.ORG

FOR NATIVE YOUTH BY NATIVE YOUTH...



We R Native

6,564 likes · 488 talking about this

Update Page Info 2

✓ Liked ▾

✓ Following * ▾

Website

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.

About



Photos

6,564

Likes

AIDS is

Events

Highlights ▾

Status Photo / Video Offer, Event +

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/7W8tepmoCFg>

26 Friends
Like We R Native



Invite Your Friends to Like This Page

See All

Type a friend's name...

Invite



Deligh Satter

Invite ×

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- Campaign Examples
- **Managing / Implementing Campaigns**
- Evaluating Campaigns



HootSuite

Compose message...

We R Native (Facebook Pages) x weRnative (Twitter) x YouTube x Constant Contact x Tumblr x +

+ Add Stream + Add Social Network

Wall Posts (We R Native)

We R Native
Mar 19, 11:03am
Today is Kick Butts Day! Every day, 700 young people become regular smokers. Learn more at: KeepItSacred.org

Kick Butts Day 2014 - Kick Butts Day
www.kickbuttsday.org
Kick Butts Day is a national day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco. As a teacher, youth leader or health advocate, you can organize events to raise awareness of the tobacco problem, encourage youth to stay tobacco-free and urge strong action...

7 likes 0 comments

We R Native
Mar 18, 1:05pm
If you have a friend who seems to be struggling with an issue that may be more serious than they can handle, there is a lot that you can do to support them. Learn how to help a friend in need at <http://ow.ly/uwHnJ>

33 people like this
View all 2 comments

Mentions (weRnative)

justmescrykeri
Mar 19, 9:34pm via Twitter for iPhone
@weRnative PLEASE RT!! highschoolslam.com/womens/college...pic.twitter.com/8uHlDFs9YR

BlessedThaMC
Mar 18, 9:12am via Twitter for iPhone
@weRnative my friend looks white but he says he's native, so do I just say "We R Native?"

NoNativeMascots
Mar 13, 2:06pm via Facebook
@JoushuaLavar introduces Anti @Redskins bill via @indiancountry @navajotimes @Center4Native @weRnative... fb.me/6M2nmYtX6
6 retweets

KEtsate
Mar 10, 5:49pm via Twitter for iPhone
Got my T-Shirt from @weRnative 😊

EONMassoc
Mar 10, 9:58am via Facebook
PLEASE SIGN & SHARE @weRnative @YaNative @najournalists @NCAI1944 @CSORG @NVU0001 #NotYourMascot #NotYourTonto... fb.me/1ewdSLmUA
8 retweets

NAYAFam
Mar 08, 3:02pm via HootSuite
Great tips from @weRnative on saving for school: wernative.org/faq.aspx?Id=5
1 retweets

ayatlin
Mar 08, 2:11pm via Twitter for iPhone

HootSuite

Home, Send, Analytics, Check, Profile, RSS Feeds, Settings, Help, ?

Publisher

Schedule in Bulk

Scheduled

Require Approval

Past Scheduled

RSS Feeds

Mar 20, 11:31 am (GMT-7) America/Los Angeles

Twitter, Facebook

Export to...

List Day Week Month

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 ... by weRnative

Saturday, Mar 22

9:55pm ² 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 [htt...](#) 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... by weRnative

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 Waadookadaading 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

Account Center



Text Message Blasting

Your Text Messages

Change Status: [Saved](#) | [Archived](#)

Message	Modified By	Modified	Controls
Saturday is National Survivors...	dstephens	2011-10-27 18:00:40	 Manage Report Archive
Today is National Survivors of...	dstephens	2011-10-27 18:00:40	 Manage Report Archive
March Point is on HULU. Check ...	dstephens	2011-10-20 17:00:28	 Manage Report Archive
One person can have a profound...	dstephens	2011-10-20 16:52:54	 Manage Report Archive
We R Native is on YouTube! Che...	dstephens	2011-10-20 16:51:15	 Manage Report Archive
We R Native is on YouTube! Che...	dstephens	2011-10-20 16:49:59	 Manage Report Archive
			 Manage Report Archive

- Text Message Blasts
- Text Message Blast Series
- Mobile Keywords
- Message Inbox
- Mobile API

- Mobile Contests
- Mobile Voting
- Mobile Surveys
- Mobile Rewards
- Mobile-to-Screen

[+ Create New Blast](#) [Support Tip](#)

You are posting, commenting, and liking as We R Native — [Change to Stephanie Craig Rushing](#)

We R Native

Timeline

Recent

Admin P

Highlights

[Status](#)
[Photo / Video](#)
[Offer, Event +](#)

What have you been up to?


 We R Native shared a link.
 3 hours ago

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 fo... [See More](#)

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

[Unlike](#) · [Comment](#) · [Share](#)

We R Native and 4 others like this.


 Troy Drapeau in white does that count i want 40
 2 hours ago via mobile · [Like](#)

 We R Native Sorry, just American Indians or Alaska Natives 😊
 about an hour ago · [Like](#)


Write a comment...

1,385 people saw this post

\$56.04 Left

Use Facebook as:

We R Native

[Create Page](#)
[Manage Page](#)
[Your Ads](#)
[Create Ads](#)
[Manage Ads](#)
[Account Settings](#)
[Privacy Settings](#)
[Log Out](#)
[Help](#)
[Report a Problem](#)

 24 Friends
 Like We R Native


Invite Your Friends to Like This Page

Type a friend's name...



Nichole Hildebrandt

[Invite](#)

Maria A. Trevizo

[Invite](#)

Kristyn Bigback

[Invite](#)

Recent Posts by Others on We R Native

[See All](#)

Jeremy King

 I am from a smal vilage in Hopi Country. I am very interest...
 1 · January 5 at 9:02am


Beats Lyrics Leaders

 BLL mentor J Ross Parrell dropping the crazy syncopate...
 1 · December 24, 2013 at 9:32pm


Beats Lyrics Leaders

 BLL mentor Yamio putting in some one-on-one time with...
 2 · December 24, 2013 at 4:39pm

www.wernative.org - Clicks to Website - News Feed - Image 4



Clicks to Website

204
Website Clicks

\$0.53
Per Website
Click

21,0

Ad Preview

Edit

We R Native
wernative.org



or text "NATIVE" to
24587

[Create a Similar Ad](#)

Targeting

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

Close

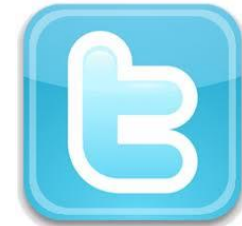
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Social Media Analytics

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





Google Analytics

Find reports & more

My Dashboard

Jan 19, 2013 - Feb 18, 2013

MY STUFF

Dashboards

My Dashboard
+ New Dashboard

Shortcuts

Intelligence Events

STANDARD REPORTS

Real-Time

Audience

Traffic Sources

Content

Conversions

Help

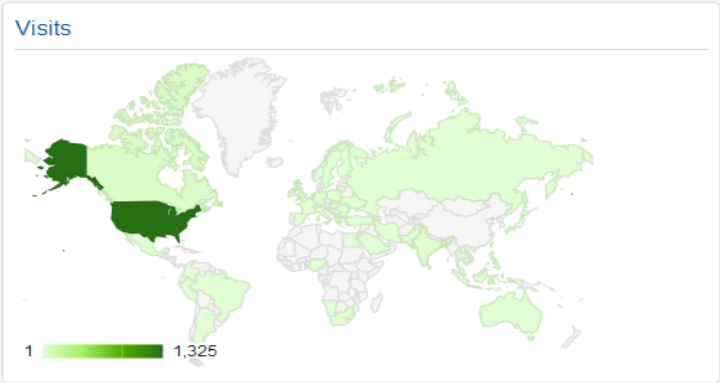
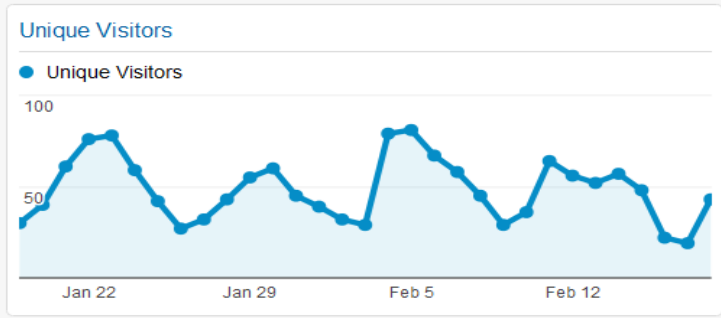
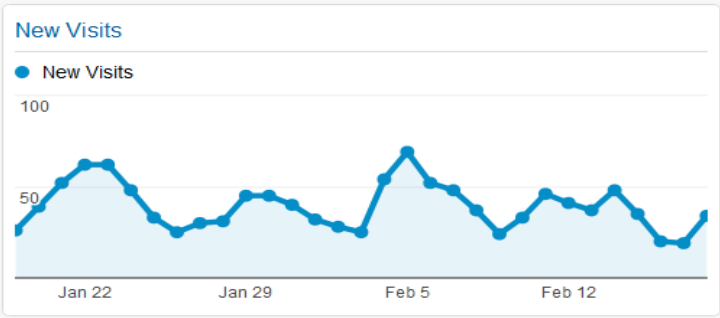
- About Dashboards
- Create/Edit/Delete Dashboards
- Add a Report to Your Dashboard

Help center

Search help center Go

Advanced Segments + Add Widget Share Email Export

Customize Dashboard Delete Dashboard



Visits by Browser

Browser	Visits
Internet Explorer	521
Chrome	358
Firefox	335
Safari	273
Android Browser	71
Safari (in-app)	38



Find reports & more

MY STUFF

Dashboards

Shortcuts

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STANDARD REPORTS

Real-Time

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Traffic Sources

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Conversions

Help

The Visitors Overview Report

Comparing Metrics

Using the Interactive Table

Common Report Controls

Video: Add Advanced Segments

Help center

Search help center

Go

Audience Overview

Jan 19, 2013 - Feb 18, 2013

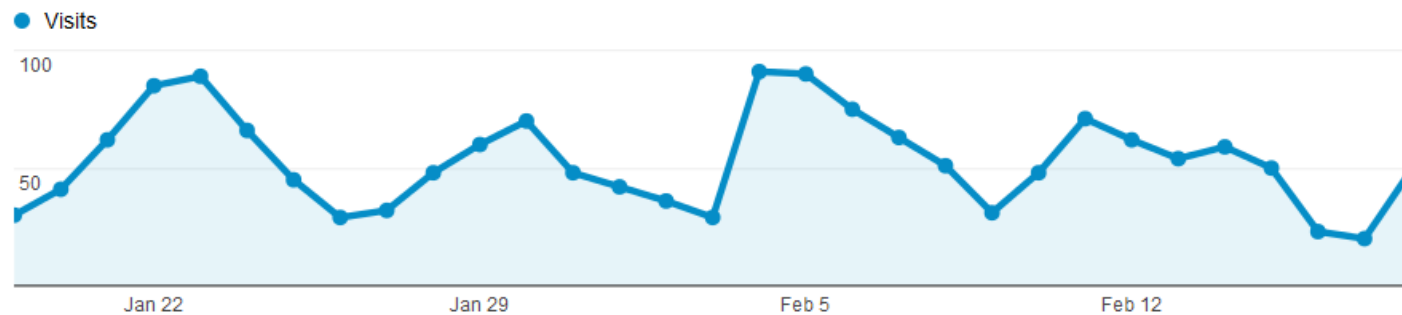
Advanced Segments | Email | Export | Add to Dashboard | Shortcut

% of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly | Day | Week | Month



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
1,220 Visits

26.02% Returning Visitor
429 Visits



YouTube Insights



Upload

weRnative



Channel Settings

Analytics

Video Manager



weRnative

44 subscribers

6,942 video views

Featured

Browse videos

Search Channel



Edit



About weRnative

Edit

We are a comprehensive health resource for Native youth, by Native youth.

facebook.com/pages/We-R-Native/2...

by weRnative

Date Joined

Jul 6, 2011

Country

United States

Featured Playlists

Edit



Playback locations

Traffic sources

Audience retention

Engagement reports

Subscribers

Likes and dislikes

Favorites

Comments

Sharing

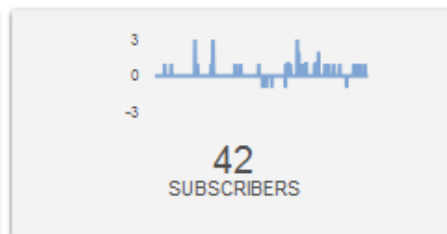
Annotations (Beta)

INBOX

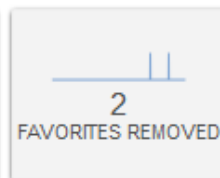
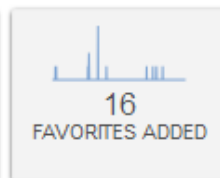
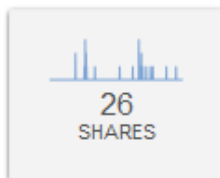
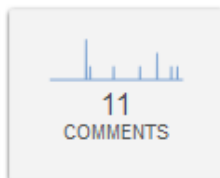
weRnative

Send feedback

Performance



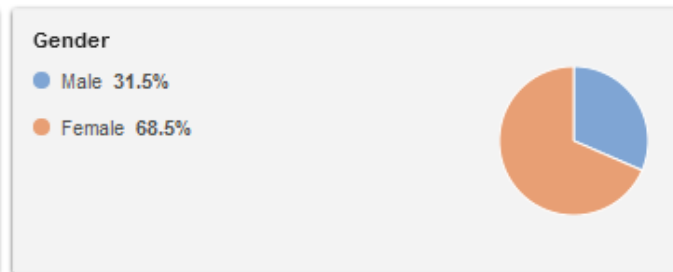
Engagement



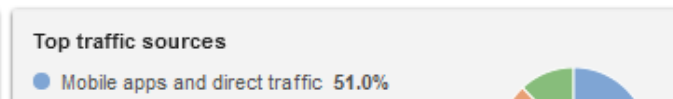
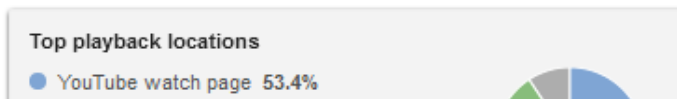
Top 10 videos [Browse all videos](#)

Video	Views ↓	Estimated minutes watched	Likes
1. How the Chipmunk Got Its Stripes	703	322	3
2. Stories from Canoe Journey 2012 (Ray Fryberg)	603	1,436	12
3. I Strengthen My Nation - Extended	415	596	4

Demographics



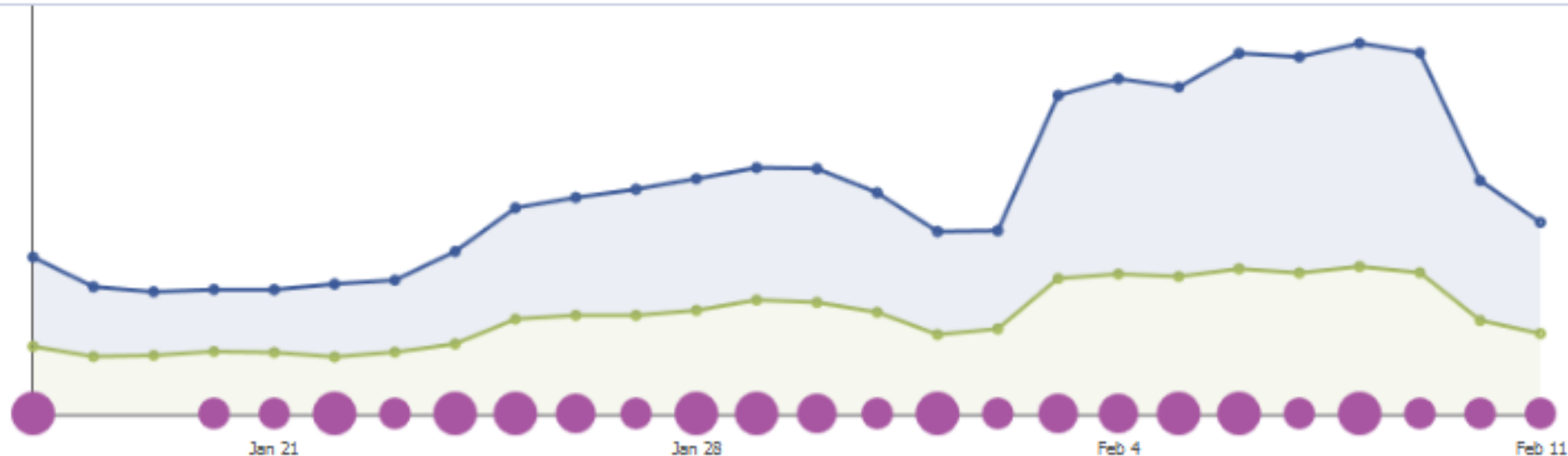
Discovery





We R Native

Timeline



Page Posts (Updated 10 minutes ago)

All Post Types

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
2/13/13	Are you making the announcement tom...	43	2	1	2.33%
2/13/13	Tired of all this mushy Valentines talk? R...	62	1	1	1.61%
2/12/13	The Violence Against Women Re-Autho...	264	32	24	9.09%
2/12/13	Thank you to Aaron Paquette for shari...	284	214	137	48.24%
2/12/13	I LOVE YOU <3 PROJECT	189	13	5	2.65%

WERNATIVE

We are comprehensive health resource for Native youth, by Native youth, providing content and stories about the topics that matter most to them.

Media Analytics

This reports provides an overview of basic metrics for wernative.org on it's 2nd anniversary!

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%



Sessions



Users

DEPTH



Bounce Rate

54%

Year 2

vs

57%

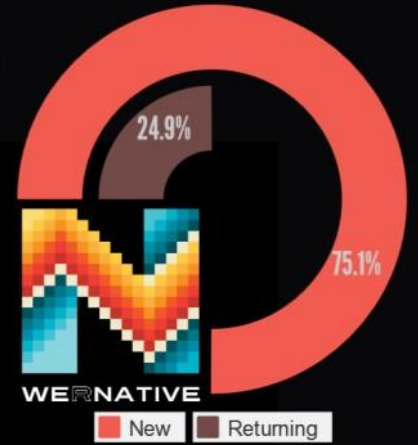
Year 1

LOYALTY

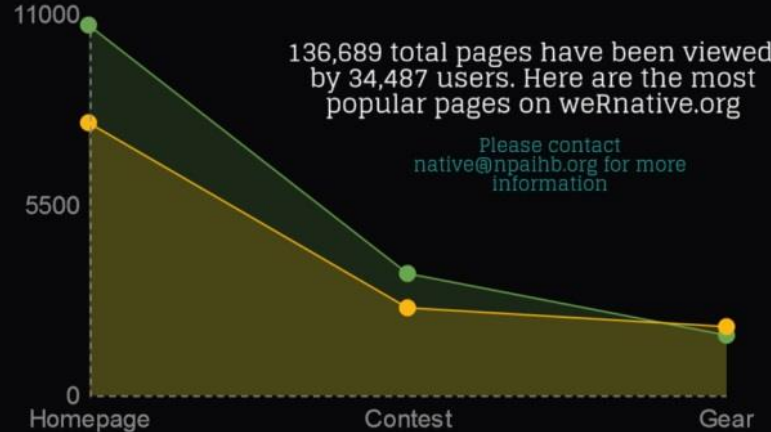
The majority of visitors to weRnative.org are new vs returning, with the largest number of first time users being 18-24 years old



WERNATIVE.ORG



DIRECT ENGAGEMENT



136,689 total pages have been viewed, by 34,487 users. Here are the most popular pages on weRnative.org

Please contact native@npaihb.org for more information

weRnative is social, visit us at



Do you work with Native youth?

Text YOUTHNEWS to 22828

to sign up for our monthly newsletter

LOYALTY

Technology Benefits

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





Northwest Portland Area Indian Health Board

*Indian Leadership for
Indian Health*

2121 SW Broadway, Suite 300
Portland, Oregon 97201
Phone: (503) 228-4185
Fax: (503) 228-8182

Stephanie Craig Rushing, PhD, MPH
Director – Project Red Talon & THRIVE
scraig@npaihb.org

Colbie Caughlan, MPH
THRIVE Project Manager
ccaughlan@npaihb.org

Jessica Leston, MPH
STD/HIV Clinical Services Manager
jleston@npaihb.org

Mattie Tomeo-Palmanteer, BSW
VOICES Project Coordinator
wgardner@npaihb.org

Amanda Gaston, MAT
It's Your Game Project Manager
agaston@npaihb.org

David Stephens, RN
Multimedia Project Specialist
dstephens@npaihb.org

Tommy Ghost Dog
Project Red Talon Assistant
tghostdog@npaihb.org