



# Journey to Healthy Communities: Trusted Messaging and Messengers

## Presenters:

Racheal Deo, MBA

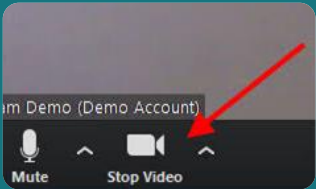
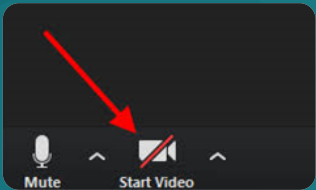
Alexander Zeymo, M. Stat

**January 11, 2023  
2-3 p.m. EST**

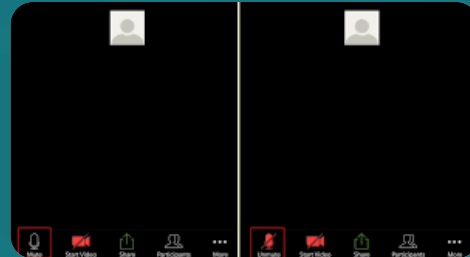


# Housekeeping

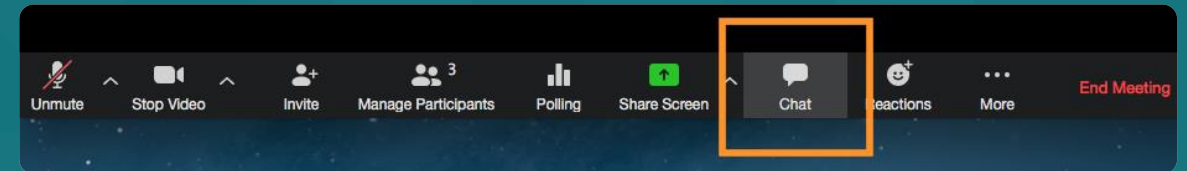
Please turn on  
your camera



Please mute your  
microphone when you  
are not speaking



Please put your name,  
organization, and tribal affiliations  
(if any) in the chat

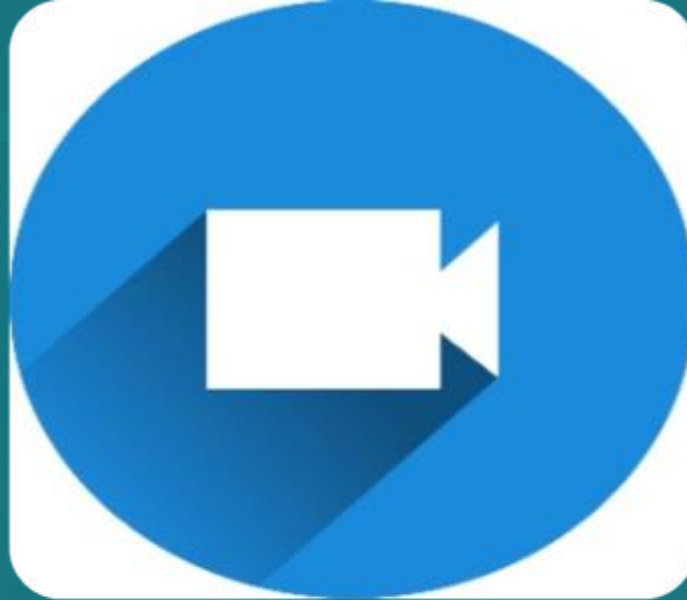


*Thank You!*



# Audio & Video Recording

- Please note that this session will be recorded for educational and quality improvement purposes.





# Evaluation Survey



[https://ncuih.qualtrics.com/jfe/form/SV\\_eA2qr3wlvvc2EBg](https://ncuih.qualtrics.com/jfe/form/SV_eA2qr3wlvvc2EBg)



# Acknowledgement

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NATIONAL COUNCIL *of* URBAN INDIAN HEALTH

The National Council of Urban Indian Health (NCUIH) is the national non-profit organization devoted to the support and development of quality, accessible, and culturally-competent health and public health services for American Indians and Alaska Natives (AI/ANs) living in urban areas.

NCUIH is the only national representative of the 41 Title V Urban Indian Organizations (UIOs) under the Indian Health Service (IHS) in the Indian Health Care Improvement Act (IHCIA). NCUIH strives to improve the health of the over 70% of the AI/AN population that lives in urban areas, supported by quality health care centers.



# Agenda

1. Share ways to identify trusted American Indian/Alaska Native messengers
2. Share ways to use trusted messengers to increase community engagement and vaccinations
3. Learn ways to look at data and create effective messaging



# Racheal Deo, MBA Bio



Racheal is an enrolled member of Prairie Band Potawatomi Nation from Mayetta, Kansas. Although she grew up on the reservation, she has resided in the city for the past 16 years. She attended Haskell Indian Nations University, where she graduated in 2014 with a bachelor's in business administration. Racheal is currently attending Friends University to obtain her MBA, with an emphasis in Project Management. She has also worked with her tribe in Social Services for the last two and half years, primarily in youth suicide prevention. Her background also includes finance, marketing, and program support.

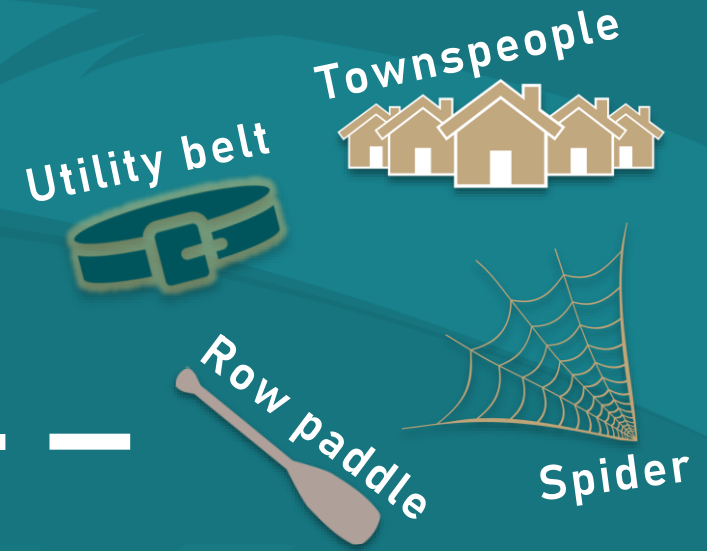
Racheal says her greatest accomplishment is bringing into this world a beautiful set of twins, a boy and a girl. They inspired her to reconnect to culture through teaching Positive Indian Parenting classes. She has instructed the National Indian Child Welfare Association (NICWA) curriculum for the past three years and has been practicing it for the last five years.





# Storytelling

## Restoring Trust



### Truths



History  
Our Roots

### Responsiveness



Proper  
response to  
externalities

### Understanding



A Culture's  
solution to  
solving  
problems

### Self- Determination



Weaving our  
own  
environment

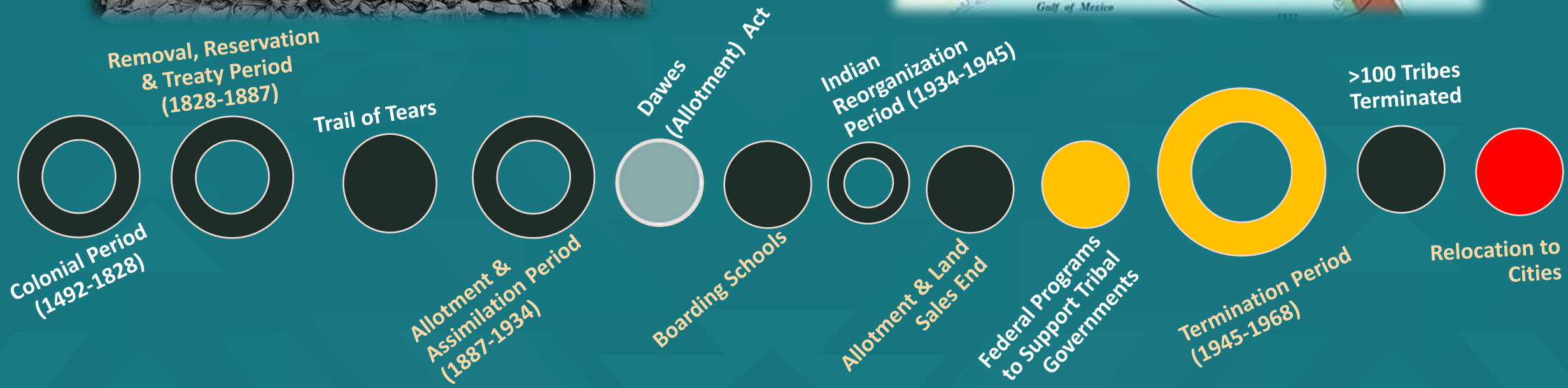
### Transformation



Better  
future,  
better  
outcome



# A History of Mistrust





# The Family Planning Services and Population Research Act 1970

## Involuntary-Mass Sterilizations

In the 1970s, physicians sterilized **around 25%** of Native women of childbearing age; with further evidence suggesting that these **numbers are higher**



**CBCnews**

Indigenous

**MP asks RCMP for criminal probe of coerced sterilization of Indigenous women**



NDP MP Don Davies says allegations have surfaced across the country

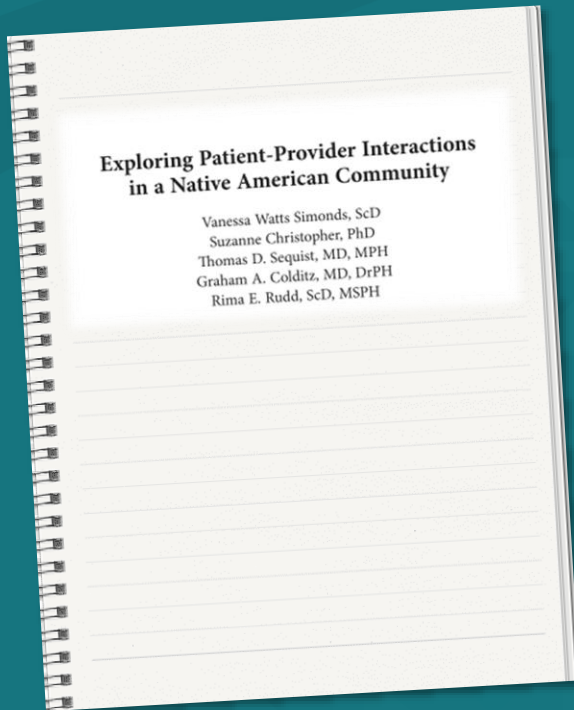


Jorge Barrera · CBC News · Posted: Feb 21, 2019 1:41 PM ET | Last Updated: February 21, 2019

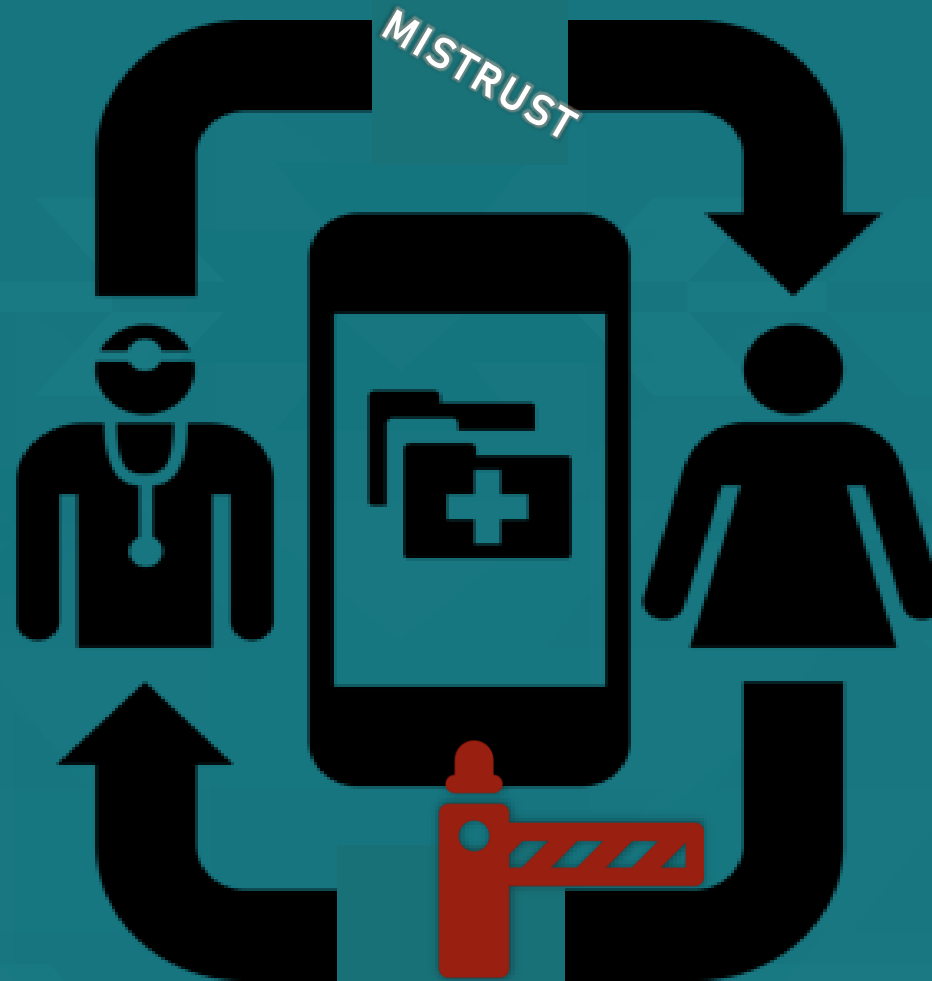




# Mistrust Is A Core Barrier



*Exploring Patient-Provider Interactions in a  
Native American Community, 2011*



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“**Trust** emerged as the  
central theme in the  
determination of whether  
an interaction  
is considered  
good or bad”

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# Defining TRUST

Truths

**Truths** about **historical** trauma and current inequities that impact the mental health and well-being of Natives and their families

Responsiveness

**Responsiveness** to issues and needs identified by Natives and their families from their perspective  
High levels of frustration among partners were evident because of the recognition that the dedication and commitment of well-

Understanding

**Understanding** of the effectiveness of traditional indigenous healing practices and cultural teachings  
intentioned service providers **was not translating** into improved behavioral health for many AI/AN youth.

Self-Determination

**Self-Determination** of youth and families to guide their behavioral health services  
The partnership gave itself the name **Project TRUST** because lack of trust was perceived as a fundamental underlying issue.

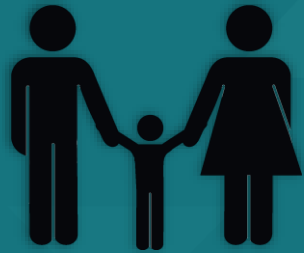
Transformation

**Transformation** of individuals, families, communities, systems of care, and social structures



# Who Are Trusted Messengers?

## Individual Representatives



Family  
Member or  
Peer



Prominent Figure



Healthcare  
Provider

## Group Representatives



Schools



Community

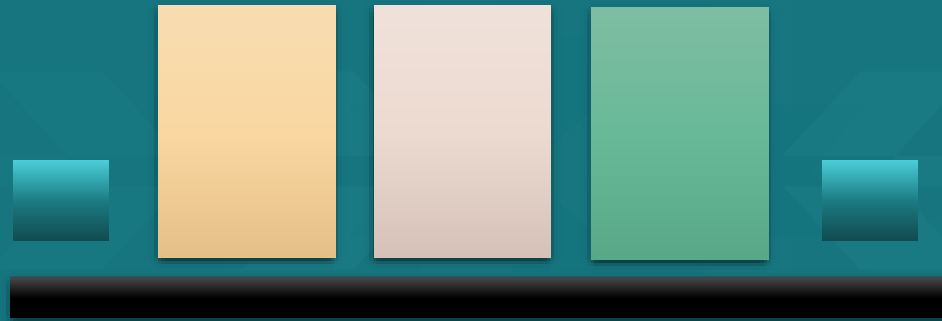


# Social Media Influence

Having A Social Media Influencer as Your Trusted Messenger

T  
R  
U  
S  
T

TRUST  
Truths



Revealed that **three of the top five** topics that garnered the **largest** number of supporters involved hashtags referring to issues of life and death for Native Americans

**#mmiw**

**#nativelivesmatter**

**#indigenous**

Most enduring hashtag

Aired with at least one other hashtag in **90%** of its occurrences



# Social Media Influence

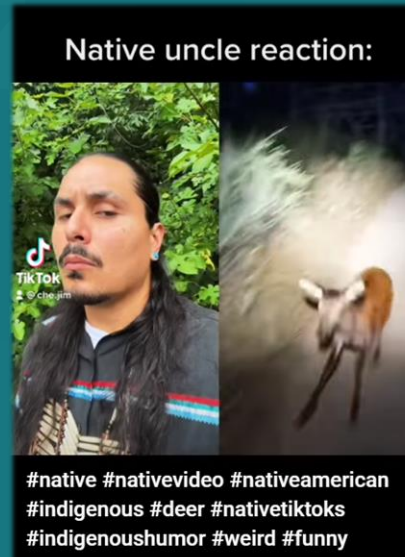
## Having A Social Media Influencer as Your Trusted Messenger

T  
R  
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T

**TRUST**  
Responsiveness



**TRUST**  
Understanding



Che Jim



**Newsweek**

**TRUST**  
Self-Determination







# Social Media Influence

## Having A Social Media Influencer as Your Trusted Messenger

### TRUST Transformation

Study from 2020: *Social Media Use Is Positively Associated with Healthy Nutrition Behaviors in Native American Adults*

A total of **600** American Indian adults were interviewed on social media use as part of baseline data collection for a large obesity intervention.

Over half (59.9%) of respondents reported using social media.

**Greater frequency of social use** to share health-related goals, successes, or challenges was associated with **decreased intake** of sugar-sweetened soft drinks, and **increased intake** of vegetables, fruits, and water



# Social Media Influence

Having A Social Media Influencer as Your Trusted Messenger

Alana Yazzie





# Who Are Trusted Messengers?

## Descriptive Representation





# Descriptive Representation

How Native Representation Correlated with fewer COVID-19 Cases

## **Representative Voices: Native American Representation, Political Power, and COVID-19 in U.S. States**

LAURA E. EVANS, RAYMOND FOXWORTH, GABRIEL R. SANCHEZ,  
CHERYL ELLENWOOD, AND CARMELA M. ROYBAL



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“During the COVID-19 pandemic, descriptive representation was important because racial and ethnic minority groups neglected by the political system were **looking for trustworthy information.**”

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# Descriptive Representation

Rep Sharice Davids (D-KS)

U.S. Secretary of the Interior, Deb Haaland



TRUST  
Truths



“the disproportionate impacts of the coronavirus pandemic have to do with **consistent underfunding** of the IHS or investments in infrastructure in Indian country, investments and funding for urban Indian health centers.”

**The Federal Government fiddles as  
Covid-19 ravages  
Native Americans**



# Descriptive Representation

Correlation Between Representation and COVID-19 Cases

**TRUST**  
**Responsiveness**

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Native leadership in New Mexico, from the **Pueblo**,  
**Apache**, and **Navajo Nations** coordinating early with  
states for testing, case tracking, tribal border closings,  
and demands for a federal response

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# Descriptive Representation

Correlation Between Representation and COVID-19 Cases

**T**ransformation **TRUST**

*The Washington Post*  
*Democracy Dies in Darkness*

THE HEALTH 202

**Native Americans ramp up calls  
for longer-term health funding**

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“Along with increased funding for education, housing, and economic development, this bill brings us closer to upholding our federal trust and treaty obligations to American Indian and Alaska Native communities.”

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**Rep Sharice Davids (D-KS)**



# Building a Culture of Trust

## Unique Challenges of Urban Settings

**Difficult to engage AI/AN people in prevention and intervention efforts**

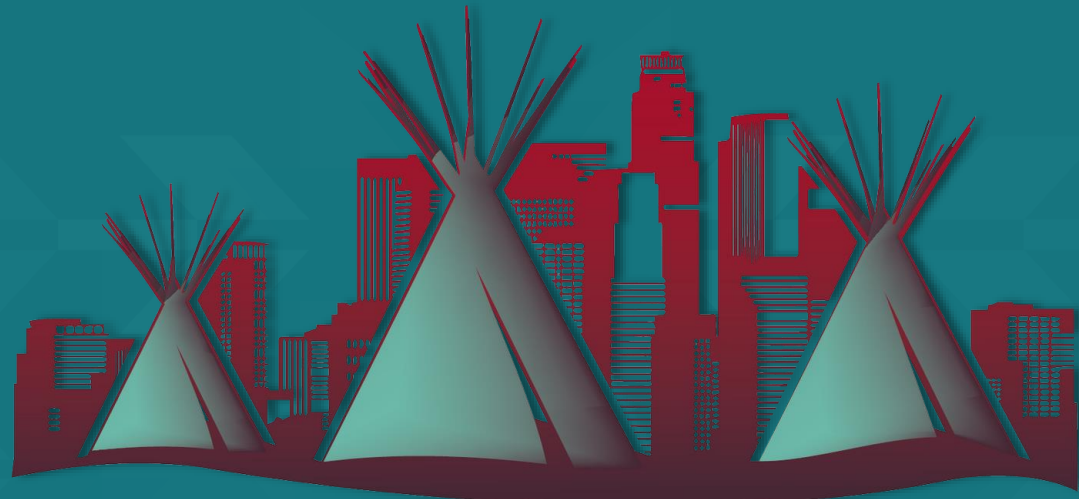
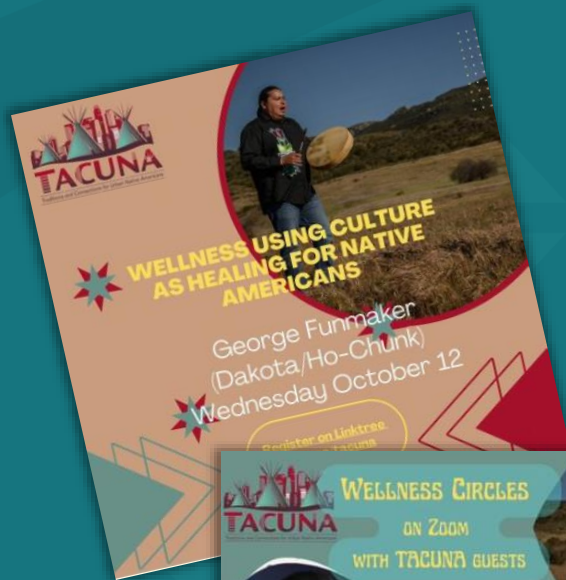
- 1 Numerous Federal definitions of what constitutes an AI/AN community and tribal nation typically do not include this large segment of AI/AN people.**
- 2 Decreased opportunities to access cultural events and health-promoting activities**





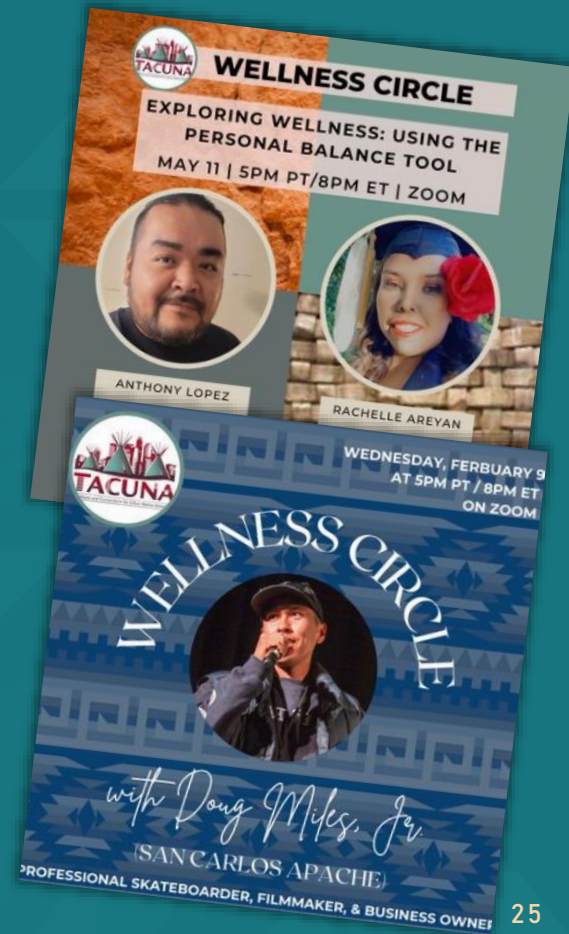
# Building a Culture of Trust

## Utilizing Group Efforts To Foster Trusted Messaging



# TACUNA

*Traditions and Connections for Urban Native Americans*





# Building a Culture of Trust

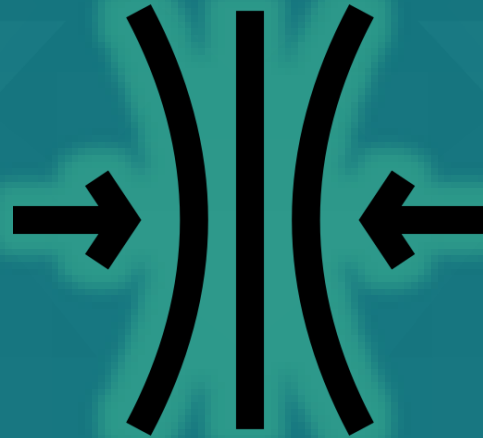
## The Importance of Social Connection in Native Culture

Social Support effectiveness is **protective** against mental health problems



*Associations between loneliness and perceived social support and outcomes of mental health problems: a systematic review, 2018*

Social support positively associated with **resilience** among AI adolescents



*Resilience Among urban American Indian Adolescents: Exploration into the role of culture, self-esteem, subjective well-being, and social support, 2012*

[ncuih.org](http://ncuih.org)

Consistent evidence for the importance of **family connectedness**, and **cultural connectedness**



*Identifying Protective Factors to Promote Health in American Indian and Alaska Native Adolescents: A Literature Review, 2017*



# Building a Culture of Trust

Utilizing Group Efforts To Foster Trusted Messaging

TRUST  
Truths



Elizabeth D'Amico, Ph.D.



Daniel Dickerson, D.O,  
M.P.H.



Carrie Johnson, Ph.D.



# Building a Culture of Trust

Utilizing Group Efforts To Foster Trusted Messaging

**TRUST**  
Responsiveness

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**“We spent the first year of the project working closely with several communities to understand challenges and needs of the community related to substance use as part of the development of TACUNA.”**

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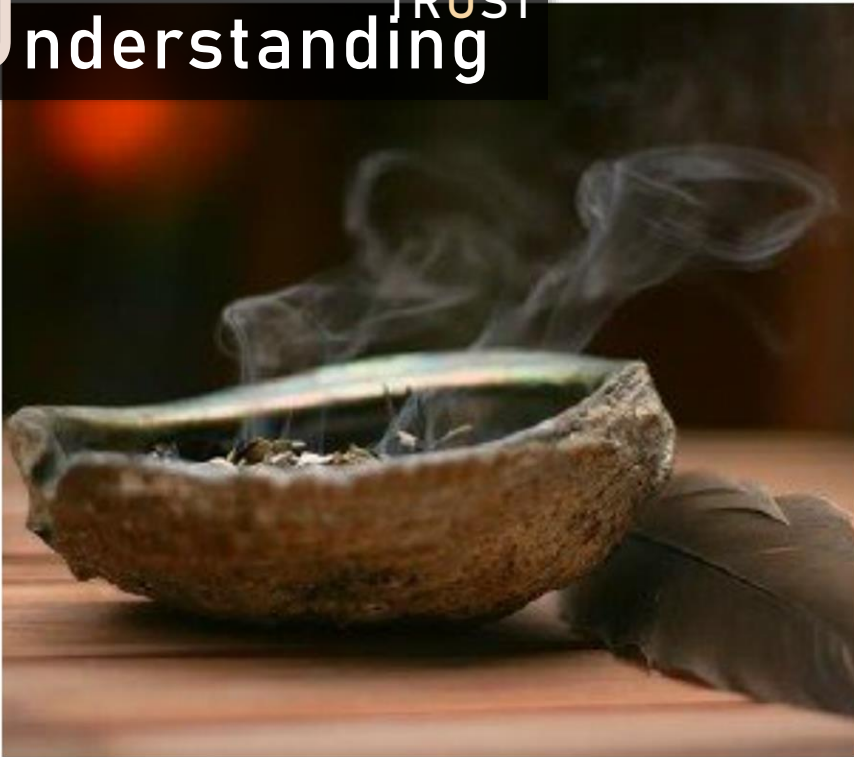




# Building a Culture of Trust

Utilizing Group Efforts To Foster Trusted Messaging

## Understanding <sup>TRUST</sup>



## Elder Advisory Board



**Virginia Arvizu**  
*Tongva, Kumeyaay,  
Apache*



**George Funmaker**  
*Ho-Chunk/Dakota*



**Benjamin Hale**  
*Navajo*



**Anthony Lopez**  
*Am Pomo Indian*



**Lynette Mike**  
*Paiute and Miwok*



**Kurt Schweigman**  
*Lakota*



# Building a Culture of Trust

Utilizing Group Efforts To Foster Trusted Messaging

TRUST  
Self-Determination



Risk and resilience among families in urban  
American Indian/Alaska Native communities: The  
role of young adults

[Link to article](#)

[View summary](#)



# Building Trust Takes Time





# Utilizing Data in Vaccine Messaging

Presented By Alexander Zeymo





# Alexander Zeymo, M. Stat Bio



Alexander Zeymo graduated from American University with a Masters in Statistics in 2015. Previously in medical and surgical outcomes research, he joined the National Council for Urban Indian Health in 2020 as part of the Research and Public Health Division. In his role, he has tracked the COVID-19 pandemic in UIO service areas, analyzed the most recent decennial census data, published data tools on NCUIH's research blog, and analyzed feedback from NCUIH webinars, Communities of Learning, and events to improve our TA activities.



# Upcoming Events

## January 2023

- **1/18:** CDC STI Informational & Recruitment Session
- **1/24:** CDC IPC Community of Learning #1
- **1/26:** GOTV/IVE National Webinar
- **1/31:** – NCUIH 2023 Urban Indian Health Policy Priorities Preview

## February 2023

- 2/1:** 4 in1 Peer 2 Peer Solutions Center/HIV OH/CC Spring 1
- 2/7:** Virtual Dialogue on Maternal Mortality Review Committees (MMRCs)



# Current Funding Opportunities

## **Electronic Case Reporting (eCR) UIO Subgrant Award - Year Two**

- Funding Opportunity for eCR Implementation - Three UIOs will be awarded up to **\$84,600** each
- Applications are on a rolling basis: <https://form.jotform.com/222855001823146>

## **Emergency Preparedness and Vaccination Planning Storyteller Application (2022-2023)**

- Funding opportunity - 10 UIOs will be awarded up to **\$30,000** each
- Applications are open now: <https://ncuih.org/event/emergency-preparedness-and-vaccination-planning-storyteller-application-2022-2023/>



# Evaluation Survey



[https://ncuih.qualtrics.com/jfe/form/SV\\_eA2qr3wlvvc2EBg](https://ncuih.qualtrics.com/jfe/form/SV_eA2qr3wlvvc2EBg)