

National HIV/AIDS Programs to Engage American Indian and Alaska Native Youth in Prevention Successes

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Indian Health Service

Expanding Our Experience and Expertise: Implementing Effective
Teenage Pregnancy Prevention Programs
Baltimore, MD March 12-14, 2012

Learning Goals

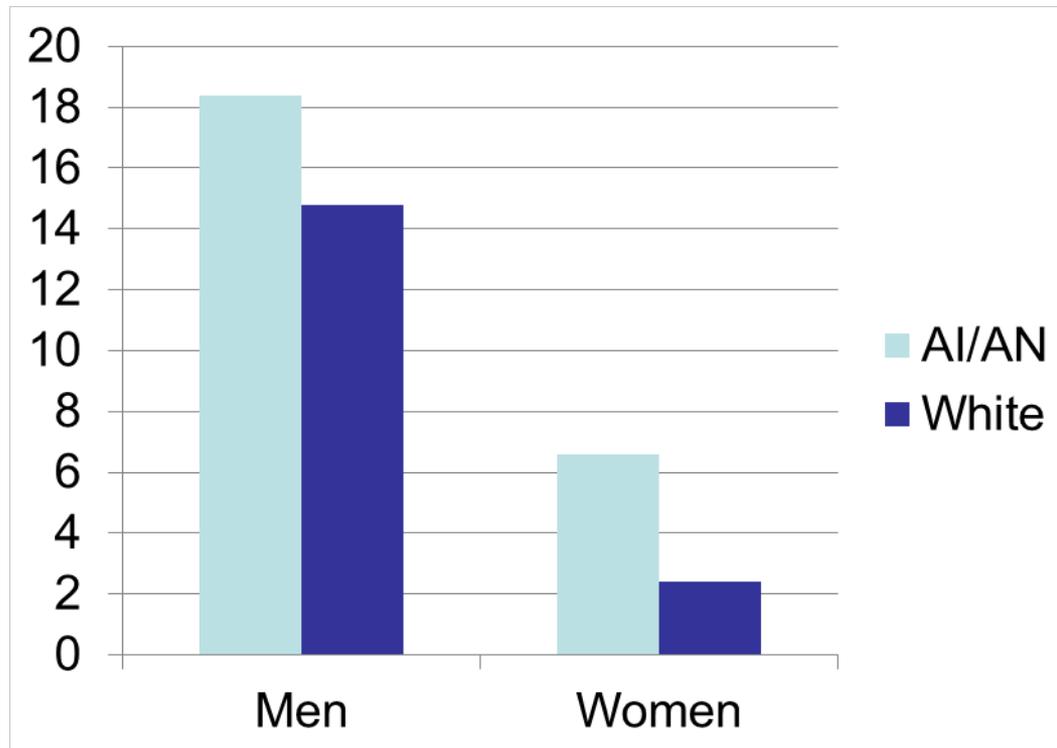
- Describe general trends of HIV/AIDS in AI/AN communities.
- Identify key facts about AI/AN youth.
- Summarize activities in AI/AN communities engaging youth in the development of age-appropriate, effective health messages.

AI/AN HIV Epidemiology

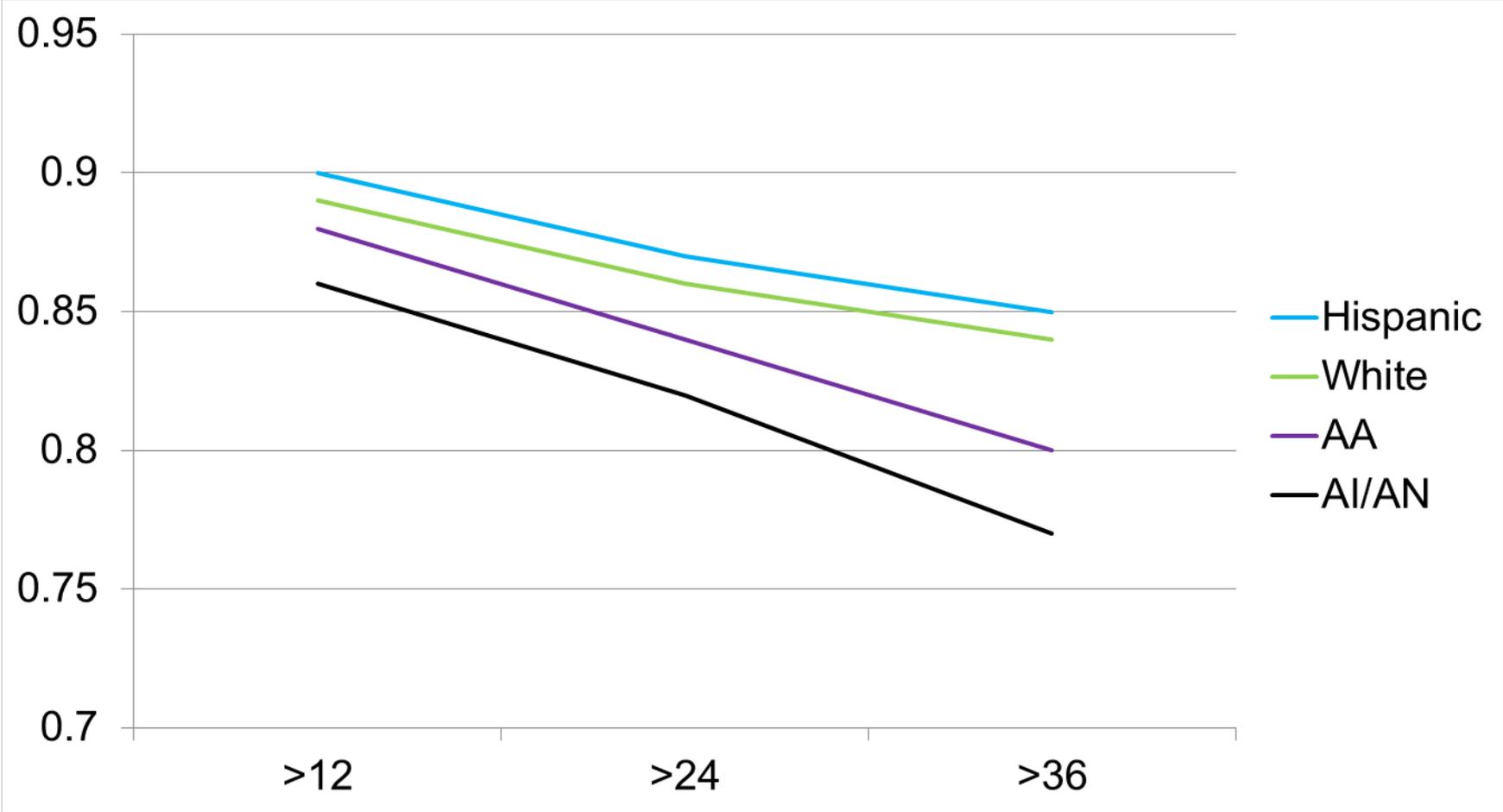
- HIV Estimates, 2009¹
 - Incidence rate : 14.1/100K
 - About 26% AI/AN *People Living with HIV* were estimated to be unaware of status
- HIV Diagnosis, 2008²
 - Prevalence (# living with diagnosed HIV infection): 2,387
- AIDS Diagnosis, since 1985
 - AI/AN ever diagnosed with AIDS (estimated): 3,702³

AI/AN HIV Epidemiology

- HIV diagnosis rate for AI/AN men (18.4 per 100K) slightly higher than white men (14.8)
- HIV diagnosis rate for AI/AN women (6.6) more than double the rate for white women (2.4)



Proportion of Persons Surviving following an AIDS Diagnosis 2001-2005 (Months)



AI/AN Youth Context

- Youth are a higher proportion of AI/AN population
 - 1/3 of AI/AN population is under 18 v. 1/4 of white population¹
- Regional differences
- Language/ slang diversity

Youth Risk Behavior Survey Highlights 2009

- “Ever Physically Forced to Have Sexual Intercourse”: 13.1% AI/AN (7.4% US ALL)
- “Never Taught in School about AIDS or HIV Infection”: 20.3% AI/AN (13% US ALL)
- “Ever Used Methamphetamines”: 11% AI/AN (4.1% US ALL)

Program 1: Circle of Life Multimedia Curricula

**HIV/AIDS/STI/Hepatitis prevention Intervention for
American Indian and Alaska Native Youth**

Circle of Life History

- Developed in 1994 with CDC-DASH and IHS
- Foundation and engagement based on the medicine wheel
- Curriculum drew on Western theories of behavior change

Circle of Life History

- Requirements
 - Integration of health with culture
 - Emphasis on de-linking associations and stereotypes
 - Strong messages about caring, empathy and respect
 - Material and activities enhancing both knowledge and skills of youth, not just didactic content

Circle of Life Development

- Extensive external input
- Consistency with CDC Standards and Guidelines
- Infusion of cultural elements
- Cultural Adaptability

Implementation of Circle of Life

- By 2002, curricula expanded and completed for two age groups
 - Kindergarten through 5th grade
 - Middle school youth (6-8th)
- Both age groups were pilot tested and evaluated

Previous Pilots and Findings

- Pilot tests were conducted in schools and at Boys and Girls Clubs
- Each Club site received materials, including:
 - National HIV/AIDS Partnership public service ads featuring Wilma Mankiller, Dana Tiger, Karen J. Hatcher, Wes Studi, and Adam Beach were sent to each pilot site
 - Circle of Life graduates received an awareness pin. Some sites included t-shirts for graduates.

3 year Pilot Evaluation (2006-2009)

- Increased knowledge levels about HIV/AIDS
- Demonstrated increased understanding of healthy and risky behaviors
- Substantial reduction in fears about HIV
- Teachers responded positively to the materials
- Curricula seen as culturally appropriate and sensitive to cultural issues

Additional Pilots in Middle Schools

- In 2006, a shorter adaptation was developed and piloted in Native Boys and Girls Clubs
 - Pilot site feedback
 - Identified needs

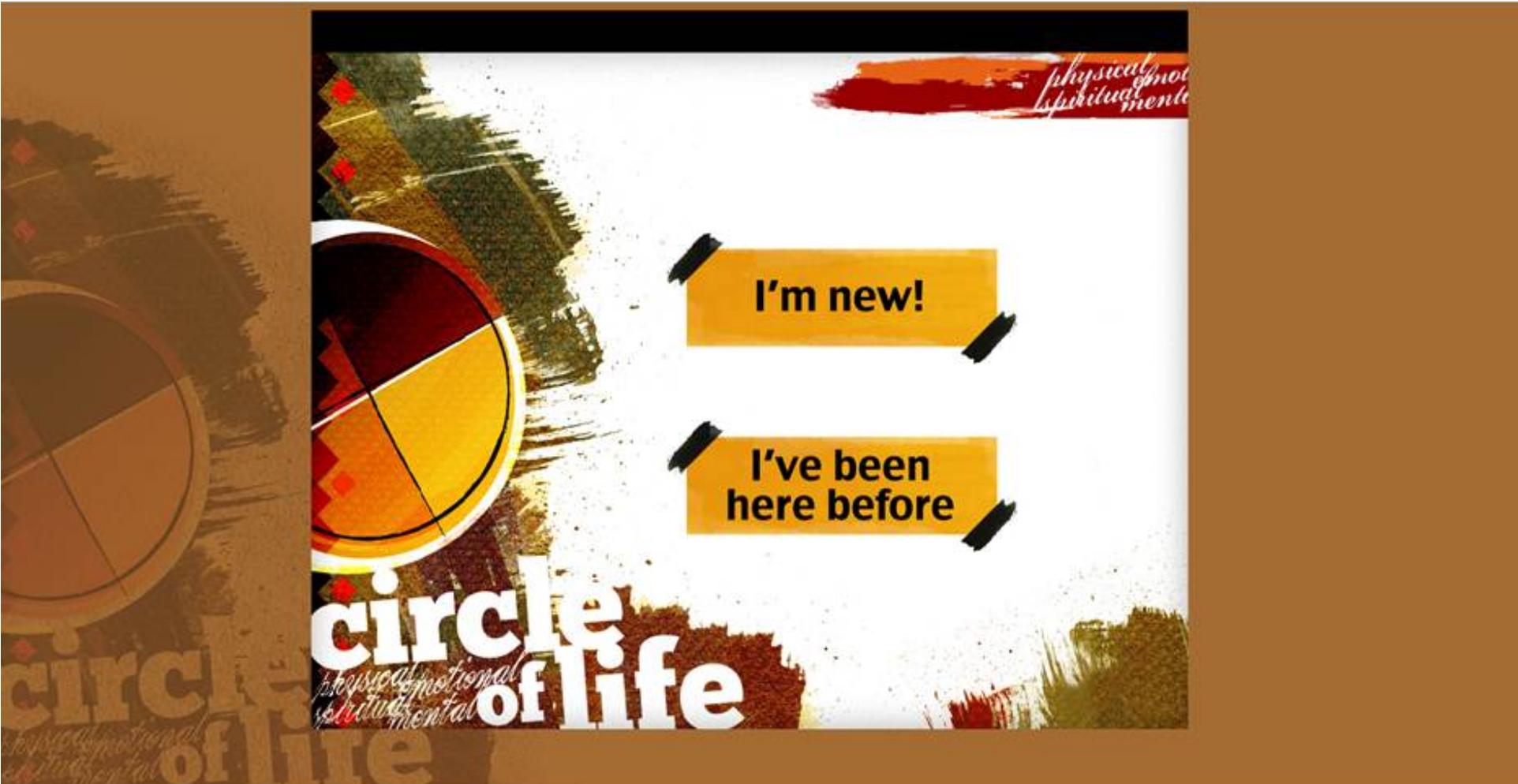
Multimedia Format

- Begun in 2010 through a CDC/IHS Partnership with Office of Minority Health
- Engagement and cultural specificity needs more closely met
- Regionalization of content, as possible

Multimedia Format, Cont.

- Flexibility in content and implementation for ease of use in schools, clubs, or per chapter
- Introduces a “Teacher’s Corner” which includes sample lesson plan
- Completed updated HIV/AIDS information and now includes STI and Hepatitis B/C education
- Updated medical review of the curriculum for accuracy

Multimedia Circle of Life Example



Menu and Chapter Selection



Narrated Opening Chapters



Interactive Games



Sample Navigation Page



Fresh Content

- Media rich activities also include:
 - Fully animated
 - Games and narrated stories
 - Videos and interactive video
- Scenarios and decision making situations are “real-life”
- Additional activities in the teacher’s version for improvisation during sessions

Next Steps

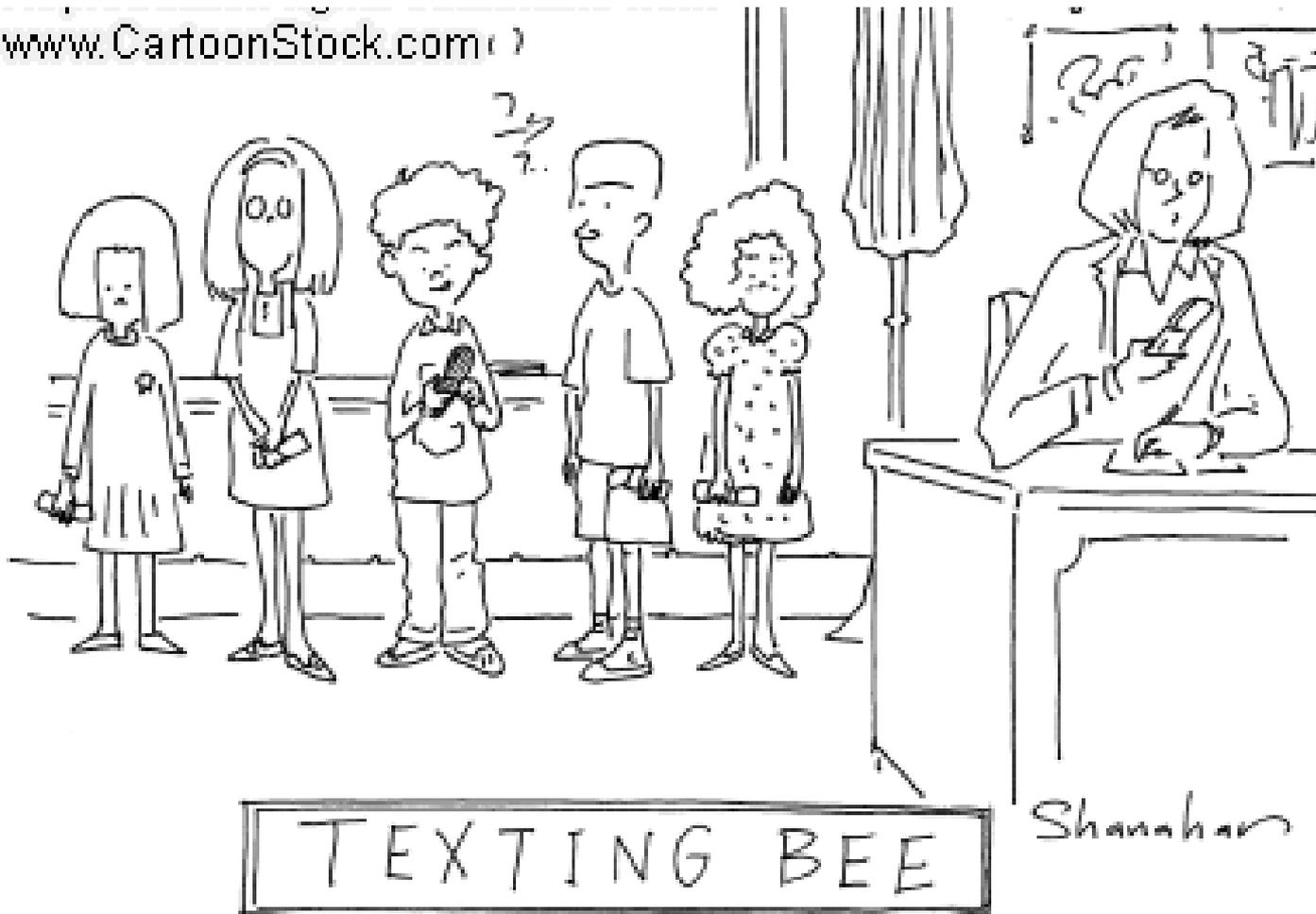
- Evaluating 10 pilot sites to gauge usage and interactivity
- University of Colorado partnership to evaluate the program as a promising sexual risk reduction intervention in Boys and Girls Clubs
- Release and marketing of the fully operational site for public use – late 2012

Project 2: WeRNative

- Housed in the Northwest Portland Area Indian Health Board
- Ongoing, holistic health messaging
- Youth-driven, youth-focused

Why Teens & Technology?

www.CartoonStock.com

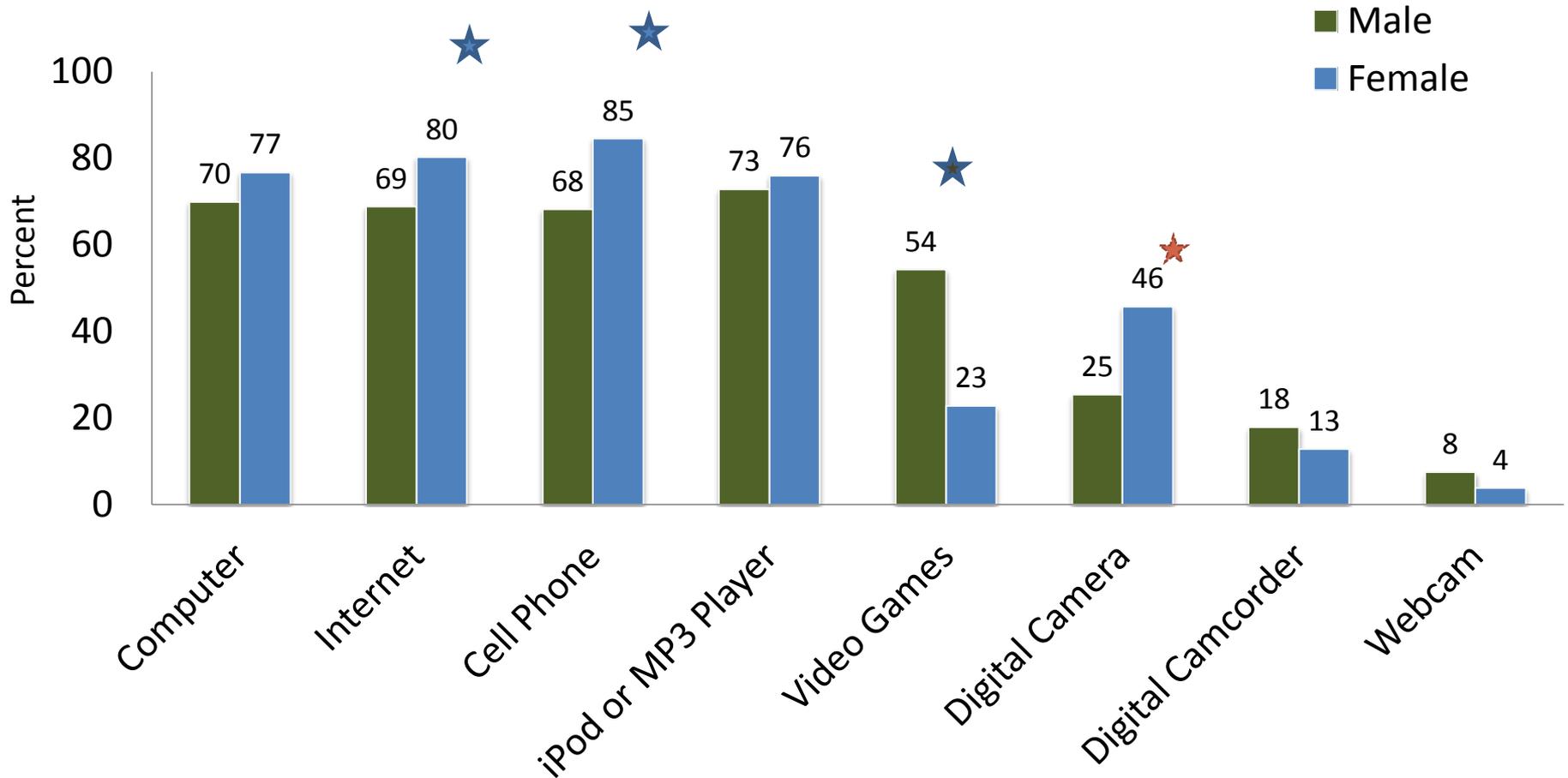


Technology Benefits

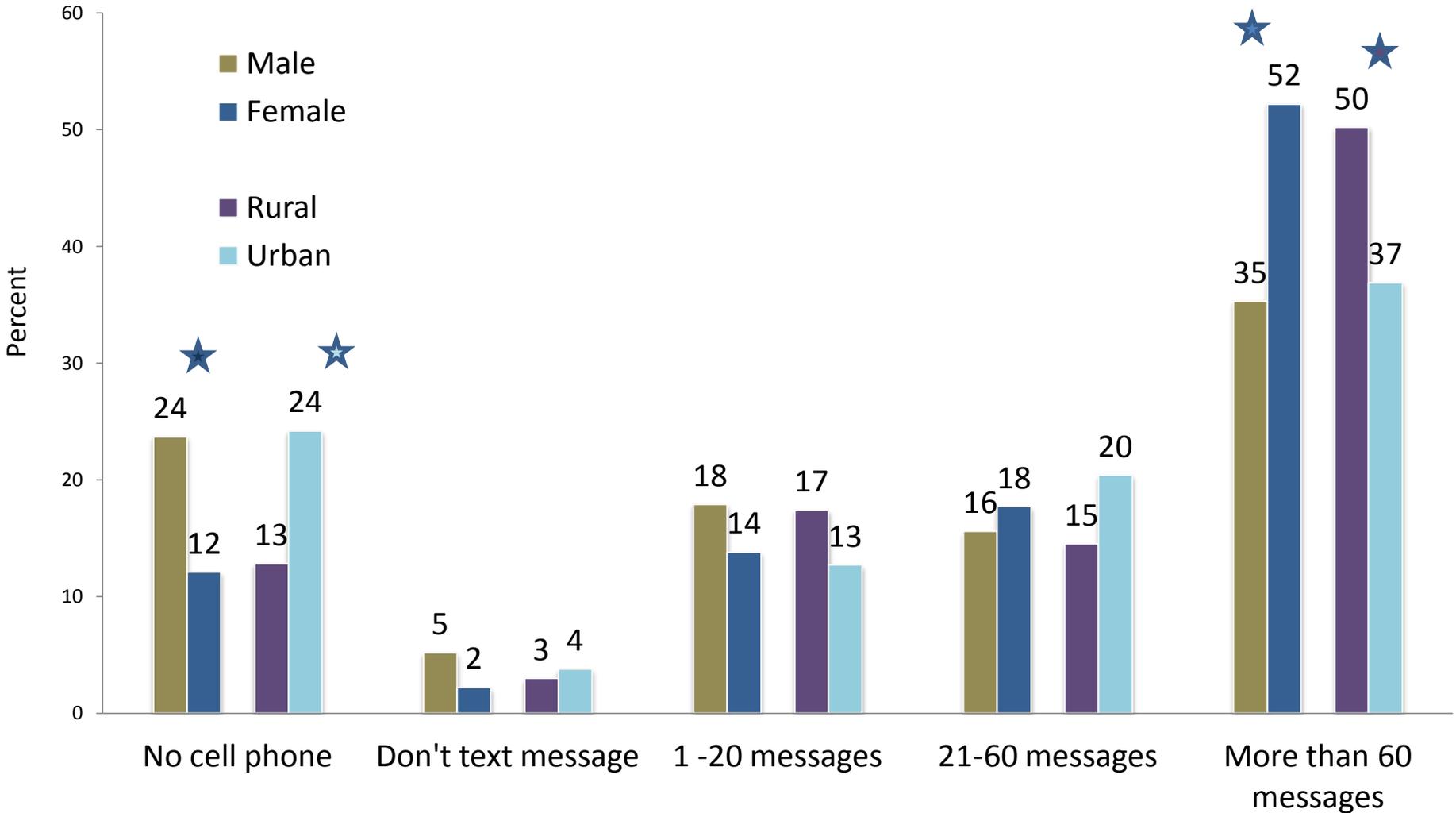
- Private/Confidential
- Cost-effective
- Capable of accessing hard-to-reach populations
- Capable of targeting and tailoring
- Accessible, acceptable, relevant, effective



Daily or weekly technology use among Northwest (NW) Native youth (13-21 years): 2009



Number of text messages exchanged per day by NW Native youth –2009



Accessing the Internet



At home – 50%

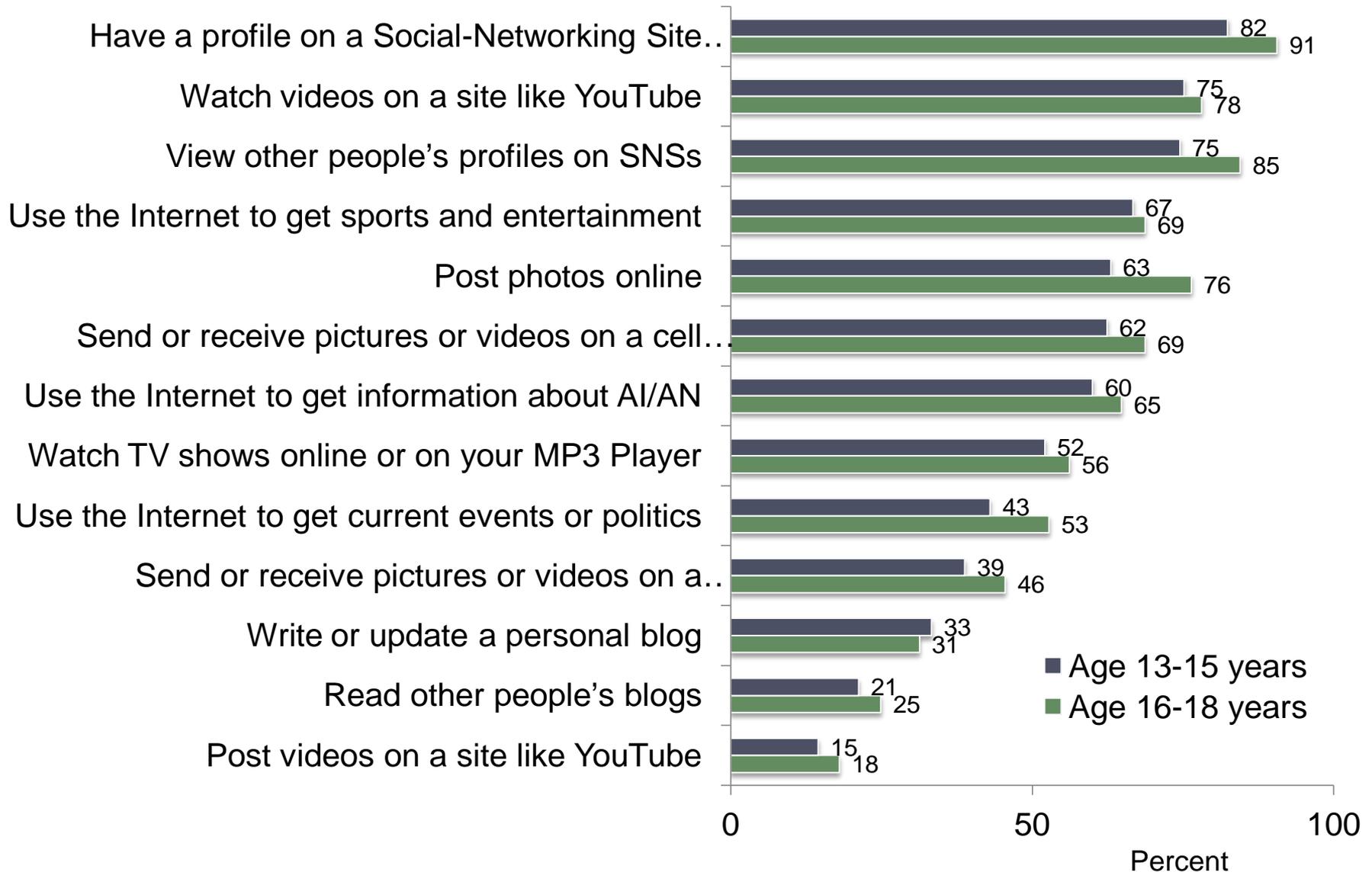


School – 47%



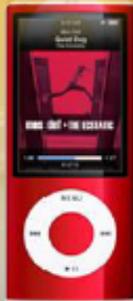
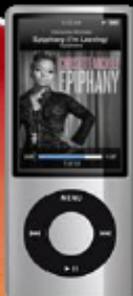
Cell phone – 36%

Select online activities, among NW Native youth – 2009



Native Youth Media Survey

In 2009, Project Red Talon collected surveys from over 400 Native youth (age 13-21 years) living in Oregon, Washington, and Idaho, to better understand how they use media technologies (like the Internet, social networking sites, cell phones and text messaging). Project Red Talon is using this information to develop technology-based health resources for Native youth in the Pacific Northwest. The survey was anonymous, and participation was voluntary. For more information about the survey or Project Red Talon, please contact Stephanie Craig Rushing at: scraig@npsaihb.org or 503-416-3290.



Media Technology Use

Regional Results

Teens and young adults use a wide variety of media technologies, like the Internet, cell phones, iPods, and social networking sites. AI/AN youth in the Pacific Northwest use these technologies at rates similar to other teens in the U.S. Nearly 75% of Native youths surveyed by Project Red Talon use the Internet, 37% use digital cameras, and 75% use iPods on a daily or weekly basis.



Cell phone use is particularly common in the NW. Almost 70% of AI/AN youth reported that they use a cell phone every day or almost every day, and half send more than 40 text messages per day! This is similar to national figures - On average, teens with cell phones send over 2,880 text messages per month!



In addition to communicating through text messages, more and more young people are using instant messaging (IM) and social networking sites (SNS) like Myspace and Facebook to talk with their friends. Over 87% of AI/AN youth reported that they manage a personal profile online, 77% watch videos (like on YouTube), and 63% use the Internet to get news or information about American Indian culture or their tribe. One-quarter use the Internet for 1-2 hours at a time.



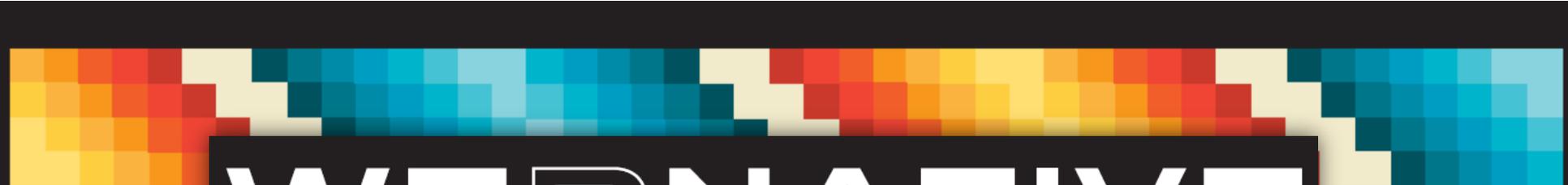
Conclusion

Technology-based interventions should be created for AI/AN youth.

Multimedia approaches offer the best opportunity to reach the greatest number of Native youth in the Pacific Northwest.



WERNATIVE



WERNATIVE

Mission

Be a comprehensive health resource for Native teens and young adults, providing content and stories – **for Native youth, by Native youth** – about the topics that matter most to them.





- Wellness & Life Balance
- Fitness & Body Image
- Cultural Pride
- School Pressures
- Violence & Bullying
- Mental Health
- Peer Pressure
- Tobacco, Drugs & Alcohol
- Sexual Health/STD/HIV
- Suicide & Self-harm
- Loss & Grief
- Coping with Stress
- Family Relationships
- Healthy Relationships
- Privacy & Technology
- Getting Help
- Tips From Youth



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Youth Engagement

- **Youth-generated Content**

- Submit videos, music, photos, artwork...

- **Mini-grants:** Youth-led community service activities promoting community health.

- **Polls, Contests, Quizzes:** Challenge youth to take an active role in their own health and well being.



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"SOME RANDOM QUOTE BY NATIVE TEEN"
-LATIVE TEEN

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My Community

Meet the crew of talented young people who have taken the digital world by storm. Most of today's best young people who work in the digital space are community. Meet the crew of the top young people who have taken the digital world by storm. [Read More](#)

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Spotlight!

This month's winner is Daniel Reppert from Oklahoma. For his entry in graphic art, Daniel hopes to one day be a graphic designer or a game board development.

[View his story >](#)

Tell Us Your Story.

We'll feature Who are you?

Submit a drawing, photography, story, video postcard or text message to inspire.

Winning stories will receive \$50

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Physical Health



Meet the story of one young woman who faced many challenges in her community. Meet the story of one young woman who faced many challenges in her community. Meet the story of one young woman who faced many challenges in her community. [Read More >](#)

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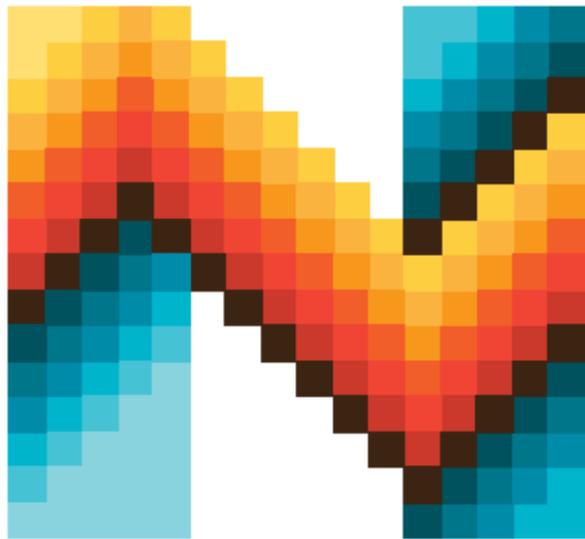


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FOR WEEKLY
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CONTESTS,
AND LIFE
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*STANDARD RATES
APPLY. IT'S JUST LIKE TEXTING
YOUR FRIENDS AND FAMILY.



- You already possess everything you need to become great (Crow).
- Take a walk - It's a wonderful way to blow off steam, talk with a friend, or stay in shape.
- Time is running out! Take the N8V American Youth Challenge: <http://mozeo.me/wKru>
- What's the best thing about being N8V? Share your thoughts. One lucky person will win \$25.
- N8V youth are using their talent to tell powerful stories. Check out these videos by students in Idaho!
<http://mozeo.me/8vB9>

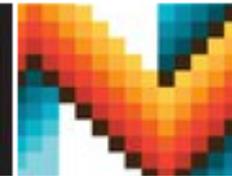
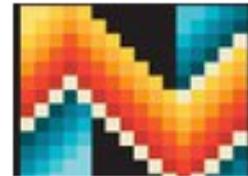


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We R Native

Celebrity sighting at the National Congress of American Indians... Alaina and Robert, who recently shared their story on the news program 20/20.



Mobile Uploads



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Hidden Posts

- Info
- Friend Activity (1+)
- Insights
- Photos

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Share: Status Photo Link Video Question

Write something...


We R Native

An honest discussion about the realities of teen parenting:


Teen parents - panel
www.youtube.com

At the Native STAND conference in Chehalis, WA, four youth participated in a panel to share their experience as teen parents.

Like · Comment · Share · 6 hours ago

6 people like this.

1 share

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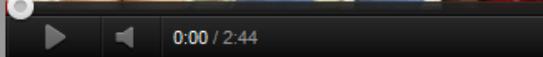
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Check this NativeSTAND video out -- Healthy Relationships video [youtube.com/watch?v=Qo19pG...](https://www.youtube.com/watch?v=Qo19pG...) via @youtube

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WE R NATIVE

About us

We are a comprehensive health resource for Native youth, by Native youth, providing content and stories about the topics that matter most to them. We strive to promote holistic health and positive growth in our local communities and nation at large.

Values

We are Native. We are members of diverse and vibrant communities. Learn more about your culture, history, and current events.

I am Strong in mind and spirit. By sharing with one another, we can teach each other lessons about self-confidence, self-respect, pride, courage, and spirituality.

I control My Body. My body is mine and mine alone. I have control over my physical and sexual health.

We are Not Alone. Regardless of the issue, there are other Native teens and young adults going through the same life challenges...hear their stories and share your own. Together we can support one another through tough times and come out stronger in the end.

We can Change our World. Community involvement is something that can start small and make a big impact. We have the tools you need to get started shaping your community in positive ways.

Posted 6 days ago



We are a comprehensive health resource for Native youth, by Native youth, providing content and stories about the topics that matter most to them. We strive to promote holistic health and positive growth in our local communities and nation at large.

My blog All of Tumblr

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Thank You

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