

WERNATIVE

We R Native is a new multimedia health resource for Native teens and young adults.

We all know Native youth are Tech Savvy! To reach young people across Indian Country, the service includes an interactive website (www.weRnative.org), a text messaging service (Text NATIVE to 24587), a Facebook page, a YouTube channel, a Twitter feed, and print marketing materials.

We believe Native youth will Change our World! But many need the tools, resources, and inspiration to do so. Our goals are to provide accurate health information, promote positive youth development, and encourage young people to get actively involved in their own health and wellbeing. The website will serve as an information hub, strengthening pride and identity, highlighting positive things young people are doing in their communities, and sharing youth-friendly resources, news, and events.

Special Features Include: Monthly contests, community service grants (\$475), an “Ask Auntie” Q&A service, discussion boards, and medically accurate information reviewed by experts in public health, mental health, community engagement, and activism. We hope **We R Native** will spark positive community engagement across Indian Country, and will inspire young people to address the issues that affect them most.

Who’s Behind This? **We R Native** is run by the Northwest Portland Area Indian Health Board. The website has been reviewed by youth and topical experts throughout Indian Country. Funding was provided by the President’s National HIV/AIDS Strategy and the Indian Health Service.



Please Help us Spread the Word! You can get involved and join the **We R Native** movement by liking us on Facebook, signing up for our text messaging service, and using the materials included in this toolkit:

- A list of ideas for promoting **We R Native** in your classroom, after-school program, health fair, or youth gathering.
- A USB drive, including:
 - A **We R Native** fact sheet, that you can print for youth and parents
 - **We R Native** logos, business cards, and text message cards
 - A Community Service Grant Application Form
 - **We R Native** PowerPoint slides, for community presentations
- **We R Native** Stickers, Business Cards, and Text Message Cards
- Several **We R Native** t-shirts, and an order form for purchasing more

Help Make Us Better! We know we are still missing many important topics on the www.WeRnative.org website! Please let us know if you see something missing or content that needs correcting. We would be happy to add new pages, photos, or videos if you have content that you'd be willing to share.

We hope you find the materials in this toolkit useful. If you have any questions or other ideas about how we might work together to spread the word, please contact native@npaih.org or call Stephanie Craig Rushing at 503-228-4185.

Blessings to you and your communities from the *We R Native* team!

Sincerely,

David, Jessica, Amanda, Wendee, and Colbie

Stephanie Craig Rushing

Project Director,

Northwest Portland Area Indian Health Board

www.npaihb.org

