

Indian Health Service Methamphetamine & Suicide Prevention Initiative (MSPI)

Brown Bag Series

The Indian Health Service (IHS) Division of Behavioral Health will be hosting a series of “brown bag” webinars in the upcoming months. The purpose of the “brown bag” series is to provide an informal meeting space for discussion and interaction on a variety of topics relating to preventing and treating methamphetamine use and suicide in Indian Country. Please join us for the next webinar on:

Creating a Social Marketing Campaign for your Region or Tribe

Date: March 29, 2012

Time:

- Eastern Time: 3:00-4:30pm
- Central Time: 2:00-3:30pm
- Mountain Time: 1:00-2:30pm
- Pacific Time: 12:00-1:30pm
- Alaska Time: 11:00-12:30pm

To register for the meeting: <https://ihs-hhs.webex.com/ihs-hhs/k2/j.php?ED=166161282&UID=0&HMAC=a009ba60854cc5f7f8d924ace68c0e8a7fbc701a&RT=MiM1>. Once you are approved by the host, you will receive a confirmation email with instructions for joining the session.

Audio Conference Information: 1-877-668-4490, Access code: 711 946 781

Description: This webinar will discuss how to create a social marketing campaign for your region or Tribe, and will share examples from three different multimedia campaigns developed by the Northwest Portland Area Indian Health Board (NPAIHB): *Community is the Healer that Breaks the Silence* (Suicide Prevention), *Stand Up, Stand Strong* (Bullying Prevention), and *We R Native* (Adolescent Health). Materials from each of these campaigns are available for your use or adaptation.

This webinar will provide MSPI communities with information on:

- Defining campaign goals & objectives;
- Identifying key behaviors and environments related to the goal;
- Engaging potential partners in the campaign;
- Selecting the target audience;
- Identifying appropriate messages, products, and placement strategies;
- Tailoring campaign materials to the audience;
- Pretesting and revising materials; and,
- Implementing the campaign.





Presenter: Stephanie Craig Rushing, Ph.D., MPH, Project Director, Northwest Tribal Epidemiology Center, NPAIHB.

Dr. Rushing has worked at the NPAIHB for the past nine years, and oversees several adolescent health promotion and research projects, including Project Red Talon, THRIVE (Tribal Health: Reaching out Involves Everyone), and the Healthy Empowered Youth project evaluation. She completed her Masters of Public Health concentrating on International Health Development at Boston University, and her Ph.D. in Public Administration and Policy at the Hatfield School of Government at Portland State University, focusing on Community Health and Social Change. Her dissertation focused on using media technologies to deliver culturally-appropriate health interventions targeting Native teens and young adults.

Presenter: Colbie Caughlan, MPH, Suicide Prevention Project Manager, NPAIHB for THRIVE .

Ms. Caughlan develops and disseminates culturally-appropriate suicide prevention materials and resources, provides suicide prevention training and technical assistance, and offers financial support (when available) to North West tribes who are interested in implementing suicide prevention activities in their local communities. Ms. Caughlan completed her Masters of Public Health concentrating on Health Promotion at Portland State University, and has a background in women's health, and reproductive and sexual health outreach.

