



Lifeline: Native American Initiative

Presented by Don Wetzel, Jr. & Lee Judy

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Issues in Indian Country

- Stigma
 - The other "S" word
 - It is happening, but no one wants to talk about it.
 - Pride
 - The "Cowboy Up!" mentality.
 - Asking for help is a sign of weakness...
 - Small communities & gossip
- Funding agencies
 - Westernized research, programs & evaluations
 - Square peg in a round hole
 - Trust
 - Need to try new approaches
 - "Doing the same thing over and over and expecting a different outcome..."
- Lack of Resources



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Trust, Commitment & Patience

- What has worked for us in MT & WY
 - Understanding these are Nations and they run everything, therefore they are very busy.
 - Have to develop a relationship
 - Visit by phone or face to face often
 - Have to have a vested interest in the Tribe
 - Fight for the Tribe
 - Speak & Act from the heart not the mind
 - Respect
 - Understand their Culture & History
 - Basketball



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1-800-273-TALK Lifeline Initiative



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What has worked for us

- Use existing Lifeline
 - Establish Cultural training and education to call center with even a small history of the tribes
 - Tribal Cultural Guide
 - Present to the Tribal Council – Use proper Tribal Protocol
 - Possible trainings with the reservation members & staff
- Saturate the communities with Lifeline Number
 - Promotional items specific to the Tribe
 - Have members develop Lifeline items
 - Disseminate at appropriate events
 - Tournaments
 - Cell phone punch in
 - Explain that it is a crisis line



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The Other Options

- Create your own call center
 - Volunteers available 24/7
 - Phone tree & sharing cell phones
 - Training
- Have 911 Handle it
 - Rarely trained in suicide prevention
 - Very busy
- Reservation-wide collaborative call centers
 - Tribal differences
 - Relatives



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Lifeline Activities

- Tribally specific suicide prevention items
- ASIST/QPR/Grief Support trainings
- Community Resource Referral (resource guide development)



Megaphones & Posters



Stress Basketballs & Footballs with Lifeline Phone Numbers!



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The Results

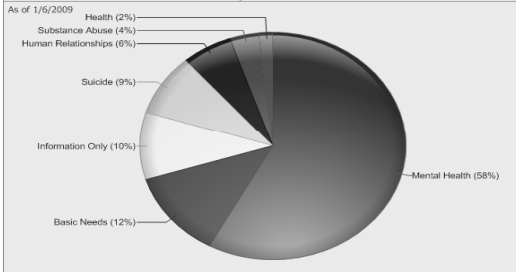
- Statistics for Montana Native American Reservations
June 1, 2008 through December 31, 2008
(Calls taken by Voices of Hope)
19% of all calls were taken from the following reservations--disclosing that they were Native American.



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Presenting Issue

Presenting Issue - 6/1/2008 to 12/31/2008



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Keep it Fresh...

- This is a constant effort!
- Change things up
 - PSAs
 - Radio & Television
 - Cowboy Up
 - Internet & Cell Phones
 - Texting and social networks
 - Youth involvement
 - Get their input and develop what they think works
 - Native Youth Councils
 - Keeping them active and involved



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Thank You for Your Time & All Your Efforts!

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■ **1-800-273-TALK (8255)**



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