If You Need Someone to Talk to, We’re Here: Native Youths’ Perspectives & Recommendations to Address Concerning Posts on Social Media

Jesse Gritton, MPH: SMAHRT
We R Native & SMAHRT Partnership
To assist Northwest tribes to improve the health status and quality of life of member tribes and Indian people in their delivery of culturally appropriate and holistic health care.
Our values include

- An interdisciplinary approach with emphasis on using ethical and sound research practices

- Partnering with other researchers, educators, clinicians and community members in the development and translation of our research projects

- A diverse and collaborative research team
SMAHRT CORE AREAS OF RESEARCH

Social media and health

Measuring technology use and misuse

Internet safety
SUMMER
A time to connect with culture

learn more
PARTNERSHIP BACKGROUND

SMAHRT Conference 2014
### BACKGROUND

<table>
<thead>
<tr>
<th>Risk Factors</th>
<th>Protective Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Binge drinking</td>
<td>➢ Adolescent self-efficacy</td>
</tr>
<tr>
<td>➢ Suicide rates</td>
<td>➢ Cultural Connectedness</td>
</tr>
<tr>
<td>➢ Co-occurring, past year mental and substance use disorders</td>
<td>➢ Family Connectedness</td>
</tr>
</tbody>
</table>
It's too heavy. It's too hard. I don't know what to do.

Tosh Skites
March 8 at 2:10pm · Portland, OR

Gf wants to take a break.... My life is over

Like · Comment · Share

Jim and 11 others like this.
Focus groups
- American Indian and Alaska Native Youth
- Washington & Oregon

Study Population
- Male & Female
- Age range 14-22 years

METHODS & PARTICIPANT DEMOGRAPHICS

<table>
<thead>
<tr>
<th></th>
<th>N=32</th>
<th>Number (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>21</td>
<td>(65.6)</td>
</tr>
<tr>
<td>Male</td>
<td>11</td>
<td>(34.4)</td>
</tr>
<tr>
<td>Age</td>
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<tr>
<td>14-17</td>
<td>19</td>
<td>(59.4)</td>
</tr>
<tr>
<td>18+</td>
<td>14</td>
<td>(40.6)</td>
</tr>
</tbody>
</table>
## RESULTS – Theme 1

<table>
<thead>
<tr>
<th>FINDINGS</th>
<th>Key Points</th>
</tr>
</thead>
</table>
| Theme 1: I saw it. I alone ought to do something about it! | • Youth are responding on their own  
• Youth are responding in-person and concerned for well-being |
### RESULTS – Theme 2

<table>
<thead>
<tr>
<th>FINDINGS</th>
<th>Key Points</th>
</tr>
</thead>
</table>
| Theme 2: Knowing what to do is much harder than it sounds. | • Barriers to action  
• Deciphering meaning (e.g., drama vs. cry for help, fly with the eagles)  
• Responder fatigue, stress and guilt  
• Level of relationship influences how they respond |
## RESULTS – Theme 3

<table>
<thead>
<tr>
<th>FINDINGS</th>
<th>Key Points</th>
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</table>
| **Theme 3: Tools and training are needed.** | ● Youth identified various people they would go to for help, third party responders were frequently mentioned  
● Youth don’t feel trained or prepared to respond |
VIEWER DISTRESS CYCLE

1. View concerning display
2. Experience fatigue, stress, frustration
3. Observe no change in display
4. Respond alone
INTERVENTION FRAMEWORK

Create channels to identify “lonely viewers”

View concerning display

Provide training and third party assistance

Experience fatigue, stress, frustration

Respond alone

Observe no change in display

Identify display and intervene

Provide training and third party assistance
TRUSTED ADULTS

family
friends
AskAuntie
everyone
Facebook
police
suicidehotline
suicidepreventionprograms
helps
hospital
myfamily
nativeyouth
teammate
caringpeople
acquaintances
closefamilyfriends
myself
parents
parents
responsible
mentalhealth
sisters
bro
dad
administrators
comedians
teachers
professionals
motivational
coaches
therapists
listeners
parents
concerned
people
responsible
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suicide
prevention
programs
sisters
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Over two-thirds of participants recommended technology-based, Native-specific content.

**Inspirational Videos**

“Positive videos or posts that send good vibes and hopefully give them some help to have the bad vibes flush away.”

**Native Resources**

“Ask Auntie”  “We R Native”  “Tribal Social Worker”

“Native voices”

**Training and Guides to Respond**

“Knowing what to say to them, don’t want to say the wrong thing.”

“Talking about it so I would know what to do in a real situation.”
Over 350 health articles, reviewed by AI/AN youth and topical experts.

Over 204,000 page views!

Across all media channels, the service reaches 31,000+ users per week.
Text
NATIVE TO
24587
Friend sharing things on social media that's got you worried? It's important to take action and reach out to them. For tips on what to say, text MORE.

Message, call or text them. Try saying: "You ok? If anything is wrong, you can talk to me. I'm here to support you." Text AGREE for tip 2.

Share your concerns with a trusted adult or health professional. For more ideas, start a conversation with a trained helper by texting START to 741741.
Share your concerns about your friend with a trusted adult or health professional. Visit your tribal clinic or contact a trained helper with the National Suicide Prevention Lifeline at 1-800-273-8255 or text “START” to 741741 to start a conversation.
I'm worried about a friend who keeps posting depressing music lyrics and sharing posts about dying. Do you think I should be worried?

Hey there. Thank you for caring enough about your friend to write in. If something is worrying you, listen to that, don't shrug it off. Trust your gut and have confidence you're doing the right thing.

It sounds like your friend might be reaching out by sharing posts around depression and death. Here are some other warning signs to look out for:

- Talking about wanting to die or to kill themselves
- Looking for a way to kill themselves, such as searching online or buying a gun
- Talking about feeling hopeless or having no reason to live
- Talking about feeling trapped or in unbearable pain
- Talking about being a burden to others
- Increasing the use of alcohol or drugs
- Acting anxious or agitated; behaving recklessly
- Sleeping too little or too much
Friend Post Something Concerning?

If your friend posts something that makes you concerned, it’s important to take action. If your friend shares content that makes you think they’re not safe or posts about suicide, self-harm, excessive drinking or substance use, or depressing thoughts, it’s important to reach out to them. Some comments may seem subtle while others stand out, but these kinds of warning signs should always be taken seriously. Private message them, call them or text them. Try saying things like:

• You ok? If you need someone to talk to, I'm here.

• Hey, I care about you, what's going on?

• How are you doing? If anything is wrong, I got you. Talk to me. I'm here to support you.

Facebook also offers another way to help if you are worried about someone after seeing content they’ve shared about suicide or self-harm.
We also have Series reached 178,693 viewers.
Next Steps

- Native Health Educators: 50% felt unprepared to respond to a concerning display
- Share study findings
- Viewer Care Plan
- Pilot Evaluation
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