

MONTANA PLAN FOR IMPLEMENTING LIFELINE NATIVE AMERICAN INITIATIVE

This report summarizes conversations with Kristy Evans, Executive Director of Voices of Hope (VOH) and Don Wetzel, Jr. Director of Planting Seeds of Hope (PSOH) and member of the Tribal Leaders Council. Both participants have had important roles in establishing Lifeline as a resource for Native American reservations in Montana and Wyoming. Voices of Hope has been successful in meeting the Lifeline Native American Initiative objectives listed below. What follows is their explanation of how that was accomplished.

Objective I. Facilitate relationships between Crisis Center staff and stakeholders in tribal communities

In order for this objective to be met, it was necessary for Planting Seeds of Hope to identify the tribal leaders and initiate the personal contacts. These contacts were made because Donnie took Kristy with him on visits to the tribe and made the introductions. In addition ASIST trainings were done with both Donnie and Kristy as trainers.

Critical Ingredients:

- Have a Native American make decisions about whom to meet and personally make introductions
- Meet with all those thought to be important leaders. Phone calls and emails are not sufficient.
- Meet with all agencies providing services on the reservations. Phone introductions by a Native American are critical. This should include not only all public agencies but the suicide prevention specialist as well.
- Coordinate and provide ASIST trainings on the reservation to not only educate but to introduce the crisis center ASIST trainer to tribal members. Ideally a Native American would be a co-trainer with a trainer from crisis center which occurred in this case because Donnie is also an ASIST trainer and worked with Kristy.
- Have key tribal leaders visit the crisis center for orientation and to train crisis workers

Objective II. Develop cultural awareness and sensitivity for crisis center telephone workers.

Planting Seeds of Hope was critical in meeting this objective although Voices of Hope had to make a commitment to train its crisis workers and supervise their mastery of this material.

Critical Ingredients:

- Using the culture guide developed by PSOH
- Pre and post testing for comprehension by crisis workers

- Using role plays in training that are consistent with Native American callers

Objective III. Strengthen the effectiveness of the crisis center's referral system for Native American callers.

VOH said that this objective would have been impossible to meet without the help of PSOH. No matter how much calling and emailing was done it was not until PSOH made introductions for VOH that the necessary information was obtained.

Critical ingredients:

- Introduction by Native American
- Having a separate list of referrals for Native Americans on the reservation
- Review of these referrals by a key stakeholder at the reservation
- Having a key contact person on the reservation to help with revisions to the referral list

Objective IV. Promote culturally sensitive social marketing and educational materials in tribal communities

Designing these materials must be done with the input and approval of the reservation. Their usage is very important to the overall success

Critical ingredients:

- PSOH made decisions about what would work and then worked with reservation to get them used
- All must be free
- Best ones are personalized with only the name of the particular reservation

MEASUREMENTS OF SUCCESS BY CRISIS CENTER

- Name of Native American consultant and description of involvement
- Names of leaders , dates of face to face contact
- There is a dedicated line at the crisis center just for reservation calls
- Volume of calls from reservation
- Description of calls received

- Dates of suicide prevention training, names and affiliations of trainers and number of individuals attending suicide prevention trainings on the reservation
- % of reservation trained in suicide prevention
- Complaints by reservation
- Customer satisfaction survey results implemented at end of call
- Published culture guide that is used by crisis workers and dates of training
- Results of post test after training showing all crisis workers and their training dates
- Published role plays illustrating challenges faced by crisis workers handling Native American callers
- List of referrals showing approval by tribal leader
- Name of person who is key contact for referral revisions
- List of referrals given to Native American callers
- List of marketing tools used on this reservation showing quantities distributed
- List of where promotional materials are posted on reservation

PLANTING SEEDS OF HOPE STRATEGY FOR LIFELINE

This is a description (in priority order) of exactly what PSOH did with the Montana and Wyoming reservations.

I. Collaborate with the community and the local call center

- A. Invite community to call center on all related events
 1. Set up conference calls with community members to get their input
 2. Invite community members to call center
- B. Invite call center staff to community (the more staff is seen the better trust is built from the community).
 1. Community members chaperone call center staff to visit
 - a) Tribal Councils

- b) Tribal Health Directors
 - c) Chem. Dependency Staffers
 - d) Police Departments
 - e) Schools etc.
- C. Educate call center about the community and vice-versa
1. Give Call Center Documents on culture & protocols of community
 2. Visit with the community people
 3. Tell the community the estimated costs of running their own call center that would be available 24/7, once they realize the costs and commitment - push that the call center is already in place - so let's work on making it better for our community - the center is willing to do this etc.
- D. Speak well of each other, if there is an issue, work on fixing it together!

II. Develop Community Related Promotional Material

- A. Community Seal Placed on Products
1. Tribal
 2. School mascot etc.
- B. Local Number or local contact placed on promotional materials to answer questions
1. Have someone educated at the local level that knows what the Lifeline is about or that can relay any messages to the call center
- C. Products pertaining to the community interests

1. Sports materials if they are a sports community
 - a) Balls
 - b) Megaphones
 - c) Clappers
2. Pens
3. T-shirts & sweatshirts
4. Localized posters developed by the community where the number can be placed

III. Provide trainings together in the community with locals and call center staff

- A. Show commitment and unity on the initiative
- B. ASIST trainings work very well in the understanding of who you are trying to help with the Lifeline.
- C. Support the lifeline number; push the fact that it is a CRISISLINE not just suicide related!