

OFFICE OF JUVENILE JUSTICE  
AND DELINQUENCY PREVENTION

# 2021 TRIBAL YOUTH VIRTUAL NATIONAL CONFERENCE

Strengthening Resilience, Promoting Healing, Restoring Culture



**SHAPING BRIGHTER FUTURES WITH  
AMERICAN INDIAN, ALASKA NATIVE YOUTH  
AND TRIBAL COMMUNITIES**

**MARCH 29 - APRIL 2**



# 2021 OJJDP Tribal Youth National Conference

## **Digital Smoke Signals: Using Technology as a Tool for Engagement**

**Tuesday, March 30, 2021**

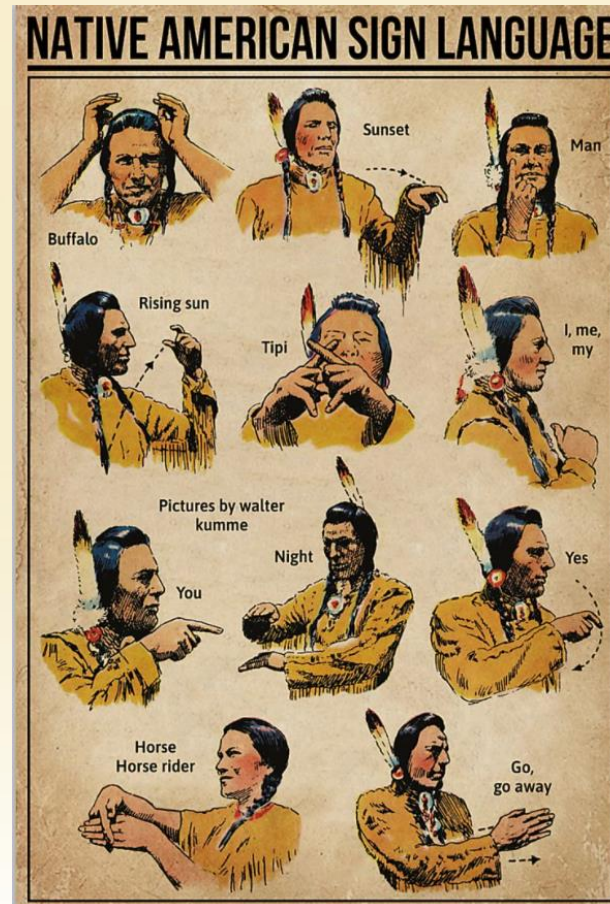
**8:45am AKT/ 9:45am PT/ 10:45am MT/ 11:45am CT/ 12:45pm ET**

### **Session Facilitators:**

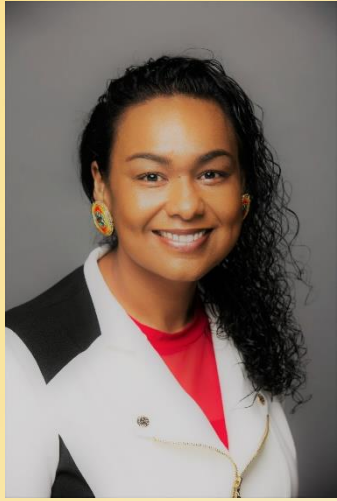
**Tasha R. Fridia JD, Tribal Youth Resource Center,  
Tribal Law and Policy Institute**

**Nicole Hewitt, Confederated Tribes of Grand Ronde  
Angey Rideout, Confederated Tribes of Grand Ronde**

# Opening in a Good Way



# Today's Facilitators



**Tasha R. Fridia JD**  
*Assistant Director*

*Tribal Youth Resource Center*



**Nicole Hewitt**  
*Clinical Supervisor*  
*Behavioral Health*

*Confederated Tribes of Grand Ronde*



**Angey Rideout**  
*Youth Empowerment and*  
*Prevention Coordinator*

*Confederated Tribes of Grand Ronde*



# Indigenous Communication



# Engagement

## What is youth engagement?

**“Youth engagement is about empowering all young people as valuable partners in addressing and making decisions about issues that affect them personally and/or that they believe to be important.”**

## —The New Mentality

### Learning Objectives:

1. Attendees will increase knowledge of available digital platforms that may be utilized for engagement of Tribal youth.
2. Attendees will increase awareness of how peers have successfully utilized prevention and intervention messaging in the digital environment to support tribal youth.
3. Attendees will make connections between successful utilization of digital engagement as a means to broaden both access to and reach of Tribal Youth Program or Juvenile Healing to Wellness Court programming/messaging.



# Guiding Question



**How can I use a virtual environment to impact the youth in my community?**

# Platforms





# What are Native Youth using? ✨



2020

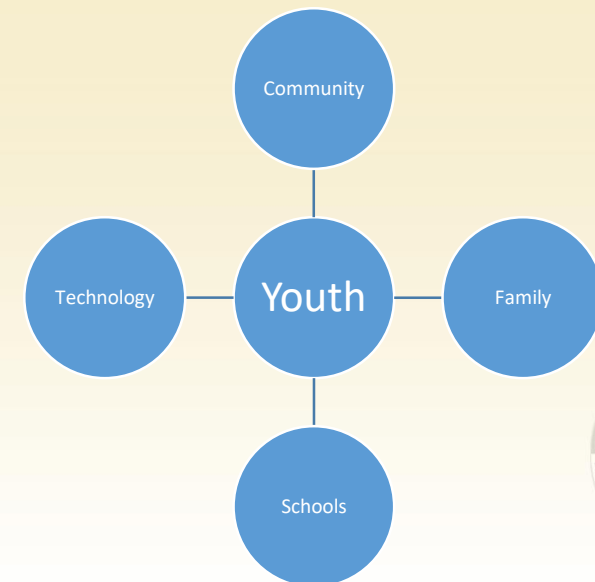


2016

[https://www.healthynativeyouth.org/wp-content/uploads/2020/07/Slides\\_Part-I-Social-Media..pdf](https://www.healthynativeyouth.org/wp-content/uploads/2020/07/Slides_Part-I-Social-Media..pdf)

# Choosing the Platform

- Know your audience**
  - Who are we trying to reach?
  - What is the age range/demographic information?
  
- What information or messaging are we disseminating?**
  - Events
  - Prevention Messages
  
- What platforms are the youth using?**
  - Survey
  - Focus Groups
  
- What platforms are parents/caregivers using?**
  - Survey
  - Focus Groups



# Creating Content

## Where do we get content?

- YOUTH!!!!
- Local Community events/happenings
- State events
- Intertribal events
- National movements

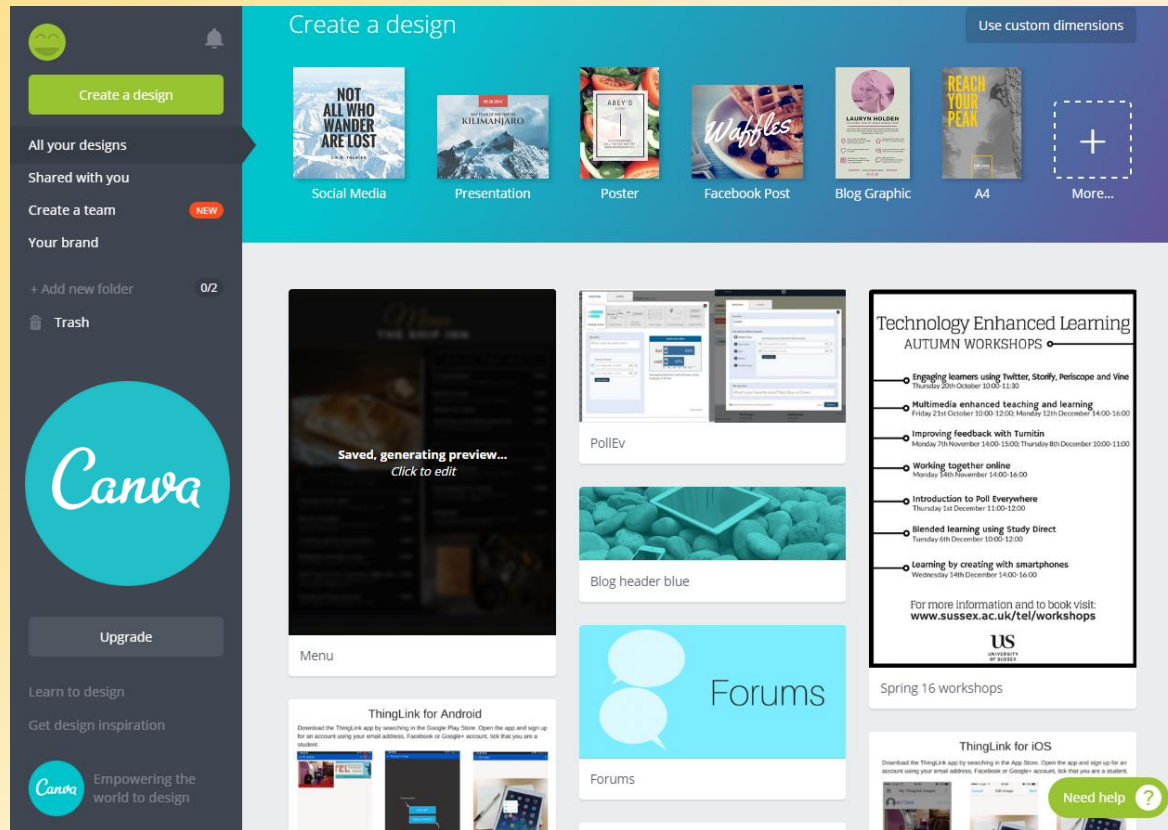


**Language:** Use verbiage that fits youth demographic

**Graphics:** Use them to get message across and grab attention



# Creating Content Cont.



# Managing Content

**Schedule Posts:  
Monthly, Daily,  
Time of day**



**Analytics:  
Engagements, Likes,  
Follows, Etc.**



# Digital Engagement Examples

- Cultural Arts Series/Classes
- Language Classes
- Online QPR
- Online Camps
- Challenges or Contests
- Instagram Takeovers
- Facebook Live Events
- Virtual Storytelling
- Social Distance Powwows
- Youth Townhalls
- Text Campaigns
- Snapchat Filters
- Facebook Frames
- Blogs
- Podcasts

Join us for the  
**Healing Indigenous Lives**  
NATIVE YOUTH TOWN HALLS!

We are seeking Native youth who have been impacted by crime, trauma or the juvenile justice systems to share how they have overcome their challenges and help empower other youth who may be struggling.

July 28 & 29, 2020  
Register for your regional Town Hall at [unityinc.org](https://unityinc.org)

One Lucky Participant from Each Town Hall will WIN an Apple Ipad for their feedback!

This initiative is supported by a cooperative agreement (2018-19-FX-0092) between UNITY, Inc. and the US Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention.

OJDP UNITY

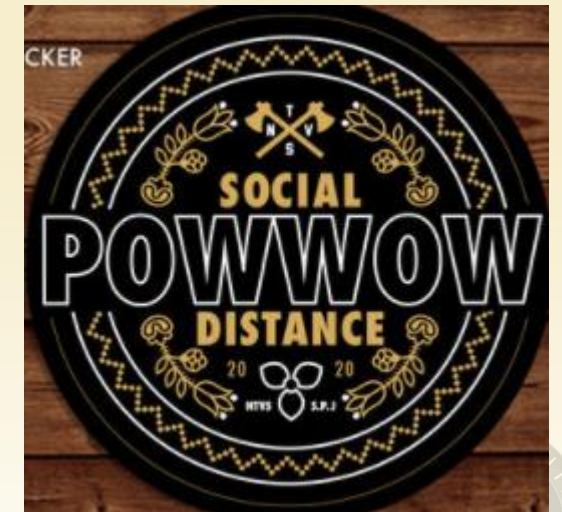
CALL FOR APPLICANTS  
**INDIGENOUS YOUTH PHOTO WORKSHOP**

Tell your story in our virtual 100 Cameras Snapshot program with  
Jeremy Dennis (Shinnecock) Jaida Grey Eagle (Oglala Lakota)  
Josué Rivas (Mexico+Otomí) Tailyr Irvine (Salish+Kootenai)

Mondays + Wednesdays 6:00-8:00pm EST  
October 19 - November 11, 2020

Apply at <https://bit.ly/36dRB5T>  
by October 5, 2020

Contact  
✉ [jessie@jessie-adler.com](mailto:jessie@jessie-adler.com)  
☎ (347) 924-394





# Community Examples Cont.

**Grand Ronde Cooking Video Clip**



# Grande Ronde Youth Empowerment And Prevention



 **Grand Ronde Youth Empowerment and Prevention**  
@GrandRondeYouth · Youth Organization

[Call Now](#)

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[Liked](#) [Message](#)

Grand Ronde Youth Empowerm... [Call Now](#) [Liked](#) [Message](#)

Favorites · February 16 at 9:13 PM

### Cultural Lifeways Online

March 6th, 2021 10am-12pm




**Bear Grass Bead Making | March 6th 10am-12pm**  
Make traditional braided bear grass beads with Grand Ronde relatives and friends on Zoom. Supplies provided. 10 spots available per session. To sign-up please contact:  
[CulturalEducation@grandronde.org](mailto:CulturalEducation@grandronde.org)  
503-879-1690

**CHACHALU**

**CTGR Education Programs**  
February 16 at 5:26 PM  
Great news, the Cultural Department is holding more online learning for braiding bear grass!!

**Videos** [See All](#)



winner from the last cooking with Shann...  
7  
187 Views · 2 weeks ago

**Page Transparency** [See All](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - February 17, 2012





# Grande Ronde Youth Empowerment And Prevention

Grand Ronde Youth Empowerm... [Call Now](#) [Liked](#) [Message](#)

friends

885 people follow this

26 people checked in here

<http://www.grandronde.org/>

(503) 879-1489

Very responsive to messages  
[Send Message](#)

[nicole.hewitt@grandronde.org](mailto:nicole.hewitt@grandronde.org)

**Closed Now**  
9:00 AM - 5:00 PM

Youth Organization

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**Suggest Edits**

Is this the right phone number for this place?

+15038791489

Yes Unsure No

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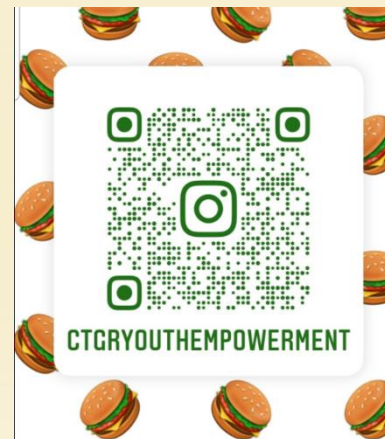
Grand Ronde Youth Empowerment and Prevention  
★ Favorites · February 18 at 10:36 AM · <https://fb.watch/3KkeiFuTWF/>

**COVID DATA TRACKER**

**Daily Trends in Number of COVID-19 Cases in the US Reported to CDC**

Find the latest data on **CDC's COVID Data Tracker** Data as of February 15, 2021  
Source: COVID Data Tracker—Vaccination

3229707-A



**YEP IS HAVING A SCAVENGER WALK...LEAVE A ROCK, TAKE A ROCK!**

**SEPT. 10TH SUICIDE AWARENESS DAY**

SEE our FB page for details

Raffle prizes!!

**YOUTH EMPOWERMENT & PREVENTION**  
email: [YEP@grandronde.org](mailto:YEP@grandronde.org)  
FB: [Grandrondeyouth](#)  
IG: [CTGRyouthempowerment](#)



# Discussion

1. What are the greatest challenges you foresee in rolling out digital engagement in your community?
2. What are your greatest assets in this effort?
3. How can the Tribal Youth Resource Center assist you in successful digital engagement?



# Questions & Answers



# THE TRIBAL YOUTH RESOURCE CENTER

[www.TribalYouth.org](http://www.TribalYouth.org)



Envisioning a future  
where Indigenous youth  
thrive through traditional  
lifeways.



The Tribal Youth Resource Center is a part of the [Tribal Law and Policy Institute](#) and is supported by Grant #2018-MU-MU-K001 awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Dept. of Justice.

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# OJJDP

*Enhancing safety.  
Ensuring accountability.  
Empowering youth.*

[www.OJJDP.gov](http://www.OJJDP.gov)

# Session Evaluation

Please remember to fill out the workshop evaluation.

## **Workshop Information:**

Tuesday, March 30, 2021

8:45am AKT/ 9:45am PT/ 10:45am  
MT/ 11:45am CT/ 12:45pm ET

Session B1: Digital Smoke Signals



# Closing in a Good Way





*This project was supported by Grant #2018-MU-MU-K001 awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this publication/program/exhibition are those of the author(s) and do not necessarily reflect those of the Department of Justice.*