

Tiwahe Glu Kini Pi Social Marketing Plan

Name of Community: Rosebud Reservation, South Dakota (Sičangu Lakōṭa)

Vision and Mission: Children and Youth with Serious Emotional Behavioral Disturbances and their Families can receive effective, accessible treatment and support through community-based Systems of Care.

Program Goal: Develop a culturally relevant and appropriate System of Care, Establish and facilitate a mental health delivery system, Provide services to 200 children, youth, young adults, (ages 3-21) and their families, who have been referred or self-referred because he/she has characteristics of SEBD, and Integration/Transformation of Mental Health System to benefit Children and Families of communities on Rosebud Reservation.

Social Marketing Goal: Overcome the stigma of "Mental Health" and "Serious Emotional Behavior Disturbance", Transform/Change the way mental health is informed and presented to targeted audiences, and Return to Lakōṭa culture/philosophy with help of local resources into Social Marketing Channels, Materials & Mediums.

Audiences:

1. Children and youth that exhibit serious mental health needs.
2. Families (Immediate) of children and youth receiving Tiwahe Glu Kini Pi services.
3. Program Partners/Collaborators or Potential Program Partners/Collaborators. Child Service Programs/Issue-Related Service Providers.

Messages:

We aim to educate and bring a positive understanding to the communities of the Rosebud Reservation regarding Trauma. We will raise awareness related to trauma effects on children, youth and families. We will remove the stigma associated with Trauma and help tiwahes/tiospayes (families) overcome fears/misunderstanding by being able to look into their lives and make changes. Tiwahe Glu Kini Pi will help communities of the Rosebud Reservation bring back the healthy youth mind with help from families, program partners, communities, like-minded individuals and service providers. Working together, we will promote a healthy family future, and with Lakōṭa culture we work in affective ways to help children's/youth's minds and spirits restore from trauma.

Channels:

Media channels: Print Media (newspaper, newsletters), Broadcast Media (radio, television), Display Media (flyers, signs, posters, photos), and Electronic Media (website, videotape, DVDs).

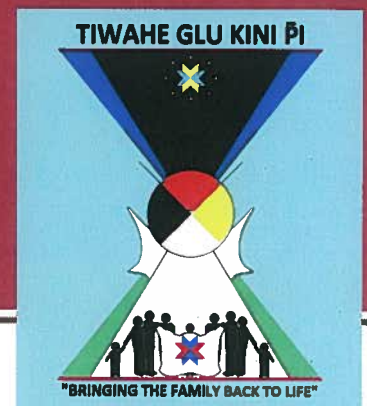
Events: Occurrences designed to communicate particular messages to target audiences; Program arranged community events, ceremonies of various kinds, and sponsorship/partnership of various events.

Atmosphere: Tiwahe Glu Kini Pi creates a cultural-welcoming environment.

Tactics: (Activities, Events, and Materials)

Communications/Social Marketing Tactics implemented/in process include; Brochures (Program, National & Local Evaluation, Online, Youth-Oriented), Media Placement (Website, Facebook page, Power Point Presentation, Radio & Newspaper) Program Materials (DVDs, Red Pages Resource Guide, Hand Fans, Giveaway Gifts and Sage Kits), Program Coordinated Activities and Events (Groundbreaking Ceremony, National Children's Mental Health Awareness Day, NICWA Site Visit, SGU Family Fun Night), Participated Events (Family Pow-Wow, Health Career Day, Health Resource Fair, Month of the Child, RST Youth Appreciation Day, WBCWS Youth Social, Women of Vision), Meetings (Partnership, SoC Partnership, SoC National Evaluation, SoC Staff Orientation), Trainings (CPR, Equine Therapy, HIPPA, Lakōṭa Mental Health, Local Evaluation, SoC, Talking Circle, Wraparound), and Workshops (SoC Lakōṭa Mental Health).

Social Marketing Manager: Keith BraveHeart



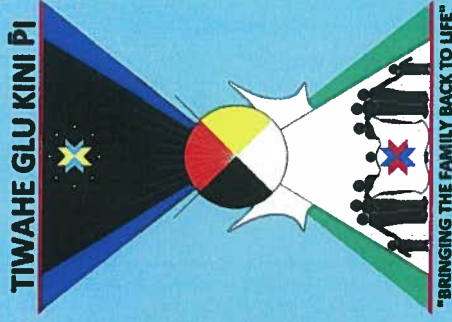


Logic Model: Sinte Gleska University - *Tiwahe Glu Kini Pi*: "Bringing the Family Back to Life" - System of Care Project

Vision: To promote a positive and healthy way of helping our children, their families and *Tiospaye* to restore *Wolakata* (peace and harmony with all creation).

Mission: We will work with *Wakan* to improve the lives of children and their families with Serious Emotional Behavioral Disturbance (SEBD) through Implementation of the Lakota-Based Mental Health Wrap Around Model and use this model in the teaching and preparation of Lakota Counselors at SGU.

Core Values/Strengths: Youth Guided - Family Driven - Culturally Competent & Linguistically Appropriate - Home & Community Based - Strength Based - Coordinated Wrap-Around Care Services - Access to Comprehensive Services - Individual Services - Least Restrictive Environment for Care - Early Identification & Intervention - Age Appropriate Transition Services - Children's Rights are Protected & Advocated - Services Are Non-Discriminatory - Confidentiality & Privacy are Protected - Excellence in Education and Learning.



Context

A Community Needs Assessment was completed for an estimated population of 23,000+ living on the five counties of the Rosebud Reservation. The findings were:

- Lakota culture, values, virtues are essential to healing
- Children/youth fall through the cracks in the mental health system
- Local communities are crying for help
- SEBD is linked to poverty
- Available resources are not adequate to meet the SEBD needs
- Stigma and cultural shame remain common barriers to access behavioral health services
- Behavioral health care lacks parental/guardian support, and
- Reservation families focus on basic survival before behavioral health needs.

Strengths:

- Advisory Council/Evaluation Team
- Lakota Medicine Men, Traditional Helpers, Elders
- Parents, Guardians, *Tiwahe Tiospaye*, Community, *Hunka Family*
- Collaboration with multiple partners-LINK
- Resources of Sinte Gleska University-LINK
- Student Interns/Supervision for Licensure

Goals/Objectives

- To develop a culturally relevant and appropriate system of care that enhances mental health and other treatment services for youth and families so they may continue a healing journey that promotes individual, familial, and tribal autonomy.
- To establish and facilitate a mental health delivery system that will help meet the needs of SGU students' children and families and the broader reservation community, and which will serve as a learning center for students in the Human Service disciplines, students in the Master of Arts in Human Services Program.

- Serve 200 children, youth, young adults, (ages 3-21) and their families, who have been referred or self-referred because he/she has characteristics of SEBD as defined by the SGU System of Care - *Tiwahe Glu Kini Pi*.

Strategies

- Establish a campus-based counseling center
- Offer services in the local communities
- Process:
 - Consideration of Application
 - Assess/Evaluation/Diagnosis
 - Child Safety Plan
 - Formal Acceptance or Referral
 - Decision on Enrollment in National Evaluation
 - Special Assessment/Ceremony/Inipi/Lowraspi
 - Strength/Needs Identified
 - Individual Plan for Care & Treatment Developed with Child/Family
 - Wraparound Care Coordination
 - Referrals to SoC Partners
 - Cultural Therapy/Teachings/Activities
 - Equine Therapy
 - Care Review/Wraparound Quality Assurance
 - National Evaluation Follow Up (each 6 months).
 - Needs Met/Individual Discharge
 - Transition Plan
 - Graduations/Completion Ceremony
 - Follow-Up/Offer Opportunities for Mentoring

Systems Level:

- Providers Become *Tiospaye* of Services
- Social Marketing to create awareness and reduce stigma
- Work Force development training for families, partners, community members, Human Services students & graduates
- Internships for Human Services Graduates leading to degrees and licensure
- Local curriculum developed at SGU-LINK
- Develop Clinical Operations Manual
- MOA's with partners for services-LINK
- Policy Changes that enhance service & improve overall service delivery/management.

Outcomes

- Increased knowledge of Lakota language, culture & spirituality
- Reduction in measure of depression-LINK
- Improvement in sense of spiritual well being
- Reduction of substance abuse/use
- Reduction in suicide ideation & attempts
- Improved support from family for child's problems
- Reduction in gang involvement
- Improved school performance and attendance
- Better relationships with family and friends
- Increased knowledge of/relationship with horses by child/family
- Reduction in violent behaviors of children
- Increase in caregiver ability to cope and manage stress
- Increased ability to set and achieve short & long term goals
- Increased self-advocacy
- Improved satisfaction with services
- Young happy Lakota, ready for life's journey (*Zaysa*).

Systems Impact

- Improvement in cooperation among mental health providers
- Improvement in perceptions of effectiveness of mental health services on the Reservation
- Increased use of Lakota values, culture and spirituality in mental health services
- Increased awareness of benefits and reduction of stigma in receiving mental health care
- Increased rehabilitation services for families
- Increased family participation in mental health services
- Services are accessible and available
- Broadened Agency partnerships
- System of care is sustained with long term Federal, State and Private funding and interagency resource restructuring
- Increased community awareness and responsibility for children's mental health
- Integration/Transformation of Mental Health System to benefit Children and Families.