

# Loved Here, Safe Here.

## Social Marketing Campaign Materials

The creation of safe, inclusive, and welcoming spaces is critically important to provide holistic wellness for 2SLGBTQ (Two Spirit, lesbian, gay, bisexual, transgender, and queer/questioning) community members. A safe space is a place, program, or community that is intentionally working to affirm 2SLGBTQ identities. For many Native youth, having the knowledge that 2SLGBTQ allies exist across their tribal community can help create a welcoming and safe environment.

Creating welcoming spaces is a continual process; one that requires accountability and buy-in from everyone who create the space and access it. There are several ways we can create welcoming spaces, especially in the clinical and educational environments.

The Adolescent Health Team at the Northwest Portland Area Indian Health Board (NPAIHB) is pleased to announce the availability of health promotion materials for tribal clinics and those who engage with Native youth (such as health educators, teachers, advisors, counselors, coaches, youth recreation staffers, etc.) to support and provide an affirming environment for 2SLGBTQ youth. The campaign materials – *Loved Here, Safe Here.* – can be posted, printed, or shared with your networks.

### In this shipment you will find:

- Posters
- Window clings
- Temporary tattoos
- Magnets
- Enamel Pins
- Stickers
- Children's books (Sassy Sassafras)
- Coloring book (Sassy Sassafras)



These youth-friendly materials are designed to promote HIV/STI testing, spark conversations around sexual health topics, and encourage access to We R Native ([www.weRnative.org](http://www.weRnative.org)), a multimedia health resource for Native youth, by Native youth. You will find:

- **Sassy Sassafras Two Spirit Children's Book** (and companion coloring book) – A children's book based on a southeastern woodlands Indigenous wisdom. The book captures a heartfelt encounter between the two authors, retold through a story about Sam/Samantha, a Two Spirit person, and Miss Mary, a tribal elder.
- **Get Yourself Tested (GYT)** – The GYT campaign encourages young people to get tested and treated for STDs and HIV to protect their health and the health of their partners.
- **Text SEX to 94449** – A text message service for Native youth and young adults designed to deliver sexual health information to prevent HIV/STIs.
- **Ask Your Relatives** – An online anonymous Q&A service for Native Youth and young adults ages 13-24 years old on We R Native (<https://www.wernative.org/ask-your-relatives>).
- **Caring Messages** – Caring Messages is an evidence-based suicide-prevention intervention. Youth can sign up for the text message series and will receive 2 texts per week with messages design to improve their mood and remind them how awesome they are.
- **BRAVE** – A culturally-relevant mobile health (mHealth) intervention designed to improve healthy relationships, promote cultural pride and resilience, and increase help-seeking skills among AI/AN youth 15-24 years old.

## Tips for using these campaign materials in Tribal communities:

- Hang the posters in Tribal service buildings, such as: health clinics, gyms, administration buildings, schools, local stores, and businesses.
- Use the temporary tattoos, stickers, magnets, and enamel pins to hand-out at school or community events and health fairs. Have them available in clinic waiting rooms or place them in information packets provided to patients.
- Download the materials from the NPAIHB website and post them on your Tribe's website or social media pages.
- Promote the materials during Health Observances and holidays, such as: February - Valentine's Day; April - STD Awareness Month; May - Teen Pregnancy Prevention Month; or June - PRIDE Month, etc.

### DIGITAL DOWNLOADS

In addition to the printed materials, this campaign will include 30-second video PSAs, virtual backgrounds for social media and online education platforms!

To download visit:

<https://www.npaihb.org/social-marketing-campaigns/>



## We Appreciate Your Feedback

Please share how you've used the materials in your community.

Please take this 5-minute survey:

<https://www.surveymonkey.com/r/WYSHCampaign>

To request more materials,  
visit:

<https://www.npaihb.org/social-marketing-campaigns/>

For more information,  
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Beaded artwork by: Ameyalli Mañon-Ferguson, she/her, Osage/Mazahua  
This piece was designed in collaboration with her sister, symbolizing the beauty of Two-Spirit identities.

Angelino A. Celebrating Our Magic: Resources for American Indian/Alaska Native transgender and Two-Spirit youth, their relatives and families, and their healthcare providers. Seattle Children's Hospital Center for Diversity and Health Equity, Northwest Portland Area Indian Health Board; 2019