



STATE OF WASHINGTON

March 8, 2024

Dear Tribal Leader:

SUBJECT: “For Our Lives” (Formally Tribal Opioid Solutions Media Educational Campaign) – Resources To Tribes to Localize Campaign

In accordance with (A) chapter 43.376 Revised Code of Washington (RCW) regarding collaboration with Indian tribes in the development of policies, agreements, and program implementation that directly affect Indian tribes, and (B) the Tribal Consultation, communication policy of the Health Care Authority (HCA), and Department of Health (DOH), HCA and DOH hereby requests your partnership and offers resources to expand, localize and customize opioid crisis response educational materials.

Purpose

HCA is reaching out to share an exciting partnership opportunity to expand the “[For Our Lives](#)” opioid prevention and educational campaign, offering support to localize and customize campaign materials in Tribal communities.

During the Centennial Accord in 2023, Tribal leaders requested the State to prioritize the opioid crisis by addressing needs, including the development of culturally attuned public awareness materials for Tribal communities. Following the Accord, the Governor’s Office allocated \$1 million in emergency funds to support Tribes in accessing existing materials within the “[For Our Lives](#)” campaign.

Funds have been set aside for **each Tribe to have access to at least \$28,000** to localize/customize and implement the campaign in the community. Due to funding time constraints, HCA has contracted with Desautel Hege (DH), a Washington-based, tribally founded, social impact agency to implement these plans on behalf of each Tribal community.

Our team requests to meet with each Tribe to include members of their staff and communication team that are working towards opioid crisis response with the goal to:

- Present existing educational campaign materials created in collaboration with statewide Tribal input
- Develop a plan to incorporate existing Tribal efforts and localize materials for distribution within each Tribal community
- Receive input for how HCA, DOH and DH can support steps to implement the plan

Examples of campaign materials that can be localized include, prevention, treatment, harm reduction, recovery, and anti-stigma messages via social media, billboards, bus wraps, website messages, newsletters, rack cards, tabling materials, etc.

HCA will be following this letter with an email from your OTA Regional Tribal Liaison to coordinate a meeting between **March 18, 2024 – May 15, 2024**. To access these time sensitive resources, localization and customization plans must be in place by **June 30, 2024**.

In addition to the partnership with DH, DOH and HCA will share information regarding the [Native Resources Hub](#) and other Tribal-State partner educational campaigns for suicide prevention ([Native and Strong](#)), and the [Native and Strong Lifeline](#) (a subnetwork of 988). DOH will also provide an overview of potential community engagement opportunities scheduled for this summer. For more information, review background and program websites below.

Note: Funding resource of \$28,000 is specifically for the “For Our Lives” campaign.

Background

HCA’s Division of Behavioral Health and Recovery began establishing the Native specific “[For Our Lives](#)” (formally Tribal Opioid Solutions) public awareness and education campaign in 2017. The State worked through a government-to-government process to create materials that were vetted in various formats with Tribes. HCA also worked on campaign materials with Urban Indian Health Programs, Tribal organizations, Tribal consortia (American Indian Health Commission and Northwest Portland Area Indian Health Programs), AI/AN Opioid Response Workgroup, and Native serving organizations on these materials. Over the years we have also collaborated with the DOH for Native specific campaigns. These projects include:

- [For Our Lives](#) opioid/fentanyl prevention and overdose campaign
- [Native and Strong](#) suicide prevention campaign
- [Native and Strong Lifeline](#), a crisis resource part of the 988 Suicide & Crisis Lifeline staffed by Native counselors
- [Native Resources Hub](#), a resource for Native people to connect to culturally grounded services, programs and staff

HCA will continue to request funds to support expansion of the campaign in partnership with the Tribes.

Comments and questions

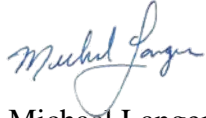
Please contact your Regional Tribal Liaison or Lucilla Mendoza by email at lucilla.mendoza@hca.wa.gov.

Please contact Aren Sparck, Tribal Affairs Administrator, HCA, via email at aren.sparck@hca.wa.gov or Candice Wilson, Office of Tribal Public Health and Relations Director, (OTPHR) at candice.wilson@doh.wa.gov if you have any tribal affairs-related questions.

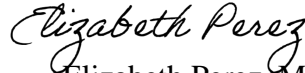
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Please forward this information to any interested party.

Sincerely,



Michael Langer
Acting Assistant Director
Division of Behavioral Health and Recovery
Washington State Health Care Authority



Elizabeth Perez, MPH
Chief of Public Affairs and Equity
Department of Health

By Email

cc: Michele Roberts, Assistant Secretary of PCH, DOH
Aren Sparck, Tribal Affairs Administrator, OTA, HCA
Candice Wilson, Quatz'tenaut (Lummi), Executive Director, OTPHR, DOH
Lucilla Mendoza, Tribal Behavioral Health Administrator, OTA, HCA
Kathy Pierre, ESJ Strategist for Tribal Relations, PCH, DOH
Melissa Thoemke, BH Communications, COM, HCA