



National Aboriginal Health Organization *Advancing the Well-being of First Nations, Inuit and Métis*

Overview

- Aboriginal youth suicide - facts & figures
- NAHO's response - HLN
- Role of new media & social networking
- Strengths and weaknesses
- Future outlook



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National Aboriginal Health Organization (NAHO)

- NAHO is an Aboriginal-designed and –controlled body committed to influencing and advancing the health and well-being of Aboriginal Peoples by carrying out knowledge-based strategies.
- Incorporated in 2000, NAHO is a unique not-for-profit organization founded upon, and committed to, unity, while respecting diversity.
- With First Nations, Inuit and Métis communities as our primary focus, NAHO gathers, creates, interprets, disseminates, and uses both traditional Aboriginal and contemporary western healing and wellness approaches.



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Aboriginal Youth Suicide

- **SUICIDE IS THE LEADING CAUSE OF DEATH FOR F.N, INUIT AND MÉTIS YOUTH.**
- **SUICIDE ACCOUNTS FOR MORE THAN 1/3 OF ALL DEATHS IN F.N. AND INUIT YOUTH.**
- **SUICIDE 3-11 TIMES ↑ FOR F.N. AND INUIT YOUTH.**
- **INUIT YOUTH HAVE RATES THAT ARE 11 TIMES > THAN THE NATIONAL AVERAGE AND HIGHEST IN THE WORLD.**



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Stats

- **27% OF YOUTH (12 TO 17 YEARS) SAID THEY FELT DEPRESSED FOR THE PAST 2 WEEKS**
- **21% OF YOUTH SAID THEY HAD THOUGHTS OF SUICIDE AT SOME POINT IN THEIR LIVES**
- **10% OF YOUTH SAID THEY MADE AT LEAST ONE SUICIDE ATTEMPT IN THE PAST**
- **THERE IS CURRENTLY NO DATA ON THE RATE OF SUICIDE AMONG MÉTIS YOUTH.**

FIRST NATIONS REGIONAL HEALTH SURVEY (2002-2003)



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NAHO's Response

- "Suicide is a grave problem in our communities, one that affects our youth at vastly disproportionate rates from the rest of Canada. We believe that the *Honouring Life Network* will be an invaluable tool for those working to prevent suicides in our communities." -Paulette Tremblay, CEO of NAHO



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Honouring Life Network

- **LAUNCHED IN APRIL 2008.**
- **WEB SITE ADDRESSING CRISIS NUMBER OF SUICIDES OCCURRING IN SOME F.N., INUIT AND MÉTIS COMMUNITIES IN CANADA.**
- **PRIMARY FOCUS: TO PROVIDE RESOURCES AND CREATE NETWORKS TO ↑ RESILIENCY IN ORDER TO ↓ SUICIDAL BEHAVIOUR.**
- **AGREEMENT BETWEEN THE INDIAN HEALTH SERVICE IN THE U.S. AND THE F.N. AND INUIT HEALTH BRANCH OF HEALTH CANADA.**



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Honouring Life Network

- **FUNDING.**
 - NAYSPS
- **ENGLISH, FRENCH & INUKTITUT.**

- **HLN YOUTH ADVISORY COMMITTEE.**



Honouring Life Network

YOUR SOURCE FOR ABORIGINAL YOUTH SUICIDE PREVENTION RESOURCES

 [Home Page](#)



[Youth Corner](#)



[Resource Centre](#)



[Youth Worker's Forum](#)

[About this site](#)

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**ARE YOU THINKING
ABOUT SUICIDE?**



Visit our partner's site:
[IHS American Indian and
Alaska Native Suicide
Prevention Website](#)

The Honouring Life Network is a project of the National Aboriginal Health Organization. The Web site offers culturally relevant information and resources on suicide prevention to help Aboriginal people deal with a problem that has reached crisis proportions in some First Nations, Inuit and Métis communities in Canada.



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Peer-to-Peer Communication

- **PREFER PEER SUPPORT OVER ADULTS.**
- **SUPPORTS AWARENESS RAISING, SELF-REFLECTION, INSPIRATION, AND LEARNING.**
- **PEER HELPING HAS BEEN RECOMMENDED BY CASP AND THE U.S. CENTER FOR DISEASE CONTROL.**



Honouring Life Network

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[Youth Corner](#)



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[Youth Worker's Forum](#)

[Suicide Facts](#)

[Personal Stories](#)

[Youth Issues](#)

[Resources](#)

[Links](#)

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"How a tattoo helps remind me why I stay clean."

After I had been sober for a year, I got a tattoo of a raven on my right arm, above my wrist. I chose a raven for a lot of reasons. Ravens are important to my people; you hear about them all the time in the stories. Ravens are tough. They don't fly south for the winter; you see them all puffed up when it's 45 below. They can soar in freedom. And, they can make a lot of noise if they want to! Whenever I look at my tattoos, especially the raven, I remember all these things.

ARE YOU THINKING ABOUT SUICIDE?

[Yellow Ribbons](#)

[Like the Raven](#)

[My Turn Around](#)

[Outside/Inside](#)

[The River of Life](#)

[My Break-Up](#)

[When My Brother Died](#)

[A Big Thing](#)

[Not Alone](#)

[Pow Wows](#)

[Third Time Lucky](#)

[Not So Angry](#)

[Anymore](#)

[More Than a Statistic](#)

[Staying Out of Trouble](#)



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What is new/social media?

- KEY PLATFORMS:

- SOCIAL NETWORKING
- VIDEO SHARING
- BLOGS
- CHAT ROOMS
- WIDGETS
- RRS
- PHOTO SHARING

- EXAMPLES:



facebook

twitter

YouTube
Broadcast Yourself

myspace.com
a place for friends



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Did you know...?

- IN 2008:
 - 49% OF CONSUMERS USE SOCIAL MEDIA AT LEAST ONCE A DAY.
 - 76 MILLION VISITED MYSPACE
 - 54.5 MILLION VISITED FACEBOOK.
 - 23.7 MILLION VISITED YOUTUBE
 - OVER 50 BILLION PICTURES ON FLICKR
 - B/T 5-10 THOUSAND NEW TWITTER ACCOUNTS BEING CREATED DAILY.

Source: Slideshare. *Social Media for non-profits*. 2009.

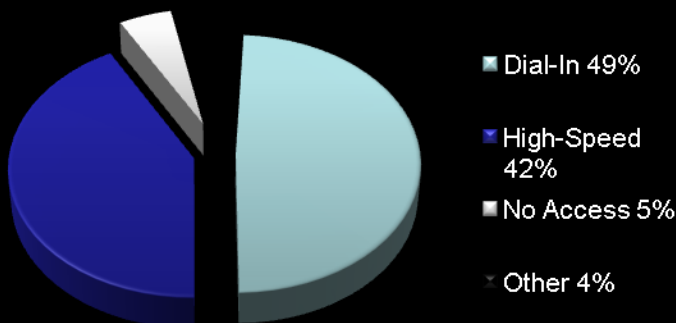
<http://www.slideshare.net/PrimalMedia/social-media-non-profits>



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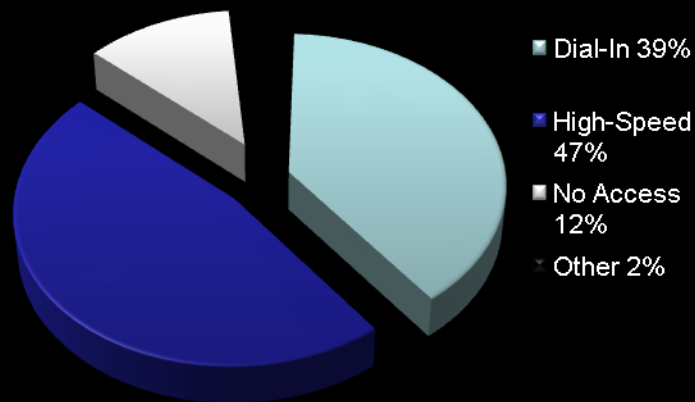
Who's connected?

Internet Access - All Aboriginal Communities



Statistics are accurate within +/- 5% 19 times out of 20

Internet Access - Northern (60+) Aboriginal Communities



Statistics are accurate within +/- 5% 19 times out of 20



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Strengths/Challenges

- **STRENGTHS:**
 - SOCIAL NETWORKING
 - FACEBOOK (THE HONOURING LIFE NETWORK)
 - TWITTER (@HONOURINGLIFE)
 - BLOGS (HLN NEWS, BLOGGER.COM)
 - PEER-TO-PEER SUPPORT
 - EMPOWERMENT
 - ENGAGING
- **Challenges:**
 - Credibility
 - Learning curve
 - Follow-up for at-risk youth
 - Monitoring



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Challenges of HLN

- **NEW PROGRAM**
- **WHO ARE WE MISSING?**
- **RESEARCH IN NON-ABORIGINAL YOUTH SHOWS THEY ARE RECEPTIVE TO PREVENTION MATERIALS BUT LIMITED KNOWLEDGE/RESEARCH.**
- **CULTURAL DIFFERENCES/NEEDS**
- **GAPS IN INFORMATION/RESOURCES**



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Developments in Prevention

ADDRESSING AND PREVENTING YOUTH SUICIDE SINCE LAUNCH OF NAYSPS AND THE HLN HAS BEEN SUCCESSFUL.

EXAMPLES:

- **↑SUICIDE PREVENTION PROGRAMS IMPLEMENTED AT COMMUNITY LEVEL.**
- **CULTURALLY-RELEVANT INTERVENTION.**
- **PROMISING PRACTICES/STRATEGIES.**



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Outlook

- **CHANGING DEMOGRAPHICS**
- **NEW MEDIA IS HERE TO STAY!**
- **THE LOSS OF A YOUTH TO SUICIDE HAS BEEN UNACCEPTABLE IN THE PAST, IS UNACCEPTABLE NOW, AND WILL CERTAINLY BE UNACCEPTABLE IN THE FUTURE.**



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For more information contact:

NAHO/ONSA

220 Laurier Avenue West, Suite 1200

Ottawa, ON K1P 5Z9

1-877-602-4445 (toll free)

(613) 237-9462

info@naho.ca

www.naho.ca

www.honouringlife.ca