

# FIRST EDITION



## Introduction and Letter from QHI

### Greetings to you!

I am so excited to be drafting this letter and announcing QizhjeH Heritage Institute's Training and Technical Assistance (TTA) program. This Technical Assistance project has been in development for a number of years, and we are truly excited that we get to work together over the coming months!

### "QizhjeH" A Place Where People Gather.

QizhjeH Heritage Institute (QHI) is an Alaska Native non-profit entity with the mission to promote the health, safety and resiliency of Alaska Native and American Indian people and communities through education, communication and a commitment to culture.

The roots of our organization are in the Lake and Peninsula Borough of Alaska. The village of Nondalton, Alaska is where we got our start, helping to provide educational and cultural resources for tribal members and shareholders of Kijik Corporation. Today, we've grown to serve Native Peoples across Alaska and the Lower 48.

QHI is committed to improving the quality of life of Native Peoples by addressing health and social justice issues through providing culturally relevant education, outreach, awareness and social marketing services.

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**More than  
four in five  
American Indian and  
Alaska Native women  
(84.3%) have experienced  
violence in their lifetime.**

**This includes 56.1% who have experienced sexual violence, 55.5% who have experienced physical violence by an intimate partner, 48.8% who have experienced stalking, and 66.4% who have experienced psychological aggression by an intimate partner.**

- National Institute of Justice, 2016

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### Introduction and Letter from QHI Continued

This TTA program is designed to arm individuals, tribes and tribal coalitions with the tools and resources to design, develop and deploy communications materials that will resonate with their audiences in a fresh and modern way. We will work through developing core elements of a communications framework designed to combat violence, explore technology, inspire creativity and connect grantees with resources around the country. Grantees can use the communications framework in their mission to address violence prevention and interventions and provide critical information and engagement.

Allow me to introduce myself and QHI's partners:



**Emily Davenport, Qizhjah Heritage Institute**

I am the Program Director for Qizhjah Heritage Institute (QHI) headquartered in Anchorage, Alaska. As a lifelong Alaskan in the field of communications, I have tackled some of the most critical

issues facing Alaska and the Lower 48 specific to the environment, conservation and health and safety. I am routinely invited to present and provide communications trainings involving message development, outreach, engagement and other strategies aimed at changing behavior for the greater good.

With over a decade of experience managing multi-year communication and outreach initiatives for the federal government, non-profits and Alaska Native organizations, I have demonstrated expertise in leading national programs deploying awareness, educational and outreach efforts to improve the health and safety of others.

QHI and I are both honored to provide technical assistance to all OVW grantees, and I look forward to learning more about all the various initiatives and

programs OVW tribal grantees are leading across the country. I will work hand-in-hand with grantees to ensure messages are culturally appropriate, on-point and resonate with your target audiences.



**Tiffany Tutiakoff, Northwest Strategies**

Tiffany Tutiakoff (Dena'ina Athabascan and Yup'ik) is Chief Executive Officer and owner of Northwest Strategies, Inc. (NWS), a brand marketing and communications firm based in Anchorage, Alaska. As an indigenous

woman in the field of communications, Tiffany brings invaluable insight regarding communications approaches with diverse and underrepresented audiences. Her mission is to encourage the development of culturally competent work that speaks to key audiences in a way that is relevant and without stereotype. QHI is partnering with Northwest Strategies to deliver this technical assistance program.

Tiffany has built a practice and cultivated a team of talented behavior change experts poised to address our nation's most challenging public health concerns. Her communications experience specific to public health spans tobacco prevention and cessation, obesity prevention and control, fetal alcohol spectrum disorders, domestic violence and sexual assault, behavioral health and substance misuse. Leading Alaska's health communications interventions, Tiffany provides access to hard to reach populations through conventional and non-conventional media.

For nearly two decades, Tiffany has delivered evidence-based, results-driven and award-winning multichannel communications solutions to clients in public health, tribal health, healthcare and advocacy arenas, as well as federal, technical, retail and tourism.



## Overview of QHI's Technical Assistance Program

Over the next several months we'll be working with you to introduce the practice of "social marketing," which is a powerful tool that can help change the climate of violence. Social marketing is a specialization in the field of public health communications that blends traditional marketing techniques and behavior theory to communicate key information that is used to impact the knowledge, attitudes and beliefs of a specific audience. This kind of marketing is a widely used and highly evaluated practice across public health agencies that communicates health harms and "sells" a change in behavior, such as quitting smoking or wearing a seatbelt. Over time, the old behavior (smoking, driving without a seatbelt) is no longer socially acceptable or "denormalized." While social marketing combats social and health harms and improves safety of individuals, it is also effective at disseminating important critical information to large groups of people across expansive geographic areas. Thus, proving to be an effective tool for intervention, prevention and education.

*QHI's Training and Technical Assistance (TTA) program includes four functions that will be delivered via virtual, digital and in-person formats.* The following components are designed to deliver outreach, awareness, prevention and campaign development strategies and services.

- i. Live Webcast Series
- ii. Explainer Videos and Tutorials
- iii. Tribal Grantee Interview Series
- iv. In-Person Training Sessions
- v. E-News, and Technical Quick Tips for Tribal Grantees

All resources will be accessible to grantees through TA2TA, a direct email to OVW grantees and via other TA providers. You can also access our resources at our website [qhoinstitute.org](http://qhoinstitute.org).



**More than  
730,000  
American Indian  
and Alaska Native  
women have  
experienced  
violence in the  
past year.**

- National Institute of Justice, 2016





## Social Marketing Campaigns

Social marketing is the practice of applying traditional marketing strategies and tactics to social issues in an attempt to raise awareness, provide education and change certain behaviors, from quitting smoking to wearing a seatbelt. (This is different from social media, which is a tool – or platform – for sharing messages.) Over time, these changes in behavior ultimately shift social norms. Remember when people still smoked cigarettes on airplanes? How about in restaurants? It seems like a lifetime ago, however, these changes happened fairly recently and now in 2020, it feels completely unimaginable to do something of the sort. In the U.S., we have effectively changed social norms regarding smoking behaviors in airplanes and, for most of the United States, smoking in restaurants as well.

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**Behavior change is most likely to happen when multiple social marketing “campaigns” are long-term and strategic, with each campaign informing the next.**

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These campaigns are most successful when they’re adequately funded and part of a program consisting of integrated, not isolated, components. For example, the practice of social marketing typically can’t make a change in policy all on its own. It can, however, change behavior and create or support a demand for a change in policy. It is critical your social marketing efforts line up with your overarching program objectives to ensure all programmatic efforts are supporting one another. Additional characteristics of a social marketing campaign are that it is informed by research and that messages and strategies are culturally competent. Campaigns should utilize pre-tested materials to ensure messages resonate with your target audience; and ideally these materials will be applied to a media strategy consisting of a broad mix

of paid and earned media activities. It is important to note the social marketing construct outlined above is evidence-based and determined a best practice in behavior change. The design of which is completely scalable based on your specific goal, timeframe and budget.

Strategic planning is really the first step in the process and requires collaboration with your program(s) and program partners to assess and internalize the issue. When you get started, you should be able to articulate the background, purpose and focus for the planning effort, and conduct a situational analysis such as a SWOT (Strengths, Weaknesses, Opportunities, Threats) exercise to determine how social marketing can address the problem. The target audience should be well defined, and research should provide insight into the target audience’s knowledge, attitudes and behaviors. It is here you can set “marketing” objectives that correspond to expected outcomes of goals identified earlier in this process. If there is no existing research or data available for your program to work from, it is recommended your program and partners develop and incorporate some level of formative research and pre-testing. Likewise, it is hugely important that some sort of evaluation component, whether it’s process or outcome evaluation, is planned in an effort to track the campaign’s effectiveness and potentially replicate it. There are evidence-based behavioral theories that can be directly applied to your social marketing framework to help guide you in message development and delivery, though their use isn’t required to develop and implement a social marketing campaign.

Working with your TA Team (QHI and NWS), we can help you establish the foundation for your social marketing campaign. Our team is also available to provide guidance on activities your program is already engaged in or plans to engage in. Bottom line, no matter where you’re at in your marketing efforts, we’re here to help.

## Social Justice in the Media

*Somebody's Daughter* is a film highlighting high-profile cases of Missing and Murdered Indigenous Women (MMIW). It is directed by Rain and produced by the Coushatta Tribe of Louisiana. By sharing key moments in history and stories told by family members of victims, the film exposes the legal and socio-economic bondages that limit Indian Country's influence, control and ability to help prevent and solve cases. The intention of the film is to shed light on the MMIW crisis and demand immediate action from lawmakers and the general public.

Promotion has been key to the film's success. Alter-Native Media and the Coushatta Tribe of Louisiana have utilized public radio, the press and social media, and frequently take advantage of opportunities to share their message by fulfilling requests for local screenings. Keeping up with requests and leveraging social media ensures Alter-Native Media and the Coushatta Tribe of Louisiana's message is always relevant and timely.

Finally, the billboard component of the promotional campaign for *Somebody's Daughter* has reached people across the nation. Driving down busy highways, drivers and passengers alike were impacted by powerful



**Image Source:** <https://www.somebodysdaughter-mmiv.com/>

messages, such as, "What if she was your daughter?" "We've lost count." And, "Invisible no more."

These messages were impossible to ignore and inspired immediate action, and the positive earned media coverage raised awareness not only for the film, but also for the MMIW movement and violence against women in general, including justice for Native women and children.

This is a great example of using a social marketing tactic to raise awareness for a project and a movement designed to help combat violence against Native women.

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### "On the Boards"

Are you looking for low-cost, effective and creative ways to share your message?

Stay tuned for our first video tutorial: Introduction to Earned Media.

Maybe you've heard the terms, "public relations" or "media advocacy." Maybe you've developed a press release to share news of something exciting happening in your organization. These are all functions of earned media.

In our first video tutorial we will identify various components within the practice of earned media and discuss how these tactics can be highly effective, low cost and extremely beneficial for your organization and programs. You'll learn how to integrate earned media tactics into a broader communications program and how to engage the media to secure FREE coverage and promotion of the important work you are doing.

We will announce the first video tutorial in a few weeks with instructions on how to download and view the content.

As always, send us any questions at: [info@qizhertitageinstitute.org](mailto:info@qizhertitageinstitute.org)

