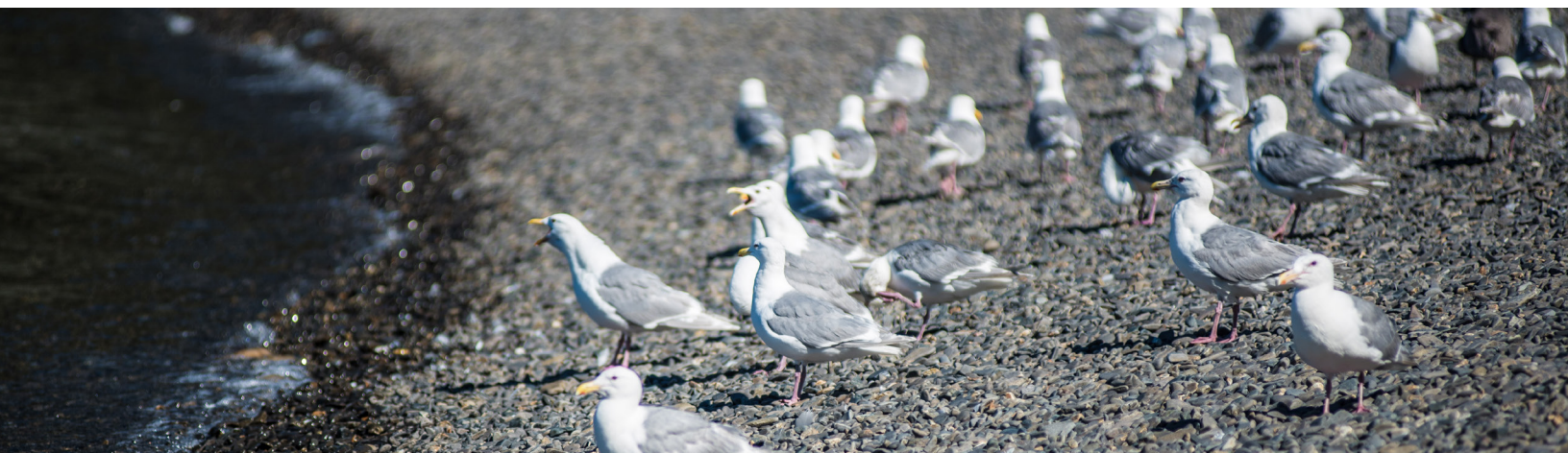


THIRD EDITION



Message from QHI

Hello from the QHI Training and Technical Assistance Program! Over the past few months, we have seen substantial progress in reducing the spread of the COVID-19 through community engagement of wearing a mask, social distancing, washing hands frequently, keeping their distance and getting vaccinated when it is their turn. However, most of us are still isolating and leading socially distanced lives, which can make it hard to envision creating change in our community. Though we remain physically distant, it is more important than ever to connect and communicate with those around us to build stronger communities. So, this month, we are sharing some tips for creating effective social marketing campaigns.

What exactly is social marketing?

Social marketing is a type of marketing aimed at creating social and behavioral change for the greater good. It leverages traditional marketing tactics such as video and radio advertisements, social media and email, with the intention of raising awareness and providing education about social issues to ultimately inspire behavior change in the desired audience. Over time, these changes in behavior lead to a shift in social norms or the accepted standards of behavior.

Social marketing is commonly used in public health and environmental impact campaigns. Countless examples of effective social marketing campaigns exist in everyday life.

Social marketing is used to inspire behavior change for the good of the community.

Commonly used in public health and environmental campaigns, social marketing can also be hugely effective in preventing domestic violence and sexual assault by shifting social norms.

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Introduction and Letter from QHI Continued

Campaigns to increase the use of seatbelts, encourage recycling, and promote quitting tobacco are all examples of social marketing efforts. When done properly, social marketing can make a huge difference in community behaviors. Therefore, social marketing is a critical tool for tribes and tribal coalitions to address domestic violence and sexual assault.

How can social marketing impact my community and me?

Social marketing is impactful, but how can we use social marketing principals to create positive change in our own communities? Here at QHI, our goal is to teach you culturally informed social marketing tactics that can foster change in your area. As we are all too aware, American Indian and Alaska Native populations face disproportionate rates of sexual assault and domestic violence. We hope to help you address these issues on a local level through social marketing to inspire behavior change and create awareness.

It may seem impossible to fight sexual violence with media and communications, but social marketing can tackle these problems from multiple angles at once, amplifying their impact. Social marketing can support DVSA prevention by:

- ▶ **Opening a dialogue** about the often taboo subject of DVSA and breaking the culture of silence.
- ▶ **Providing resources to survivors** including hotlines, mental health services, law enforcement and legal support.
- ▶ **Encouraging prevention** by delivering education to the community about how to intervene in potential instances of abuse.
- ▶ **Educating on stronger policies** to protect victims.
- ▶ **Sharing information** with the community about trainings, resources and DVSA education.

The goal of our TTA program is to assist you in creating social marketing campaigns that meet one or many of these goals. We acknowledge that the pandemic has provided some unique challenges, but we urge you to continue your impactful work, especially through digital channels that continue to deliver uninterrupted messaging. Our collective goal of seeking justice for domestic violence and sexual assault can and must go on.

QHI's New Team Member



QHI is excited to introduce our newest team member, Keja Nokomis Whiteman (Turtle Mountain Band of Chippewa). Keja joins the QHI team to provide support through the OVV Tribal Grantees through the Training and Technical Assistance program. Currently residing in Anchorage, Alaska, she has been working to support tribes and tribal communities throughout the western United States with her involvement in health, social service, infrastructure and economic development projects for the past twenty five years.

Originally from Montana, Keja grew up in a family and community that quietly experienced high rates of domestic violence and sexual assault. Fortunately, she had the benefit of being raised by several resilient women in both her immediate and extended families, who then began to serve in domestic violence programs as community resources were established.

In addition to supporting QHI, Keja works as a consultant specializing in engagement, outreach and management services for Native entities. Whether working as a social worker, healthcare administrator, helping train law enforcement to better serve victims of DVSA or providing testimony to state and federal officials, Keja has demonstrated a lifelong commitment to improving the health and well-being of Native communities. Her current role in QHI's Training and Technical Assistance program for OVV Tribal Grantees is another opportunity to prove that commitment.

Welcome aboard, Keja. We are thrilled to have you.



Sincerely,
Emily Davenport
Program Director



6 Tips for Using Social Media

Social media is an amazing resource to use for social marketing campaigns. It is free, widely accessible, has broad reach and has huge potential for leveraging partnerships. Here are a few quick tips for how to best use social media to support your organization's mission:

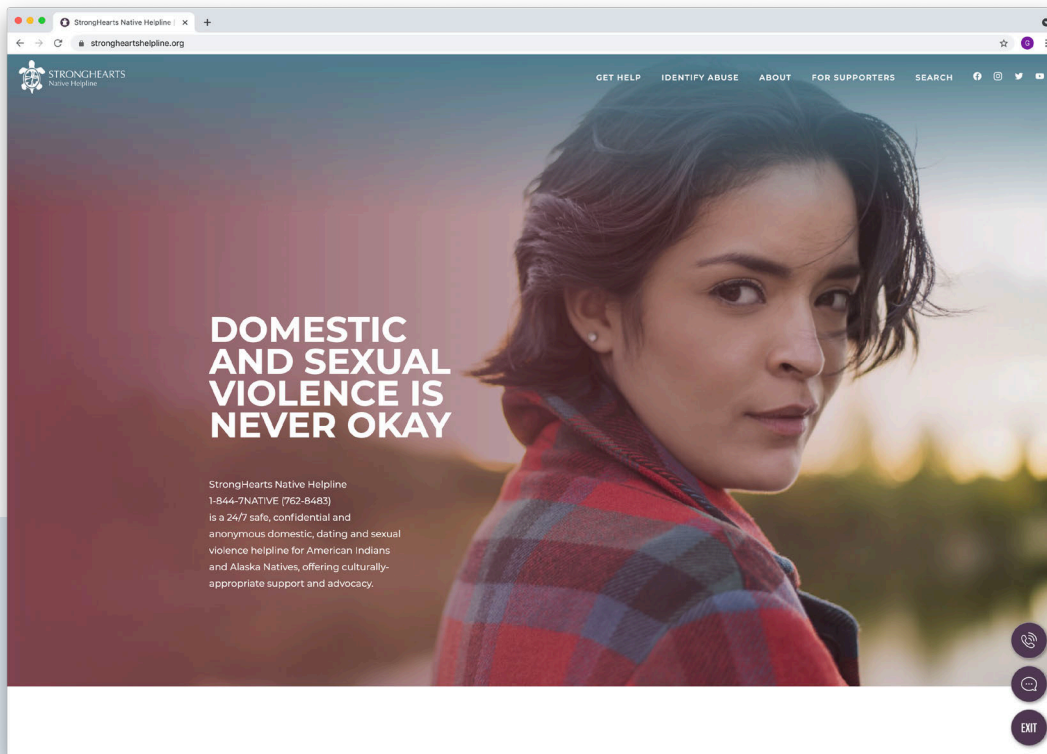
- 1. Find the best social media channel(s) for your audience.** There are lots of social media platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok and more. Depending on the age and demographics of your audience and your messaging, you should pick which social media channels will work best for you and your audience.
- 2. Create content calendars.** Social media can be very time consuming to manage, so we recommend creating a content calendar at the beginning of each month with all social posts that will be published. This content calendar can include special posts for holidays or particular awareness days/weeks/months, as well as your regularly scheduled posts. Once you have written all your content, you can schedule it. This is a time-saving way to let your social media publish itself for the month.
- 3. Interact with your followers.** If your social media is intended to start conversations and share information, then it is important to engage with your followers! You don't need to answer every comment, but answering questions or liking comments are great ways to drive engagement on your pages. With social marketing, interaction and engagement are indispensable in creating behavior change.
- 4. Combine paid posts and organic posts.** Social media is low cost, so it's a great place to begin building messaging with relatively low stakes. You can post on social media for free and reach your existing audience. This is what we call organic reach. Social media also offers paid reach, which means you can also pay

to have your content shared with a wide audience, which can be segmented by age, location and a number of additional variables. Even a few dollars will greatly increase your reach to your target audience. A combination of both paid and organic posts makes for a successful social media account.

► *You can create paid reach by boosting social media posts directly on the page or setting up separate ads on any of your social accounts.*

- 5. Leverage partner content.** Another valuable characteristic of social media is that you don't have to do all the hard work yourself. In fact, it's encouraged that you share the work of others on your page. By sharing posts from organizations or influencers with missions similar to yours, you not only increase the value of your page but can increase engagement. Additionally, if you share partner's posts, they just might share your content too, boosting your reach.
- 6. Create social campaigns.** For the most effective social media messaging, you should create structured messaging campaigns. By this we mean, select a specific message or element of your mission and create a series of social posts (and potentially other resources) that you will use for a set period of time. You can't tackle everything at once, so for your first campaign, just pick one issue that you want to focus on. For example, maybe you want to promote resources that are available to women who are victims of abuse. Create posts with a similar look that are all related to this message to present a cohesive campaign to your audience.

With these tips in mind, you can begin building your social media presence. For more ideas, look out for our Video Tutorial on Creating Social Media Campaigns, coming soon!



DVSA Campaign Highlight

StrongHearts Native Helpline Campaign- Creating Change Through Community Resources

The most effective social marketing campaigns address specific needs and pain points in a community. The following example of a social marketing campaign identified a crisis of DVSA among American Indian and Alaska Native peoples -- and a corresponding deficiency of culturally relevant resources -- and tailored its mission to respond to and remedy this problem.

StrongHearts Native Helpline is a safe, confidential and culturally appropriate hotline for American Indians and Alaska Natives to use in instances of domestic, dating and sexual violence.

StrongHearts offers both a call line and a chat feature so that victims can access the resources in a manner most comfortable for them. Easy-to-access resources, a streamlined website and strong partnerships with similar services work together to make this an effective campaign to end DVSA and support victims of violence.

We know that Indigenous peoples are disproportionately affected by violence and abuse. According to the National Institute of Justice, 56% of Native women experience sexual violence at some point in their lives; 97% of those victims were perpetrated by non-Natives. The unfortunate reality is that Native people continue to be victims of violence and abuse by non-Natives.

Supported by these statistics, a hotline tailored specifically to the Native population was imperative, and StrongHearts was born. Launched in 2016, StrongHearts was created by Native Americans and Alaska Natives, and originally only served Kansas, Oklahoma and Nebraska. The project quickly grew and by March 2017, StrongHearts was available nationwide.

Originally focused only on domestic abuse, StrongHearts added sexual violence services in August 2020. "It's an atrocity that Native Americans continue to experience the highest rates of sexual violence across the nation and until now, there hasn't been a national culturally appropriate service for them," said Anna Nicolosi, StrongHearts Operations Manager. "In response, we have developed advocacy training to prepare our advocates to meet the needs that are unique to Native Americans and Alaska Natives."

Mallory Black, a member of the Navajo Nation, also states, "We can provide someone to talk to when you



don't have many people to turn to in your community. We can provide a Native advocate who comes from our communities, who understands the nuances of living in a rural Alaska Native village, or can connect you with locally available resources.”

Native leaders agree that the nationwide availability of this resource is essential. Because Native communities make up a small percentage of Americans and many populations live close together, there is often a concern about confidentiality within these communities. Eileen Arnold, Executive Director of the Tundra Women's Coalition shared, “I think it's going to attract certain people to hear, like, ‘Wow, like, a national Native hotline.’ I think that's going to attract some people and sort of make that safer,” said Arnold. “If it's national, the chances of you talking to someone you might know or might be related to are lessened.”

Tribal coalitions and grantees will also be happy to know that StrongHearts also provides an incredible arsenal of resources that are publicly available to be used by coalitions and other service providers to continue the fight for violence support and prevention. The StrongHearts website has a collection of blog posts covering a variety of topics related to abuse and violence. They also have made available a media kit, which coalition leaders and DVSA prevention advocates can use for communications materials.

These resources can be shared by your tribe and fellow coalitions on social media and beyond. With a clear mission to address violence and strong opportunity for partnership and education, StrongHearts is an exemplary instance of strategic social marketing.

Learn more about this campaign and access corresponding resources at <https://www.strongheartshelpline.org/>.



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² Rosay, André B., “Violence Against American Indian and Alaska Native Women and Men,” NIJ Journal 277 (2016): 38-45, available at <http://nij.gov/journals/277/Pages/violence-againstamerican-indians-alaska-natives.aspx>.



How to Write an Effective Press Release

One of the best ways to communicate with local media is by writing and distributing a press release. This may sound like a daunting task, but once you know the steps, a press release can be a very simple and effective means of communicating with your audience.

Press releases should be used as formal announcements for something newsworthy or significant about your organization, its mission or an upcoming event. It's best to keep your release brief and engaging for the best chances of getting published. We have included a basic sample press release on the following page that you may use as a template for your press release. Fill in the sample press release with information about your organization.

A good rule of thumb is to think about a press release as an upside-down pyramid. The most pertinent and newsworthy information goes up top. You don't want to "bury the lead" as most news outlets will make an initial determination if the release is worth their time by only glancing at the first two sentences.

Be sure to brand the release with your organization's logo(s) and take the opportunity to include its mission statement or boilerplate at the end of the release. Photography and video is often welcome by reporters as it makes their job easier and limits the time they need to invest in locating these items. Note, sometimes releases are published as distributed, so be sure all your sources are correct and that you have permission to use any quotes you've included.

Once you have written your press release, it's time to distribute it to media outlets. All media outlets – local, regional, and national – have public email addresses or submission forms where you can send a press release. Compile a list of all the media outlets you want to send your press release to, and then track down the appropriate email addresses on their website. Most news sources have a general email where you can submit press releases. However, if you are able to find a reporter that covers Indigenous news, social justice or local events, try personally addressing the email and then send the press release directly to their inbox. They may be more likely to read your email and even publish your release.

Now that you have written your press release and have created a list of emails to send it out to, use the following steps to get your release out the door:

An example of earned media.

Sending the Press Release:

1. Copy the text from your completed template and paste it into the body of an email. Be sure to include your logo at the top of the email
2. In the "To:" line, list only your own email address. Then, in the "bcc:" line, include all of the media contacts to whom you would like to send the release.
3. In the "Subject" line of the email, enter the headline of the press release.
4. Attach a PDF of the press release.
5. Reporters can receive hundreds of press releases every day, so try to send your press release sometime in the morning or afternoon (ideally between 10 AM and 2 PM). This will increase its odds of being noticed by the reporter and not get lost in the shuffle.

After you send your press release, it's always a good idea to follow up to advocate for your story. Reporters and newspapers receive hundreds of releases a day, so take the extra step to make the case for publishing your release and to follow up.

In summary, try these steps to follow-up on a press release:

1. After emailing the press release, contact reporters via phone. Try to call sometime during regular business hours, but before 4 PM (Many reporters are already working to meet deadlines around this time and won't be able to give your press release as much serious attention as they would earlier in the day).
2. Introduce yourself and confirm the reporter/ organization you're speaking with received the press release. Briefly (in a few sentences) explain why you believe your organization's involvement with DVSA prevention is important and would be worthwhile to cover in the media.
3. Thank the reporter for their time and consideration, and let them know who they can contact if they have any questions or would like any additional information.

If you have any further questions about press releases, do not hesitate to contact us!

[Entity Logo]

Contact:

[Your organization]
[Your name, position]
[Your email]
[Your phone number]

For Immediate Release

[Date you send release out]

**[Entity Name] Hosts 'Take Back the Night' Event to Raise
Awareness for Domestic Violence and Sexual Assault**

[Your town or community], [YOUR STATE] – [Entity] will [activity description] to raise awareness about the issue of domestic violence and sexual assault.

October is National Domestic Violence and Sexual Assault Awareness month. Alaska Natives and American Indians continue to be at the greatest risk of sexual and domestic violence. [Entity]'s event aims to address the problems of domestic violence and sexual assault specifically among Indigenous populations in the [your region] area.

(Add local activities- be sure to be detailed, add local quote here, include any regional specific DVSA data)

"Quote," [entity official] said.

In support of speakers and other violence survivors at the event, [Entity] recommends wearing the color purple – long associated with domestic violence awareness – to the Take Back the Night event. [Entity] also suggests that, throughout DVSA Awareness month, individuals, agencies, and organizations creatively incorporate purple into their day-to-day lives, whether by illuminating an office building with purple lights or simply wearing small purple ribbons.

"Quotes," said [local official].

Victims of domestic violence and sexual assault can seek help 24 hours a day by calling the National Hotline: 1-800-799-7233 or the StrongHearts Native Helpline for American Indian and Alaska Native survivors: 1-844-762-8483.

###

Place boilerplate or mission statement about your organization here.

Social Justice in Media: Building campaigns for tribal communities

What is social justice?

“Social justice” is a relatively new term that is widely associated with the promotion of equality and diversity, as well as psychological and physical safety. Social justice campaigns are frequently used by organizations to spread awareness of their mission or the existence of an issue. Social justice campaigns can also include efforts to change individual and/or community behaviors. In this section, we will share an example of a social justice campaign that has been extremely effective and share strategies for your organization to develop and implement your own campaign.

#MMIW Campaign

Throughout Canada and in tribal communities across the US, a social justice campaign to raise awareness about Missing and Murdered Indigenous Women has proven to be one of the most impactful Tribal focused social justice campaigns. The initial efforts that helped the issue gain momentum were from passionate individual activists, First Nations officials and nonprofit programs – working individually and not necessarily coordinating a uniform message. These individual requests to law enforcement, government entities and elected officials drew enough attention to create action and compel the Royal Canadian Mounted Police (RCMP) to compile a report about the increasing instances of violence against Indigenous

women. Following the report, Canadian Prime Minister Justin Trudeau established the National Inquiry into Missing and Murdered Indigenous Women and Girls in September 2016. The report and national inquiry led political officials to understand what our First Nations and Native communities already knew: murder, sexual assaults and the number of missing women and girls were disproportionately impacting our Indigenous communities. After Canadian efforts, US political officials began working to resolve the crisis; this was in response to similar public outcries that came from Tribal individuals, representatives and programs. Many different states have since passed key legislation addressing the crisis of the elevated proportions of murdered and missing Indigenous women and girls. In response to this grassroots movement for social justice, a national day of awareness was established in 2018.

While this social justice movement began as organic communication, these earnest grassroots efforts evolved into more formal and deliberate efforts towards social justice, spanning countries and cultures. As a result, the hashtag #MMIW is now widely used and recognized across both Canada and the US. While there have been variations of the hashtag from different entities, the hashtag #MMIW is both the most highly recognized and cited on social media platforms. Additionally, the imagery of the Red Handprint over a woman’s mouth has become synonymous with the movement. This Red Handprint imagery has now been printed on t-shirts and incorporated into programmatic promotional items. It has also inspired individuals to recreate the look at rallies, awareness walks and other events to increase awareness for the cause.

The Missing and Murdered Indigenous Women’s movement is one powerful example of how the work of a few dedicated people can evolve into an international social justice campaign. While the campaign momentum was gradual, and in some cases spontaneous, it has created a full movement. A similar strategy can be duplicated in your community or service area through deliberate planning and coordination to move your message or raise awareness about your specific causes.





Building your own campaign

The following are suggested tips to consider when building a social justice campaign in Tribal communities or for Tribal audiences.



Ensure accessibility. Ask the questions internally and of your partners to identify the most effective platforms to reach to your target audience. For example, does your community have adequate connectivity, or do people rely more heavily on printed materials like newspapers or fliers? Use whatever messaging materials work best in your community.



Motivate your audience to take action. Let your audience know the urgency of your issue. The use of relevant statistics can be helpful. Create a call to action (what you want your audience to do) and be specific. For example, ask your audience to share a post or contact a legislator with a prepared message. Be clear when communicating calls to actions and be prepared to support your audience with items such as talking points.



Speak with credibility. Trust will be built by having well-respected community members (Board members, Elders, Tribal leaders) share your message. Always ensure that you are giving accurate information and being transparent. Encourage your partners to share the message to increase reach.



Be relevant and culturally appropriate. This is part of knowing your audience. While many of our issues and solutions related to domestic violence and sexual assault are similar across many different communities, the best campaigns are localized. A message that resonates can be adapted using your local imagery and language to increase its impact.



Be relatable and understandable. Always use plain language. Often times, we use acronyms such as VAWA (Violence Against Women Act), but take the time to explain and be clear. Tell real stories. Many of our Native cultures include vibrant and life-lesson inspired stories. Use graphics and imagery in place of text; pictures often illustrate powerful stories.



Devote resources. Building a campaign will require time, personnel (staff, volunteers or partners) and financial resources. Being aware of the resources needed will help you plan and allocate such resources efficiently.

Building a social justice campaign can help you create safer and healthier communities through raising awareness, changing behaviors and even evoking legislative action. If you are considering launching a campaign and would like further assistance, contact Qizhkeh Heritage Institute at edavenport@qizhkehheritageinstitute.org.

“On the Boards”

Not sure where to start on running your first social marketing campaigns? Look out for our upcoming live webinar: Social Marketing 101 on May 12. This presentation will introduce the concept of social and behavior change through the practice of social marketing. Presenters will explain how social marketing can be used as a method for combating violence against women and children in Native communities.

Also, stay tuned for our second video tutorial: Social Media Marketing. We will talk about how to effectively leverage social media platforms to communicate your message to your community.

Feel free to reach out with questions at info@qizhkehheritageinstitute.org.