

RESPONDING TO CONCERNING POSTS ON SOCIAL MEDIA: TIPS AND TOOLS FOR ADULTS WHO WORK WITH NATIVE YOUTH

JULY 2018



Agenda

- We R Native: Youth Trends
- Define: Concerning Posts
- Online Training:
 - video, viewer care plan, community awareness activity
- Healthy Native Youth



- Over 400 health/wellness pages, reviewed by AI/AN youth and topical experts
- Across all media channels, the service reaches on average 31,000 users per week
- Special features include:
 - Social Media
 - Text messaging service
 - 100+ Youth Ambassadors
 - Free gear & Promo Kits

What are "Concerning Posts"?

Concerning posts include those that express depression or intent to hurt one's self or others, that have been posted on a social media site, such as Facebook, Instagram, Twitter, or Snapchat.

Social Media Campaign

- 44,500 people reached per day
- 13,500 video views
- Reaching 178,693 people in one month

Share

Hey Bro. Saw your post. Everything aight? Shoot me a text.

Adults Need Training Too

Our **goal** is to ensure you feel prepared when a youth approaches you about a concerning post on social media.

HEALTHY YOUTH

find curricula

RAISING HEALTHY NATIVE YOUTH
THROUGH CULTURALLY RELEVANT HEALTH EDUCATION

ENGAGING. RELEVANT. EFFECTIVE.

HEALTHY YOUTH

RESPONDING TO CONCERNING POSTS ON SOCIAL MEDIA

ABOUT THIS PROGRAM

Subtle prevention messages challenging among youth, as many do not discuss suicidal ideations to others before attempting suicide. However, emerging research suggests that nearly one-third of ALJAN youth are discussing messages on social media on a daily or weekly basis. This webinar training will prepare adults who work with Native youth to identify youth who post or view concerning posts on social media, and connect them to appropriate services.

AGE GROUP DESIGNED FOR: Middle School, High School, Young Adults

LEST INCLUDED: No

PROGRAM SETTINGS: Flexible

DURATION: 1.5 hour webinar

COST TO PUBLISHING: Free

TEACHER TRAINING OR CERTIFICATION REQUIRED: No

STUDENT TO TEACHER RATIO: 40:1

PROGRAM OUTCOMES: ... An ongoing evaluation is examining changes in educator knowledge, confidence and skills in supporting behavior

EVIDENCE OF EFFECTIVENESS: Emerging Practice

DOWNLOAD PROGRAM FACT SHEET

1. Watch the video training (30 min.)

Please click [here](#) to watch the training video.

Suicide Prevention

Viewer Care Plan

Start the Conversation
Try saying like: "Have you seen anything posted online by a friend that made you stop and wonder if they're doing alright?"

Listen and Assess
Acknowledge that it can be scary, stressful and frustrating to repeatedly see concerning messages. Praise their attempts to provide support.

Plan and Act
Reassure the viewer that you can take it from here. Attempt to contact the person posting concerning content and/or their trusted adult(s).

Refer them to help. Connect them to a mental health professional in their community.

WE NATIVE.ORG

Step 1: Start the Conversation

Step 1: Normalize the Topic

WHERE: School events, community Gatherings

WHO: Youth you already know

WHAT: Identify yourself as someone youth can trust



Step 2: Listen & Assess

Step 2: Listen Carefully

"What have you already tried?"

"What is your relationship to the person who posted?"



Step 3: Plan & Act

Be transparent about your next steps.



Tips for Responding

- Respond **quickly**
- Provide them with a **LOT of reassurance**
 - "I'm so glad you noticed this and shared this with me."
 - "You are so brave for speaking up."
- Be **CLEAR** about what you're going to do next.
- **Most importantly**, take the responsibility *off* the youth to respond – you are better equipped to get help than they are.

Study Overview | 1/1/2017

Responding to Concerning Posts on Social Media

- A training video for Adults who work with Native Youth -

Suicide prevention remains challenging among youth, as many do not disclose suicidal ideation to others before attempting suicide. However, emerging research suggests that youth may disclose depression symptoms and suicidal ideation via social media, such as Facebook and Twitter. These public social media disclosures may provide new opportunities to identify youth at risk and connect them to appropriate resources and support.

Over the last year, *We R Native* and *THRIVE* staff at the Northwest Portland Area Indian Health Board and the *Social Media and Adolescent Health Research Team (SMAHRT)* at Seattle Children's Hospital teamed up to design a video for adults who work with Native youth, to help them respond to concerning posts on social media.

What are "Concerning Posts"?

 Concerning posts include those that express depression or intent to hurt one's self or others, that have been posted on a social media site, such as Facebook, Instagram, Twitter, or Snapchat. Between 25% and 33% of young adults post references to depression symptoms on their Facebook profiles.

Our Goals for the Training

What language should I use?

Study Overview | 1/1/2017

TIPS FOR IDENTIFYING SUICIDEALITY AND TALKING ABOUT IT

What language should I use when talking about suicide? The way we talk about suicide is important and has changed in recent years. From now on, please:

| | |
|---|--|
| <p>USE</p> <ul style="list-style-type: none"> Died of Suicide Suicide Death Suicide Attempt Suicide Describe the Behavior Working with | <p>AVOID</p> <ul style="list-style-type: none"> Committed-Suicide Successful-Attempt Unsuccessful-Attempt Completed-Suicide Manipulative Dealing-with Suicidal Patients |
|---|--|

What Posts Should I Worry About?

"FML (Fuck My Life). It's too hard, I can't take it anymore."

"Nobody would notice if I went missing."

"I'm done."

"I don't want to do this anymore, there's no point."

"F**K IT. GOODBYE"

"I'm worthless...no one cares about me. wish I wasn't here"

"Sometimes you have to fly with the eagles"

Photos of alcohol bottles, pills, weapons, or self-harm.

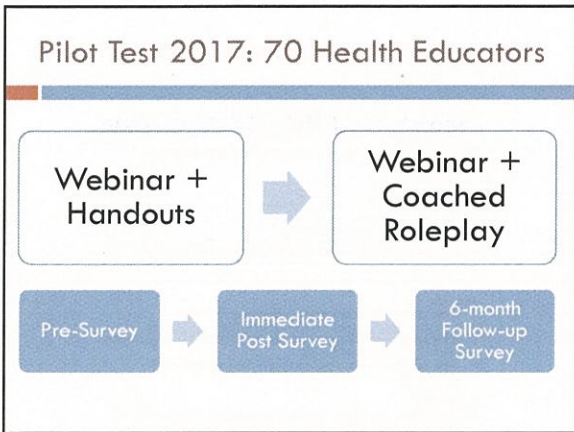
Depressing or sad song quotes.

Gun, knife, pills, or noose emojis: 🔫💊🔪🦋

Discussion:

What is your experience seeing or responding to concerning social media posts?

What's worked for you?



Results: Pre- to Post-Survey

Paired T-Test Chart (Pre - Post)
34 degrees of freedom

| Variable | Difference of Means | Std. Dev. | t value | Pr > t |
|--|---------------------|-----------|---------|---------|
| Difficulty supporting youth posting CSMM | 0.2786 | 1.6643 | 0.81 | 0.4221 |
| Difficulty supporting youth who saw CSMM | 0.2857 | 1.6903 | 1.00 | 0.3244 |
| Confidence starting a conversation with youth about CSMM | -1.0857 | 2.0055 | -3.20 | 0.0030 |
| Confidence intervening effectively when youth witnesses CSMM by their families/friends | -1.5714 | 1.9895 | -4.67 | <0.0001 |
| Confidence intervening effectively when youth witnesses CSMM by their acquaintance | -1.6571 | 2.0138 | -4.87 | <0.0001 |
| Confidence recommending support services to youth who witnesses CSMM | -1.3714 | 2.1294 | -3.81 | 0.0006 |
| Confidence recommending support services to youth who has posted CSMM | -1.1714 | 1.9924 | -3.48 | 0.0014 |
| Confidence referring a poster of CSMM to a mental health professional within community | -1.2857 | 1.7076 | -4.45 | <0.0001 |

Results: Pre- to 6-month Follow-up


Paired T-Test Chart (Pre - 6Mo)
25 degrees of freedom

| Variable | Difference of Means | Std. Dev. | t value | Pr > t |
|--|---------------------|-----------|---------|---------|
| In the last 6 months, how many times have you brought up CSMM with youth in your community | -0.5000 | 0.8602 | -2.96 | 0.0066 |
| In the last 6 months, how many times have you brought up CSMM with adults in your community | -0.5385 | 1.1038 | -2.49 | 0.0199 |
| What percentage of youth believe it's appropriate to intervene when some posts CSMM | -1.0769 | 2.6218 | -2.09 | 0.0465 |
| What percentage of adults believe it's appropriate to intervene when some posts CSMM | -0.8846 | 2.7177 | -1.66 | 0.1095 |
| Confidence contacting a poster of CSMM to assess their risk | -1.3846 | 1.7453 | -4.05 | 0.0004 |
| In the last 6 months, how many times have you intervened when a youth witnessed CSMM | 0.5000 | 1.5811 | 1.61 | 0.1194 |
| In the last 6 months, how many times have you recommended support services to youth when they witnessed CSMM | 1.6538 | 3.3816 | 2.49 | 0.0196 |


- ### Pilot Test 2017: Coached Roll Play
- Participants followed some of the Viewer Care Plan (VCP) guidelines more than others:
 - 89% (N=16) of participants completed the "Clarify Your Role" step, while only 44% (N=8) shared tools and resources.
 - Three main response styles emerged:
 - Collaborative (61%), Directive (44%), and Non-Inclusive (22%), with 22% of health educators using more than one.
 - Approximately half (N=9) provided additional resources or advice beyond those included in the VCP.

Next Steps

Adults



Teens



Discussion:

What ideas do you have to share this training with trusted adults (parents, teachers, coaches) and youth in your community?

Text "Concerning Post" to 97779



Community Awareness Activity

Concerning Social Media Posts: Community Activity

Lesson Title: Help Youth who view Concerning Posts on Social Media
Time: 60 minutes

Community Objectives:

1. Understand what a 'concerning post' is
2. Identify themselves as a 'Trusted Adult'
3. Demonstrate and practice their understanding of the 'View Care Plan'

Materials:


- Access to *Responding to Concerning Posts on Social Media* Video: <https://www.youtube.com/watch?v=n7tealJD318&feature=youtu.be>
- A projector and audio equipment, if you're showing the video to a large group
- Copies of *Viewer Care Plan* (pg. 4-5)
- Copies of *Concerning Social Media Posts Role-Play Activity* (pg. 6-20)
- Pencils/pens

Preparation:
 Explore the *Responding to Concerning Posts on Social Media* Video. Ensure audio equipment (speakers and projector) is functioning and video link is loaded, or

To Get Involved:



www.healthynativeyouth.org
[@healthyNBV youth](https://twitter.com/healthyNBV youth)
 Listserve: Text "YouthNews" to 22828
 Text Message: Text "Healthy" to 97779
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Self-Care

If any part of this training brings up past or current emotions about a difficult time or experience, please talk with a trusted friend or family member, or a local mental health professional.

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