



# Native American Outreach

***“Laughter has always been a part of being Indian, and Native humor is culturally unique and at the heart of our resilience and survivability.”***

***~ Ricardo Caté***





# OSAP Tribal Outreach Program



## Tribal Outreach Program

- Offers behavioral health services across the continuum of care to New Mexico's 23 distinct tribal nations while simultaneously addressing challenges and barriers specific to them.
- Tribal staff are essential to ensure that appropriate cultural sensitivity and sharing of information is done with utmost respect to tribal norms, practices and language.

## Jay E. Quintana, CPS

SYNAR Coordinator

Office of Substance Abuse Prevention

Behavioral Health Services Division

New Mexico Human Services Department

The need for respectful cultural sensitivity, tribal norms, practices and language.

Why specific outreach regarding opioid prevention and treatment is necessary.



# Why Humor?

*“Humor can be an effective way to introduce a serious topic like opioid addiction to Native American communities”.*

*“I am trying to bring attention and focus to the serious opioid addiction issues in our communities as a way to help us foster understanding and change by making us see things about this in a new and relatable way”.*

*~ Ricardo Caté*





# The Process....





That tastes  
yucky!

It may taste  
yucky, but at  
least it's not an  
addictive opioid!



This plant cures  
all ailments.

We have  
opioids for that.





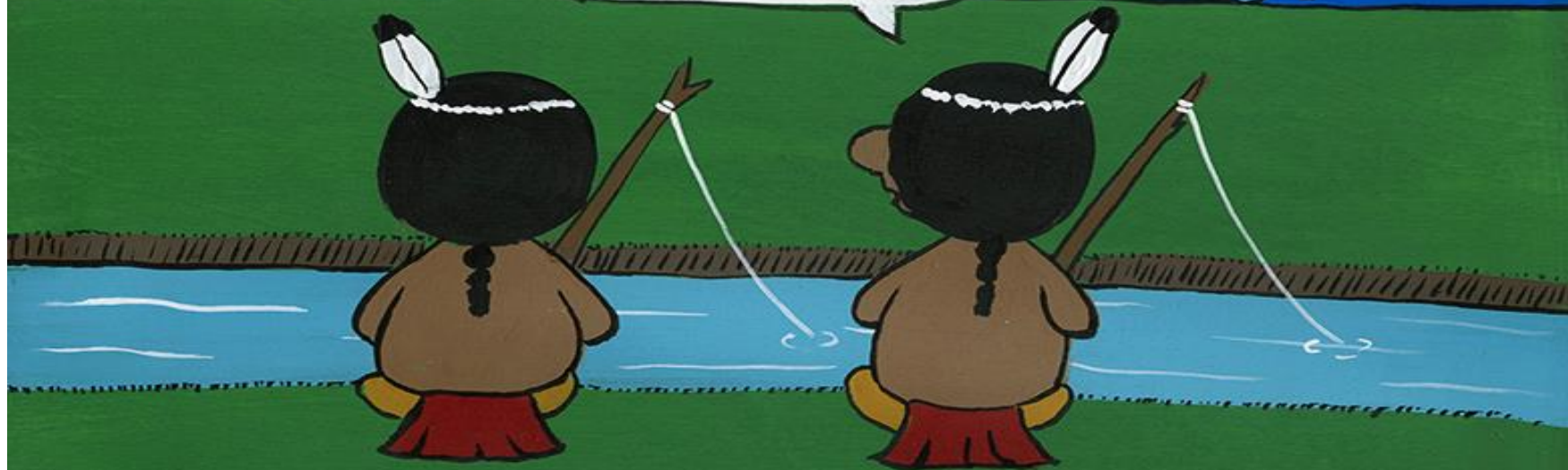
# Pharmacy

These pain pills  
are for your ailment.  
These other pills are  
for the side effects from  
the pain pills for  
your ailment.

R. CATÉ

# Recovery is possible

It's not that hard  
to quit. I've quit  
lots of times.



TR. CAYE



Get the facts at  
**DoseOfReality.com**





Prevention Works  
Treatment Is Effective  
Recovery Is Possible  
a series by Ricardo Caté



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# *Clear Channel Outdoor*



NEAR INDIAN PUEBLO CULTURAL CENTER



NEAR ALGODONES



# Clear Channel Outdoor



SOUTH OF ABQ



WEST OF ABQ TOWARDS LAGUNA



# AllOver Media



LOS LUNAS CHEVRON  
1655 MAIN ST SW



SHAMROCK  
2099 HWY 70 E



DIFFERENTIAL BREWING  
500 YALE BLVD SE





[Native America Calling](#) is a live call-in program linking public radio stations, the Internet and listeners together in a thought-provoking national conversation about issues specific to Native communities. Each program engages noted guests and experts with callers throughout the United States and is designed to improve the quality of life for Native Americans. Native America Calling is heard on 52 stations in the United States and in Canada by approximately 500,000 listeners each week.



:15 ANNOUNCEMENT



# Key Performance Indicators

**Social Media - 7 Days**

**Website DoseOfReality.com**

Reach	31,142
Impressions	56,942
Reactions	2,926
Comments	133
Shares	418
Landing page views	536
Video Views	2,903
Thru View Play	1,110
Retweets	2

Boost cost: **Less than \$250**

**“Until recently, the dramatic opioid epidemic toll among Native American families has not been adequately addressed. “We will continue to bring forward and intensify our efforts to help those communities thrive. *We should all be proud of the efforts made by OSAP Native American staff and consultants. They are leading the way, making a difference and sharing their Native American-specific programs with other states.*”**

**~ Dr. Neal Bowen, Division Director for BHSD.**

