

**Northwest Portland Area Indian Health Board (NPAIHB)  
2SLGBTQ+ Program**

**2SLGBTQ+ Pride and Connectedness Survey Data  
Strategic Communication Plan**

**April 22, 2021**



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## 1. Introduction

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This document provides an overarching strategic communication plan for disseminating data and insights gathered in two surveys conducted under the auspices of the Northwest Portland Area Indian Health Board (NPAIHB):

- 2SLGBTQ+ Pride & Connectedness Survey, 2020
- WeRNative Youth Health Tech Survey, 2020

### 1.1 Goals

The goals of this plan are two-fold. First and foremost, it seeks to disseminate survey data to key stakeholders in ways that are meaningful and actionable. Moreover, it aims to promote Indigenous 2SLGBTQ+ health and wellbeing by encouraging a return to traditional, precolonial attitudes toward our 2SLGBTQ+ relatives.

This plan lays out two distinct communication campaigns, one for each goal:

- Goal 1 – Extension of the See Me, Stand With Me Campaign
- Goal 2 – Remember, Reclaim, Restore Campaign

### 1.2 Stakeholders

Stakeholders identified for outreach under this plan include the following:

- Goal 1
  - Indigenous 2SLGBTQ+/Indigiqueer community (youth to adult)
  - Indian Health Service (IHS) clinics, providers, and clinical/administrative support staff in primary care and mental health
  - Non-IHS primary care, mental health, and LGBTQ+ clinics (providers and clinical/administrative support staff), particularly those in geographic areas with higher Native populations
  - Medical schools
- Goal 2
  - Indigenous 2SLGBTQ+/Indigiqueer community
  - Friends, family, and allies
  - Tribal and community leadership

*Note: Tribal and community leadership are included as a stakeholder group for Goal 2, with the understanding that this is a unique audience that will require specialized, sensitive outreach in a separate, expanded effort that falls beyond the scope of this campaign.*

## 2. Key Stakeholder Input

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To elicit key stakeholder input on survey data and dissemination, the NPAIHB's 2SLGBTQ+ Program conducted intensive focus-group discussions with members of the 2SLGBTQ+ and clinical communities on Jan. 27, 2021, and Feb. 3, 2021, respectively. In addition to the survey data, insights from each session (as outlined below) were used as a guide to develop this plan.

- Indigenous 2SLGBTQ+ focus group
  - 2SLGBTQ+ voices are important; survey results should be shared widely
  - Community members are less interested in hard data and more interested in affirming messages and helpful health information

- Indigenous 2SLGBTQ+ health and wellbeing are directly tied to Indigenous identity/pride, cultural practices/traditions, and social justice/equality/acceptance
- Talking about 2SLGBTQ+ matters reduces shame
- Being 2SLGBTQ+ is normal, not unnatural; it is a gift, not an illness
- Information about healthy romantic relationships is crucial, i.e., what a healthy relationship looks like
- Clinical focus group
  - Providers are generally short on time, both for encounters and continuing education
  - Providers and medical students need hard data to help them understand Indigenous and 2SLGBTQ+ matters
  - Providers need a better understanding of 2SLGBTQ+/Indigiqueer identities and cultural differences, including basic information like the difference between sexuality and gender; many are unaware of existing resources that are already available to them
  - Providers are unsure of how to most effectively conduct encounters and dialogue with 2SLGBTQ+/Indigiqueer patients
  - Providers and staff are deeply concerned about systems-level barriers to care for 2SLGBTQ+/Indigiqueer patients, e.g., diagnostics and coding associated with gender diversity are not necessarily inclusive of 2SLGBTQ+ identities

### **3. Goal 1 Campaign: Extension of See Me, Stand With Me**

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The See Me, Stand With Me Campaign will be extended to include disseminating survey data to relevant stakeholder groups in ways that are meaningful and actionable. Capitalizing on an existing campaign offers two major benefits: brand recognition with key stakeholders and time/money savings, as there's no need to develop new branding or new collateral design. The timeline for this plan spans six weeks but includes possibilities for future efforts and impacts (Sec. 3.3).

#### **3.1 Overarching Messages**

Taking survey data and key stakeholder input into account, two overarching messages were developed for this campaign (one for each key stakeholder group). Each element of the plan corresponds to one or both of the following:

- 1A. Indigenous 2SLGBTQ+ community: You have spoken about your health in a survey that was conducted “for us, by us.” This is what you said, and this is what’s being done with the data – and why it’s important. Here’s some helpful health information for you.
- 1B. Clinical community: Indigenous 2SLGBTQ+ people have spoken about their health; here are some hard data and actionable information to help clinics, providers, and support staff affirm and better care for Indigenous 2SLGBTQ+ patients.

#### **3.2 Communication Products, Dissemination, and Outreach**

Communication products under this campaign include the following

- One sheet data report
- Instagram posts (infographics and campaign ads)

- Blogs, podcasts, and IG Live
- Doc appointment cheat sheets
- Paths (Re)Membered monthly newsletter
- Text messages to subscribers
- Clinical encounter simulation

Further details are provided in the subsections that follow. Dissemination and outreach are outlined in Attachment 1.

### **3.2.1 One Sheets**

Two data reports will be created as double-sided one sheets to provide an easily readable and digestible overview of survey results – one primarily for 2SLGBTQ+ community members and one for healthcare providers/professionals (HCPs). Both documents will be designed in accordance with the See Me, Stand With Me Campaign look and feel, and they will be housed on the NPAIHB 2SLGBTQ website with other campaign materials. Working content drafts are provided in Attachment 4.

One sheets will cover the two surveys referenced in Sec. 1 of this plan. Both will be written in accordance with sound health communication and literacy practices for each unique audience. Both sheets will include a “bottom line up front” at the top of the page that succinctly (in three sentences or less) summarizes key takeaways. Digital copies will have a link bank at the bottom of the page with access to more resources. Print copies (if developed) will have a QR code at the bottom of the page.

The community version will be message-driven, taking a positive tone and focusing on affirmative topics like resiliency; connectedness to culture, land, and traditions (culture is health[y]); and the history of one’s people. It will explain that the survey was conducted “for us, by us,” as well as what is being done with the data – and why it’s important.

The HCP version will take a data-driven, clinical tone, focusing on how the data are actionable for patient care. It will highlight data pointing to the high valuation of Indigenous identity (even more so than queer identity), demonstrating that providers need to value Indigeneity, respect culture (culture is health[y])s, and approach a person’s health holistically, with inclusion of traditional Indigenous medicine – i.e., this requires a different approach than encounters with a mainstream/settler queer patient. It is also important to include data spotlighting the top three health topics for young 2SLGBTQ+ individuals (Native identity, mental health, and social justice/equality).

Both one sheets will be reviewed by members of each stakeholder community for input and improvements prior to publication/dissemination.

### **3.2.2 Instagram Posts (Infographics and Campaign Ads)**

Instagram campaign ads and infographics will be designed in keeping with the See Me, Stand With Me Campaign look and feel. The infographics outlined below will be created for Instagram as a way to disseminate distilled survey data in bite-sized increments in a compelling way. Infographics will be created to target each audience appropriately.

Indigenous 2SLGBTQ+ community (graphics for 2SLGBTQ to post and partner accounts to repost):

- Infographic 1 derived from slides 3-4\* and 7\*\*: How we identify
- Infographic 2 derived from slides 16-20\*: Barriers to healthcare
- Infographic 3 derived from slides 33-36\*: Indigenous identity and connectedness.
- Infographic 4 derived from slides 13-15, 37\*, and 9-10\*\*: We may struggle, but we are resilient.

Clinical community (one multi-swipe summary of survey/results for partners to repost):

- Infographic 5 derived from slides 8\*\*: Most important health topics for young Native Sexual & Gender Minorities.
- Infographic 6 derived from slides 16-20\*: Barriers to healthcare
- Infographic 7 derived from slides 13-15, 37\*, and 9-10\*\*: Mental health and resiliency
- Infographic 8 derived from slides 21-26: Partner/relationship concerns
- Infographic 9 derived from slides 33-36\*: Indigenous identity and connectedness.

\*Two Spirit and LGBTQ+ Relatives: What does harm reduction mean? Slides  
Listening session slides

\*\*Youth Health Tech Survey slides

### **3.2.3 Blogs, Podcasts, and IG Live**

For further 1A messaging to the 2SLGBTQ+ community, blog posts (NPAIHB, 2SLGBTQ+ blogs), podcasts (Two Spirit Talks), and an IG Live session (2SLGBTQ account) will be employed. Avenues for 1B messaging to the clinical community will include channels like IHS Blog and The Curbsiders. Spokespersons (TBD) will be given talking points to cover from their perspectives.

### **3.2.4 Cheat Sheets**

Two cheat sheets will be created – one for 2SLGBTQ+ community members to prepare for and take with them to doctor’s appointments, and one for healthcare professionals doing intake and/or assessment. Print versions, if developed, will be designed as pocket cards with QR codes for links. Again, both will align with the existing See Me, Stand With Me Campaign design.

The patient cheat sheet will include:

- Information derived from pg. 41-42 of Celebrating Our Magic Toolkit
- How to talk to your doctor about your Indigenous identity, gender, and sexuality
- Questions to ask your doctor
- Provider search link

The provider/intake cheat sheet will include key information, such as:

- Information derived from pg. 76-81 of Celebrating Our Magic Toolkit
- Questions to ask and how to ask them
- Things you can’t tell just by looking at me (gender, sexuality, class, racial/ethnic background, sexual behaviors, physical or mental health status)

- Use of correct name and pronouns/affirmation as harm reduction
- Tips for culturally sensitive care
- Consent and body sovereignty
- One sheet link

Both cheat sheets will be reviewed by members of each stakeholder community for input prior to publishing.

### **3.2.5 Monthly Newsletter**

Graphics with links to campaign materials will be developed for inclusion in the Paths (Re)Membered newsletter.

### **3.2.6 Text Messages to Subscribers**

Text messages to subscribers will be aligned with Instagram post releases and link to more information and resources on the website.

### **3.2.7 Clinical Encounter Simulation**

The scripted clinical encounter simulation, available in video and audio formats ( $\leq 20$  minutes), will depict what an appropriate clinical encounter with an Indigenous 2SLGBTQ+ looks like. It will consist of a brief introduction, a  $\leq 15$ -minute simulation demonstrating the guidelines noted on the provider cheat sheet, and a brief conclusion. Guidelines will be applicable to primary care and mental health, though other specialty providers will benefit as well. The final video and audio files will be posted to ECHO. Spokespersons and actors TBD, e.g., Dr. Hannah Wenger.

## **3.3 Future Efforts and Impacts**

A second phase of the 2SLGBTQ+ Pride & Connectedness Survey will be conducted with a qualitative focus to collect community stories, opinions, and experiences. Upon completion of phase two, this plan will be expanded to communicate findings to stakeholders and target audiences. Once the second phase is complete, an article may be developed and submitted for publication in an appropriate peer-reviewed journal.

Additionally, given that providers and clinic staff expressed deep concerns about systems-level barriers to care for 2SLGBTQ+/Indigiqueer patients (e.g., diagnostics and coding associated with gender diversity are not necessarily inclusive of 2SLGBTQ+ identities), future strategic efforts should be directed at systemic changes that will improve access to care. Examples include health and administration policy, electronic health records, and diagnostics/coding.

## **4. Goal 2 Campaign: Remember, Reclaim, Restore**

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The second goal aims to promote Indigenous 2SLGBTQ+ health and wellbeing by encouraging a return to traditional, precolonial attitudes toward our 2SLGBTQ+ relatives. This goal was developed based on the following survey and focus-group insights, which indicate a strong connection between culture, acceptance, and wellbeing:

- Two of the top three most important health topics for young 2SLGBTQ+ individuals are Native identity and social justice/equality

- Indigenous identity, traditional values, and the history of one’s people are extremely important to 2SLGBTQ+ individuals; most respondents regularly participate in at least one cultural activity
- 2SLGBTQ+ individuals usually hear negative messages, e.g., gender and sexual diversity is not normal
- Many 2SLGBTQ+ individuals usually pretend to be cisgender or straight
- 2SLGBTQ+ individuals have had to stop associating with family
- 2SLGBTQ+ individuals are sometimes denied participation in cultural activities
- Affirmation is harm reduction

The venue for outreach under this goal is a targeted Instagram campaign titled Remember, Reclaim, Restore, which explicitly builds on the Paths (Re)Membered clarion call: “It is with the memories of our ancestral pasts, where our Two Spirit people were highly regarded and integral to our villages, and the thoughts and dreams of our (Re)Membered futures, that we restore our places in the circle.”

Remember, Reclaim, Restore is a proactive way to remember “our ancestral pasts, where our Two Spirit people were highly regarded and integral to our villages,” to reclaim those traditions once again, and to restore 2SLGBTQ+ people’s “places in the circle” through “the thoughts and dreams of our (Re)Membered futures.” While this campaign will initially span four months, it is certainly viable as a long-term strategic communication campaign to continue supporting the Paths (Re)Membered mission.

#### **4.1 Overarching Messages**

Taking survey data and key stakeholder input into account, three overarching messages were developed for the Remember, Reclaim, Restore Campaign. Each element of the plan corresponds to one or more of the following:

- 2A. In traditional Indigenous ways, individuals of gender and/or sexual diversity were not only fully accepted without question, but they were honored and recognized as sacred – and they fulfilled important roles in our tribes and villages. It’s time to return to the old ways of our ancestors.
- 2B. Gender/sexual diversity isn’t just normal – it is a gift and medicine that our Native communities need for healing and sustainment.
- 2C. Friends, families, allies, and tribal/community leaders can take steps to support the health and wellbeing of Indigenous 2SLGBTQ+ relatives – and by extension, our tribes/communities as a whole – by affirming them and their places in our circles.

#### **4.2 Communication Products, Dissemination, and Outreach**

Communication products under this campaign include the following:

- Logo/collateral look and feel
- Instagram posts (infographics and campaign ads)
- Paths (Re)Membered monthly newsletter
- Text messages
- Contests and IG Live

- Photography/profiles project – TBD

Dissemination and outreach are outlined in Attachment 2, with the exception of the photography/profiles project, which is TBD.

#### **4.2.1 Campaign Logo and Collateral Look/Feel**

A unique logo and look/feel will be developed for this campaign, and all materials will comply. Design should be culturally sensitive yet eye-catching and impactful for the target audience.

#### **4.2.2 Instagram Posts (Graphics and Campaign Ads)**

Instagram graphics and campaign ads will be designed in keeping with the campaign look and feel. Campaign graphics and ads are listed in Attachment 2.

#### **4.2.3 Monthly Newsletter**

Graphics with links to campaign materials will be developed for inclusion in the Paths (Re)Membered newsletter.

#### **4.2.4 Text Messages to Subscribers**

At the start of the campaign, an introductory text will be sent to subscribers. Contest information (Sec. 4.2.5) will also be disseminated via text.

#### **4.2.5 Contests**

Two creative contests will be conducted simultaneously: one for 2SLGBTQ+ community members (What does Remember, Reclaim, Restore mean to you as a 2SLGBTQ+ person?) and one for their friends, family members, and allies (What does Remember, Reclaim, Restore mean to you as family, friend, or ally of 2SLGBTQ+ people?). Accepted submissions will include art, photography, poetry, short essay, short story, video, soundscape, or other creative entries. All entrants will be entered for a raffle prize drawing, and three-five winners will be selected by guest judges (TBD) with expertise in each category. Winners will receive prizes and be featured on an IG Live, where they will discuss the prompt and their submissions. Rules and guidelines will be posted to the website.

#### **4.2.6 Photography/Profiles Project**

A photography/profiles project is TBD – artistic, positive profiles of thriving 2SLGBTQ+ people (alone and with friends, family, and/or allies) to post on Instagram and for partners to repost.

### **4.3 Partnerships**

Partnerships will be essential to getting products/messages out to friends, families, allies, and tribal/community leaders beyond the 2SLGBTQ audience. Outreach to potential partners will be necessary to secure those willing to share campaign posts on their Instagram accounts. A dynamic list of potential partners is provided in Attachment 3.

## 5. Assessment

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Assessment of this communication plan will measure both reach and impact, as outlined below:

- Instagram:
  - Reach
  - Impressions
  - Engagement rate
  - Click thrus to campaign information on website
  - IG Live views
- Texts: Click thrus to campaign information on website
- Provider post-content surveys (Survey Monkey)

## Attachment 1: See Me, Stand With Me Extension – Product Dissemination and Outreach

| Release           | Product                                       | Key Message | Dissemination/Outreach  | Partners               |
|-------------------|---|-------------|---|------------------------|
| <b>Day 1 Drop</b> | 2SLGBTQ+ one sheet data report                | 1A          | Post at <a href="https://www.npaihb.org/2slgbtq/#seeus">https://www.npaihb.org/2slgbtq/#seeus</a>   | TBD (see Attachment 3) |
|                   | 2SLGBTQ Blog                                  | 1A          | Post at <a href="https://www.npaihb.org/2slgbtq/#story">https://www.npaihb.org/2slgbtq/#story</a><br>Link to one sheet.   |                        |
|                   | Two Spirit Talks Podcast                      | 1A          | Post at <a href="https://www.npaihb.org/2slgbtq/#twospirittalks">https://www.npaihb.org/2slgbtq/#twospirittalks</a>   |                        |
|                   | 2SLGBTQ doc appt cheat sheet                  | 1A          | Post at <a href="https://www.npaihb.org/2slgbtq/#seeus">https://www.npaihb.org/2slgbtq/#seeus</a>   |                        |
|                   | HCP one sheet data report                     | 1B          | <a href="https://www.npaihb.org/2slgbtq/#provider">https://www.npaihb.org/2slgbtq/#provider</a>   |                        |
|                   | HCP clinical encounter simulation             | 1B          | Video and audio files posted at <a href="https://www.indiancountryecho.org/trans-and-gender-affirming-care/topic-presentations/">https://www.indiancountryecho.org/trans-and-gender-affirming-care/topic-presentations/</a> |                        |
|                   | HCP cheat sheet                               | 1B          | Post at <a href="https://www.npaihb.org/2slgbtq/#provider">https://www.npaihb.org/2slgbtq/#provider</a>   |                        |
|                   | IHS blog                                      | 1B          | Provider perspective posted at IHS blog<br>Link to campaign products for HCPs   |                        |
| <b>Month 1</b>    | 2SLGBTQ monthly email newsletter to community | 1A          | Introduce survey for us, by us<br>Link to campaign resources for community members  |                        |
|                   | 2SLGBTQ monthly email newsletter to HCPs      | 1B          | Introduce survey<br>Link to campaign resources for HCPs   |                        |
| <b>Week 1</b>     | 2SLGBTQ Text                                  | 1A, 1B      | Text about survey. Link to one sheets (ea.) posted at <a href="https://www.npaihb.org/2slgbtq/#seeus">https://www.npaihb.org/2slgbtq/#seeus</a>   |                        |
|                   | 2SLGBTQ Instagram graphic                     | 1A          | Graphic: introduce survey for us, by us<br>Link in bio to one sheet   |                        |
|                   | NPAIHB Instagram graphic                      | 1B          | Graphic: multi-swipe post summary of survey/results (infographics 5-9) for partners to repost<br>Caption with explanation<br>Link in bio to campaign website  |                        |
| <b>Week 2</b>     | 2SLGBTQ Instagram graphic                     | 1A          | Infographic 1<br>Caption that communicates key message<br>Link in bio to one sheet  |                        |

| Release       | Product                   | Key Message | Dissemination/Outreach   | Partners |
|---------------|---------------------------|-------------|--|----------|
|               | 2SLGBTQ Instagram graphic | 1A          | Graphic blog ad<br>Link in bio to blog   |          |
|               | NPAIHB Instagram graphic  | 1B          | Graphic: IHS blog ad<br>Link in bio to IHS blog  |          |
| <b>Week 3</b> | 2SLGBTQ Instagram graphic | 1A          | Infographic 2<br>Caption that communicates key message<br>Link in bio to one sheet   |          |
|               | 2SLGBTQ Instagram graphic | 1A          | Graphic: cheat sheet ad<br>Link in bio to cheat sheet  |          |
|               | 2SLGBTQ Text              | 1A, 1B      | Text about cheat sheets<br>Link to cheat sheets  |          |
|               | NPAIHB Instagram graphic  | 1B          | Graphic: simulation ad<br>Link in bio to simulation files  |          |
| <b>Week 4</b> | 2SLGBTQ Instagram graphic | 1A          | Infographic 3<br>Caption that communicates key message<br>Link in bio to one sheet   |          |
|               | 2SLGBTQ Instagram graphic | 1A          | Graphic: podcast ad<br>Link in bio to podcast  |          |
| <b>Week 5</b> | 2SLGBTQ Instagram graphic | 1A          | Infographic 4<br>Caption that communicates key message<br>Link in bio to one sheet   |          |
|               | 2SLGBTQ Instagram graphic | 1A          | Graphic: IG Live ad  |          |
| <b>Week 6</b> | 2SLGBTQ Instagram graphic | 1A          | Infographic 5<br>Caption that communicates key message<br>Link in bio to one sheet   |          |
|               | 2SLGBTQ Instagram graphic | 1A          | Graphic: IG Live reminder ad   |          |
|               | 2SLGBTQ IG Live           | 1A          | IG Live session  |          |
| <b>TBD</b>    | TBD                       | 1A          | Healthy relationships – TBD from results of What does a healthy and liberated 2SLGBTQ+ relationship look like? Youth Advisory Board work (I don't settle?) |          |

## Attachment 2: Remember, Reclaim, Restore Campaign – Product Dissemination and Outreach

| Release           | Product                            | Key Message | Dissemination/Outreach   | Partners               |
|-------------------|------------------------------------|-------------|--|------------------------|
| <b>Day 1 Drop</b> | 2SLGBTQ Instagram graphic          | 2A, 2B, 2C  | Graphic: introduce Remember, Reclaim, Restore Campaign<br>Caption that introduces campaign and communicates key messages<br>#RememberReclaimRestore  | TBD (see Attachment 3) |
| <b>Month 1</b>    | 2SLGBTQ monthly email to community | 2A, 2B, 2C  | Introduce campaign<br>Link to 2SLGBTQ Instagram  |                        |
| <b>Week 1</b>     | 2SLGBTQ Text                       | 2A, 2B, 2C  | Text introducing campaign. #RememberReclaimRestore<br>Link to 2SLGBTQ Instagram.   |                        |
|                   | 2SLGBTQ Instagram graphic          | 2A, 2B      | Quote* graphic: “There’s incredible empowerment in being Two Spirit and value in recognizing the traditional ways – and knowing that we’ve always been here.” Raven Two Feathers (Cherokee, Seneca, Cayuga, Comanche), Two Spirit, title<br>Photo of speaker<br>Caption that communicates key message<br>#RememberReclaimRestore |                        |
| <b>Week 2</b>     | 2SLGBTQ Instagram graphic          | 2A, 2B, 2C  | SERIES 1 of 3<br>Multiple swipe graphics of images of past and present Two Spirit and gender/sexual diverse people and their roles<br>Text and caption that communicate key messages<br>#RememberReclaimRestore  |                        |
|                   | 2SLGBTQ Instagram graphic          | 2C          | Quote* graphic: “We need to make sure they know they’re loved, cherished, valued, accepted, and belong.” Karina Walters, PhD (Choctaw Nation of Oklahoma), Two Spirit, title<br>Photo of speaker<br>Caption that communicates key message.<br>#RememberReclaimRestore  |                        |
| <b>Week 3</b>     | 2SLGBTQ Instagram graphic          | 2A, 2B, 2C  | SERIES 1 of 3<br>Multiple swipe graphics of traditional terms for Two Spirit and gender/sexual diverse people in our languages.<br>Text and caption that communicate key messages.<br>#RememberReclaimRestore  |                        |

| Release       | Product                   | Key Message | Dissemination/Outreach  | Partners |
|---------------|---------------------------|-------------|---|----------|
|               | 2SLGBTQ Instagram graphic | 2C          | Quote* graphic: Will you be the one?<br>Caption: “One auntie, one uncle, one grandparent – just one person who fully embraces them, accepts them, and finds a story in the family about how they belong and how important it is that they’re a part of the circle of the community and the tribe – that makes all the difference in the world.” Karina Walters, PhD (Choctaw Nation of Oklahoma), Two Spirit, title. Photo of speaker.<br>Caption that communicates key message.<br>#RememberReclaimRestore |          |
| <b>Week 4</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | SERIES 2 of 3<br>Multiple swipe graphics of images of past and present Two Spirit and gender/sexual diverse people and their roles<br>Text and caption that communicate key messages<br>#RememberReclaimRestore   |          |
|               | 2SLGBTQ Instagram graphic | 2C          | Quote* graphic: “Back in the days before colonization, Two Spirit people were recognized and used for ceremonies. They have a gift that Creator gave them. They carry medicine. They’re not mentally ill. They’re normal, and they need to know that.” Renea Menchaha (White Mountain Apache/Yaqui), Two Spirit, title<br>Photo of speaker<br>Caption that communicates key message<br>#RememberReclaimRestore  |          |
| <b>Week 5</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | SERIES 2 of 3<br>Multiple swipe graphics of traditional terms for Two Spirit and gender/sexual diverse people in our languages.<br>Text and caption that communicate key messages.<br>#RememberReclaimRestore   |          |
|               | 2SLGBTQ Instagram graphic | 2C          | Quote graphic from 2SLGBTQ+ friends, family, ally, and tribal/community leader influencers<br>#RememberReclaimRestore   |          |
| <b>Week 6</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | SERIES 3 of 3   |          |

| Release       | Product                   | Key Message | Dissemination/Outreach  | Partners |
|---------------|---------------------------|-------------|---|----------|
|               |                           |             | Multiple swipe graphics of images of past and present Two Spirit and gender/sexual diverse people and their roles<br>Text and caption that communicate key messages<br>#RememberReclaimRestore  |          |
|               | 2SLGBTQ Instagram graphic | 2C          | Quote graphic from 2SLGBTQ+ friends, family, ally, and tribal/community leader influencers<br>#RememberReclaimRestore   |          |
| <b>Week 7</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | SERIES 3 of 3<br>Multiple swipe graphics of traditional terms for Two Spirit and gender/sexual diverse people in our languages.<br>Text and caption that communicate key messages.<br>#RememberReclaimRestore   |          |
|               | 2SLGBTQ Instagram graphic | 2C          | Quote graphic from 2SLGBTQ+ friends, family, ally, and tribal/community leader influencers<br>#RememberReclaimRestore   |          |
| <b>Week 8</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | Multiple graphics or series: "Two Spirit people make good leaders because we have a sense of two perspectives, sometimes three. We see all aspects of the situation. Where most people are quick to make a decision, I take my time. I think, 'How would the men folk see this?' 'How would the women folk see it?' The inner conflicts between people in many of our Creation stories were resolved by Two Spirit people. I feel we need to take back our role in our communities."<br>"As Two Spirit people, we were the leaders, the healers, the matchmakers, the warriors, as well as the peacekeepers. We were in every aspect of tribal society. These were our roles. And we were respected and revered." Michael King, President of the San Juan Southern Paiute Tribe, Two Spirit.<br>Photo of speaker<br>Caption that communicates key message.<br>#RememberReclaimRestore Michael King, President of the San Juan Southern Paiute Tribe, Two Spirit<br>Photo of speaker |          |

| Release        | Product                   | Key Message | Dissemination/Outreach  | Partners |
|----------------|---------------------------|-------------|---|----------|
|                |                           |             | Caption that communicates key message<br>#RememberReclaimRestore  |          |
| <b>Week 9</b>  | 2SLGBTQ Instagram graphic | 2A, 2B      | Quote* graphic: "It's amazing to see how incredibly brilliant all of us are in spite of everything that's attempting to keep us down." Raven Two Feathers (Cherokee, Seneca, Cayuga, Comanche), Two Spirit, title<br>Photo of speaker<br>Caption that communicates key message<br>#RememberReclaimRestore |          |
|                | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | Quote graphic from 2SLGBTQ+ influencer<br>#RememberReclaimRestore   |          |
| <b>Week 10</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | Quote graphic from 2SLGBTQ+ influencer<br>#RememberReclaimRestore   |          |
|                | 2SLGBTQ Instagram graphic | 2C          | Infographic derived from slide 17 of Two Spirit and LGBTQ+ Relatives: What does harm reduction mean? slides: little words, big impact<br>Caption that communicates key message<br>Study reference<br>#RememberReclaimRestore  |          |
| <b>Week 11</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | Quote graphic from 2SLGBTQ+ influencer<br>#RememberReclaimRestore   |          |
|                | 2SLGBTQ Instagram graphic | 2C          | Graphic re: Tribal Equity Toolkit<br>Caption that communicates key message.<br>Link in bio to toolkit at <a href="https://www.thetaskforce.org/wp-content/uploads/2014/09/TET3.0.pdf">https://www.thetaskforce.org/wp-content/uploads/2014/09/TET3.0.pdf</a><br>#RememberReclaimRestore                   |          |
| <b>Week 12</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | Contest: What does Remember, Reclaim, Restore mean to you as a 2SLGBTQ+ person? Art, photography, poetry, short essay, short story, video, soundscape, etc. – info on website (post to website prior to announcements via IG and text)<br>#RememberReclaimRestore   |          |
|                |                           |             | Contest: What does Remember, Reclaim, Restore mean to you as family, friend, or ally of 2SLGBTQ+ people? Art,   |          |

| Release        | Product                   | Key Message | Dissemination/Outreach   | Partners |
|----------------|---------------------------|-------------|--|----------|
|                |                           |             | photography, poetry, short essay, short story, video, soundscape, etc. – info on website<br>#RememberReclaimRestore  |          |
|                | 2SLGBTQ Text              | 2A, 2B, 2C  | Text announcing contests and link to information on website  |          |
| <b>Week 14</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | Graphic: contest reminder ad   |          |
| <b>Week 16</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | Contest results<br>#RememberReclaimRestore   |          |
|                | 2SLGBTQ Text              | 2A, 2B, 2C  | Text announcing contest results and IG Lives   |          |
| <b>Week 18</b> | 2SLGBTQ IG Live           | 2A, 2B, 2C  | IG Live with contest winners<br>Discuss their winning pieces and thoughts on the prompt  |          |
| <b>Week 19</b> | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | Graphic: podcast teaser ad<br>Link in bio to podcast   |          |
| <b>Week 20</b> | Two Spirit Talks Podcast  | 2A, 2B, 2C  | Podcast with 2SLGBTQ+ individual and family member, friend, and/or ally<br>Also discuss Tribal Equity Toolkit<br>Post at <a href="https://www.npaihb.org/2slgbtq/#twospirittalks">https://www.npaihb.org/2slgbtq/#twospirittalks</a> |          |
|                | 2SLGBTQ Instagram graphic | 2A, 2B, 2C  | Graphic: podcast ad<br>Link in bio to podcast  |          |

\*Permissions required

**Attachment 3: Potential Partners**

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**Goal 1**

**2SLGBTQ+**

[Redacted]

**Clinical**

[Redacted]

**Goal 2**

**2SLGBTQ+**

[Redacted]

**Family, friends, allies**

[Redacted]

**Organizations**

[Redacted]



**Attachment 4: One Sheet Working Content Drafts**

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Content drafts begin on the following page.

## See Us. Stand With Us. Results of the 2020 2SLGBQ+ Pride & Connectedness Survey

[Paths \(Re\)Membered](#) surveyed members of the Indigenous 2SLGBTQ+ community to get a better understanding of our overall health and wellbeing. The main takeaways from the survey are:

- We are proud to be Indigenous!
- We are wonderfully diverse in our racial identities, genders, and sexual orientations.
- We are strong and resilient, even when we have traumas and problems getting the culturally sensitive healthcare we need to heal.

The results of the survey are being shared with healthcare providers to help them understand our needs better, so they can improve the healthcare they give us.

### Our Native Pride & Culture

Our Native identities, lands, and cultures are extremely important to us.

**92%**

See their Indigenous identity as extremely important

**94%**

Think the history of their people is extremely important

**95%**

Believe it's mostly or extremely important to follow Indigenous ways

**80%**

See Indigenous traditional values as mostly/extremely important parts of their lives

**78%**

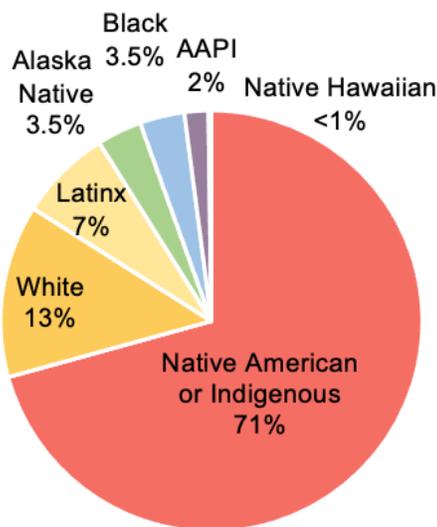
Participate in at least one traditional cultural activity

**71%**

Feel mostly/extremely connected to the land (traditional homelands and the land they live on)

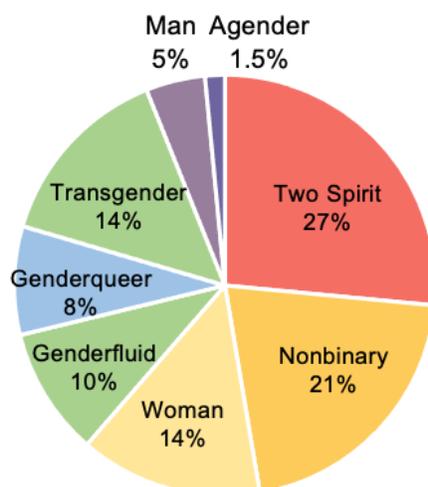
### Our Diversity

We have a wide range of backgrounds and identities.

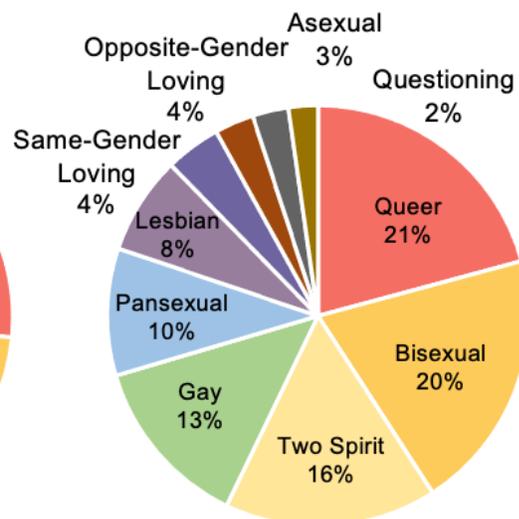


Racial Identity

(participants were able to choose multiple races)



Gender



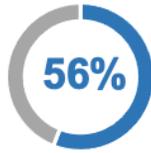
Sexual Orientation

## Our Health Concerns

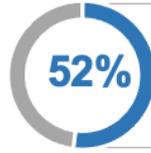
Mental health, family, and relationship traumas are common concerns for us, and it's often difficult to access the healthcare we need.



Felt depressed at least once in the last month



Thought about suicide or wished they were dead in the last year



Have a regular doctor, nurse or other healthcare provider



The grade they gave their providers' understanding of Indigenous and 2S identity

Gender Diverse LGBQ+

|     |     |  |
|-----|-----|--|
| 63% | 47% | Most or all their family members don't know they're gender diverse or LGBQ+  |
| 49% | 40% | Sometimes or usually have to stop associating with family because of their gender identity or sexual orientation                 |
| 78% | 67% | Sometimes or usually pretend to be gender normative or "straight" to be accepted   |
| 51% | 28% | Usually hear that being transgender, gender diverse, or LGBQ+ is not normal  |
| 33% | 12% | Sometimes or usually are denied access to traditional cultural activities because of their gender identity or sexual orientation |

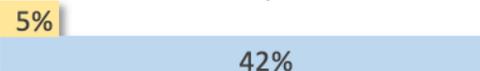
### Romantic Relationships

■ Current Partner(s) ■ Previous Partner(s)

Put them down or criticized them



Hurt them or their family



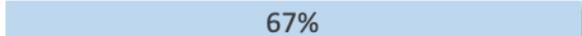
Pressured or forced them into sex or going farther than they wanted to



### Trouble Getting Healthcare

Due to Significant or Extreme Problems with...

A lack of Indigenous 2SLGBTQ+ support groups



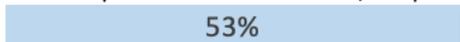
Limited financial resources



A lack of mental health professionals who can help them



A lack of providers who are trained/competent in 2SLGBTQ+ care



## Our Resilience

We find ways to be hopeful and happy, even in hard times, like an ongoing pandemic and civil/political unrest.

**83%**

Sometimes or usually felt happy in the last month

**72%**

Sometimes or usually felt hopeful about the future in the last month



For you

Can you relate to what others said on the survey?  
Scan for more health info & resources!



For your doctor

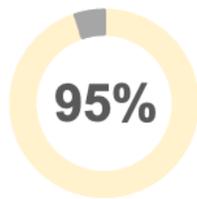
**See Us. Stand With Us.**

**Results of the 2020 2SLGBTQ+ Pride and Connectedness Survey and Youth Tech Health Survey**

[Paths \(Re\)Membered](#) and [WeRNative](#) surveyed Indigenous Two Spirit (2S) and LGBTQ+ individuals about their overall health and wellbeing. The data revealed some actionable insights for healthcare providers.

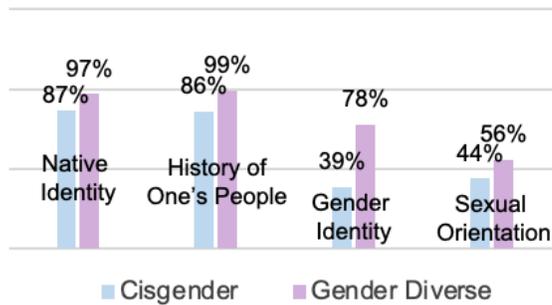
**Insights:** Native identity is extremely important. Clinical encounters with Indigenous 2SLGBTQ+ patients require a different approach – one that values Indigeneity, respects culture, and seeks to integrate traditional Indigenous medicine and lifeways.

**Actions:** Learn about Indigenous and 2SLGBTQ+ identities. Familiarize yourself with support resources. Ask patients what role ceremonies and other traditional cultural activities play in their health and wellbeing. Ask about traditional Indigenous medicine and ways of thinking that may contribute to their health.



Said it's mostly or extremely important for them to follow Indigenous ways of thinking<sup>1</sup>

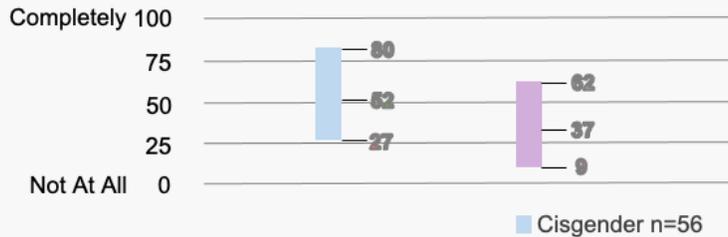
Identity as Extremely Important<sup>1</sup>



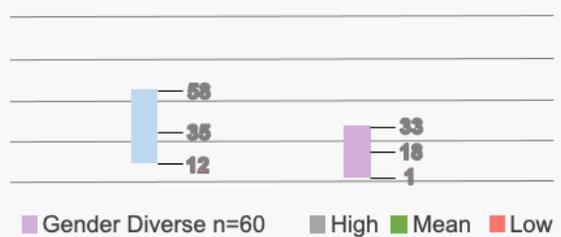
Top 3 Health Topics<sup>2</sup>



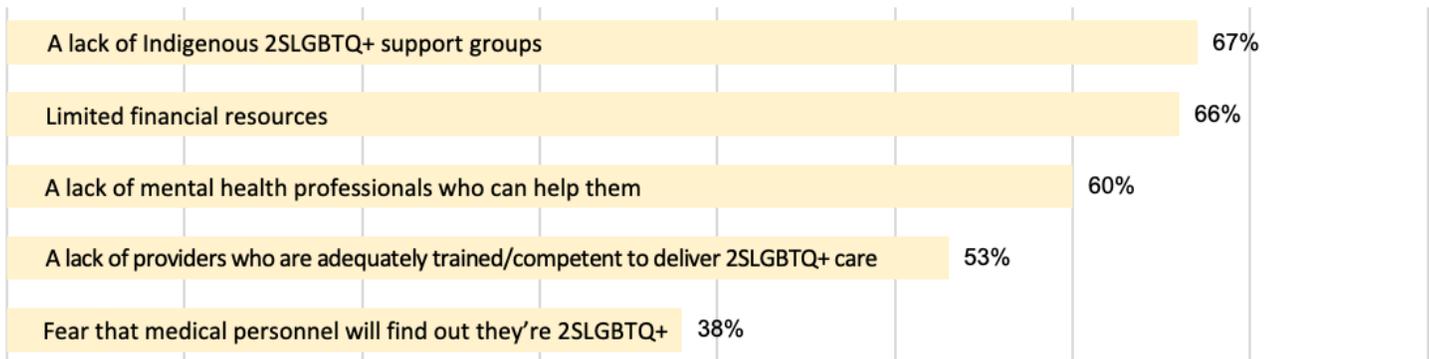
How much does your healthcare provider understand your Indigenous Identity<sup>1</sup>



How much does your healthcare provider understand your Two Spirit Identity<sup>1</sup>



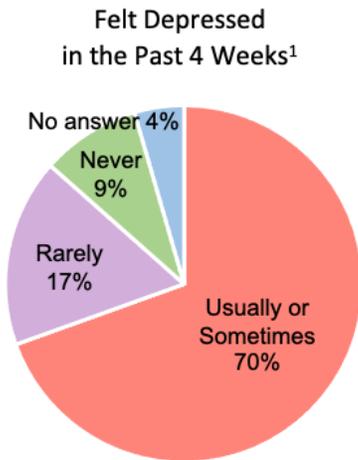
Barriers to Accessing Healthcare Due to Significant or Extreme Problems With..<sup>1</sup>



1. 2SLGBTQ+ Pride & Connectedness Survey, 2020, Paths (Re)Membered/Northwest Portland Area Indian Health Board: n=223 American Indian and Alaska Native individuals who self-identify as 2SLGBTQ+ (ages 15-55) from across the U.S.  
 2. Youth Health Tech Survey, 2020, WeRNative/Northwest Portland Area Indian Health Board: n=349 American Indian and Alaska Native teens and young adults (ages 15-24) from across the U.S.

**Insights:** Indigenous 2SLGBTQ+ individuals may have a history of depressive symptoms, suicidal ideation, and/or trauma due to intimate partner violence or abuse. They may also have mental health concerns associated with rejection and stigmatization of their gender diversity or sexual orientation.

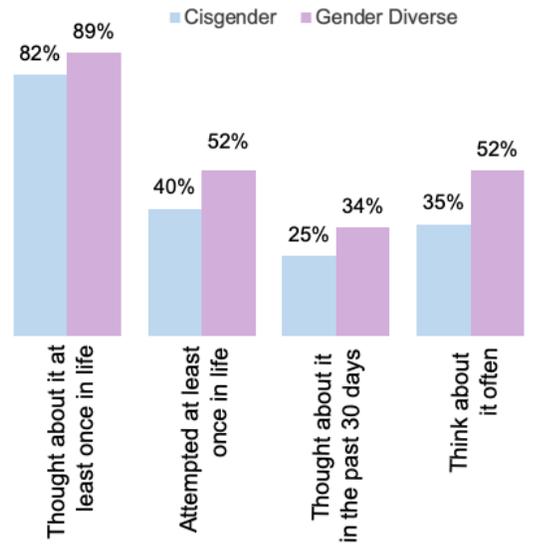
**Actions:** Affirm patients' gender diversity and sexual orientation. Ask what makes them feel healthy and strong, particularly within the context of their Indigenous identity. Discuss what builds their personal resilience. If clinically indicated, assess mental health and work with patients to develop a treatment plan appropriate to them. Refer to an affirming mental health professional or other resources, if indicated.



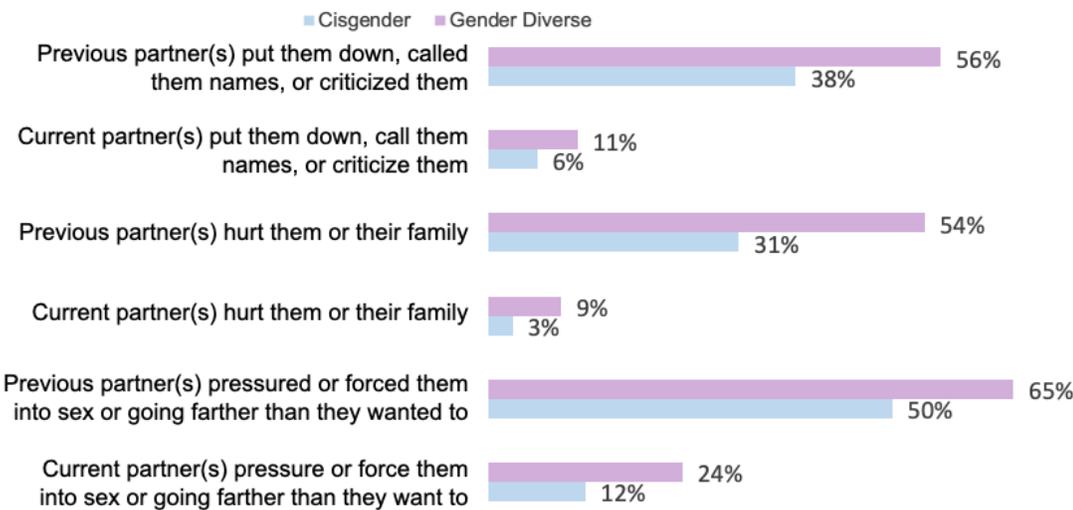
### Suicidal Ideation/Attempts<sup>1</sup>

**123 / 223**  
Said they thought about suicide or wished they were dead in the past year

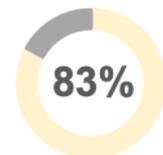
**16 / 223**  
Said they attempted suicide in the past year



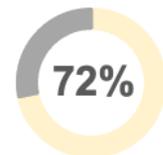
### Intimate Partner Violence<sup>1</sup>



### Resilience<sup>1</sup>



Said they sometimes or usually felt happy in the past month



Said they sometimes or usually felt hopeful in the past month

Gender Diverse **LGBQ+**

- 63% 47% Most or all their family members don't know they're gender diverse or LGBQ+
- 49% 40% Sometimes or usually have to stop associating with family because of their gender identity or sexual orientation
- 78% 67% Sometimes or usually pretend to be gender normative or "straight" to be accepted
- 51% 28% Usually hear that being transgender, gender diverse, or LGBQ+ is not normal
- 33% 12% Sometimes or usually are denied access to traditional cultural activities because of their gender identity or sexual orientation



For you

**Committed to providing better care for Indigenous 2SLGBTQ+ patients? Scan for more info & resources!**



For patients