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TOHONO O'ODHAM NATION THE RESPECT OUR LIFE PROJECT COMMUNICATIONS PLAN

Prepared by WestWordVision for Division of Behavioral Health / Health & Human Services Department.
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PROJECT OVERVIEW

GOALS

This document establishes the foundation for creating and implementing a community-based communications and public relations plan for the Garrett Lee Smith Tribal Youth Suicide Prevention Grant on the Tohono O’odham Nation known as The Respect Our Life Project. The plan, when completed and deployed, will increase community suicide prevention awareness and assist The Tohono O’odham Nation’s Department of Health and Human Services / Division of Behavioral Health in assessing, treating, and managing suicidal patients for the Youth Suicide Prevention Program.

This communications plan describes how we will employ a social marketing campaign to fulfill the third goal of the Garrett Lee Smith Tribal Youth Suicide Prevention Grant managed through The Respect Our Life (ROL) project: Prevention Awareness And Youth Resiliency.

COMMUNICATIONS STRATEGIES

In order to achieve our goals, the Tohono O’odham Division of Behavioral Health will utilize the following communications strategies:

CREATE A CULTURAL CONNECTION

Our phase one research included development of a culture-brand connection that identified significant life forming events of the Tohono O’odham People and extrapolated from these events a branding asset inventory of symbols, shapes, words, beliefs, personality traits, vocational roles, mastery fields, and knowledge niches. Our communications will “encode” those elements of the Tohono O’odham culture that resonate most with our target audience to create an authentic connection and feedback loop between the Tohono O’odham Nation and its at-risk youth.

ENGAGE A STAKEHOLDER CIRCLE

Through our phase one research, we also identified stakeholders throughout the Tohono O’odham Nation who want to contribute to the ROL project. In addition to reaching at-risk youth through previously identified channels, we will further promote the project through the involvement of community stakeholders. In this way we are exponentially enlarging the circle of message senders and creating a deep and meaningful cultural connection with our audience.

NETWORK ENTRY POINTS

The Tohono O’odham Division of Behavioral Health provides a variety of options for entering the support network. Through events, digital media, mass media, and the stakeholder circle, our social marketing campaign will help at-risk youth connect to:

- The Suicide Prevention Hot Line
- Respect Our Life programs
- Respect Our Life public events
- Relevant stakeholder sponsored activities
- A person they trust anywhere (We will need to make the public aware of the project and may need to offer trainings so the public can assess and direct at-risk youth to services.)

AUDIENCE

MINDSET

Our target audience (those who will receive our messages) is Tohono O'odham at-risk youth ages 11 to 24 years old. From our assessment, they are feeling:

- Isolated
- Violent
- Unloved
- Unheard
- Frustrated
- Confused
- Angry
- Hurt
- Lost
- Useless
- Ashamed (taboo about talking of suicide and other hidden secrets)
- Unworthy
- Powerless
- Trapped
- Unable to talk about social taboos, including suicide

We've learned that our target audience is in a sort of purgatory, and they have not yet learned how to manage their thoughts and emotions. In some cases, their parents may not have the skills or resources to teach them how to manage these challenging feelings.

SOCIOLOGICAL PROFILE

Many members of our target audience are part of the demographic group known as Millennials or Generation Y with birthdates between 1980 and 2000.

The Millennial Generation has been characterized as idle, self-absorbed, and prone to jumping from job to job. In general they keep to themselves and want more time for their own interests. An article in Time Magazine sums up the Millennial mindset thusly: "They're narcissistic. They're lazy. They're coddled. They're even a bit delusional." While strongly worded, this description of about 80 million young Americans is backed up by a decade of sociological research.

One 2012 study quoted by USA Today found Millennials to be "more civically and politically disengaged, more focused on materialistic values, and less concerned about helping the larger community than were GenX (born 1962-1981) and Baby Boomers (born 1946 to about 1961) at the same ages." The report continues: "The trend is more of an emphasis on extrinsic values such as money, fame, and image, and less emphasis on intrinsic values such as self-acceptance, group affiliation and community." The study was based on an analysis of two large databases of 9 million high school seniors and entering college students.

Millennials have also been characterized in positive terms as generally more open-minded and supportive of rights for minorities. Other complimentary adjectives to describe them include: confident, self-expressive, liberal, upbeat, and receptive to new ideas and ways of living.

Millennials approach social change through “pragmatic idealism.” This term signifies a deep desire to make the world a better place, combined with an understanding that doing so requires building new institutions while working within and outside of existing institutions.

Millennial characteristics vary by region and are dependent on social and economic conditions. Within these different locations, they exhibit a marked variability in use and familiarity with communication, media, and digital technologies.

Some of our audience falls into the Post Millennial generation. Similar to the Millennials, Post Millennials are highly connected and lifelong users of communication and media technology (e.g., the World Wide Web, instant messaging, text messaging, MP3 players, and mobile phones) earning them the nickname “digital natives.”

IDENTITY & EXPRESSION

As was cited in the brand strategy report, our target audience has a strong need for personal as well as group identification and expression. Their intense desire for expression and belonging is observable in the alternative group formations among Tohono O’odham youth.

Within these groups, they have strong preferences toward black-colored clothing, as well as neutral colors like browns and grays. They prefer aggressive and explicit music such as rap, heavy metal, and thrash. Popular metal bands include Metallica, Slayer, Megadeth, and Insane Clown Posse. Some artists, such as Insane Clown Posse, are very graphic and intense, while others are more in the realm of pop music. The lyrical content is often disturbing containing references to violence, sex, drugs, and alcohol use.

American Hip Hop rapper, Shaggy 2 Dope, part of the duo Insane Clown Posse, coined the phrase Juggalos to refer to themselves and their friends, family, and fans. According to Shaggy 2 Dope, “[Juggalos come] from all walks of life – from poverty, from rich, from all religions, all colors. [...] It doesn’t matter if you’re born with a silver spoon in your mouth, or a crack rock in your mouth.” Juggalos have compared themselves to a family.

STAKEHOLDERS

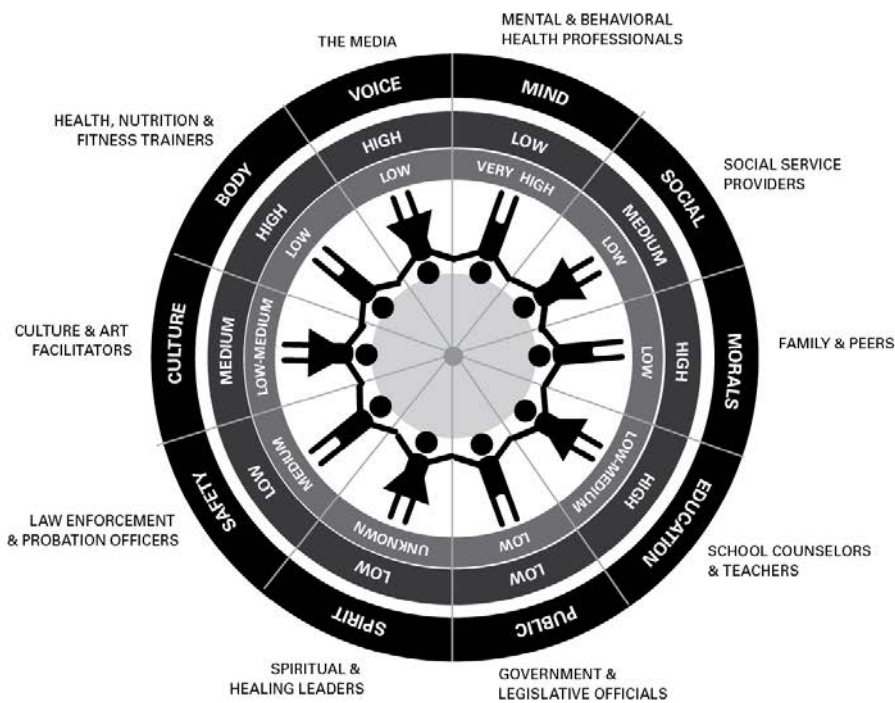
CIRCLE OF SUPPORT

To reach our target audience more effectively, ROL will create baseline communications tools and engage as many community stakeholders as possible. The full stakeholder circle includes:

1. ROL and other Mental and Behavioral Health Professionals
2. Social Services
3. Family and Peers
4. School Counselors and Teachers
5. Government and Legislative Officials
6. Spiritual and Healing Leaders
7. Law Enforcement and Probation Officers
8. Cultural and Art Facilitators
9. Fitness and Health Trainers
10. The Media

POINTS OF VIEW

In our working group session with the Division of Behavioral Health we identified the following contributions and perspectives among our stakeholder circle:



**A System of Support:
We Are All Connected**

- ROLE with audience
- VISIBILITY among audience
- KNOWLEDGE of suicide issues

"Audience" is defined as at-risk youth not involved in the project

We suspect all stakeholders have a willingness to engage our audience

Figure 1: Tohono O'odham Respect Our Life Circle of Support

MENTAL AND BEHAVIORAL HEALTH PROFESSIONALS

Focus: Mental Wellbeing

Mental health professionals provide treatment to our audience by building relationships with them and identifying what services they need to build a strong mental attitude.

Systems Analysis: Low visibility among our audience and high knowledge of suicide issues.

Interpretation: Visibility is low because the project is relatively new and discussion of suicide is taboo. The campaign will shift low visibility to high.

SOCIAL SERVICE PROVIDERS

Focus: Social Wellbeing

Social Service Providers place our audience into a safe living environment according to tribal and state laws to ensure their social welfare. In the past, a child in an unsafe situation was removed from the family but now he/she is kept in the home so the family structure can be improved.

Systems Analysis: Medium visibility among our audience and low knowledge of suicide issues.

Interpretation: Social services may be a stakeholder group that could learn how to recognize signs of suicide and direct youth to the project.

FAMILY AND PEERS

Focus: Moral Wellbeing

This stakeholder group has the closest relationship to our audience. They provide moral and emotional support.

Systems Analysis: High visibility among our audience and low knowledge of suicide issues.

Interpretation: Families could be enlisted to detect early warning signs of suicide and direct youth to the project, if they don't feel like they will be blamed for root causes.

SCHOOL COUNSELORS AND TEACHERS

Focus: Educational Wellbeing

This stakeholder group advocates for education and skills development that prepare youth for a career. They monitor our audience's learning through grades, attendance, and participation.

Systems Analysis: High visibility among our audience, but medium-low knowledge of suicide issues depending on what school they are attending. Public schools are more engaged in the topic. Counselors will have more awareness than teachers.

Interpretation: School counselors and teachers can play a pivotal role in directing youth to the project if they are taught to recognize the signs. They spend significant time with our target audience.

GOVERNMENT: LEGISLATIVE, EXECUTIVE AND JUDICIARY OFFICIALS

Focus: Public Wellbeing

The government is in charge of establishing and managing public laws and policies that affect our audience. While not as focused on our audience's day-to-day needs, government officials are responsible for consistent delivery of the educational, mental, social, and safety services they depend on.

Systems Analysis: Low visibility among our audience and low knowledge of suicide issues

Interpretation: It appears that there may be a gap between our audience and this stakeholder group's awareness of issues surrounding suicide. This is a powerful group with much influence. A significant opportunity exists for them to engage with young people in a meaningful way.

SPIRITUAL AND HEALING LEADERS

Focus: Spiritual Wellbeing

Spiritual and healing leaders support the health of the whole person, as well as animals, the earth and the universe. They help to reconnect our audience to self, community, and a higher source.

Systems Analysis: Low visibility among our audience and an unknown level of knowledge of suicide issues.

Interpretation: With their expertise in healing, there is an opportunity for this group to play a major role in our campaign. They can help our audience obtain what it needs most: a path to resilience and a connection to source.

LAW ENFORCEMENT AND PROBATION OFFICERS

Focus: Safety

This stakeholder group is responsible for upholding the laws that keep the public and our audience safe.

Systems Analysis: Low visibility among our audience, unless they are in trouble with the law, and medium level of knowledge of suicide issues.

Interpretation: This group already knows how to assess risk but they may not know next steps. Training them in next steps would contribute greatly to the success of the project.

CULTURAL AND ART FACILITATORS

Focus: Cultural Wellbeing

Community stakeholders working as cultural and art facilitators are crucial in helping our audience regain connection to their identity as O'odham People and to *Himdag*, traditional ways of life.

Systems Analysis: Medium visibility among our audience overall, higher for art and lower visibility for culture, and low-to-medium level of knowledge of suicide issues.

Interpretation: Since a key component of our strategy is to help connect Tohono O'odham youth with their indigenous identity, cultural and art facilitators offer powerful opportunities for collaboration within our campaign. This group's influence is of special importance in light of the fact that many elements of traditional Tohono O'odham culture are unknown to our audience. However, we face a significant challenge in getting at-risk youth to participate in cultural activities, as they prefer to engage using technology and social networks.

HEALTH, NUTRITION AND FITNESS TRAINERS

Focus: Physical Wellbeing

Coaches and trainers in fitness, health, and nutrition are actively involved with our target audience by teaching them how to care for their bodies, which directly affects their mental outlook. This is a great alternative to sedentary activities such as watching TV and playing video games. Body wellbeing integrates aspects of competition and collaboration, as well as performance, discipline, and nutrition.

Systems Analysis: High visibility among our audience overall and low level of knowledge of suicide issues.

Interpretation: Similar to school staff, this stakeholder group has high visibility with our audience and offers excellent opportunities to engage and educate in the campaign.

THE MEDIA

Focus: Voice

Radio station KOHN, The Runner Newspaper, and digital media clubs teach our audience valuable communications and technology skills. This stakeholder group can help our audience with the important process of finding and sharing their unique voice. The media plays a vital role in connecting youth to each other and to a larger community.

Systems Analysis: High visibility among our audience overall and low level of knowledge of suicide issues.

Interpretation: This is another excellent group to educate and engage in the campaign since they are already so visible to our audience and youth love media. The campaign could help shift this group's level of knowledge of suicide from low to high by providing better information on the issue.

CHANNELS & TOOLS

EVENTS

CHANNELS

Communication is most powerful when it is delivered from person to person. In this way, events, workshops, and gatherings (both ROL- and stakeholder-sponsored) are an ideal channel for the project to carry its message throughout the Tohono O’odham Nation. This channel aligns with the Tohono O’odham social nature and answers a desire expressed in our working group sessions for more community events and celebrations that engage young people. What’s more, events offer an exciting and compelling way to merge online social media and digital media arts activities with real-life interactions.

Events will allow ROL to connect with our audience in person, where nonverbal gestures, facial expressions, and personal contact can enhance the impact of our message. Face-to-face communication will allow the ROL team to engage with the listener in an active discussion and direct an individual to specific resources if necessary.

We encourage ROL to promote events on its website and blog, as well as to employ social media campaigns that increase event awareness and anticipation. Interviews with event guests, producers, or participants make for excellent blog content. It’s also important to seek out media contacts that will distribute information on your behalf.

Our audience may not be ready or willing to connect with events and activities that are overtly repackaging and messaging familiar cultural elements. But by incorporating elements of more immediate interest to the youth (such as art, music, or technology) in a wholesome way, we can help them reconnect with their culture. The core values and beliefs of the Tohono O’odham are much better for our audience than those of the mainstream American culture that is luring them away. Depression is likely to continue if they fall too deep into the American mindset. The challenge will be in finding the right balance of these two worlds. With this in mind, our event suggestions focus on topics and activities of mutual interest for both the stakeholder groups and at-risk youth, and present the Tohono O’odham culture in a “hip” and relevant way for our audience:

Education and career pathways

Since the future is likely at the forefront of any young person’s mind, ROL could partner with teachers, students, and counselors at high schools or the community college to introduce our audience to career paths they might not have considered. Poverty and lack of purpose can be root causes of depression. Inviting successful Tohono O’odham professionals with different career paths to share how they found their purpose may inspire our audience to choose a new path for themselves. One example is Thomas “Breeze” Marcus, the well-known mural artist who lives in Phoenix. There are many potters, basket makers, musicians, healers, chefs, and other professionals who would be glad to share their story with our audience.

Culture and art

ROL can draw on some of the cultural tools that already exist in the community to produce meaningful and appealing events. For example, the campaign could include the Tohono O’odham

“Culture 101” curriculum currently taught to youth in the Juvenile Justice Center. There are fantastic cultural interpretation exhibits and programs at the Tohono O’odham Museum & Cultural Center that could be incorporated into events directed to our audience. The Gathering of O’odham Voices, a youth consortium that performs traditional singing and dancing, is another strong candidate for collaboration.

We recommend that these assets become part of ROL events and activities, and that Tohono O’odham culture be presented in part using modern technological media to increase youth participation and help our audience assimilate the information. If they are invited to help develop modern tools for communicating their culture, this will contribute to an even deeper connection. One example suggested in a working group session is to have project participants get involved in creating a family genealogy software application.

ROL events could become a vehicle for capturing Tohono O’odham culture in transition by recording portions of events via video, audio, and digital art. This would be a great use of technology for sharing event highlights with a broader audience.

Spirituality and healing

ROL could invite Medicine People to share traditional approaches that will help our audience find their connection to spirit and higher source. One way to present this knowledge in a modern light is to have healers describe how modern science and medicine are integrating traditional Native American healing using religion, spirituality, herbal medicine, and rituals that are used to treat people with medical and emotional conditions. ROL could also promote existing events that focus on spirituality and healing throughout The Nation such as sweats, drumming sessions, camping, and survival skills adventures.

The challenge may be in how to make this appealing if they want to distance themselves from their culture and are enticed by the mainstream American secular, materialist pop culture. A possible solution might be to host a Q&A session with a spiritual leader on Facebook or Twitter, allowing youth to engage with this knowledge through a fun and familiar technology. Another possibility would be producing YouTube videos that explain the meaning and power behind traditional spiritual practices. These would then be shared through social media where our audience might be more eager to watch and share them with their friends.

Fitness and health

The Tohono O’odham Rec Centers are already popular spaces used by many young people. ROL could co-sponsor activities at the Rec Center that promote team building and competitive activities such as racing and games. Activities that involve a hunt with a highly desirable reward would be suitable for our audience.

Government and law

Perhaps district council members could have a presence at ROL events and recruit youth for Youth Council. Council members could stage a mock debate with an issue of interest to youth at an ROL event that shows how policies are developed and how our audience can play a role in government.

Media arts and music

To encourage musical self-expression, KOHN could co-sponsor an ROL Battle of the Bands that could be organized and advertised within the community. Winners could be featured live on KOHN and receive gift certificates for new instruments or music lessons with a master guitarist or drummer.

Since youth have been raised on digital media technology, ROL could host a program where a digital media arts professional introduces youth to the broad spectrum of opportunities in videography, web design, audio, video and online production, script writing, story boarding, editing, and still and motion graphic creation. This program could expand to a hands-on program focused on teaching youth the fundamentals of digital media arts including creation, production, editing, and delivery of media via the Internet. ROL could likely get a technology company, such as software developer Adobe, to sponsor this program. At the conclusion of the program, ROL could sponsor a youth talent show featuring digital arts, again awarding winners with a gift certificate for software, equipment, or additional training.

Farming and food

Small-scale sustainable farming, indigenous foods, and culinary arts are popular interests in Southern Arizona, and increasingly among younger people. ROL workshops could be held at local farms to teach fun, hands-on activities like composting, bed-digging, or proper harvesting techniques. Vermicomposting (composting with earthworms) is a quirky and interesting topic to catch the attention of younger audiences and get them excited to learn more about agriculture. On-farm cooking classes featuring crops harvested by hand in the fields can be inspiring, even life-changing, ways to encourage healthy eating and a deeper connection with the source of our food.

General

One idea that came from a working groups session was to involve Miss Tohono O'odham titleholders, past and present, as spokespersons at ROL events. This would allow ROL to give past winners an ongoing inspirational leadership role on The Nation. It was also suggested that ROL create a panel of champions for youth that reach out into the Nation as spokespeople and advocates at events.

Event channel advantages for our campaign:

- Two-way, face-to-face interactive communication
- Multi modality communication
- Take-home and multi-use promotional items
- Opportunities to communicate important content before, during, and after the event
- Generates excitement and connection with the audience
- Webcast or podcast to extend reach

TOOLS

Power Point / Public Presentation

Presentations for ROL events will help generate more interest in the project, create local ownership, and build partnerships. Presentations can be housed on the ROL website and accessed over the Internet. Our project brand, developed as part of our social marketing campaign, will provide a consistent and powerful narrative and set of standard messages for presentations.

Brochures

Brochures distributed at events can deliver more detailed and varied information for the ROL project. One brochure can be designed for our target audience while another could be directed to our community stakeholders.

Promotional Items

ROL promotional items will carry our message home after the event. These items are often clothing items that will be worn to many different types of public places, helping our message reach wider audiences and make a popular visual statement around The Nation.

Individuals as Ambassadors

If the right people are committed to carrying out our message and identifying at-risk youth, they can bring ROL high status and credibility. We may want to consider a spokesperson such as Thomas “Breeze” Marcus, the Tohono O’odham mural artist.

DIGITAL MEDIA

CHANNELS

ROL’s digital presence consists of all content and information about the project located online—on the ROL website, social media pages, and mobile devices (phones), as well as potentially in e-newsletters and emails.

Digital is a great channel for our audience who has grown up on media and technology. Social media is where young people are going now to develop their identities. Weaving ROL messaging and presence into their online experience and making it relevant and engaging could be a powerful way to shift mindsets. The key to effective use of this channel will be to deliver fresh, catchy, and relevant content that stands out among the other messages competing for our audience’s attention in the frenetic digital world.

Digital media channel advantages for our campaign are:

- High audience comfort with, knowledge of, and preference for digital
- Growing reach, especially with teenagers and in rural areas
- Interactive relationship building
- Highly targeted via specific messages and outlets
- Both personal and private
- Storage of large volumes of information and content
- Global information can be obtained, not only local or regional
- High credibility and trust
- In- and out-bound links to other sites
- Relatively cheap to launch messages
- Instant updating of content
- Captures visitor email addresses and details
- Wide contributor base, from laypeople to marketing professionals

TOOLS

Website & Blog

This will be the ROL home base—the digital representation of the project itself online. The website is where all our digital presence activity and engagement will direct to, providing more content and reinforcing the ROL brand, values and project services.

Social Media

An ROL presence on Facebook, Twitter, Instagram, and YouTube will build community and connectivity between people. Articles and posts on social media will drive our audience back to the website for deeper information and engagement.

Mobile

Text messaging and applications will offer ROL unique mechanisms for engagement and interaction that are not available via a website or computers. Again, this is a direct and very personal way to reach young people one-on-one.

User Forums

User forums (also known as discussion or message boards) will allow visitors to the ROL website to interact with each other by exchanging tips and discussing popular topics related to a website's theme. Forums save information posted on a particular topic for other people to see at any time creating an interactive discussion environment.

MASS MEDIA

CHANNELS

ROL's mass media tools will reach our audience in open and accessible public mediums using billboards, radio ads, and print ads. Mass media will reach many people, including members of our target audience who may not have access to digital, as well as their family, friends, and members of the entire Nation. As an example, one idea that emerged from our working group sessions was to have ROL share traditional Tohono O'odham songs and dances on YouTube.

Mass media channel advantages for our campaign include:

- Board reach
- High credibility and trust
- High visibility
- More permanent

TOOLS

Billboard

ROL's large outdoor signage will allow us to carry a single, powerful message to many people traveling through the Nation. Our billboards will attract attention to the project in strategically placed, high-visibility locations.

Radio Spots

A flight of ROL radio spots will deliver a series of simple messages and generate broad awareness and excitement around the campaign.

Print ads

ROL's print ads allow viewers to repeatedly take in the message and pass it on to others.

MULTI STAKEHOLDER

CHANNELS

By partnering with stakeholders, ROL can increase the number of activities for our target audience. Ultimately, we hope these at-risk youth find more ways to connect to their remarkable Tohono O'odham culture and community.

Multi stakeholder channel advantages for our campaign are:

- Exponentially increased number of message senders (more outlets)
- Increased message impact
- Strengthened community bonds
- Broadened avenues for matching audience interests, personalities, and learning styles
- High credibility and trust
- High visibility
- More permanent

TOOLS

During interviews and working group sessions, several communication tools were suggested that could be carried out by our stakeholder groups. We recommend that ROL begin by initiating a few new programs under this strategy and also ask specific partners to help out by spearheading other programs or activities. Here are some suggestions:

Division of Behavioral Health

ROL could promote stories of the living through its project, highlighting young people who have worked through tough situations. This could be achieved by hosting speakers, Native American or non-Native American, who address youth groups, and tell their own stories of recovery from alcoholism and/or addiction, and other forms of destructive behavior including abuse and co-dependency. Their stories would also make great content for social media campaigns.

ROL could create a community tool that contains prompts for stakeholders to help "break the silence" with a focus on de-stigmatizing suicide. One message may be: "It's okay to get help. You're not crazy."

Tohono O'odham Community Action (TOCA)

TOCA could offer classes on desert farming and cooking where youth learn healthy culinary skills around native foods and diets. One of TOCA's focus areas addresses the lack of support for youth to develop leadership skills.

Rec Centers in conjunction with Districts and/or The Nation

The Rec Centers could create a panel of youth champions that reach out into the Nation as spokes-people and advocates at District and Nation events. These advocates and role models could let our youth know they are valued and important to the future of the Tohono O'odham Nation.

Museum & Cultural Center

The Museum could develop genealogy tools to keep the connection to family real and communicate, "How are we connected." We could possibly develop and use a technology application.

The Gathering of O'odham Voices

The youth performance group could provide a quarterly workshop around native dance and music including costume design, music, and drumming. This could be a hands-on activity that engages youth in learning how to design costumes, choreograph dance, and play musical instruments.

KOHN Radio

KOHN could launch a Teen Life Line on the Tohono O'odham radio station featuring junior DJ hosts. Additionally, KOHN could develop a segment that focuses on youth accomplishments and stories.

Tohono O'odham Community College

The community college could create a video club with personal videos produced by youth in English and O'odham languages.

Juvenile Justice Department

The Justice Department could help teach Tohono O'odham Culture classes, a crash course on O'odham 101. People affiliated with other organizations throughout The Nation could be trained in the curriculum to increase the number of outlets.

Tohono O'odham Government & District Councils

District council members could invite youth to a special council meeting and ask them what's on their minds or get their input on a change that will affect the future of The Nation and its youth.

BRAND CREATIVE

Our brand for the ROL project social marketing campaign will connect with and inspire our audience to live and to choose a different destiny than they might have if the project didn't exist.

In our brand strategy report, we identified our brand essence as Resilience, a concept that reflects the current momentum of Tohono O'odham in reestablishing their sovereignty and culture. Resilience is the ability to become strong, healthy, or successful again after enduring stress or difficulty. Resilience is the power to bounce back to health, vigor, and happiness.

Our creative direction will embed these Resilience Building Blocks into the campaign:

Confidence: Creating inner awareness and positive self expression

Outlook: Seeing the bigger picture

Competence: Setting goals and cultivating skills to achieve these goals

Connection: Creating a new youth-oriented culture with community support

Character: Growing in Integrity

Contribution: Finding purpose and making the world better

Coping: Having compassion for self and others

Control: Taking responsibility for making healthier choices

BRAND POSITION

ROL is a trusting and caring community where young people can freely express themselves, explore their passions and dreams, develop skills to navigate life's journey, and shape the Tohono O'odham culture so it feels like theirs.

CREATIVE PLATFORM

CREATIVE GOAL

The creative campaign will communicate that ROL is creating a resilient youth culture through a caring community that encourages inner awareness and positive self-expression. Our creative will communicate that the Tohono O'odham traditions contain something much deeper and more fun than anything they've experienced yet. Now they can explore it and take it forward.

CREATIVE MESSAGE

No matter how bad things seem, with ROL you have the ability to change your life. We give you the tools you need to find out what makes you feel heard, connected, and empowered.

CREATIVE DEVICES

The set of Tohono O'odham personality traits and vocational roles listed below have been identified in our brand strategy report as most aligned with our target audience's mindset. We have used them in building our two creative directions.

Personality Traits

Lighthearted, Social, Reverent, Progressive, Adaptive, Creative, Competitive

Vocational Roles

Hunter & Gatherer, Traditional Healer, Competitive Athlete, Artist & Musician, Engineer & Technologist

Desert Geomorphology

We will encourage our audience to consider new life choices by using an essential touchstone from the culture-brand connection: the Tohono O’odham knowledge niche of desert geomorphology. Desert Geomorphology is the knowledge of the dynamics and processes of desert landscapes and shapes that change form through time. We will extend this concept in our creative campaign to communicate changing landscapes of the mind. New life choices start with new perspectives and new thoughts.

Rite of Passage

Our target audience is undergoing adolescence developmental growth, experiencing puberty from early to late stages, according to their age. The Tohono O’odham culture traditionally marks this rite of passage from adolescence to adulthood through a ritual event that helps the person transition from one status to another. Upon successful emergence from the experience, they are celebrated by their entire community and accepted as an adult in a profound new way. In the absence of this experience, and without acknowledgement in the eyes of the community, there can be a sense of purposelessness, listlessness, low self-esteem, and disconnection from society leading to depression and apathy.

This vital ritual may be missing for many Tohono O’odham youth. Some Tohono O’odham youth have developed self-affirming rituals of their own under the pressure of peers, cliques, and gangs to re-create this formative experience in their lives.

We will transition our audience into a new resilient culture by creating a visual portal as a rite of passage so the developmental state of our audience—mind, body and spirit—is able to cross to the place where they feel comfortable and are able to express themselves, ask questions, share experiences, and be validated.

Creative Tone

Surprising
Playful
Powerful & Profound
Thoughtful & Philosophical
Contemporary

PROJECT NAME

Possible Names:

CLAY HOUSE PROJECT

CLAY PLACE

CLAY NATION PROJECT

CLAY HEART PROJECT

PROJECT CLAY

Our project name recommendations include the word “clay” based on the Tohono O’odham creation story, when I’itoi formed the People from clay. One of the oldest building materials on Earth, clay is flexible and malleable. It can shrink under firing or air-drying, after which it becomes hard and color can be added. Clay minerals have a great affinity for water. Clay can be shaped and dried to form a relatively rigid solid. Clay can swell easily and may double in thickness when wet.

Clay is formed from the malleable mineral layer of the earth’s soil. When wet, it can be easily shaped into something else without breaking. When it is dried and baked, it can be used to make bricks, pottery, and ceramics.

The project name integrates the Tohono O’odham knowledge niche of desert geomorphology, awareness of the process of changing landscapes through time. For the project identity, our landscape metaphor is clay. It correlates to the process of Tohono O’odham People forming from the Desert Earth’s clay soil layer. It correlates to the process of Tohono O’odham youth forming new mental perspectives from the Tohono O’odham’s culture and land. And just as the Tohono O’odham desert has morphed and transformed through time, our audience gets in touch with the Tohono O’odham spirit inside them, then claims it, reshapes it, and makes it their own.

Through the project, Tohono O’odham youth find a place in the world for themselves based on their incredible heritage. As they learn about their deeper identity through the project, they find the tools they need to build resilience and become re-shapers of their own lives. They see life’s bigger picture and express themselves. They start to set new goals and develop new skills to reach these goals. They make new friends and build community. They find their purpose and contribute their gifts. They forgive themselves and others that they love who may have disappointed them. They take responsibility for their own lives and begin to make new choices.

The project reveals to our audience that their Tohono O’odham traditions contain something that is deeper and more powerful than anything they’ve experienced yet. And, now they can explore this spirit and take it forward.

CREATIVE CONCEPTS

PLAYGROUND



This concept connects with our audience through the tactile world of play. Finding our way in the world is hard unless we find something we enjoy. Being young means we have the opportunity to try different things before we find what we love most.

ROL is the place where our audience is encouraged to get in touch with all the things they enjoy doing and find out what moves them the most. They become involved in discovering their own purpose and gifts through the external and hands-on world of play.

Our audience is encouraged to find their own voice and purpose through play, both alone and confidently with others. As they develop skills by playing, they learn what they are drawn to. Eventually they develop finely tuned skills and may discover their future vocation.

Our concept helps our audience connect to the self through the body sensations: taste, touch, smell, sight, and sound. They literally touch different “toys” to discover their path. As they play, they discover how things work.

When our audience plays, they explore self-image, experience compassion, and forge new friendships. They arrive at a better place where they are not alone and a community is there to support them.

Our creative is in the here and now, grounded in self-expression through doing. It’s collaborative. Our campaign shows them doing what they love and energized by what they love to do.

Key Message

Make this place—the world and life—your playground. Whatever you find that brings you joy, do it.

Supporting Messages

Find the energetic place in yourself where you feel good and alive like you did when you were very young or like you imagine others feel.

You start by trying things out, exploring, and playing with a bike, a guitar, or a skateboard to discover what makes you feel free. Whatever vehicle you choose is up to you.

Once you experience how different activities make you feel, keep doing the ones that bring you joy.

At some point, you’re guaranteed to hit on the thing that changes your life.

Voice

Get into your body and remember what it feels like to enjoy life. There’s no pressure. You have plenty of time to play around and find out what brings you joy and satisfaction. When you find what brings you joy and do it, everything changes for the better. So, play!

Mood

Energetic, Hands-on, Experiential, Fun, Proactive, Collaborative, Free-spirited, Bold

DREAMSCAPE



This concept connects with our audience through the powerful landscape of dreams. Dreams help us process experiences and put our feelings in context. If we pay attention to and build upon the encoded messages of our dreams, we can change the Dreamscape.

ROL is the place where our audience is encouraged to build their own Dreamscape. Slowly but surely, in this safe place new ideas and possibilities emerge. Our audience becomes actively engaged in shaping their own life and finding their own path through the powerful inner world of the dream.

Dreams are where we wake up to things we can't see in conscious life. Our concept accesses the seed of thought through the subconscious. In our dreams we can see answers, insights, designs, and patterns that we can use in our waking lives. With Dreamscape, our audience first learns to see the dream, and then finds the courage to participate in the dream by imagining more deeply. Finally, the dream finds its way to the outward manifestation of life.

Our creative reflects the relationship between the inward dream and outward manifestations of the dream. We put ourselves in the shoes of our audience and help them imagine confidence, self-expression, community, and a new role for themselves. They may see their purpose.

It starts in small ways with dreams that come out of the landscape. The rock features of a mountain inspire the necklace design you create. The color of the crimson sunset becomes the accent of your painting. The desert surface provides a ramp for you to fly with the wind on your skateboard.

Key Message

Let your dreams take shape wherever you are. Draw your inspiration from the powerful landscape that surrounds you.

Supporting Messages

You don't have to go anywhere for your dreams to come alive. You're in a perfect place to start living your dreams now.

Your land is your dreamscape. Look around you. Draw something big from the mountains, the plants and animals, the moon, the stars and the sun.

Connect the life inside you with what's around you, and live your dreams.

Voice

The landscape around you is the backdrop for your dreams. Take in the external world around you and let it inspire your imagination: the clouds, the mountains, the rain, and the sunset. Co-create your life with the beautiful world around you. Dream on!

Mood

Otherworldly, Dream-like, Higher Source, Cerebral, Still, Subconscious, Magical, Surreal

SOCIAL MEDIA

Our social media plan will provide a place for our audience to hear stories of resilience and share their own confidence-building stories of transformation. Many members of our target audience have already adopted social media as a venue for establishing identity and building deeper relationships. We will use this communications channel to create an opening for their rite of passage.

We may want elders to also share their own rite of passage journey and describe what it involved. This will help us create a positive and supportive culture and communicate that not all is drab during this tough life transition from adolescence to adulthood. In fact, this can be a special stage of life. We want to encourage youth to share and have them encourage others to do the same.

Here's the takeaway message: Just telling someone what you've gone through and what you got out of it can be very invigorating. You may even move through this portal flying a kite.

Since our brand essence centers on Resilience, we recommend that the project YouTube channel feature videos of youth solving problems and building skills in music, art, science, sports, and nutrition. We could also include interviews with leaders in the community who are very successful with their gifts. As the campaign progresses, social media channels will become more interactive.

We recommend that the campaign focus on Facebook, Twitter, Instagram and YouTube as its primary social media platforms. In addition to being among the most popular social networks overall, they are widely used by younger demographics and offer a broad range of approaches to share information and engage with our audience.

FACEBOOK

With more than one billion users worldwide, Facebook is by far the most popular social media platform on the web. The latest Pew Research figures report a whopping 57% of all American adults and 73% of all those ages 12-17 are Facebook users. As many members of our audience are likely already using Facebook on a daily basis, the site offers a strong opportunity for engagement and should be prioritized within our social media plan to maximize its impact and connection.

For organizations such as ROL, Facebook offers two options for creating a profile and managing content: Pages and Groups. Pages (also known as "fan pages") are often used by companies, public figures, and organizations to shape their image, deliver key messages, and interact with their audiences. Examples of entities that use Facebook Pages are Coca-Cola, Justin Timberlake, and Amnesty International.

Facebook Groups, by contrast, are typically created by individuals or communities who share a common interest. These are often used as a forum for discussion and collaboration (e.g., Tucson Organic Gardeners Group).

There are some important differences in the ways Pages and Groups function. Essentially, Groups allow for more visibility of posts made by the general community, while Pages emphasize posts created by its managers. The key difference, then, is between an open, community-centered forum and a more curated, internally managed messaging platform.

Both of these approaches have the potential to be highly engaging and effective tools within our social media strategy. We recommend initially creating a Facebook Page and working on building an online audience by collecting “Likes” from Facebook users among our own audience members and community stakeholders. Along with the ROL website, this Page will serve as a primary digital communications center for sharing all content created by the campaign—key messages, blog posts, videos, and so on. Audience members will be encouraged to comment on, like, and share the posts made by Page managers, who could be community leaders, ROL staff, or other key stakeholders.

Facebook Groups may be created whenever the need arises for an open space for community building or dialogue around a specific theme. This could be anything from a video production club to a support group. Unlike Pages, which can be viewed by anyone, Groups can be set to “Open,” “Closed,” or “Secret” depending on the need for privacy and discretion.

Another important Facebook function available in both Groups and Pages is the Events app. This tool allows users to create, join, promote, and invite others to real-life events. For many Facebookers, the Upcoming Events calendar on their profile is an indispensable resource for finding out what is happening in their communities. This will be a crucial tool to ensure the success of our Event Marketing channel described above.

The following are sample Facebook postings that incorporate elements of our creative concepts and key messages:

[image: Skateboarder doing aerial trick] What’s your favorite activity — that one special thing that makes you feel totally free? Share it in a comment below.

[image: Surreal desert sunset with psychedelic colors] Imagine you could do anything, live anywhere, or be anyone in the world. What is your heart’s brightest dream? Express it in words, or post a picture that best captures your vision.

[Image: Solo person on a hillside, watching sunrise] Do you remember the last time you felt alone or scared? What did you do to feel better again? Share your experience in a comment.

Respect Our Life can help you move through these challenging feelings to reconnect with joy in your life. Learn more on our website [Link to ROL web page with resources]

Notice that these are written as questions, prompting our audience to respond. While this isn’t the only recommended use of Facebook, it is an effective way to engage people and elicit responses. The more comments a posting gets, the more people will see it. Other posting ideas might include linking to a relevant online article or website, sharing a recent ROL blog post, notifying about a community event, and so on.

TWITTER

First launched in 2006, Twitter ranks among the top four social networks with an impressive 645 million active users. The site has grown in popularity among younger users in recent years to surpass even Facebook in the 15-24 year-old demographic.

Twitter users compose “tweets,” short text messages of 140 characters or less, which are shared with their network of followers. This innovative “microblogging” approach to delivering content can be used much like a news headline to create a powerful impact. Tweets often contain a shortened URL, or web link, that directs the reader to more information on a subject.

We recommend that Twitter be used to help raise awareness and encourage engagement around all other Digital messaging. If a new blog is posted on the ROL website, for example, a tweet (with a web link) should be composed to announce it. Additionally, Twitter can be used to share relevant news articles, websites, or other online resources that our audience may find interesting or helpful. The more useful and engaging tweets a Twitter user posts, the more followers they are likely to gain—increasing their reach and impact.

An important feature widely used in Twitter is the hashtag, which refers to a word or phrase prefixed with the hash symbol (“#”). When tweets include a hashtag, such as #RespectOurLife, the phrase becomes clickable and indexed across the Twitter network. This opens up a powerful function that allows users to search the site for all tweets containing a specific hashtag, going back years into the past. Savvy use of hashtags in mass media campaigns (i.e., printed on flyers and billboards) can help create buzz and excitement online.

Here are a few different examples of tweets that ROL might compose:

“Don’t cry because it’s over, smile because it happened” Wise words from Dr. Seuss
#RespectOurLife

Tohono O’odham Youth Video Club meets tonight, learn to shoot and edit a music video! [web link]

New research says exercise and sunshine are keys to longevity & happiness [web link]
#RespectOurLife

INSTAGRAM

Another fast-rising social media platform, Instagram boasts 150 million users today after launching just three years ago. The photo-sharing network is especially popular among the younger generation with 37% of 18-29 year-olds logging in regularly.

Instagram began as a mobile app on iPhone and Android devices that allowed users to quickly snap, touch-up, and post photos to share with their friends. While many users continue to access the network through their phones, in 2012 the company launched a website to accompany the mobile version. Users are now able to create their own web-based Instagram Profile featuring a stunning collage of their photos.

This attractive visual format could be used to capture the essence of the ROL project through powerful imagery. Artwork, landscapes, and symbols might be juxtaposed with photographs of youth at play to convey a story of resilience and healing. These images could then be shared on Facebook, Twitter, and in blog postings with links back to the main Instagram profile.

Another potential use of Instagram to engage audience participation is through photo contests. ROL could ask its followers across all social media to first follow them on Instagram and then post pictures of anything that represents “community,” for example. They would add the hashtag “#ROLcommunity” to their photos to make them searchable. Finalists could be selected and posted on the ROL Instagram Profile site for users to vote for a winner.

Below are some examples of potential Instagram postings and campaigns we might create:

[Collaged Images of landscapes, symbols, youth playing piano, basketball, painting, etc – under Instagram profile name “Respect Our Life”]

Example of “Respect Our Life” Instagram profile page

[Image from Play Ground creative concept, Instagram style – Respect Our Life in top left, lower caption: “Make this place, the world, and your life into your playground. #RespectOurLife #LetsPlay!]

[Image of youth tending a garden, Instagram style — Respect Our Life in top left, lower caption: “Tony finds his bliss in the soil and sunlight. What is your deepest passion in life? Post a photo of yourself doing what you love and tag it with #MyPassion. We’ll choose our three favorites and share them here!”]

YOUTUBE

YouTube is one of the longest-running and most successful social networks on the web. It is also one of the busiest websites, receiving more than 1 billion unique visitors every month. According to Nielsen, the video-sharing site is viewed by more adults ages 18-34 than any cable network. With its immense reach and huge bandwidth, YouTube holds great potential as a tool for connecting with our audience in a deep and meaningful way.

We recommend that the ROL project develop a branded YouTube channel to feature videos that signify Resilience. These might include vignettes of youth solving problems and building skills in music, art, science, sports, and nutrition. We could also include interviews with leaders in the community who are very successful with their gifts.

As with all social media platforms, content posted on YouTube could be shared and reposted at the same time across all other platforms. This simultaneous, coherent messaging throughout all digital channels is a key component in the success of our social media strategy. It is also much more efficient and easier to broadcast a single message when one is tasked with managing multiple social networks at once.

Some potential YouTube postings include:

[Youth rock band music video]

Video description text: Winner of Tohono O’odham Rock Stars Video Production contest — Music video for “Jars of Clay” by Sacred Heart

[ROL public service announcement: vivid images of desert landscapes, soaring athletes, youth digging gardens, artists spray-painting graffiti wall murals on an outdoor basketball court – with voiceover beginning: “Dare to imagine the life that’s inside of you”]

Video description text: What does your dream world look like? Add your comments below.

[Tohono O’odham elder in a video-recorded interview]

Video description text: In this episode of Elder Voices, Tohono O’odham herbalist John Doe shares how he discovered his passion for healing with native plants.

MANAGEMENT TIPS

Regular activity and fresh content is vital to grow the impact of any social media campaign. If a Facebook Page or Twitter account is created and then left to languish, it can be worse for a brand’s image than not having a presence at all. In practical terms, this means at least 1-2 daily Facebook posts and tweets, 3-4 Instagram updates per week, and perhaps 2-3 new YouTube videos each month. Twitter is the platform that can stand the greatest activity without audience weariness—so the advice goes: tweet as much engaging, diverse content as you can. Determining a project messaging strategy weeks in advance will go a long way to help plan a multi-platform social media campaign that is optimally effective and synergistic with all our other efforts.

In many ways, social media represents the future of communication and interconnection in our modern culture. While it does not (and should not) replace real-life, face-to-face relationships, it is an increasingly powerful and popular tool for shaping social identities, beliefs, and behaviors. This is especially true among our younger generations, who are becoming deeply immersed in these technologies from early childhood. If we are to reach them with an important message, we must learn to deliver it to them where they are most engaged.

While this may seem foreign and daunting for many of us, it does not need to feel like an impossible task. We can begin with one social media channel, such as Facebook, as an initial step into this world. Once a presence has been created there, with just a little effort over time it will begin to grow in its reach and impact. Then as our time and capacity allow, we might add additional social media platforms to the campaign. These things may seem newfangled and off-putting at first, but they become extremely intuitive—and a lot of fun—once you get used to them. There’s a good reason why the fastest growing segment of Facebook users are aged 65 and above!

CREATIVE DIRECTION 1

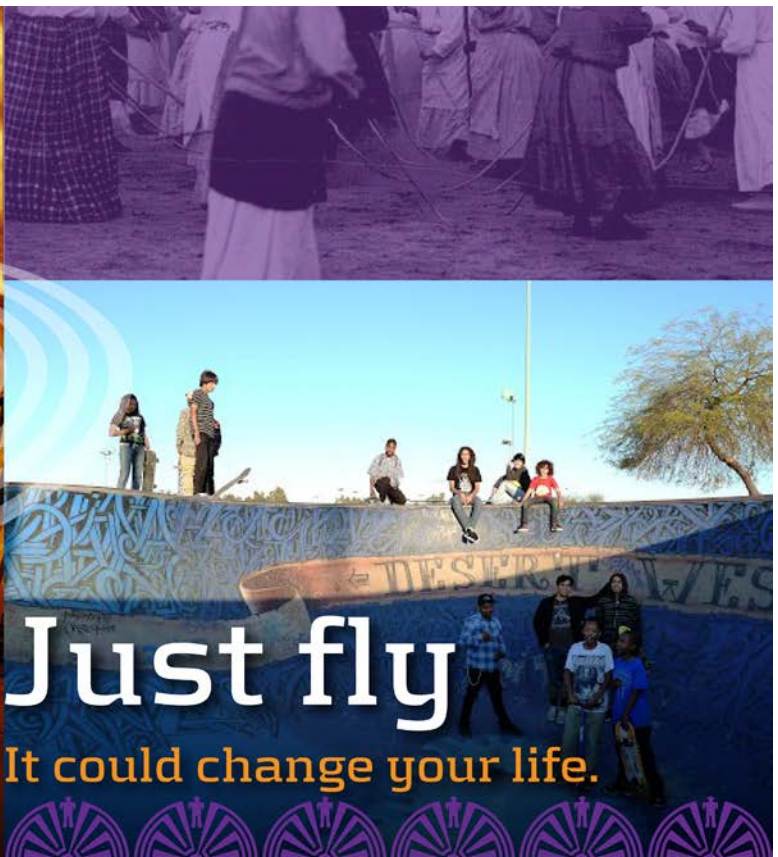
PLAYGROUND



PlayGround

Make this place—the world and life—your playground.
Whatever you find that brings you joy, do it.

Decorative purple geometric patterns at the bottom.



Just fly
It could change your life.

Decorative purple geometric patterns at the bottom.

CREATIVE DIRECTION 1

PLAYGROUND



Let loose
It could change your life.



Turn it up
It could change your life.

CREATIVE DIRECTION 2

DREAMSCAPE



CREATIVE DIRECTION 2

DREAMSCAPE



Live the dream where you play your music.



Live the dream where you practice your medicine.