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THE Mukluk Telegraph



THE QUARTERLY NEWSPAPER OF THE ALASKA NATIVE TRIBAL HEALTH CONSORTIUM

JANUARY - MARCH 2017

Building better access: Patient housing at ANMC now open!



Above: The 202-room, six-floor patient housing facility is now open and connected to ANMC via sky bridge. **Below:** New dining space on the first floor is open to all visitors.

After years of planning and months of construction, the patient housing facility at ANMC is now open for guests. This new building for patient lodging officially opened on Jan. 2.

The patient housing facility at ANMC opens a new era of hospitality and care for Alaska Native people. When they travel to Anchorage for care at ANMC, they will have a home away from home in a patient housing facility attached directly to our hospital. Our people get the benefit from the culturally-appropriate care and service they receive from ANTHC staff.

Providing suitable patient lodging has been a longstanding challenge for the people we serve from rural areas. Our innovative solution is the new patient housing at ANMC, which enhances the quality of care our people receive with a healing environment built especially for them when they must travel to Anchorage for needed

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**ALASKA NATIVE
TRIBAL HEALTH
CONSORTIUM**

HEALTHY PEOPLE & PREVENTION

Diabetes community educator partners with Camp Fire, develops wellness curriculum

ANTHC's programs frequently collaborate and partner with local organizations in improving the wellness of Alaskans statewide. Recently, ANTHC Diabetes Program Community Educator and Dietician Luz Smeenk partnered with Camp Fire Alaska's Rural Program to develop a wellness curriculum for Alaska's rural youth.

Over the last several years, Camp Fire worked to develop a wellness curriculum that is holistic, youth centered and culturally relevant for Alaska's rural communities. Through a close partnership, Smeenk and Camp Fire took great strides to deliver activities that engaged youth in a wide range of wellness topics, such as growing microgreens, strong lungs, yoga for sleep, stress management, coloring therapy and healthy cooking.

Camp Fire's objective is to engage Alaska's youth in healthy habits, help them develop resilience, seek happiness while living mindfully and to equip youth with the tools needed to face challenges.

"Wellness is a way of life. It is a choice you make to live in a way that makes you feel good," said Smeenk. "Wellness doesn't mean you are free of problems; it means you are committed to taking care of yourself so you can live in the healthiest way possible."

It is collaborations like these that help ANTHC staff advance our vision that Alaska Native people are the healthiest people in the world.



Above: Kids learn stretching and strength exercises. **Below left:** Fun breathing activities, such as blowing bubbles, demonstrate the importance of strong lungs. **Below right:** Tracking growth of microgreens.



MISSION

Providing the highest quality health services in partnership with our people and the Alaska Tribal Health System

VISION

Alaska Native people are the healthiest people in the world

VALUES

*Achieving excellence
Native self-determination
Treat with respect and integrity
Health and wellness
Compassion*

THE MUKLUK TELEGRAPH

The Mukluk Telegraph is the official newspaper of the Alaska Native Tribal Health Consortium.

The paper is published quarterly and distributed at no charge to customer-owners, employees and partners of ANTHC statewide.

How are we doing?

Have a suggestion or a compliment for the Mukluk Telegraph?

We would love to hear from you. Email the ANTHC Marketing Department at marketing@anthc.org.

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ABOUT THE BUILDING

- 6 floors, 202 rooms
- Alaska’s first Ronald McDonald House on the sixth floor, dedicated for expectant mothers, kids and families
- Sky bridge access to ANMC and parking garage
- Communal kitchen space and cooking areas
- Dining facility and gathering space
- Exercise room and access to walking trails
- Self-serve laundry facilities

BENEFITS FOR PATIENTS

- Convenient on-campus lodging capacity
- Improved access to care
- Culturally appropriate healing environment
- Significantly reduced in-town travel and logistics

Better

Continued from page 1

health services.

The housing facility is designed to be a different kind of lodging for ANMC patients. The new facility provides a culturally appropriate environment for our guests while they receive care and recover. This is especially important for expectant mothers with high-risk pregnancies traveling to Anchorage weeks prior to delivery, cancer patients requiring extended infusion and radiation therapies, surgery patients needing outpatient specialty medical care and recovery time, and children and Elders traveling with their escorts.

We have expanded capacity and amenities that promote a positive healing environment for our patients with serious medical conditions that require the highest quality of care. The facility features comforting spaces, such as a new dining space and gathering areas, communal kitchens for preparing foods from home, an outdoor courtyard garden, a fitness center and access to walking trails.

Ensuring convenient and available lodging reduces the travel barriers to care and health care system costs, and increases access to quality care in pursuit of our vision that Alaska Native people are the healthiest people in the world.

Above: One of two shared kitchens available on the second and fourth floors. **Below left:** New cafeteria and play areas on the first floor. **Below right:** Rooms have furnishings to make a stay in patient housing comfortable, including coffee makers, microwaves, refrigerators and desk space. **Bottom right:** Each floor includes headboard and hallway artwork featuring Alaska plants that have traditional or medicinal value, such as blueberry, fireweed and salmonberry.



HEALTHY HOMES & COMMUNITIES

Winter Energy Saving Tips

The shorter days, colder temperatures and unpredictable weather conditions Alaskans face during the winter months tend to result in higher electricity and heating costs. ANTHC's Rural Energy Initiative program has tips to help keep your energy costs from rising when temperatures are dropping.

WINTER ENERGY TIP #1: UNPLUG APPLIANCES AND ELECTRONICS THAT ARE NOT IN USE

Even when powered off, most appliances and electronics plugged in to an outlet still use electricity. Unplugging appliances and electronics, including small kitchen appliances, lamps, gaming systems and electronic device chargers, when you're out of the house or at night can help save money and energy. For items that are used more frequently and for longer periods of time, including TVs, cable TV boxes, DVD players and computers, use a surge protector or a power strip. When

you turn off the power switch on a surge protector or power strip, power to all devices plugged into that strip will be cut off.

WINTER ENERGY TIP #2: USE THE SUN FOR FREE HEAT

Sunlight can be used as a free, natural heat source for your home. On sunny days, open your curtains or blinds on your windows that face the sun and bring free heat into your home. As the sun sets, close your blinds or curtains to keep the heat inside.

WINTER ENERGY TIP #3: IF YOUR HOME HAS A CEILING FAN, USE IT TO YOUR ADVANTAGE

In winter months, it can be challenging to prevent the heat in your home, which naturally rises, from rising toward the ceiling. Using a ceiling fan that rotates clockwise set at a low speed will pull cool air up and redistribute warm air. This reduces the amount of heat needed to make your home feel warmer and more comfortable.

Healthy Foods, Healthy Recipes: Cranberry Bison Pot Roast

Bison is an excellent source of protein, a good source of iron and is low in fat.



CRANBERRY BISON POT ROAST

INGREDIENTS

- | | |
|-----------------------------------|---|
| 4 pounds boneless bison roast | 2 cups red onion, chopped |
| 2 tablespoons olive or canola oil | 2 lbs potatoes, cleaned and diced into 1 ½-inch pieces |
| 2 tablespoons flour | 6 medium carrots, peeled and chopped into 1 ½-inch pieces |
| 1 teaspoon salt | 2 cups fresh low-bush cranberries |
| ½ teaspoon pepper | |
| 1 ½ cups beef or game broth stock | |

PREPARATION

- Use 6-quart Dutch oven to roast. Heat olive oil over medium-high heat.
- Combine flour, salt and pepper. Wipe roast with damp cloth and rub with flour mixture.
- Brown meat on all sides.
- Remove meat from pan and discard pan drippings.
- Add beef or game broth stock, onions, potatoes, carrots and cranberries.
- Return meat to pan and bring to a boil; simmer for 2 ½ hours. Turn the meat once or twice while cooking. Once tender, remove from liquid and onto platter. Cover and keep warm.
- Skim excess fat from liquid in pan. Pour liquid into blender and blend one minute. Pour liquid through strainer back into pan.
- Reheat; add seasoning if needed.
- Pour sauce over meat and enjoy.

Bison are grazing animals and they find food along rivers, recently burned areas and sedge potholes.

In the state of Alaska, there are four herds totaling about 900 bison. The largest herd can be found near Delta Junction and smaller herds are located near Farewell, Chitina River and Copper River areas.

Bison hunts are amid the most popular drawing hunts.

Our vision is that Alaska Native people are the healthiest people in the world. Learn more at www.anthc.org.



**ALASKA NATIVE
TRIBAL HEALTH
CONSORTIUM**

**HEALTHY
PEOPLE &
PREVENTION**

**Winter
travel
safety tips:
ice and
frozen
waterways**

During winter months, frozen rivers, lakes, ponds and other waterways offer many Alaskans another method of transportation. Whether you're playing on ice for recreation, traveling for subsistence fishing and hunting, or driving an ice road on your morning commute, it is extremely important to take extra safety precautions. ANTHC's Injury Prevention program has several tips to prevent and prepare for cold water immersion.

Changes in weather conditions, shifts in freezing waterways and inconsistencies in thickness means traveling on ice is never completely safe. Always examine the quality and type before traveling on ice and ask locally about conditions and hazards.

New, clear ice is the only type of ice recommended for travel and the recommended minimums for thickness include: 4 inches for walking; 5-6 inches for snow machines and ATVs; 8-12 inches for small cars and trucks; and 12-15 inches for medium size trucks. Be sure to measure ice thickness regularly at a number of locations. You should avoid slushy ice and overflow, ice that has recently thawed and refrozen, ice covered in layers of snow, and rotten ice caused by sudden changes in temperature.

Safe winter travel involves preparation. When walking on ice or traveling on a snow machine or ATV, wear a life jacket. In the event of a cold water immersion, a life jacket will help you stay afloat and provide some insulation. If you plan to drive your car or truck on ice, consider bringing a throwable flotation device instead. A life jacket could make escaping from a car or truck more difficult. Avoid traveling alone when possible and always let someone know when you are leaving, where you are going and when you plan to return. Carry ice picks and rope with you in case you or someone you are traveling with needs rescuing.



Safely navigating ice and frozen waterways is important to prevent injuries during winter travel.

The EARTH study returns!

**Were you a participant in the
EARTH study in 2004-2006?**



**If so, the Southcentral Foundation
Research Department will contact you
for a follow-up visit.**

If you are interested in participating or for more information, please contact

Southcentral Foundation Research Department

(907) 729-7287

Anchorage Native Primary Care Center 2 East
Anchorage, Alaska 99508

www.southcentralfoundation.com



**ALASKA NATIVE
MEDICAL CENTER**



HEALTHY HOMES & COMMUNITIES

ANTHC 2016 summer construction season accomplishes more than infrastructure improvements

ANTHC staff and community partners lead construction projects year-round across Alaska – we build the infrastructure that improves access to care, clean water and sanitation services, and make existing infrastructure more modern and efficient. The work may vary, but the ultimate result is healthier communities and healthier Alaska Native people.

The innovative, complex ongoing work is often centered on building and upgrading water and sanitation facilities so that Alaska Native people in rural Alaska can live healthier lives, and the community infrastructure can run effectively and affordably. What is normally convenient and easy to come by in larger cities is quite an undertaking for engineers and construction personnel working in remote areas of Alaska. This season, construction crews:

- Continued construction for fully-piped water and sewer systems in Eek, Kwethluk and Lower Kalskag
- Installed over 15 miles of water and sewer main, almost seven miles of service lines, and almost two miles of fence
- Built or rehabilitated four water treatment plants
- Constructed four lift stations
- Provided plumbing to 260 homes
- Installed 62 manholes

Ongoing construction efforts across the state impact the lives of local community participants and their families in more ways than a constructed facility. ANTHC construction projects have created more than 245 seasonal construction jobs throughout 30 communities and this job creation has injected more



Above: City of Hughes washeteria. ANTHC construction crews worked in summer 2016 to upgrade the water treatment plant.
Below: ANTHC construction crews install new underground pipe for water and sewer system in Eek.

than \$3.5 million payroll dollars into small local economies. ANTHC continues to provide training and other skill development opportunities for local workers.

CONTINUED CONSTRUCTION OF EEK'S FULLY-PIPED WATER AND SEWER SYSTEM

In 2012, the water source in Eek was the local river. Treated water was

See Page 7, **Construction**



Construction

Continued from page 6

self-hauled from the community water treatment plant. The community also had a washeteria at the same location where residents could shower and do laundry. Eek was a honeybucket community; human waste was collected in the home and carried in open buckets to a collection container at different collection points throughout town. City workers used ATVs with trailers that carry collection containers and dump them in a lagoon. Even with care in handling the buckets and sewer containers, spills are common. Contamination can be spread by rain, dust and pets throughout the community.

Funding has been provided for planning, design and construction of an entire community water and wastewater system to ultimately provide piped water and sewer service to 91 homes in Eek. Everything from the water source, water treatment, water distribution, sewer collection, wastewater treatment and interior house plumbing in each home will be provided under this project. This project is being completed through the cooperative efforts between the city, village council, ANTHC, Indian Health Service, USDA Rural Development, U.S. Environmental Protection Agency (EPA) and the State of Alaska.

HUGHES WATER TREATMENT PLANT REHABILITATION

Keeping water flowing and easily accessible is no small task in Hughes, a remote community hundreds of miles northwest of Fairbanks. But a recent



Above and below: New wastewater lagoon in Shageluk.

water treatment upgrade completed by one of ANTHC's engineering and construction teams accomplished just that.

The overall intent of the project was to bring the plant into compliance with the EPA's surface water treatment rule (SWTR). The EPA developed the SWTR to improve drinking water quality. The regulations provide protection from disease-causing pathogens, such as *Giardia lamblia*, *Legionella* and *Cryptosporidium*. The regulations also protect against contaminants that can form during drinking water treatment. The challenge the team faced was to keep

the plant running in order to provide safe drinking water to Hughes' residents while construction crews worked on replacing some of the plant's older pumps and parts. It's important for the team to avoid cross connections that could lead to contamination of the water supply.

Mia Heavener, the ANTHC design engineer for the project, explained that it, "requires a lot of planning and tight teamwork to keep the plant running while the upgrades are happening. Without those, the upgrades wouldn't have been possible."

Prior to the upgrades, Hughes residents were at risk for prolonged expo-

sure to microbes that cause a variety of illnesses. Thanks to the efforts of ANTHC engineers, construction managers and project managers, the community can rest easy knowing their water is safe to drink.

SHAGELUK WASTEWATER LAGOON

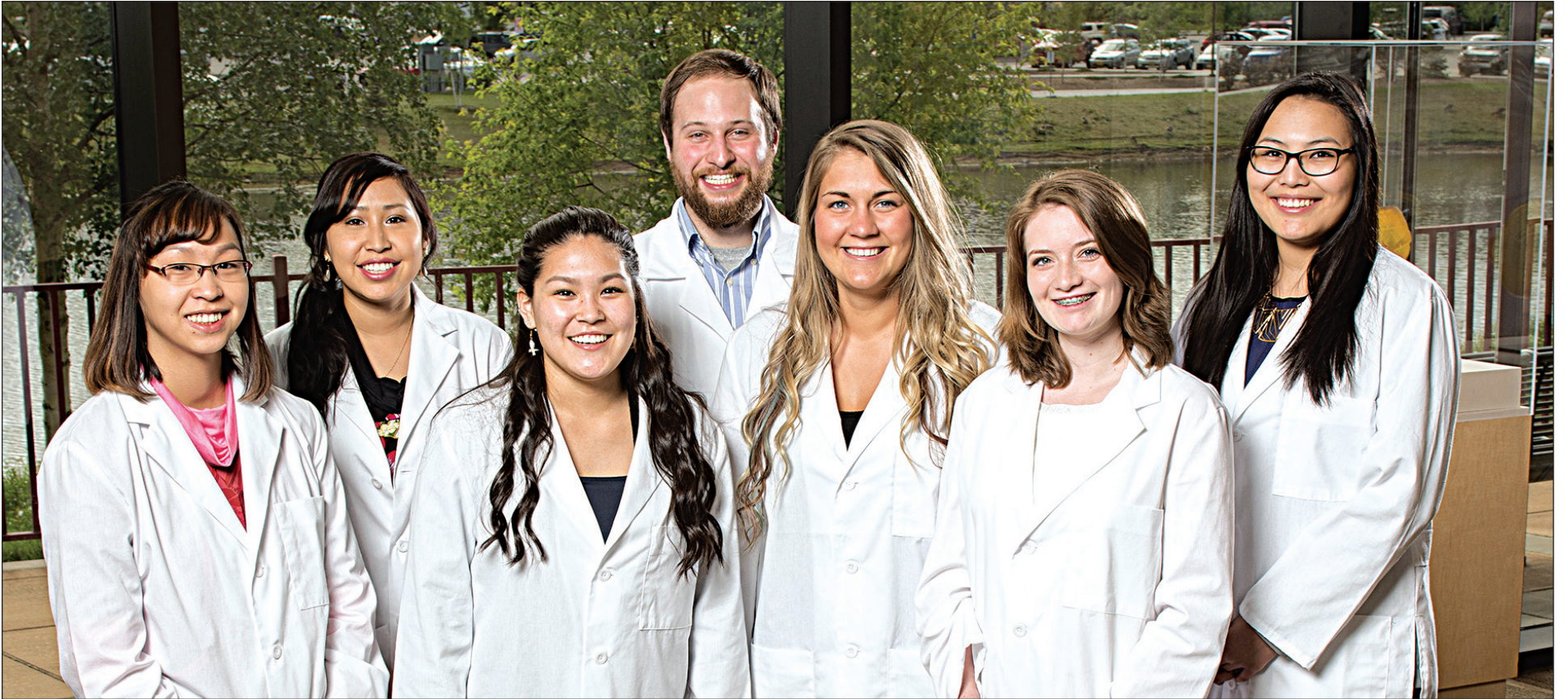
This year construction crews completed a sewage lagoon in the western community of Shageluk. Shageluk's lagoon is a shallow, one-acre pond into which the sewage or liquid waste from the existing sewage system flows. The lagoon provides long retention periods for the processes of natural purification to act on the wastewater that is introduced. The sewage and effluent are broken down by germs in the lagoon. The sun and wind play an important role to help the lagoon function. They provide necessary light, warmth and oxygen to the water. This is necessary for the growth of the bacteria in the water.

The wind helps with the evaporation of the water and serves to bring oxygen into the water. It also creates waves, which help stop insects from breeding and living in the water. Disease-causing mosquitoes, for example, require still water to breed. Lagoons are a preferred wastewater treatment option in Alaska because they are simple, partially controlled systems that represent a complex interaction of physical and biochemical reactions to treat wastewater.



HEALTH TRAINING & EDUCATION

Dental Health Aide Therapist curriculum approved at Iñisaġvik College



Dental Health Aide Therapists celebrate completion of their first year of training with the traditional white coats in June 2016.

The curriculum for Alaska's Dental Health Aide Therapist (DHAT) program was recently approved by the Northwest Commission on Colleges and Universities, through ANTHC's partnership with Iñisaġvik College in the North Slope Borough. This newly accredited degree program offers DHAT students the opportunity to earn an Associate of Applied Science (AAS) degree.

In addition to the two-year AAS degree, which helps create broader career pathways for DHAT graduates, Iñisaġvik will award a DHAT certificate upon completion of the first year of study. The program will still operate out of the existing instructional sites in Anchorage and Bethel, but will now benefit from the institutional support available through Iñisaġvik. During their course of study, DHAT students have access to the full range of student services at the Tribal college, including financial aid, scholarship resources, academic support and tutoring.

The process to accredit the DHAT program began last year when ANTHC and Iñisaġvik staff collaborated on the project by outlining shared program goals. The partnership was formally announced at the DHAT graduation ceremony in June. DHAT students who started in July are enrolled in the first cohort of students in the Iñisaġvik degree program.

"We are happy about this partnership with the DHAT program, as it is uniquely suited to meet health care needs of rural Alaska as well as provide access to education for students in rural communities," said Dr. Birgit Meany, Iñisaġvik College Dean of Academic Affairs.

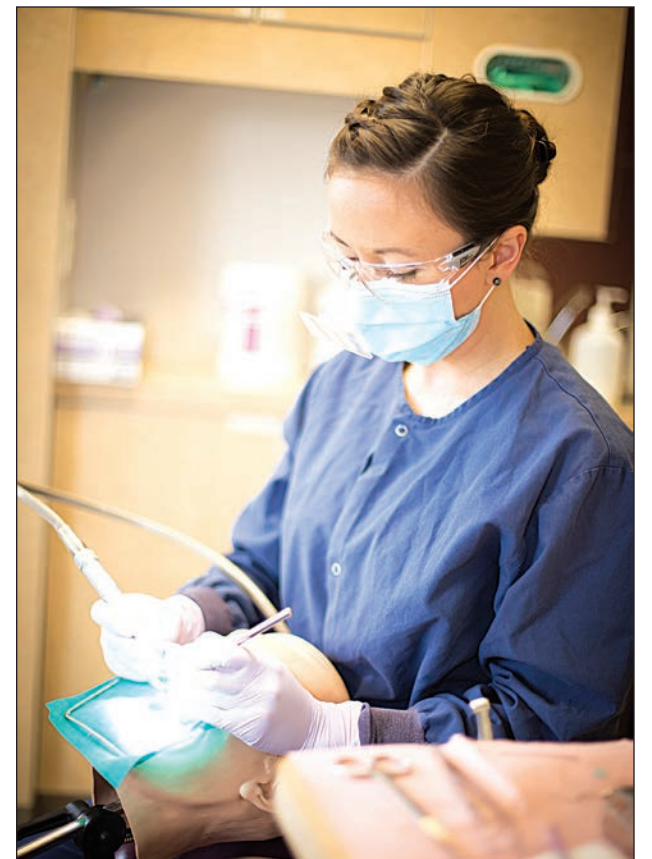
DHATs make important contributions to the oral health and well-being of Alaska Native people in rural areas of our state through culturally appropriate dental education and routine dental services

"We are happy about this partnership with the DHAT program, as it is uniquely suited to meet health care needs of rural Alaska as well as provide access to education for students in rural communities."

— Dr. Birgit Meany, Iñisaġvik College Dean of Academic Affairs.

within the scope of their training. This model of dental care increases preventative care necessary for the reduction of cavities and other dental issues that lead to oral diseases.

Since 2004, these mid-level providers have expanded much-needed access to dental care and prevention services for more than 40,000 Alaska Native people living in 81 rural Alaska communities.



For more information about the DHAT program, visit <http://anthc.org/dental-health-aide/>.



HEALTHY
Alaska Natives
FOUNDATION

10th Annual

Raven's Ball

March 25, 2017 • Hotel Captain Cook • Anchorage

Save the date for a first-class fundraiser helping Alaska Native health reach new heights!
Reserve a table, sponsor the event or volunteer today at inspiringgoodhealth.org or 907.729.5652.

HEALTH ADVOCACY

A new path to health care: Health insurance for Alaska Native people

Many American Indian and Alaska Native people now qualify for health insurance through Medicaid, Denali KidCare and the new Health Insurance Marketplace. You may be wondering if you should sign up for the Marketplace. The answer is yes, because with health insurance you can help expand access to care and treatments at our Tribal health care facilities.

Do you want health insurance paid for you?

The Tribally-Sponsored Health Insurance Program may pay for health insurance for you if you qualify.

Where can I get more information and sign up?

Visit anthc.org/tship to find the contact in your area and see if you are eligible and get help with enrollment.

ABOUT ENROLLING

If you qualify, the Tribally-Sponsored Health Insurance Program will buy health insurance for you. IHS-eligible Alaskans who meet the criteria below can enroll for coverage for 2017.

How do I qualify?

You and your family can get Tribally Sponsored Health Insurance if you:

- Are a resident of the state of Alaska
- Are eligible for services at a Tribal health clinic/facility
- Are not covered by or eligible for Medicare Part A, Medicaid (Denali Care), Denali Kid-Care, TRICARE, CHAMPVA, or affordable health insurance through an employer

Estimate if your 2017 income will be within the guidelines below:

If your family has	You are eligible if your yearly income is above this amount	And below this amount
1 person	\$ 14,840	\$ 59,360
2 people	\$ 20,020	\$ 80,080
3 people	\$ 25,200	\$ 100,800
4 people*	\$ 30,380	\$ 121,520

*Amounts increase for larger families

Where can I get more information and sign up?

Visit anthc.org/tship or call 1-855-822-6842 to find the contact in your area.

One diverse workforce, a world of opportunity.

Did you know ANTHC is one of Alaska's top employers?

Be part of the dynamic team supporting the health and wellness of Alaska Native people, through specialty medical care, innovative technology, wellness and prevention services and clean water and sanitation systems.

Your next move can make a difference!

Learn more at anthc.org/careers.

ALASKA NATIVE TRIBAL HEALTH CONSORTIUM

To speak directly with an ANTHC recruiter, call (907) 729-1301 or email careers@anthc.org.

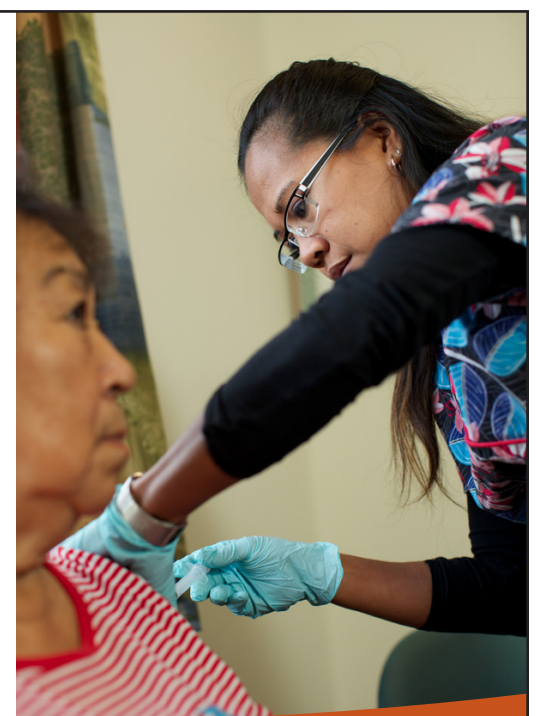
FIGHT THE FLU! For a healthy you and for the health of those around you – get vaccinated today!

Flu vaccination is safe, easily available and the best way to prevent you and the people you care about from getting the flu, which is easily spread and can be deadly.

For vaccination information or to get vaccinated today, contact your local Tribal health organization or your provider at Alaska Native Medical Center.



Learn more about the flu and myths and facts about vaccination at: www.cdc.gov/flu.



HEALTHY HOMES & COMMUNITIES

Alaska Rural Utility Collaborative earns highest honors and national recognition from Harvard Honoring Nations

The Harvard Honoring Nations awarded the Alaska Rural Utility Collaborative (ARUC) with its highest award on Wednesday, Oct. 12 during a special presentation at the National Congress of American Indians conference in Phoenix, Arizona. ARUC was one of six semifinalists from Tribal programs across the country, out of an original field of 87 applicants. Harvard Honoring Nations is an award of The Harvard Project on American Indian Economic Development, a project of the John F. Kennedy School of Government, Harvard University.

According to The Harvard Project on American Indian Economic Development, "Honoring Nations identifies, celebrates and shares excellence in American Indian tribal governance. At the heart of Honoring Nations are the principles that tribes themselves hold the key to generating social, political, and economic prosperity and that self-governance plays a crucial role in building and sustaining strong, healthy Indian Nations."

In August, Harvard Honoring Nations committee members came to Alaska for a site visit of the ARUC office and Goodnews Bay to learn more about the program and see the unique challenges that Alaska Tribal communities face.

"The Alaska Rural Utility Collaborative demonstrates the power of cooperation and the significant payoffs when small communities can take advantage of economies of scale. It's a model that not only strengthens Tribal governments' ability to sustain



Above: Harvard Honoring Nations committee members visit rural Alaska with ARUC staff. **Below:** ARUC staff accept award at National Congress of American Indians conference.

quality water and sewer systems, but also increases people's support – and willingness to pay for – for fundamental public services," said Andrew Lee, Honoring Nations Board of Governors member, during the award presentation.

ARUC is an ANTHC program that was created to manage, operate and maintain water/sewer systems in rural Alaska. Currently, there are 27 member communities in the program who receive assisted billing support, engineering and project management support, and utility and grants management.

For more information about ARUC, visit <http://anthc.org/what-we-do/tribal-utility-support/alaska-rural-utility-collaborative-aruc/>.

For more information about Honoring Nations, visit hpaied.org/honoring-nations.



Harvard Honoring Nations committee members visit Goodnews Bay.

Missed the 2016 Annual Meeting?

Learn more about ANTHC's work in 2016 and how we are building better health for our people across Alaska.



Read and watch highlights of our latest work in our annual report and year in review video at www.anthc.org.

HEALTH TRAINING & EDUCATION

Cancer education for community wellness

Want to learn more about cancer? The Community Health Aide Program (CHAP) cancer education team launched a series of interactive, online cancer education modules to make cancer information more accessible in rural Alaska.

Cancer is the leading causes of death for our people and the modules were developed with Alaska Native culture in mind to best serve Community Health Aides and Practitioners (CHA/Ps), their communities and their patients.

These online modules help CHA/Ps share knowledge on cancer control and preventative care. Ten interactive, online cancer education modules with helpful resources and activities are available free of charge. These online tools help users learn ways to prevent cancer, decrease cancer risks and, if diagnosed with cancer, ways to live well along the cancer journey. The modules were designed for CHA/Ps, but everyone is invited to take them!

Each module was developed with feedback from Alaska's CHA/Ps, CHAP leadership, community members,

project partners and content experts. CHAP learners wanted to see relevant local information, personal stories, visual teaching aids and content that shows respect for diversity of cultures. These are all included in the modules and each module concludes with an evaluation survey and opportunity for feedback to ensure the modules continue to reflect the needs of the participants.

To learn more visit anthc.remote-learner.net or contact Laura Revels at ljrevels@anthc.org or Melany Cueva at mcueva@anthc.org.

Online cancer education courses were designed for Alaska Native people and the health care providers that serve our people.



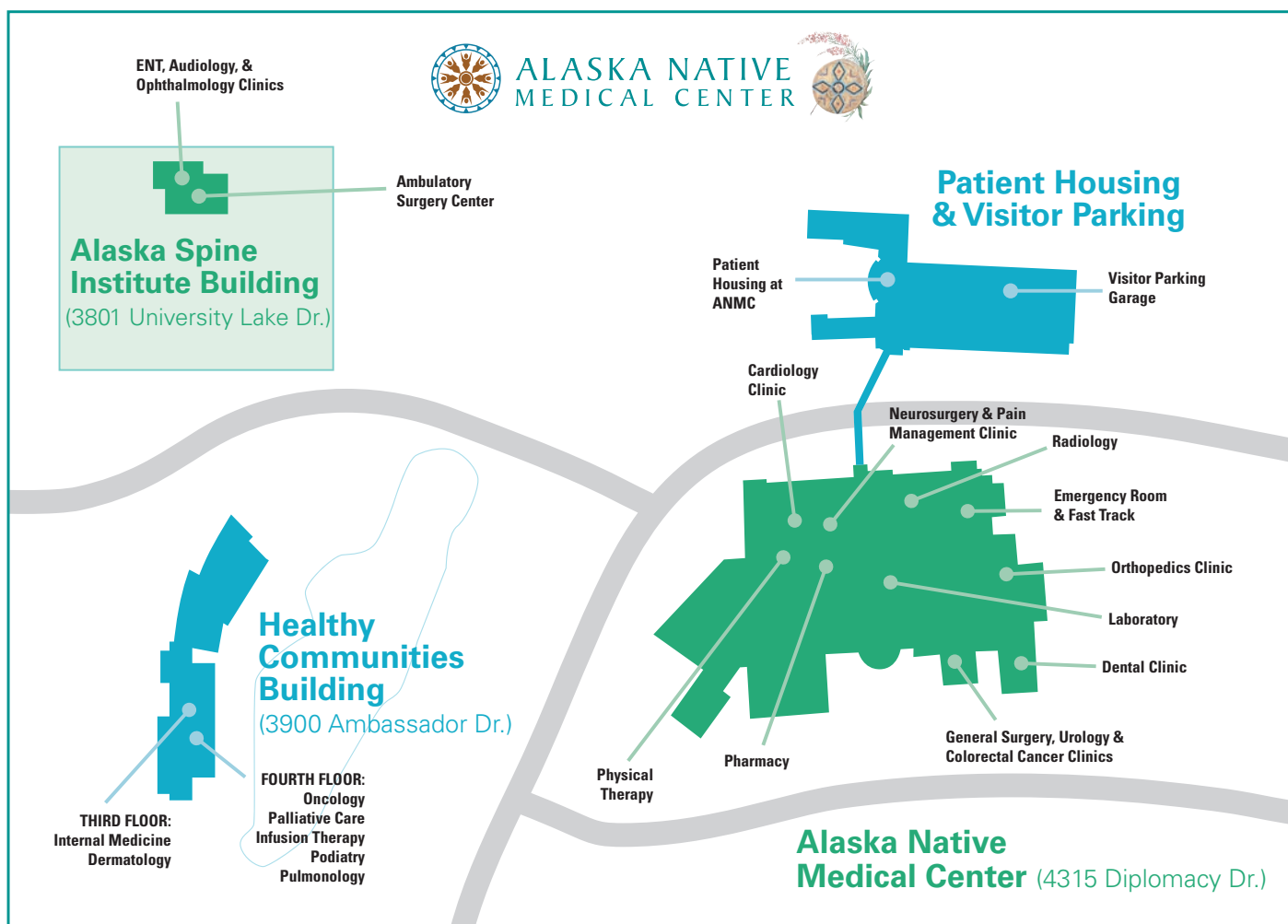
AVAILABLE CANCER EDUCATION COURSES

- Cancer Basics
- Cancer and Our Genes
- Cancer Treatments
- Loss, Grief, and End-of-Life Comfort Care
- Cancer Pain
- Tobacco and Cancer
- Awakening Choices - Colon Health
- Women and Cancer
- Staying Strong Staying Healthy - Men's Health
- Nutrition & Physical Activity



We're building better health!

Throughout 2016, many Alaska Native Medical Center outpatient clinics moved into new spaces to better serve our people. Here's a current map of clinic locations:



HEALTHY PEOPLE & PREVENTION

Positive messages about healthy behaviors change conversation around substance abuse

Tobacco and drug use among Alaska Native people have been on the decline for many years, but there continue to be challenges to motivate people to quit and remain nonusers. To promote a unified message that celebrates the healthy choices that our people make every day, ANTHC recently launched the “We Are” media campaign, designed to reach Alaska Native and Native American people ages 11 to 25.

The campaign is based on social norms theory, which shows much of people’s behavior is influenced by their perceptions of what is “normal” or “typical.” The challenge is that we often misperceive the typical behaviors or attitudes of our peers. We tend to overestimate the number of our peers who value and make unhealthy choices, and underestimate the number who value and make healthy choices. For example, if people believe that the majority of their friends are drinking alcohol and/or using drugs, then they are more likely to drink alcohol and/or use drugs.

However, a majority of Alaska Native people around the state do not engage in unhealthy activities. More than half of Alaska Native people report they do not smoke or use smokeless tobacco and 85 percent of Alaska Native and American Indian people do not use illegal substances.

Using positive social norms, our goal is to change the conversation about



Did you know?

- *More than half of Alaska Native people report they do not smoke or use smokeless tobacco.* — Alaska Behavioral Risk Factor Surveillance System, 2014
- *85% of Alaska Native and American Indian people don't use illegal substances.* — Center for Behavioral Health Statistics and Quality, 2015

healthy behavior among Alaska Native people by highlighting the actual healthy behavior alternatives that Alaska Native people choose to engage in.

This statewide media campaign includes video, radio and social media components. To see the videos celebrating the scholars, teachers, providers, artists and athletes in our communities, or to find more

information on resources that support a healthy life, visit anthc.org/weare.

We are...



athletes.



We are...



scholars.

