



National American Indian & Alaska Native

**PTTC**

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



**Native Center for  
Behavioral Health**

**IOWA**

**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration

# Indigenous Resiliency

## Thriving Prevention Programs

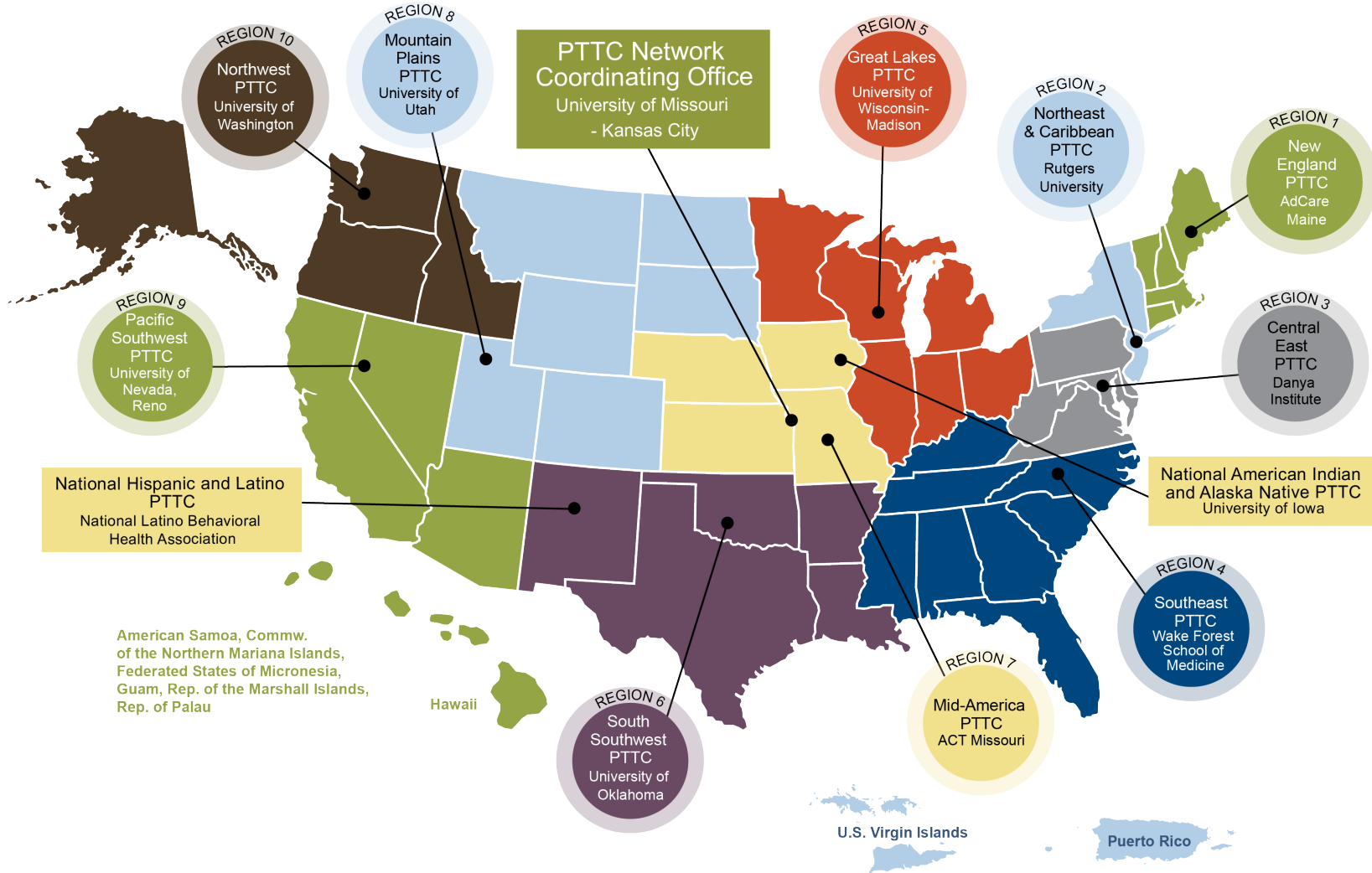
Speaker: Justine Murray, MA



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PTTC Network



American Indian & Alaska Native  
Prevention  
Technology  
Transfer Center

This webinar is provided by the National American Indian & Alaska Native PTTC, a program funded by the Substance Abuse and Mental Health Services Administration (SAMHSA).

# ***SAMHSA***

Substance Abuse and Mental Health  
Services Administration

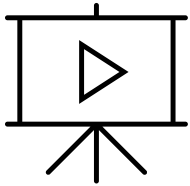
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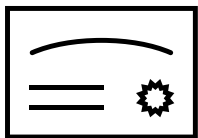


# Follow-up

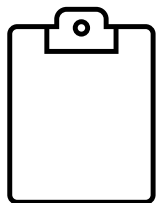
Following today's event, you will receive a follow up email, which will include:



Links to the presentation slides and recording, if applicable



Information about how to request and receive CEUs



Link to our evaluation survey (GPRA)



# Land Acknowledgement

We would like to take this time to acknowledge the land and pay respect to the Indigenous Nations whose homelands were forcibly taken over and inhabited.

Past and present, we want to honor the land itself and the people who have stewarded it throughout the generations.

This calls us to commit to forever learn how to be better stewards of these lands through action, advocacy, support, and education.

We acknowledge the painful history of genocide and forced occupation of Native American territories, and we respect the many diverse indigenous people connected to this land on which we gather from time immemorial.

While injustices are still being committed against Indigenous people on Turtle Island, today we say thank you to those that stand with Indigenous peoples and acknowledge that land reparations must be made to allow healing for our Indigenous peoples and to mother earth, herself.

Dekibaota, Elleh Driscoll, Meskwaki and Winnebago Nations  
Ttakimaweakwe, Keely Driscoll, Meskwaki and Winnebago Nations  
Keokuk, Sean A. Bear, 1<sup>st</sup>. Meskwaki Nation



# Today's Speaker: Justine Murray, MA

Ms. Murray has dedicated her career to assisting organizations harness the power of service, strengthen capacity, and implement solutions addressing critical needs in communities around the world through her work with Peace Corps, AmeriCorps and other organizations.

She has facilitated sustainability planning with tribes, nonprofit organizations, for profit entities, governments, and individuals.





# WEBINAR PURPOSE

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## Introduce

- Introduce Resiliency through a Sustainability Framework.

## Articulate

- Articulate Areas to Consider.

## Share

- Share Successes and Challenges.



# Indigenous Resiliency; Knowing

- Many pathways to a resilient organization.
- Sustainability is one.
- We are going to discuss a framework for organization sustainability.
- A pathway for resiliency.



# What Do You Think?

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- What comes to mind when you think of sustainability?



# What is Sustainability?

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**Ability to continue to meet the needs of the people served by the project with resilience - beyond the life of specific grant or with diminishing support.**

Sustainability =

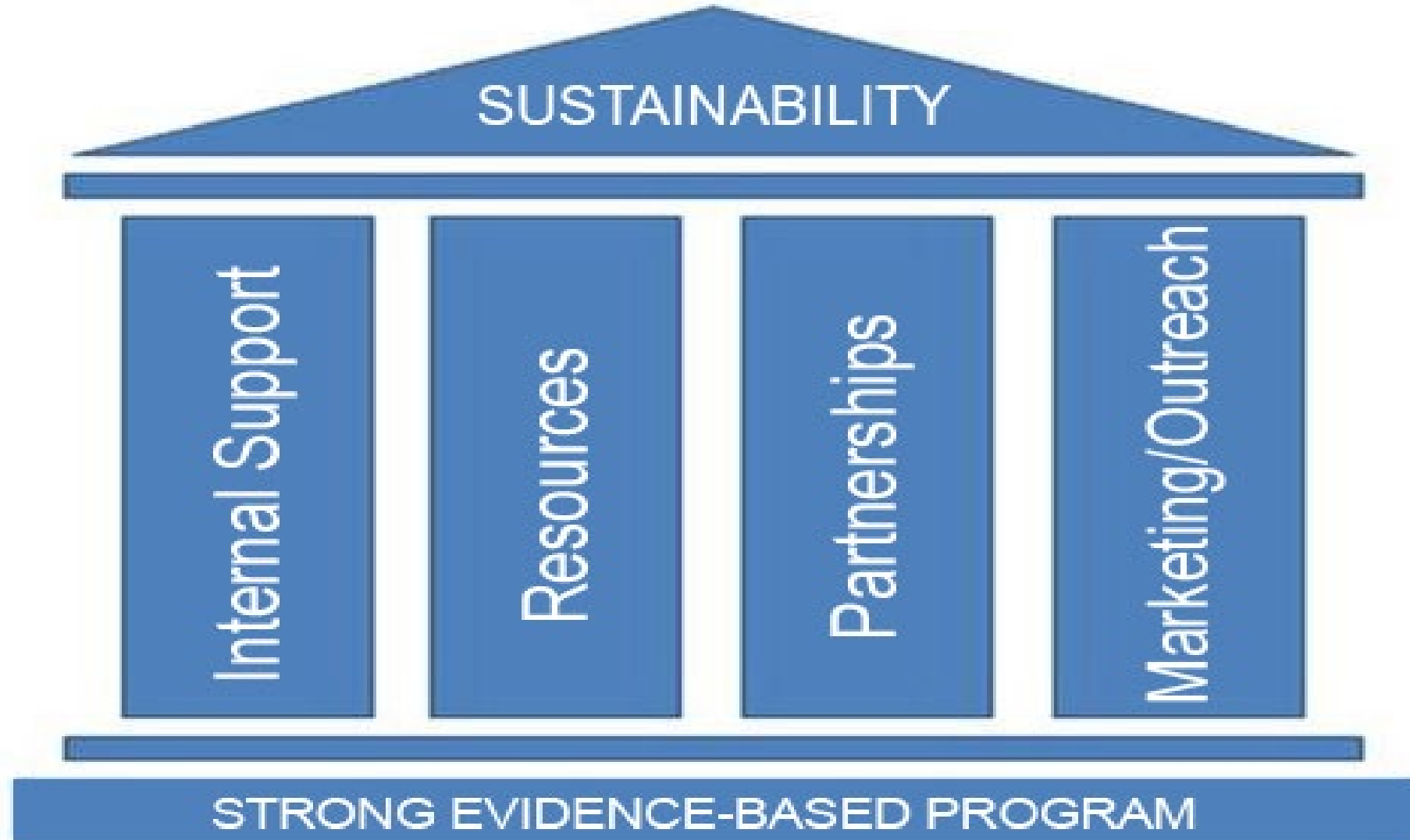
Mindset  
+  
Strategic  
Action



# What to Sustain



# Four Pillars of Sustainability



# Building Your Case for Support

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What is the specific need the program addresses?

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How are you responding to meet the need?

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What is your track record?



# Building Your Case for Support

- What's the win-win? Why should others want to actively support your efforts?
- How do your offerings align with other community programs? What's unique? What's not?
- What are the barriers to change?



# Making Your Case



What do YOU usually say when asked about your Program?

## **Assignment:**

- Describe your program in 1-2 sentences. (“Elevator pitch” length)





# Pillar 1: Internal Support

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- Do people inside your organization fully understand the Program and how it fits within your overall organizational mission?
- Do you have active support?
- Do key decision makers advocate for your project?

# Pillar 2: Resource Development

## **Possible Types**

Dollars/Grants

In kind Donations

Pro Bono Services

Fee for service

## **Source Options**

Tribal grants

Federal grants

Individuals

Corporate foundations

Tribal budget

Other organizations/clubs

# Pillar 3: Types of Partnerships

**Collaborator**



**Source of Resources**



**Advocate**

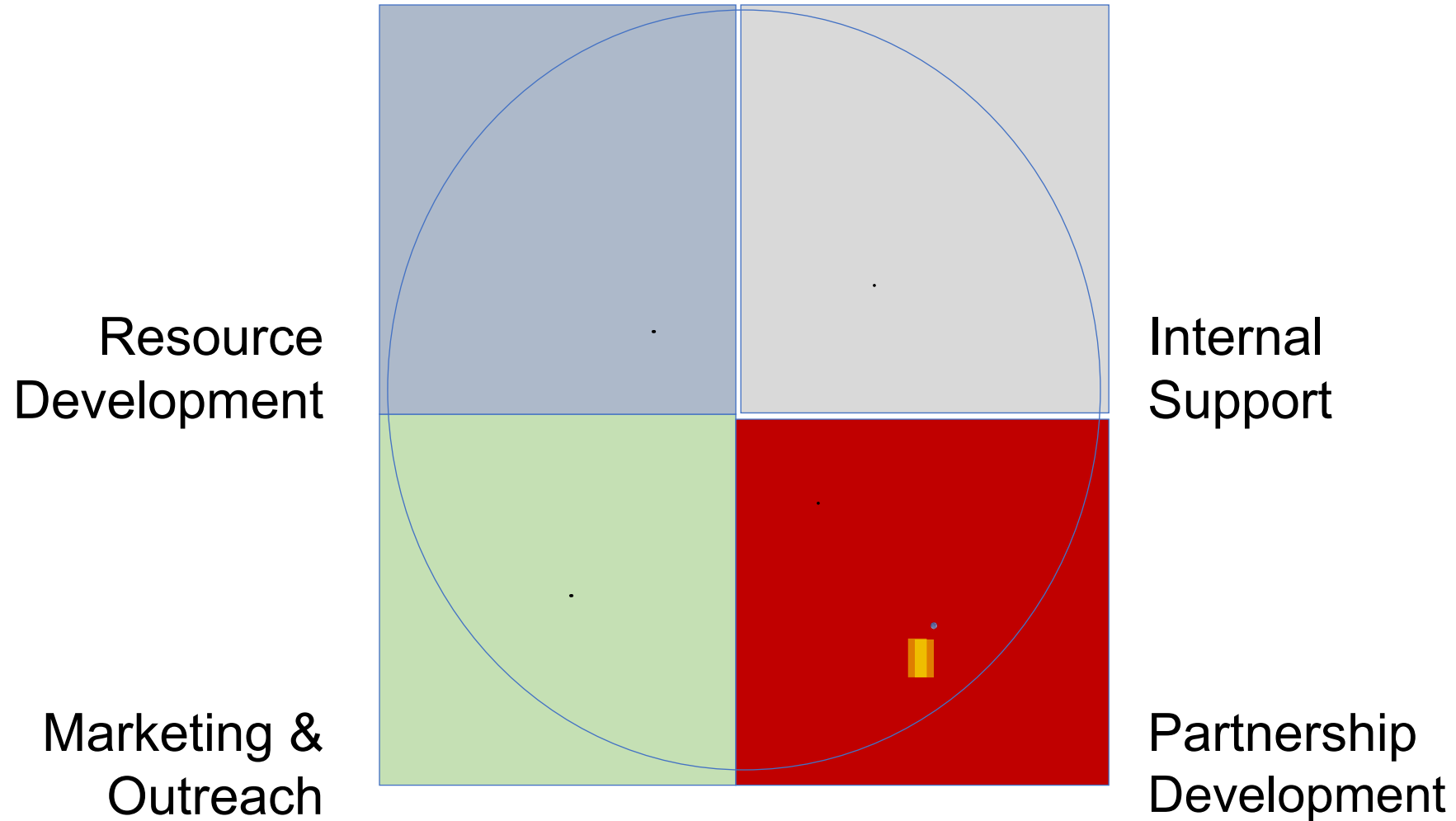


# Pillar 4: Outreach

**Do you actively share what you are doing and why?** If not...it is a missed opportunity to get additional support.

- What's the community issue you are the solution to? (health statistics, etc.)
- What do you do? What's the summary?
- What is your track record? What are success stories?
- Why should we care? WIIFM





# Current Pillar Strengths

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How do you rate the current status of each pillar for your program?

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What's been your strongest pillar to date? Why?

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Share a sustainability “win” or accomplishment and any lessons learned/tips for your peers

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What challenge(s) have you faced?  
How are you addressing it/them?



**Where are  
you?**

# Next Steps

- What pillar(s) will you prioritize to work on first?
- What specific 'next steps' will you take?
- What's your timeline?
- Who else needs to be involved?
- What ideas did you learn from your peers that you want to consider for your own program?



# Key Takeaways

- Resilient sustainability is a mindset plus strategic action over time.
- Tailor sustainability plan – your specific context, what needs to be sustained, and strengths/gaps.
- Start now – focus first on the pillar where you can get most traction for your time.





# Key Takeaways

- Be proactive - keep key players in your organization informed
- Think out of the box – it can open doors to new partnerships and resources.
- Tailor outreach regardless of channel used – clarify purpose/what you want people to do and what their interests are





**THANK YOU!!!!**

