

## Special KWSO programming to focus on negative effects of alcohol use while pregnant, FAS

Beginning August 1, 1992, KWSO is mounting a public information campaign concerning drinking during pregnancy. The purpose of the campaign is to:

- Teach pregnant women to seek support from someone who loves them to help them not to drink any alcohol during pregnancy.
- Teach peer and family members how to support the pregnant woman not to drink any alcohol during pregnancy.
- Congratulate and positively reinforce her if she is not drinking.
- Support her lovingly and non-judgmentally to stop drinking during pregnancy.
- Reinforce the knowledge that:
  - Alcohol effects are totally preventable.
  - Any amount of alcohol can affect the baby (0% alcohol for mom = 100% alcohol-free baby)
  - What the mother drinks, the baby drinks.

Both the KWSO Phase II research and the Confederated Tribes of Warm Springs Behavioral Risk Factor Study indicate that people in the community are already aware of the effects of drinking alcohol during pregnancy. The campaign will reinforce this knowledge as a reason for seeking and giving support to not drink during pregnancy.

**Fetal Alcohol Syndrome**  
Fetal Alcohol Syndrome (FAS) now is recognized as the leading cause of mental retardation in the United States surpassing Down's syndrome and spina bifida. Effects can include: 1) pre- and post-natal growth retardation, 2) central nervous system impairment which can lead to learning disabilities, and 3) facial distortions. The effects of alcohol on the fetus are related to the amount of alcohol consumed, the mother's age, the mother's nutritional status, whether the mother already has a

child with FAS, and the time in the pregnancy during which the mother drank. FAS represents the severe end of a continuum of disabilities caused by maternal alcohol use during pregnancy; the broader umbrella of alcohol-related birth defects is frequently referred to as Fetal Alcohol Effects (FAE).

**Primary audience:** Women who are light, moderate, and "party" (binge) drinkers who are pregnant or who think they might become pregnant.  
**Secondary audiences:** Female family members of the primary audience, particularly mothers (mothers-in-laws), grandmothers, sisters and aunts, and mates of the primary audience.

### CAMPAIGN DESCRIPTION

-Tone: Positive, loving, and non-judgmental. Serious. Indian.  
-Slogan: Two slogans will be tested with the various target audiences. The core of the slogan is: "Alcohol-free pregnancy with love."  
-Logo: Two concepts will be tested with the target audiences. Both would contain a simple drawing of a mother and newborn infant looking at each other lovingly surrounded by either:  
• an eagle with the wings touching at the tip to represent the circle of life, or  
• a blanket with hands coming out of the folds.

Radio spots will promote the key messages to the target audiences. Additionally, two new programs will be developed - an interview program which will motivate people to call in with their questions about FAS/FAE and a modern tales program which will use stories about animals to teach the campaign messages.

An "Alcohol Free Pregnancy with Love Fun Walk" will be conducted September 15 to develop community support for the campaign. It will be held for all pregnant women and their "support network," service providers,

tribal leaders, and anyone else who would like to walk to support the campaign. The time and dates are tentatively set for noon, Tuesday, September 15, the day many pregnant mothers would be attending the Prenatal Clinic. The walk would begin at the clinic and end at the Community Center. All of the pregnant women and the walkers would be given a tee-shirt with the campaign logo and slogan. They would also be given balloons with the logo and slogan. At the end of the walk they would release the balloons to symbolize the "giving away" of alcohol during pregnancy. Lunch might be served at the pavilion after the walk to encourage more participation.

Promotional materials such as tee-shirts, balloons, felt flags, banners, and buttons which promote the campaign slogan and logo, will be distributed at the Fun Walk and the Prenatal Clinic. The final selection of these materials will depend on the final level of funding.

Posters will promote the campaign activities, specifically the interview and modern tale programs and the Fun Walk. An additional poster will remind the target audiences of one of the key messages - "Any amount of alcohol can affect the baby." These would be distributed at highly visible points throughout the reservation.

The tribal newspaper and the Madras newspaper will be contacted to write an article on the goals of the campaign. The tribal newspaper will additionally be asked to: 1) put an ad with the campaign logo and slogan in each issue, 2) put an article in each issue. A transcript of each weekly interview which could be used as the basis for the article will be sent to the newspaper, 3) publicize the interview and modern tales programs, providing information concerning the times and who will be interviewed, and 4) promote and cover the Fun Walk.

asked to participate in and promote the campaign in several ways: 1) participate in and promote the Fun Walk, 2) Promote the interview and modern tale programs and encourage women to listen, 3) Put up the posters in the clinic, and 4) Promote the key messages of the campaign during the August Prenatal clinic session. They will be provided copies of the radio spots to assist them in promoting the messages. These spots could be played and discussed during the August prenatal session as a way of generating interest in the September Fun Walk.

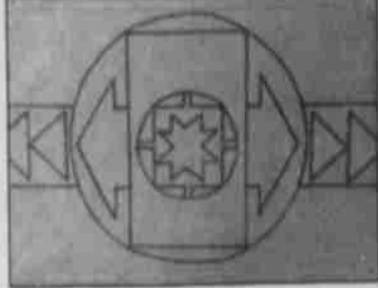
This campaign is part of the Native American Community Radio Project. The goal of this project is to apply a systematic communication methodology to strengthen linkages between the Warm Springs and its radio station to address and respond

to an identified community priority area through information and education. The Native American Community Radio Project is applying social marketing concepts, processes, and techniques in the developments and implementation of the Public Information Campaign. It is funded by the Confederated Tribes of Warm Springs and Kelloggs Foundation, with technical assistance provided by the Academy for Educational Development, Washington, D.C.

From February to April, 1992, KWSO conducted a survey in Warm Springs to identify specific community needs for the radio campaign. Of the 371 enrolled tribal members who responded, 38% (132) indicated that the use of alcohol and/or drugs was the most critical problem of the community. Once the general issue was identified, project staff selected Fe-

tal Alcohol Syndrome (FAS) and Fetal Alcohol Effect (FAE) as the specific topic for the campaign. The KWSO team then conducted in-depth interviews with four subgroups of tribal enrolled members - Warm Springs service providers, women aged 19-40 who are pregnant, women aged 19-40 who are mothers, and fathers aged 19-40, in order to understand their knowledge, beliefs, and practices concerning drinking during pregnancy. The findings of this research were used as a basis for the decisions made in this public information campaign plan. The Phase I and II Research Reports are available from KWSO. The "Alcohol Free Pregnancy with Love Public Information Campaign Plan" is also available from KWSO.

## Scott designs suited for clothing, buckles



From his living room and kitchen windows, Jimmy Scott has a beautiful view of the wide valley known as Dry Creek and through those same windows come the cheerful sounds of many different types of birds. The serene surroundings could only enhance an artist's creative frame of mind.

Drawing since 1971, Jimmy is able to produce simple as well as intricate Indian designs, some of which he has sold to local beadworkers and businesses. Warm Springs Apparel Industries has incorporated some of Jimmy's work into their clothing line. Inter Tribal Sports has also purchased designs and the Information Center has taken his items in on consignment.

Jimmy also creates cartoon characters—some of which are borrowed from the comic strips. But all are hand drawn, not traced and he adds his own quips, making the pieces even more special. Thumbing through his sketch book, Jimmy

shows off Garfield, Elmer Fudd, the Tasmanian Devil, Charley Brown and the Flintstones. Jimmy even goes so far as to record cartoons off TV and sketch the many personalities brought to him through a 148-channel satellite system.

Sitting at his drafting table, Jimmy lets his mind dictate what he will create. All Indian designs "are out of my own head," says Jimmy. "No two are alike." With a simple ruler poised to help draft his latest drawing, Jimmy reaches into his cache of chalk, pens, pencils and markers with which he will add detail and sometimes color. Jimmy stores his art supplies in an ammo box he purchased from a mili-

itary surplus supply dealer.

While a student at Madras High School, Jimmy learned the basics of drawing from instructor Robin Gerke. He used that knowledge while attending the Opportunity Center in Redmond as a teacher's aide where he helped younger students with art as well as math and reading skills.

One of Jimmy's dreams is to publish a book containing his work. Another dream is to teach elementary-age school children. He would like to be a full-time teacher. "Children make me smile when they ask how long it takes" to create a piece. With patience and a smile, he tells them it takes "experience and hard work."



Jimmy Scott spends much of each day at his drafting table.



### Summer reading

Student visits library during open hours on Tuesdays, Wednesdays and Thursdays from 12 noon to 4:00 p.m. Summer library is sponsored by JOM Committee.

## Sisters High School plans reunion

The Sisters High School Reunion is scheduled to be held on August 8 and 9, 1992. The schedule for the weekend events are as follows:

Saturday, August 8—Dinner at the grade school auditorium at 7 p.m., \$15 per couple, reservations required.  
Sunday, August 9—Picnic at Sisters City Park to begin at noon, bring

your own food, drinks and utensils. Also on Sunday a tour of new Sisters High School, meet at high school parking lot at 12:45 p.m.

To make reservations for dinner or for more information call Carroll "Doc" Raines at 923-8301, or Leonard Langeliers at 385-6697.

## North Dakota tribes learn HIV/AIDS prevention through project

The American Indians Against HIV/AIDS project was developed by the Department of Family Medicine, University of North Dakota School of Medicine, under the supervision of Dr. Clayton Jensen, Dr. Martee Bushfield and Robert Old Rock, Project Director, to prevent the transmission of AIDS within the American Indian culture. This project has been funded by the Bush/Northwest Area Foundations.

The purpose of the project is to train leaders from each of the five North Dakota Tribes about this disease. Each year five members from the Devils Lake Sioux, Standing Rock Sioux, Three Affiliated Tribes, Turtle

Mountain Chippewa and the Trenton Service Area Reservations are selected by the Tribal Council and given the opportunity to attend two four-day seminars. The four-day seminars are an intensive course in AIDS awareness, education and prevention. The leaders are then given a grant to return to their Tribes to present an educational program about AIDS to their Tribal members.

This past year twenty-five leaders from four reservations and one service area participated in the program. The mini-grant projects reached twenty-two thousand individuals with HIV/AIDS information in 1990-1991. The information was disse-

minated through "town hall" meetings, health fairs, radio talk shows, publications and presentations given in public schools.

An American Indian HIV/AIDS awareness poster was developed by Robert Old Rock specifically for this project. The poster has been distributed locally and nationally to schools, organizations and individuals interested in informing their community about the threat of HIV/AIDS. Copies of the poster are available and can be received by writing to Robert Old Rock, Project Coordinator, Dept. of Family Medicine, 501 N. Columbia Road, Grand Forks, ND 58203 or calling (701) 777-3214.

A videotape of the HIV/AIDS project was made by the Department of Family Medicine and is available for viewing through the Lending Library. The Lending Library carries HIV/AIDS audiovisuals specifically for American Indians. These are educational HIV/AIDS tapes. You may contact the Lending Library by writing to Phyllis Hustoft, Department of Family Medicine, 501 N. Columbia Road, Grand Forks, ND 58203 or by calling (701) 777-3240.

It is the hope that this project will provide a replicable model for successful HIV/AIDS prevention and preventative health care practices. If

you would like to receive more information about the program or an application to be a mini grant recipient please write to: Robert Old Rock, Project Director, 501 N. Columbia Road, Grand Forks, ND 58203.

### Walk-ins welcome

Services at the Confidential Family Planning Clinic include birth control, STD treatments, counseling and pregnancy tests. Hours are Tuesdays 2-4:45 p.m. at the Jefferson County health Department. Call 475-2266 for an appointment. Free condoms are available.

## Employment Services survey results reveal department weaknesses, strengths, suggestions

What is employment services primary weakness?

	Unemp.	Emp.
No answer	26-38	13-19
Communication	11-12	26-39
TM Policies	4-5	7-11
Paper flows	9-10	15-22
Support services	9-10	16-23
Operational Org.	12-13	17-24

Need communication improved; of the unemployed who responded one felt confidentiality was needed; eight felt they needed a better attitude toward public; three felt they are judgmental of clients; one felt a lack of communication skills. Of the employed who responded twelve felt the staff communication was the weakness; five felt they should communicate with the staff and do not just let them go; six felt the weakness of communication with clients; four felt they give the run around; nine felt they gossip about the clients; three felt there was no privacy in the office areas.

Uphold tribal member preference policies: of the unemployed who responded two felt no chance at training; six felt more jobs youth and adult; one felt nepotism. Of the employed who responded seven felt there is favoritism in hires/training; one felt nepotism; three felt for compliance in tribal member preference & policy.

Paper flows: of the unemployed who responded, six felt applications needed follow up; two felt losing the paperwork was their weakness; one felt the termination form needs more space for specifics; one felt the need for descriptions with job advertisements. Of the employed who responded, eleven felt recordkeeping/security was the weakness; five felt they should not lose applications; four felt the need for professionalism in the reception area; one felt weakness in accounting/checks; two felt they should notify of hire/no hire.

coordinators needed motivation; three felt that all coaches answer about all employment services programs - monitor new hires; one, intake form; two felt they should help those who don't pass the UA. Of the employed who responded, six felt new hires needed monitoring; six felt coaches recruit, track applicants; five felt they discourage, judge clients; four felt there is not enough counseling; two felt they should offer help with applications.

Operational Organization: of the unemployed who responded, five felt there is prejudice in the department; one felt weakness in the dress code; three felt there was no one there, too many staff; four felt there was no weakness. Of the employed who responded, fourteen felt management does not use staff in ways they could give leeway; five asked why so many staff-what doing?; six felt they should find money, training youth-handicapped.

What is the primary way you find out about jobs available?

	Unemp.	Emp.
Emp. Services Ad.	37-38	51-76
Newspaper	50-52	46-69
Radio	7-8	0
Emp. Svs. Office	31-32	34-51
Others: Post off. etc.	7-8	8-12

What is your observation of the hiring practices within the tribe?

	Unemp.	Emp.
TM preference	32-33	54-80
Politics involved	9-14	
Hiring done fairly	22-23	9-13

that at Kah-Nee-Ta jobs are saved for whites. Of the employed who responded, two felt they were judged by the past; twenty-three felt nepotism; twenty-eight felt non tribal members hired instead of tribal members; seven felt non tribal members get higher pay for the same work; thirteen felt tribal members should rely on qualifications non tribal member preference; seven felt that the jobs were filled before advertised.

Politics involved in hiring: of the unemployed who responded, four felt that it depends on who you are and who you know in departments. Tribal members, favorites get placed when they do not qualify. Of the employed who responded, three felt hire policy is downright dirty; eight felt politic hiring is obvious; two felt unfair, tribal members get labor work/pay; one felt a gradual takeover of our jobs by non reservation people.

Hiring is done fairly: of the unemployed who responded, fifteen felt hiring seems good; one says it is slow; three do not know, no opinion; four do not like hiring practices. Of the employed who responded, eight felt hiring by experience/qualify; five felt variances for each job/department.

Suggestions to General Managers: of the unemployed one felt that "General Managers are protective of their position and do not allow growth of knowledge for their employees."; one felt that "General Managers should take a cut in pay or quit paying so much for contracts."; one felt, "It is used at the General Managers discretion, hiring should be faster, maybe lack of services from Employment Services Department?"

Are you in a career or job you want to be in?

	Unemp.	Emp.
Yes	15-16	82-123
No	73-78	9-13
Law Enforcement	3-4	1-2
Education	7-10	1-2

Health 2-4  
Business Admin. 1-3

Of the unemployed who responded the career choices were: three patrolman; eight early childhood education; two teachers; three nursing; one each/sports medicine, fitness center, aerobics, EMT; eleven secretaries; two each/ computers, accountants, records, management; four forestry; one fisheries; one engineer; two equipment operators; one each/carpenter, electrician, engineer, plumber, drafting; one each/ social work, fence building, outside work, landscaping, curator, cook, beadworker, artist, curator, marketing, interior decorator, fashion, journalism, golf pro, crafts. Of the employed who responded the career choices were: Investigations, prosecution; higher education, work with children; one health field; two secretary, one bookkeeping; one construction and wants hands on training, landscaping; one each/ supervising job, manage my own business, public relations, Tribal Council, want to train for a day job.

Which staff are the most helpful to you when you come to the employment services department?

	Unemp.	Emp.
Emp. Svs. Dept.	11-12	7-10
Front Desk	21-22	11-16
ESD Manager	7-8	9-13
Intern/JTPA Admin.	28-29	25-37
Apprentice Coord.	11-12	11-16
Spec. Proj. Coord.	12-13	7-10
Office Supervisor	6-7	N/A
Human Res. Coord.	4-5	11-16
Emp. Rel. Coord.	24-25	7-10
Human Res. Clerk	10-11	3-5
Youth Work Coord.	12-13	9/1991
Coord. 4/1992 Coord.		
None	6-7	7-10

Other staff mentioned: Benson Heath, Tony Gilbert, Louie Aripa, Carlos Calica, Myrna Courtney.

Would you be willing to leave the reservation to gain off reservation work experience or training

if the tribe worked something out with outside employers?

	Unemp.	Emp.
Yes	89-90	29-43
No	20-21	5-7
Not sure	2-2	N/A
Did not answer	1	5-7

Comments from unemployed are: Opportunity & treatment better here, went to school & worked off reservation, I know; Like my living now, out in sticks, no crowds; Have home here & cannot live with anybody; No valid driver license. No, will not move; six said they would move with tribes help and if they get a job when coming back; would be scary, have disability and cannot live on own, needs help.

Comments from the employed: seven said they would move with the tribes help and if they had a job when coming back; three would to gain more knowledge, better pay; four are too old to move; two do not want to leave their home/family; three said there is good training here.

On a scale of 1-5 (five being high), what do you rate the overall employment services department, considering all aspects of the department?

	Unemp.	Emp.
5 Excellent	17-18	7-10
4 Good	25-26	19-29
3 Average	40-42	36-54
2 Needs Imp.	12-13	19-29
1 Needs Help	4-5	11-16

What can the tribe do differently to help tribal members get a job?

	Unemp.	Emp.
TM preference	7-8	7-11
More training	35-36	46-69
Offer Support Svs.	14-15	11-16
Have more jobs	1-2	5-7
Drug testing	2-3	
Do not enable	1-2	1

Of the unemployed that responded, thirty-four said on the job training here. If the tribe have five slots now then get ten or twenty more for training until employment changes; two said higher education here; six said job coaching, recruit-

ing; four said listen to what people have to say; three check background, give a chance; two furnish incentives/GED's etc.; Get more jobs; keep drug testing. Keep workers honest; Monitor general assistance recipients.

Of the employed who responded, seven say to enforce tribal member preference policy; four say nepotism; sixty-seven want on the job training, commitments for fulltime jobs, career plans for promotions; two said coordinate with education department; five say monitor jobs and trainees; Orientations two times a year; seven say have professionalism training for employment staff; three say more incentives, programs; seven get more jobs; one says do not provide free-bees.

What do tribal members need to do differently to get a job?

	Unemp.	Emp.
Train youth to prepare for careers and know work standards for performance.	9-10	1
Receive help to fill in applications to compete to get hired for work.	17-18	3-7
Learn to comply with personal & performance standards to hold a job e.g., attendance, drug free.	12-13	6-11
Get training	28-29	5-9
Be persistent in looking for work.	13-14	1-3
Stay sober - do not use drugs.	9-10	3-7
Motivation, have self confidence.	29-30	1-2
Receive counseling	5-6	1-3
Get off welfare	4-5	1-3
Comments submitted that pertain to Confederated Tribes as an employer and its management. Individual comments are attached as a supplement to this survey report because they feature the words of tribal members ideas, concerns and expected standards.	0	75-98