



# Strategies to Address Commercial Tobacco Use

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# Learning Objectives

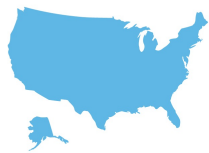
- Define traditional and commercial tobacco
- Identify at least 3 specific strategies to support commercial tobacco-free living
- Identify resources that are available to refer individuals who are ready to quit



# Outline

- Background
- Commercial vs Traditional Tobacco
- Commercial Tobacco Use Among American Indian and Alaska Native (AI/AN) Populations
- Health Effects
- Prevention Strategies & Cessation

# Commercial Tobacco Use is the Leading Preventable Cause of Disease, Disability, & Death



## 34M

An estimated **34.3 million** U.S. adults smoked in 2017.



## 480,000

Cigarette smoking and secondhand smoke exposure kill about **480,000** people in the U.S. each year.



## 2 in 5

About **two in every five children** are exposed to secondhand smoke.



## 1 vs. 30

For every one smoking-related death, **at least 30** people live with a serious smoking-related illness.

## \$300B

Each year, cigarette smoking costs the US more than **\$300 billion**, including \$170 billion in direct medical costs and \$156 billion in lost productivity.

Centers for Disease Control and Prevention:

[https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/adult\\_data/cig\\_smoking/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking/index.htm)



# Background

- Significant health disparities among American Indian/Alaska Native
  - Cardiovascular Disease
  - Cancer
  - Diabetes
- Many of these health conditions and diseases are related to lifestyle behaviors
  - physical inactivity, commercial tobacco use, and poor diet

# Traditional vs. Commercial Tobacco

## Traditional Tobacco Use

- Sacred or ceremonial use for religious or medicinal purposes
- Used as an offering to an elder, healer, or others as a sign of thanks or respect

## Commercial Tobacco Use

- Recreational and habitual use

**Source:** National Native Network <http://keepitsacred.itcmi.org/tobacco-and-tradition/traditional-tobacco-use/>

# Traditional Tobacco

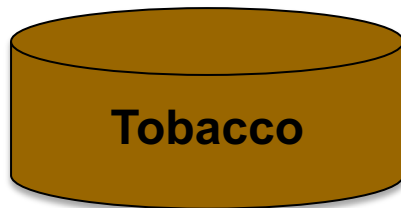
- Tobacco or other plant mixtures are harvested for the purpose of ceremonial or medicinal purposes
  - Tobacco varies across tribes and regions
    - Some use wood barks, herbs, and plants that does not contain nicotine
- In some Tribes, specific individuals or people grow, harvest, and prepare traditional tobacco

# Traditional Use of Tobacco

- Some Tribes have used traditional Tobacco for centuries
  - Prayer
  - Blessing
  - Medicinal
  - Spiritual
  - Offering
  - Healing
  - Protection
  - Gift

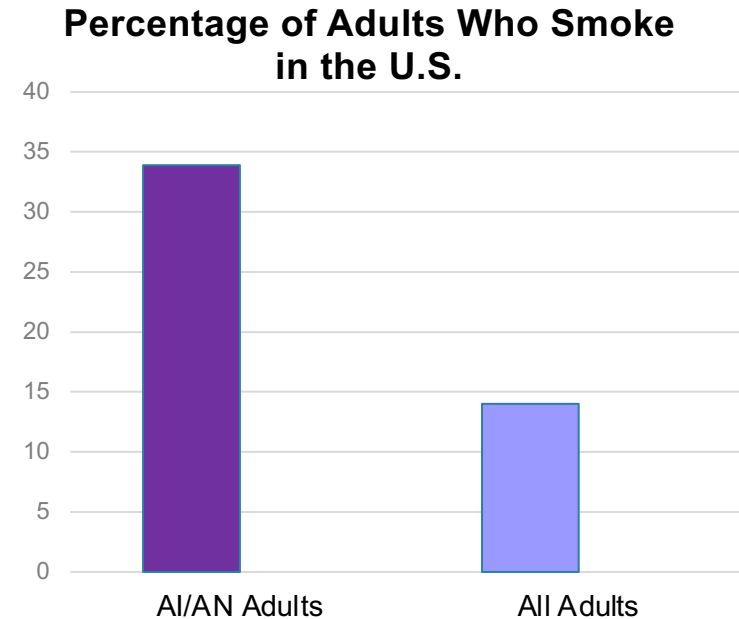


## Commercial Tobacco use



# Tobacco Usage

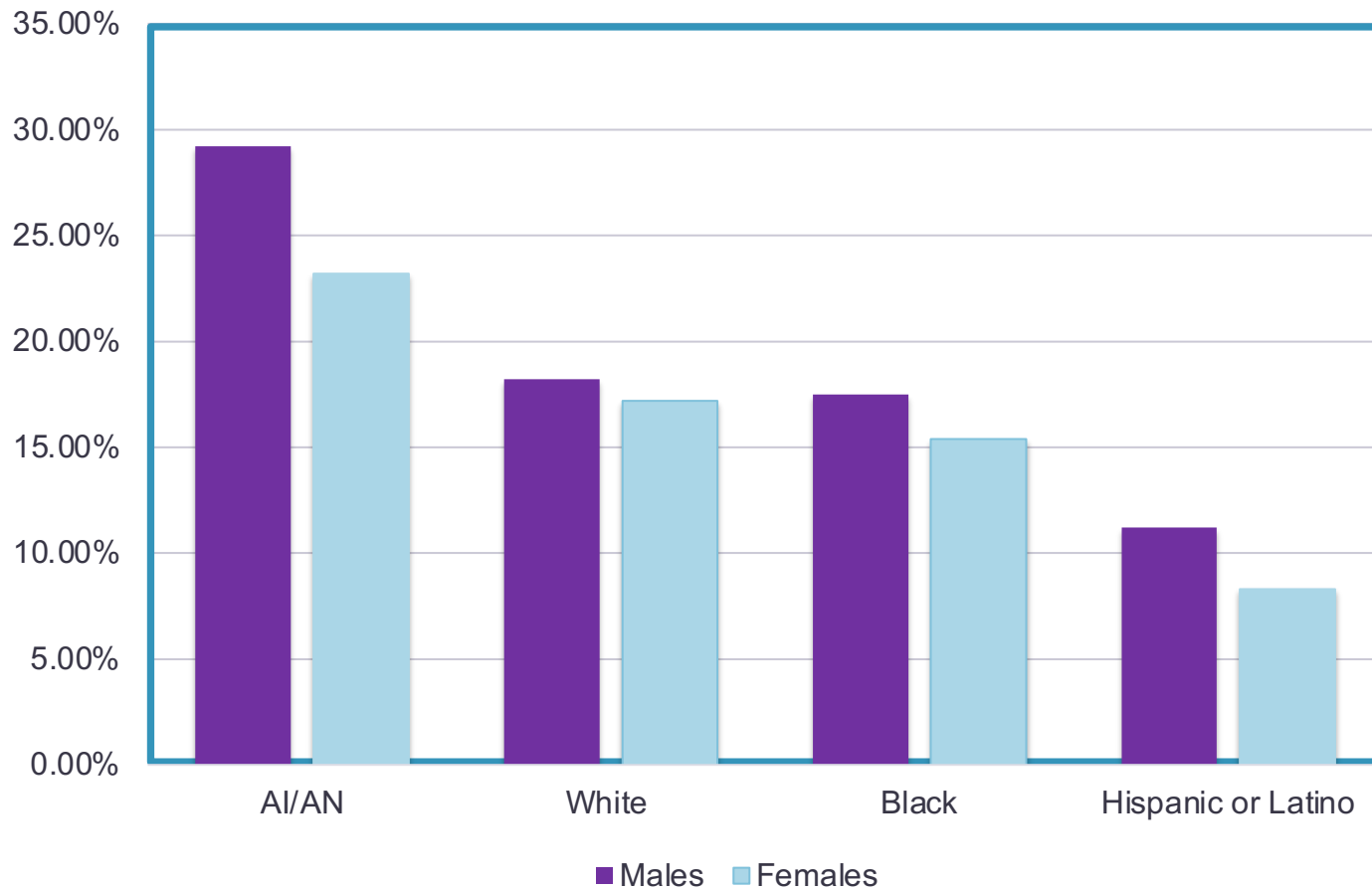
- An estimated 34.3 million people, or 14.0% of all adults (aged 18 years or older), in the United States smoke cigarettes.
- 33.9% of AI/AN adults in the United States smoked cigarettes.



Centers for Disease Control and Prevention (2017)

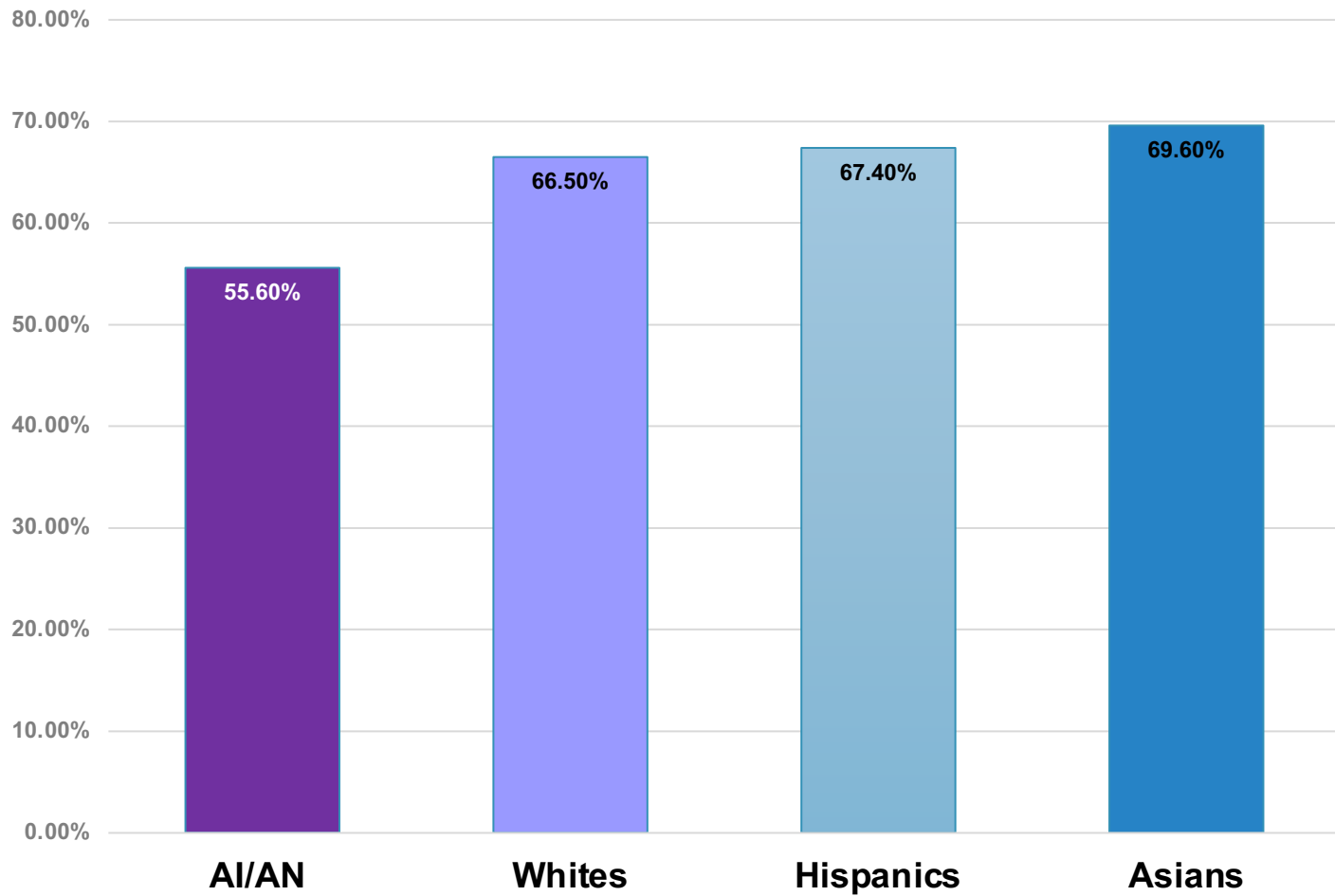
<https://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html>

## Cigarette Smoking Prevalence Among Adults by Gender & Ethnicity

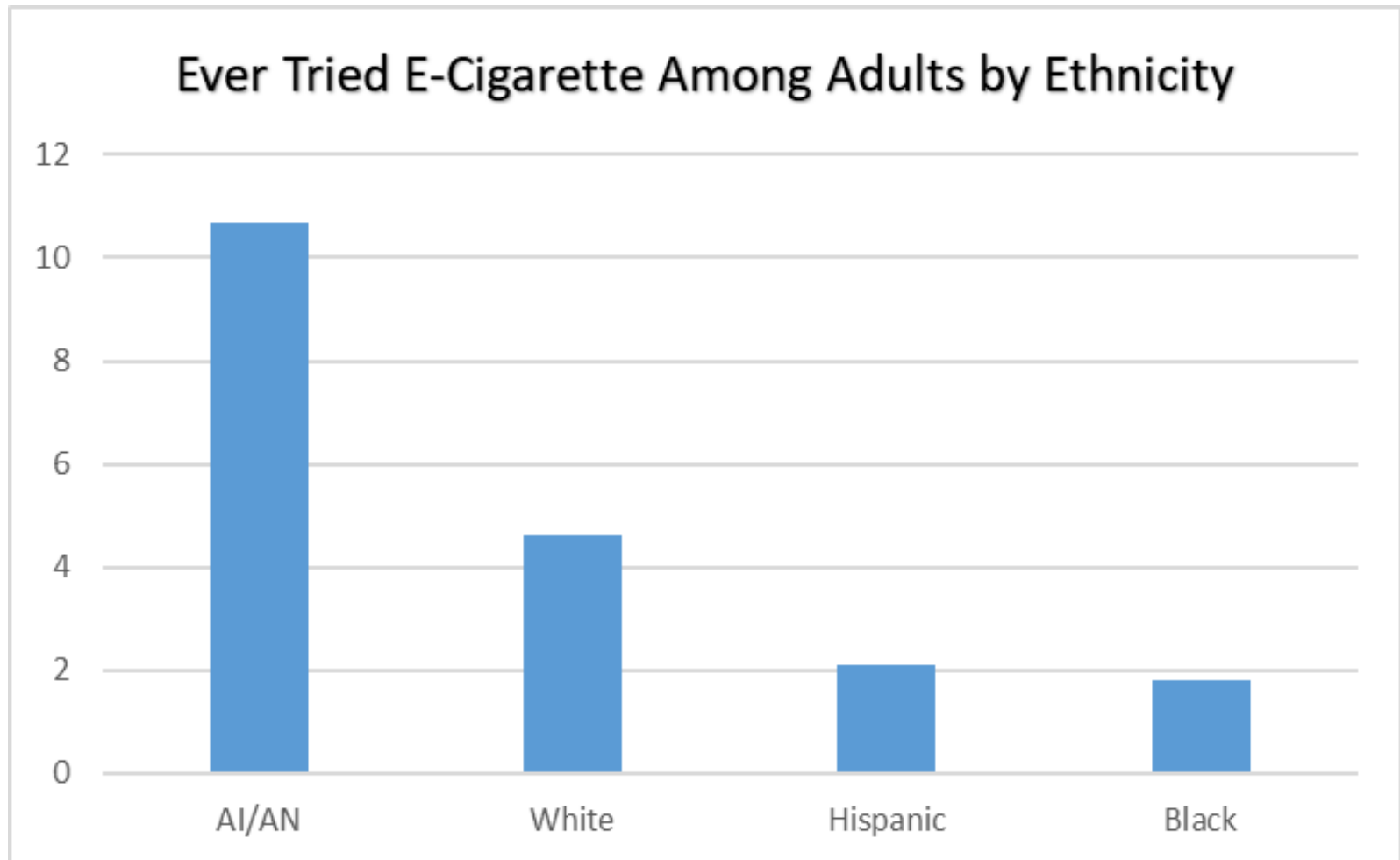


Source: <https://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html>

## Quitting Rates by Ethnicity



Source: CDC <https://www.cdc.gov/tobacco/disparities/american-indians/index.htm>



Source CDC: (2015) <https://www.cdc.gov/nchs/data/databriefs/db217.pdf>

# Smokeless Tobacco

- 6.6% among AI/AN adults vs 3.5% among non-AI/ANs

Source: (2017) <https://www.cdc.gov/mmwr/volumes/66/wr/mm6650a2.htm>

# Smoking Affects Your Health

- Harming nearly every organ of the body and causing many diseases
  - Increased risk of gum disease and tooth loss
  - Wounds taking longer to heal
  - Decreased immune system function
  - Decreased sense of smell and taste
  - Premature aging of the skin
  - Bad breath and stained teeth
  - Increased risk for cataracts
  - Lower bone density (thinner bones)
  - Higher risk of developing rheumatoid arthritis
  - Increased risk for age-related macular degeneration
  - Increased risk of peptic ulcers
  - Increased risk of type 2 diabetes

# Smoking and Diabetes

- Smokers are 30–40% more likely to develop type 2 diabetes than nonsmokers
- People with diabetes who smoke are more likely than nonsmokers to have trouble with insulin dosing and with controlling their disease
- Smokers with diabetes have higher risks for serious complications, including:
  - Heart and kidney disease
  - Poor blood flow in the legs and feet
  - Retinopathy (blindness)
  - Peripheral neuropathy (numbness, pain, weakness, poor coordination)

U.S. Department of Health and Human Services. [The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General.](#) , 2014 [accessed 2014 May 5].



# Health Effects of E-cigarettes

- Nicotine addiction
- Aerosol may contain cancer-causing chemicals and other substances
- Physical injury from defective devices that have exploded
- Use among pregnant women can negatively affect developing fetuses
- Nicotine can adversely affect brain development in youth
- Lung damage and respiratory illness

# What is Secondhand Smoke?

- Secondhand smoke is smoke coming from burning tobacco products such as cigarettes, cigars or pipe



- It is also smoke that is exhaled (breathed out) by someone smoking

# What is Third-Hand Smoke?

- Third-hand smoke is residual nicotine and other chemicals that settle on indoor surfaces such as curtain, carpet, and table by tobacco smoke
- People are exposed to these chemicals by touching contaminated surfaces

# Secondhand Smoke Impacts on Health

- Among adults, it causes stroke, lung cancer, and coronary heart disease in adults
- Among children, it has been linked to health concerns in non-smokers such as
  - Asthma
  - Sudden Infant Death Syndrome (SIDS)
  - Respiratory infections
  - Ear infections
- There is no risk-free level of exposure to secondhand smoke
- Eliminating smoking in indoor spaces fully protects non-smokers
- Separating smokers from nonsmokers, cleaning the air, and ventilating buildings CAN NOT eliminate exposure of nonsmokers to secondhand smoke

# Third-Hand Smoke

- Third-Hand Smoke-residual of tobacco smoke contamination
  - settles into the environment and stays there even after a cigarette has been extinguished
- The chemical particles resulting in the burning of tobacco, including the tar and nicotine
  - linger on clothes
  - upholstery
  - drapes

## Third-Hand Smoke (continued)

- These particles are formed from more than 200 poisonous gas such as cyanide, ammonia, arsenic, and polonium-210 which is radioactive
- Children of caregivers/parents who smoke cigarettes are especially at risk of third-hand smoke exposure and contamination
- Young children are vulnerable because they ingest tobacco residue by putting their hands in their mouths after touching contaminated surfaces

**Source:** American Nonsmokers' Rights Foundation <https://no-smoke.org/smokefree-threats/thirdhand-smoke/>

# Health Effects of E-cigarettes

- E-cigarettes aerosol
  - Formaldehyde, benzene and tobacco-specific nitrosamines (all carcinogens)
- Secondhand aerosol (exhaled by user)
  - Benzene, formaldehyde, and other toxins
- No evidence that e-cigarettes emissions (secondhand aerosol) are safe

Source:No-Smoke.org <https://no-smoke.org/electronic-smoking-devices-secondhand-aerosol/>



# 2017 Meeting to Develop a Tobacco Plan





## Vision

*Keeping Tobacco Sacred: Honoring our Indigenous Lifeways.*

## Mission

*By Honoring our Legacy of Traditional Tobacco, We See Generations Commercial Tobacco-Free by Sharing Our Culture, Traditions and Teachings Among all Indigenous People.*

*National Indian Health Service*  
Health Promotion      Health Education  
*Blueprint for Commercial Tobacco Prevention & Reduction*

**Vision**  
KEEPING TOBACCO SACRED; HONORING OUR INDIGENOUS LIFEWAYS.

**Mission**  
BY HONORING OUR LEGACY OF TRADITIONAL TOBACCO, WE SEE GENERATIONS COMMERCIAL TOBACCO-FREE BY SHARING OUR CULTURE, TRADITION and TEACHINGS AMONG ALL INDIGENOUS PEOPLES.

**UNIVERSAL SCREENING OF TOBACCO** (why practitioners & why visit)  
QUITTING is a life-long effort → INCREASE opportunities to QUIT where people are READY.  
INCLUDES UNIVERSAL ACCESS to TREATMENT  
RESOURCES: multiple access points to treatment

**POLICIES**  
WE MUST LINK AND COORDINATE POLICIES TO ACCOUNT  
TREATMENT must consider Comprehensive Care!  
NATIONAL HEALTH STRATEGY

**HEALTHCARE SYSTEMS MUST integrate TRADITIONAL HEALING PRACTICES WITHIN THEIR CARE DELIVERY SYSTEMS.**  
TREATMENT must consider Comprehensive Care!  
Be consistent in policy enforcement

**I.D. STAKEHOLDERS**  
- Recruit participants  
- ENGAGE DRUG CHAMPIONS  
- CREATE BUY-IN  
"NICHES" CHAMPIONS  
HEALTH monitoring team came from THEM

**COALITION-BUILDING**

**ADVOCACY + CHAMPIONS**  
↳ create activists  
↳ bring STRENGTH  
it takes the avg. person 11 QUIT attempts

**PARTNER with Tribal Communities to DEVELOP Curriculum regarding traditional tobacco practices**  
Give them SPACE + AGENCY?

**Youth Advocacy**  
DEVELOP YOUTH-AGAINST-COMMERCIAL-TOBACCO-USE TASK FORCE  
CANNOS + PARENTS ARE PEAK OPPORTUNITIES  
EMPOWER young leaders  
LEAD YOUTH MENTOR orator workshops for YOUTH training  
BE in the SCHOOLS  
national activities

**ACTIVE EDUCATION**  
DEVELOP general tool box (physical and digital components)  
special sets depending on AUDIENCE SPECIFIC  
BUILD CAPACITY to develop KNOWLEDGE sharing tools  
COMMON info gathered in a central location  
DEVELOP FRAMEWORK around what CAN be shared

**TRADITIONAL TOBACCO**  
CHRONICLE HISTORY OF TRADITIONAL TOBACCO (NO COMMERCIAL-TOBACCO)  
Collaborating with existing RESOURCES to develop a UNIQUE OFFERING  
American Indian Cancer Foundation  
ClearWay™  
MIGHT be a GREAT CONTENT SOURCE  
3 STAGE implementation  
1 OPEN framework 2 distribute TO TRIBE 3 "DATA-BASING"

**DEVELOP TRADITIONAL TOBACCO CAMPAIGN**  
#keepitobaccoSacred  
SEPT 2017  
HOW I KEEP TOBACCO SACRED  
CAN develop UNIQUE branded ACCOUNT  
OR built from scratch ACCOUNT  
NATIVE AMERICANS colleges

**MEDIA/CAMPAIGNS**  
DIGITAL STORY TRAINING  
- 4 IHS service areas  
- DEC 2017  
REACH the most PEOPLE  
CHANGING technology adds COMPLEXITY  
CREATE a killer & watch an EVENT

**BUILD and SHARE NETWORK**  
of RESOURCES: national, regional, local  
PRIORITY: community, state, appropriate, BEST PRACTICES, PRO-ORGANIZATION, individualism, need treatment  
TYPICALLY have 2000+ contacts  
MULTIPLE LEVELS  
SPRING of 2018  
ACTION  
1 Identify Coalition CHAMPIONS (transmit)  
2 Build Regional Coalitions of TRIBAL, GOVT, ORG, etc. Dept. to SHARE RESOURCES  
3 Identify funding Sources dedicated to CESSATION.  
QUITTING only since 2011  
NOT linked to IHS  
SECOND MIND  
Maple Clinic  
2 hrs. Change  
U-4 Culture  
@Smthunder

Mystic Lake Hotel / Prior Lake, MN



19 & 20 April 2017

# Prevention & Intervention Strategies

# THE SACRED CIRCLE OF TOBACCO

2ND EDITION



TRADITIONAL TOBACCO TRAINING MANUAL

# History of the Sacred Circle of Tobacco

## Key Individuals:

- Vicky Augare  
(Blackfeet/Cree)
- Nyleta Belgarde (Ojibwe)
- Daniel Fox  
(Lakota/Arikara)
- Kathy Reddies  
(Assiniboine/Sioux)
- Danny Vollin (Salish)
- Cary Youpee  
(Sioux/Assiniboine)

## Key Organizations:

- Montana Tobacco Use Prevention Program
- Combined Coalition for Urban Indian Health
  - Great Falls Indian Family Health Clinic
  - Helena Indian Alliance
  - Missoula Indian Center
- University of Montana – Missoula

# Partners for TSCOT 2<sup>nd</sup> Edition

## Key Individuals:

- CoCo Villaluz  
(Hidatsa/Assiniboine/Chamorro)
- Lori New Brest (Pikuni)
- Alberta Becenti (Navajo)
- Joe Law  
(Klamath/Siletz/Northern Cheyenne)
- Suzanne Nash (Ojibwe)
- Jacquie Arpan (Oglala Lakota)
- Joshua Hudson (Ojibwe)

## Key Organizations:

- National Native Network
- ClearWay Minnesota
- Indigenous Peoples Task Force
- Indian Health Service

# Mission & Goals of TSCOT

- The primary mission is to reinforce the traditional uses of tobacco by AI/AN people by educating youth of the spiritual and cultural significance of tobacco
- Goals are to:
  - Educate youth to understand and identify the positive aspects of keeping tobacco sacred
  - Develop youth as leaders and advocates



# Introduction

- Some of the things the youth will learn and practice while being a participant in the SCOT experience include:
  - Meeting other teens and gaining a sense of belonging
  - Learning about the history of tobacco and its special relevance to AI/AN cultures
  - Learning and practice teaching, organizational, and leadership skills



## Introduction (continued)

- Developing youth-led *Action & Lesson Plans* to guide the delivery of a unique message
- Learning to reach out to their peers, schools, leaders, and communities
- Planning and conducting a community education project focused on commercial tobacco use prevention
- Gain important skills as a leader and an advocate
- Having FUN!

# How to Use the Manual

- Intended to be used by adult trainers, mentors and facilitators to engage youth in taking lead roles
- Provide youth an experience in planning and implementing projects, while feeling confident in using the manual
- Adult mentors are available to support the youth and provide guidance when called necessary

# Module 1: Getting Started

**Overview:** This session encourages youth to introduce themselves, share information that best describes them, and assess their current knowledge on tobacco.

**Learning Objectives:** By the end of this session, the participants will be able to:

- Identify and share information that best describes them.
- Assess their knowledge on tobacco.

**Supplies:** Markers, flip chart, tape and papers or cards.

**Activities/Preparation:**

| Activity/Time  | Preparation   |
|--|---|
| Activity 1: Introduction and Energizer<br>15-30 Minutes      | Write each of the words in large letters (using a marker) on a paper (using half a sheet).  |
| Activity 2: Setting Ground Rules<br>5 minutes                | Write in large letters "Our Ground Rules" on the flip chart.  |
| Activity 3: What do you know about tobacco?<br>15-20 minutes | Write the following statements on the chalk board or on a flip chart: in large letters write "Agree (Take 2 steps forward)", "Disagree (stay where you are) and "Don't Know (take 1 step back). |
| Activity 4: The Truth About Tobacco<br>10 Minutes            | Read and prepare materials ( <i>if applicable</i> )   |

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*Within each module, there are several lessons and activities, which are outlined at the beginning of the modules.*

# Tobacco Prevention Campaign

**KEEP TRADITIONAL  
TOBACCO  
— SACRED —**



Sacred tobacco has been used by American Indian people for prayer, healing, and ceremonial purposes. If you need help to quit commercial tobacco use, please contact your Tribal or Indian Health Service clinic or call 1-800-QUIT-NOW (1-800-784-8669).

Text "NATIVE" to 47848 If you or someone you know wants to quit smoking. You will receive tips, advice, and encouragement to overcome challenges and stay motivated.

**KEEP TRADITIONAL  
TOBACCO  
— SACRED —**

| <u>Sacred Tobacco</u>                             | <u>Commercial Tobacco</u>  |
|---|--|
| Spiritual   | Profit driven  |
| Natural, found in nature                          | Unnatural, contains harmful chemicals                                |
| Used for prayer, healing, and ceremonial purposes | Used as a personal choice  |
| No chemical additives                             | Contains additives that may cause cancer, heart disease and diabetes |
| Used with good intentions                         | Used to support a harmful habit                                      |

You can also text "NATIVE" to 47848 if you or someone you know wants to quit smoking. You will receive tips, advice, and encouragement to overcome challenges and stay motivated.

**A Healthy Start  
Be Vape Free**  
Protect your baby and family!



**Vaping is unsafe and addictive**

If you are ready to quit, call 1-800-QUIT-NOW (800)784-8669 or text **"NATIVE"** to 47848 for tips, advice, and encouragement to overcome challenges and stay motivated.



**WE BREATHE  
HAPPY!**



**In Our Tobacco Smoke Free Home  
Thanks to YOU!**

A tobacco smoke free home protects our children. It helps them be healthier as they grow up. If you smoke tobacco, do it outside your home and car, or get help to quit. Call 1-800-QUIT-NOW (1-800-784-8669) or your Tribal or Indian Health Service clinic.



**Our Home is Free of Tobacco Smoke!**



**Tobacco smoke free homes and communities protect our children. They are protected from the dangers of secondhand and thirdhand smoke.**

- Secondhand smoke is smoke that comes off of a lit cigarette, and comes out of the smoker's mouth and nose.
- Thirdhand smoke is smoke that stays in clothes, hair, walls, and furniture, and the skin of the smoker. It stays there even after the cigarette is put out.




# Tobacco Assessment & Referral

- Screens patients who are 6 years & older for tobacco use (including vaping) & exposure to secondhand smoke
  - Refer patients to cessation services

# Smokefree.TXT messaging

- Collaboration with the National Cancer Institute



Smokefree.TXT messaging program  
Text **NATIVE** to 47848



# Basic Tobacco Intervention Skills Certification (BTIS)

- University of Arizona Health Care Partnership
  - 5 As Model
  - Culturally adapted for AI/AN population
- Train-of-Trainers model to increase local capacity
  - Since 2015, IHS has trained more than 1000 individuals (I/T/Us) BTIS and more than 100 BTIS Instructors

# IHS Task Force on Vaping

- Multi-disciplinary team
  - To improve assessment and documentation of e-cigarettes and vape users
  - To provide culturally appropriate educational materials focusing on e-cigarettes and vaping



## Policies

- Area IHS HP/DP Coordinators are working with Tribes to draft policies

## Webinars

- Best & promising practices
  - Archived for later viewing



## Projects in progress

- Vaping e-toolkit (schools, youth organizations)
- Digital or YouTube stories of former vape users
- Posters
- Infographics

## Website:

<http://www.ihs.gov/hpdp/tobaccoprevention/>

Contact:

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240-328-5540