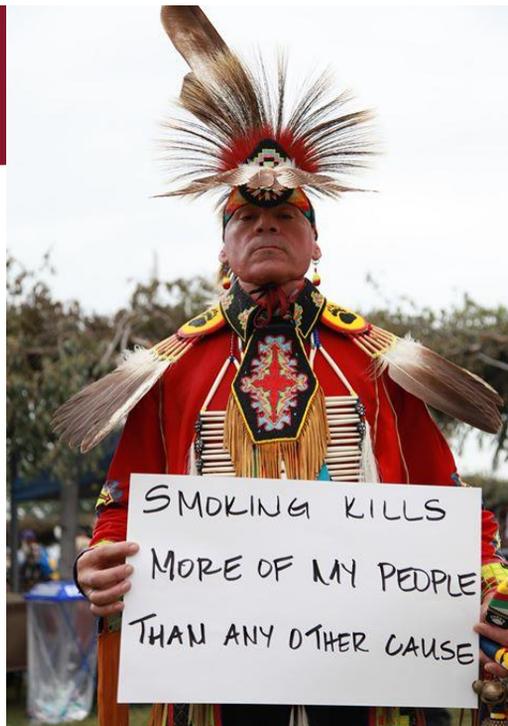




Tobacco in Indian Country

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Indian tobacco

- Commercial tobacco is tobacco you buy in the store.
- Traditional tobacco is usually not bought in the store.
 - Indian tobacco
 - Mixture that may not contain any tobacco



 American Indian
Cancer Foundation.

**Let's put out the single biggest
KILLER OF AMERICAN INDIANS.**



Clouds of cigarette smoke are everywhere in our community. And those clouds are taking a toll – **NEARLY TWO OUT OF EVERY FIVE AMERICAN INDIAN DEATHS ARE DUE TO CIGARETTE SMOKING AND BREATHING SECONDHAND SMOKE.**



QUIT SMOKING: It's a powerful gift to yourself, your family and our community's future.

American Indian Community Tobacco Project

Smoking is a public health crisis for American Indian people

- Leading cause of premature and preventable death.
- Smoking rates vary from region to region but are always higher for American Indians vs. NHW.
- *We must keep it in context:*
 - Stresses
 - Comorbidities
 - Historical Trauma



Why are AI tobacco issues so complex?

- Historical trauma → current issues
- Boarding schools → loss of culture
- Native imagery on tobacco products
- Social Norm
- Economic issues
- Lack of religious freedom until 1978
- Commercial use in cultural practices and ceremonies



American Indian Cancer Data

American Indians face alarming inequities in cancer incidence and mortality. Cancer incidence rates vary by tribe, region and gender but are often alarmingly higher than non-Hispanic whites.



Every other population has experienced decreasing cancer mortality rates in the past 20 years but American Indian cancer mortality rates are still increasing.



AICAF Mission



To eliminate cancer burdens among American Indian families through education, improved access to prevention, early detection, treatment and survivor support.



Our Approach



We believe...

Native communities have the wisdom to find the solutions to cancer inequities, but are often seeking the organizational capacity, expert input and resources to do so.



Effective Solutions

- Strengthen youth understanding of positive and destructive uses of tobacco
- Improve systems to engage smokers to quit
- Develop & implement cessation programs for Native smokers
- Encourage & support policies for smoke-free environments



Strategies for successful tobacco control

Tribally driven programs & resources that include:

- Spiritual tobacco use (education, access)
- Media messages
- Better cessation support:
 - Health care ask & advise
 - Cessation programs
 - Access to medication
- Policies for tobacco control (price, clean air & youth access)
- Data & evaluation



American Indian cultural values



Equitable Solutions



EQUALITY **does not equal** EQUITY



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