

# Strategies to Support Commercial Tobacco-Free Living

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# Outline

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



# Background

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- 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



# Leading Cause of Cancer Mortality Among AI/AN

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Male	Female
Lung	Lung
Colorectal	Breast
Liver	Colorectal
Prostate	Pancreas
Pancreas	Liver



# Traditional vs. Commercial Tobacco

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## Traditional Tobacco Use

Sacred or ceremonial use for religious or medicinal purposes

Used as an offering to a 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

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Tobacco or other plant mixtures are harvested for the purpose of ceremonial or medicinal purposes

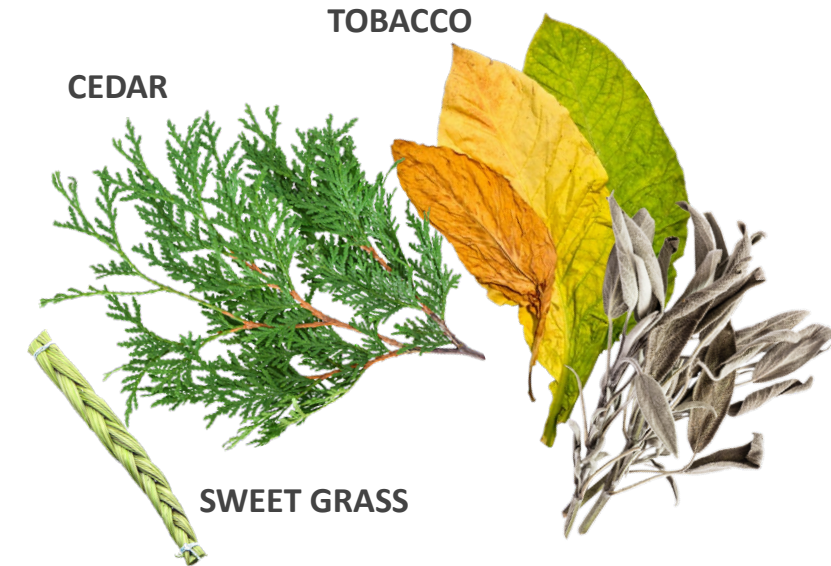
- Tobacco varies across tribes and regions
  - Some use wood barks, herbs, and plants that do not contain nicotine
- In some Tribes, specific individuals or people grow, harvest, and prepare traditional tobacco



# Tobacco is a Sacred Medicine

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- Tobacco can be used as a means to open up communication to the Creator.
- Ceremonial Tobacco may be thought of as the activator of activities.
- May be offered before a gathering or ceremony.
- May be used as offering while hunting and gathering as respect.
- Tobacco is used for special occasions.
- Ceremonial tobacco is not used for recreational use.



# Commercial Tobacco Use

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Recreational and Habitual Use. What are ways people use tobacco?



CIGARETTES



CIGARS



PIPE



SMOKELESS



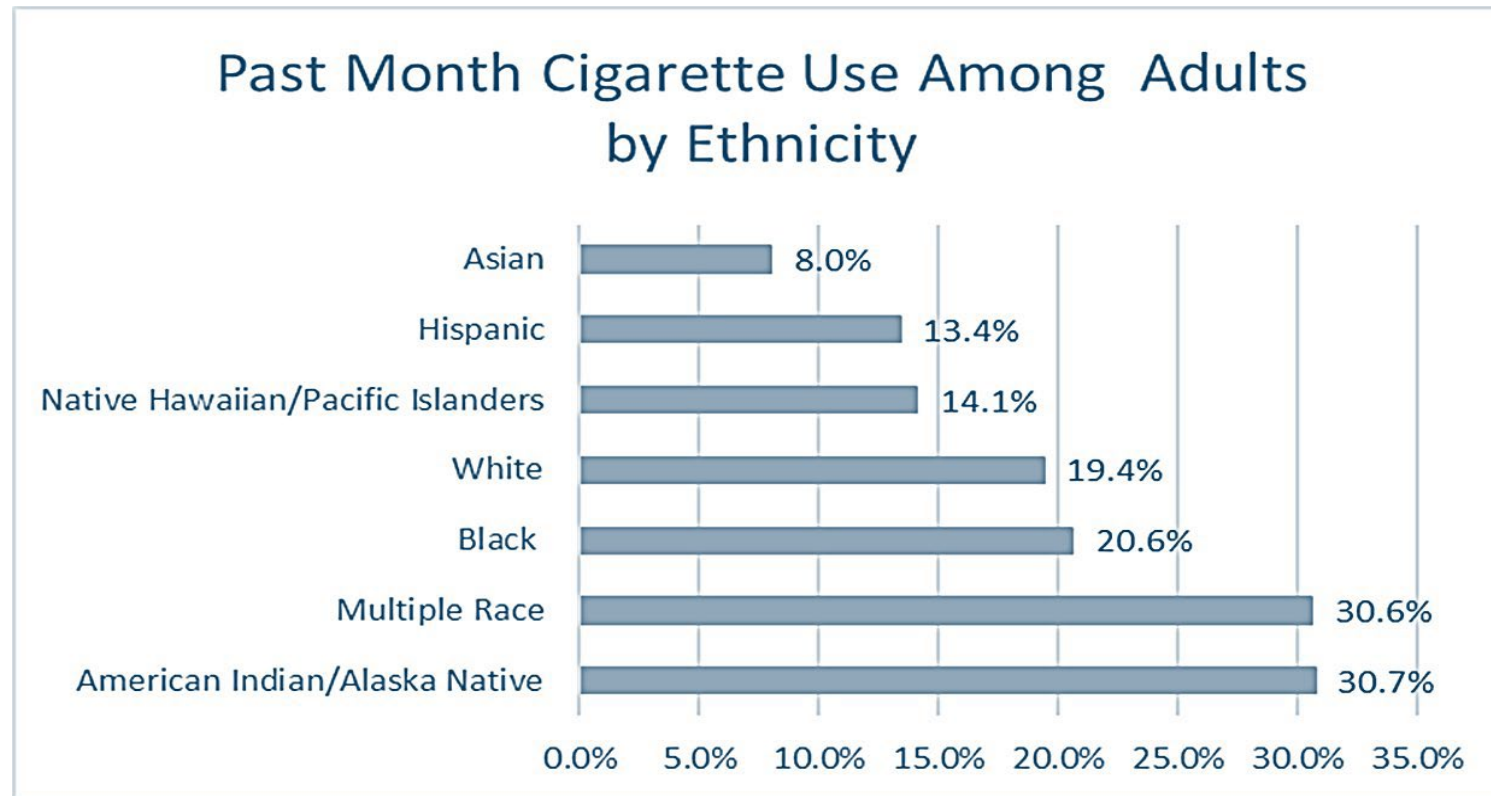
E-CIGARETTES



HOOKAH

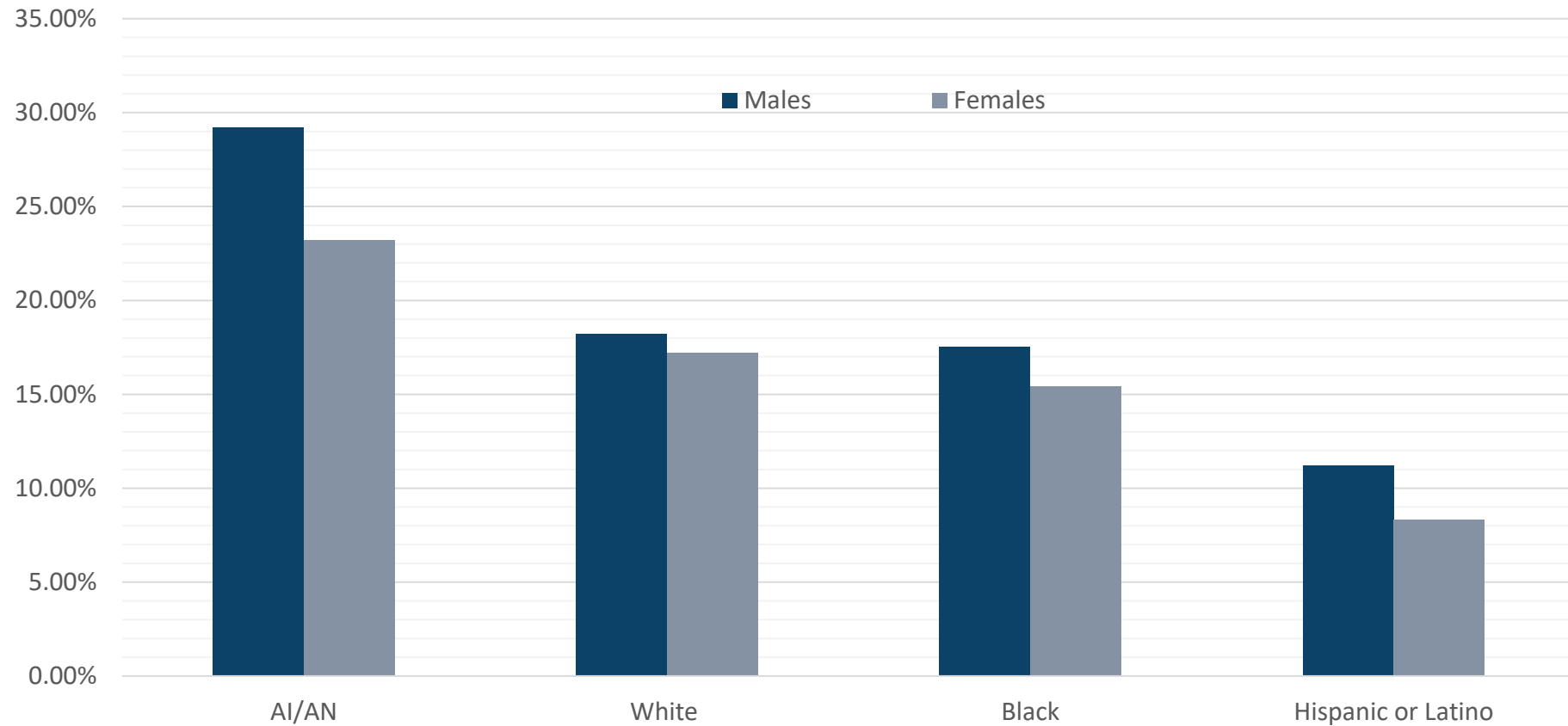


# Cigarette Use Among Adults by Ethnicity



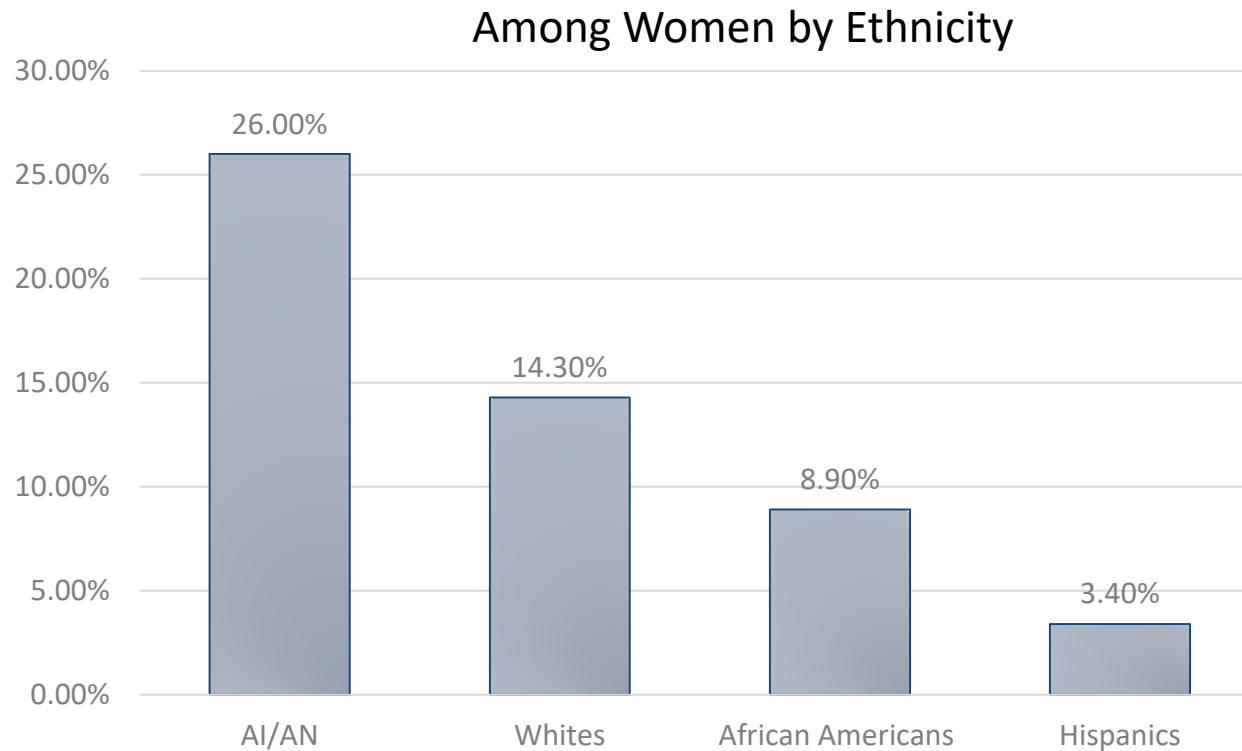
Source: 2019 National Survey on Drug Use and Health, <https://www.samhsa.gov/data/release/2019-national-survey-drug-use-and-health-nsduh-releases>

## Cigarette Smoking Prevalence Among Adults by Gender & Ethnicity



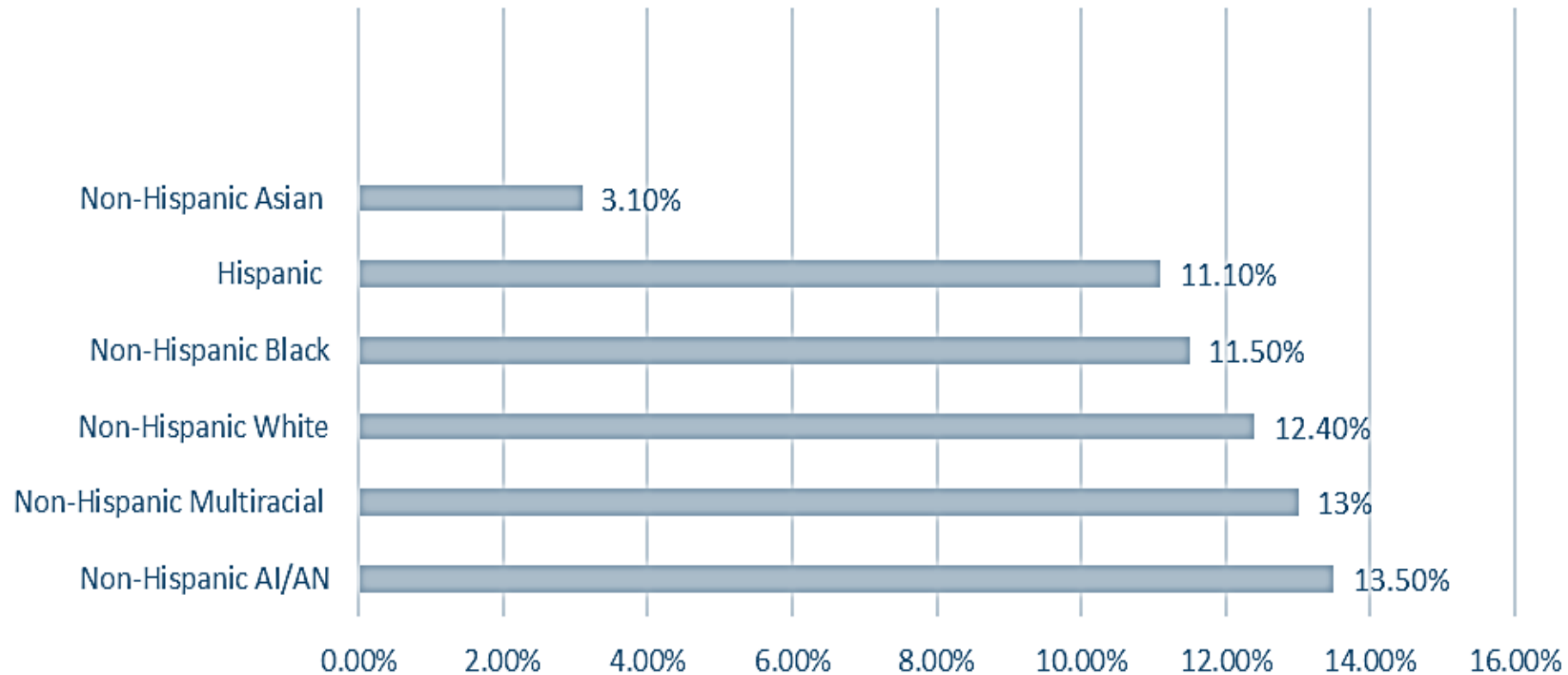
Source: <https://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html>

# Smoking During Last 3 Months Of Pregnancy



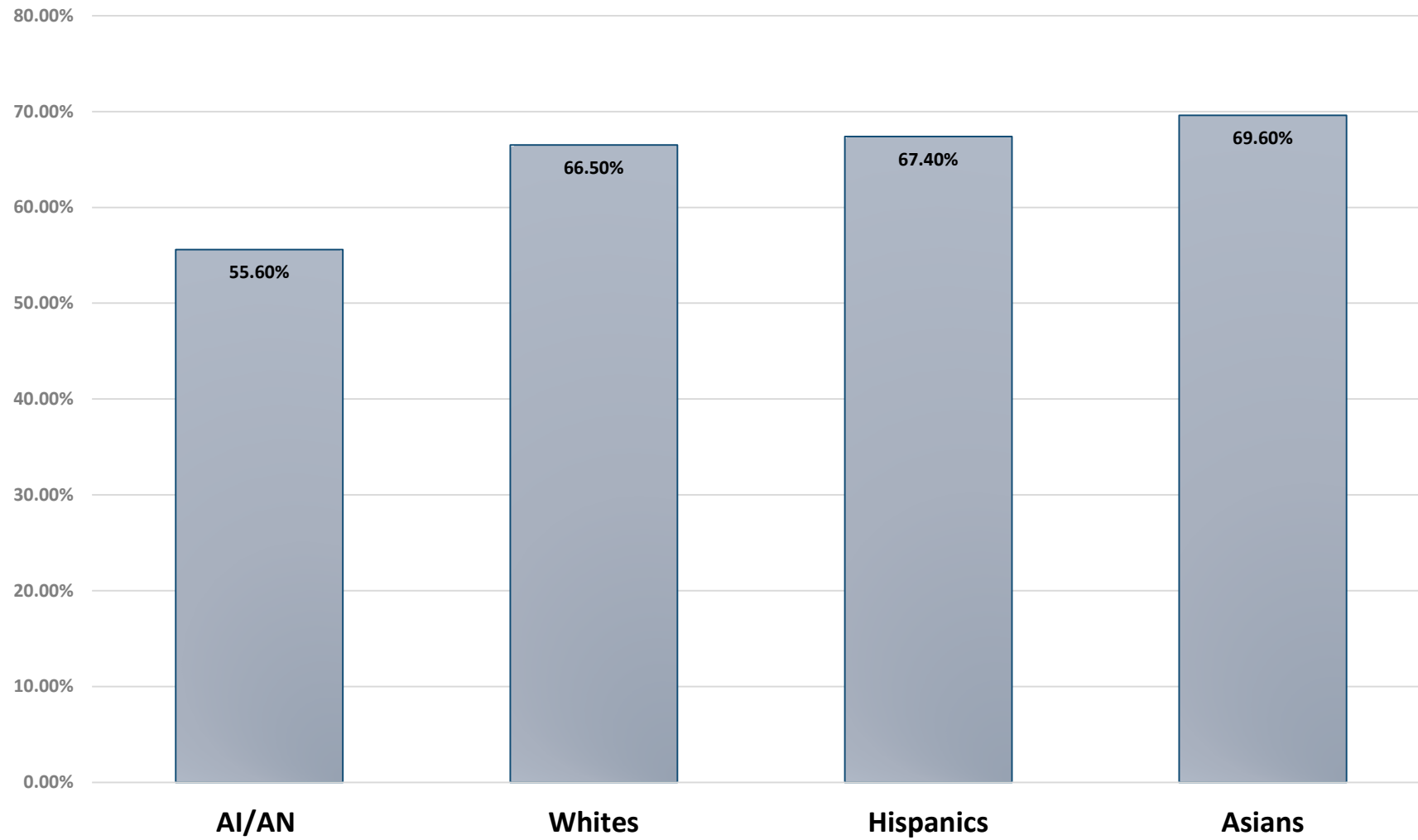
Source: Cobb et al. [American Journal of Public Health, April 22, 2014](#).

## Any Tobacco Product Use among Middle and High School Students by Ethnicity



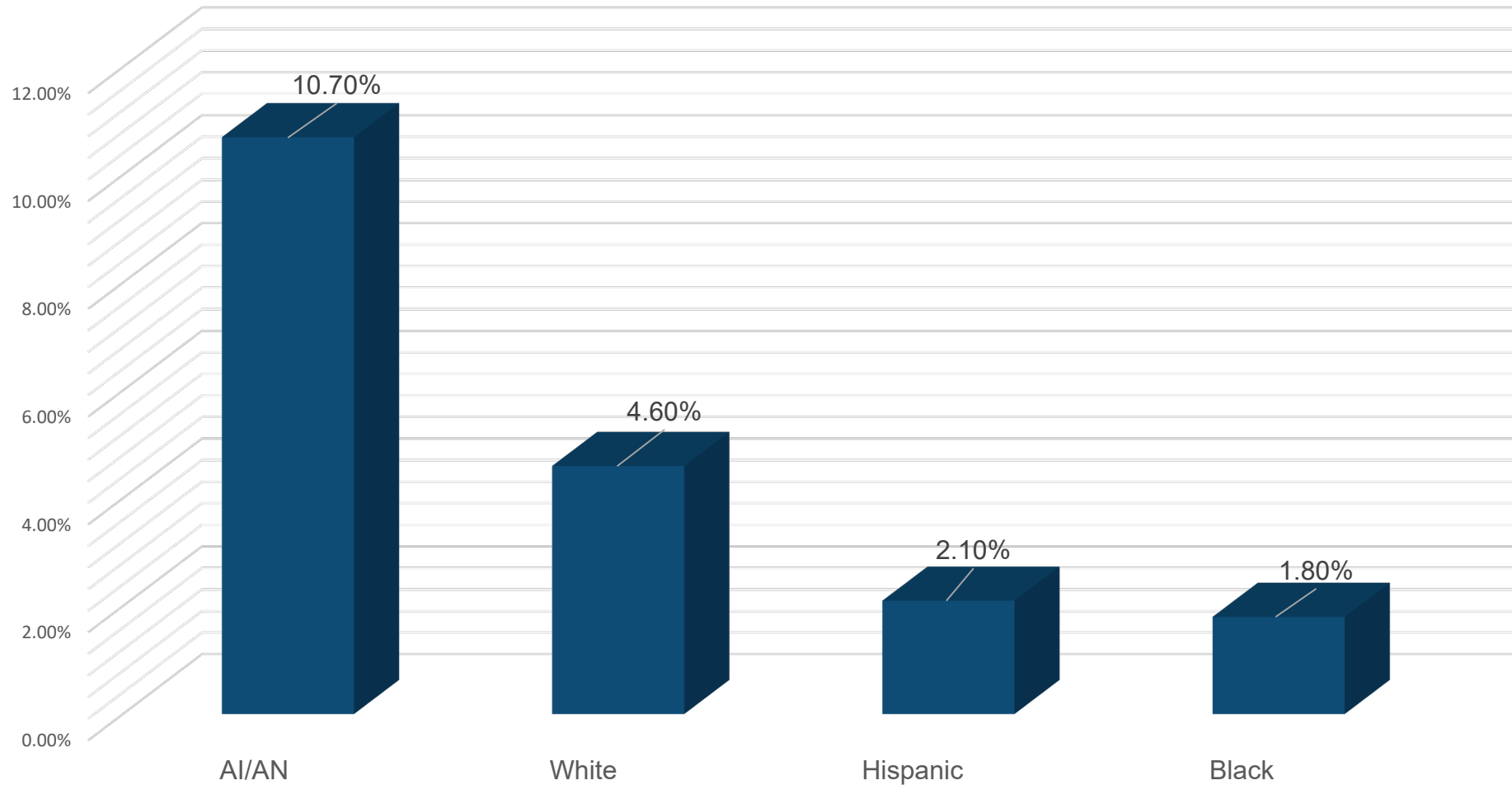
Source: 2019 National Survey on Drug Use and Health, <https://www.samhsa.gov/data/release/2019-national-survey-drug-use-and-health-nsduh-releases>

# Quitting Rates by Ethnicity



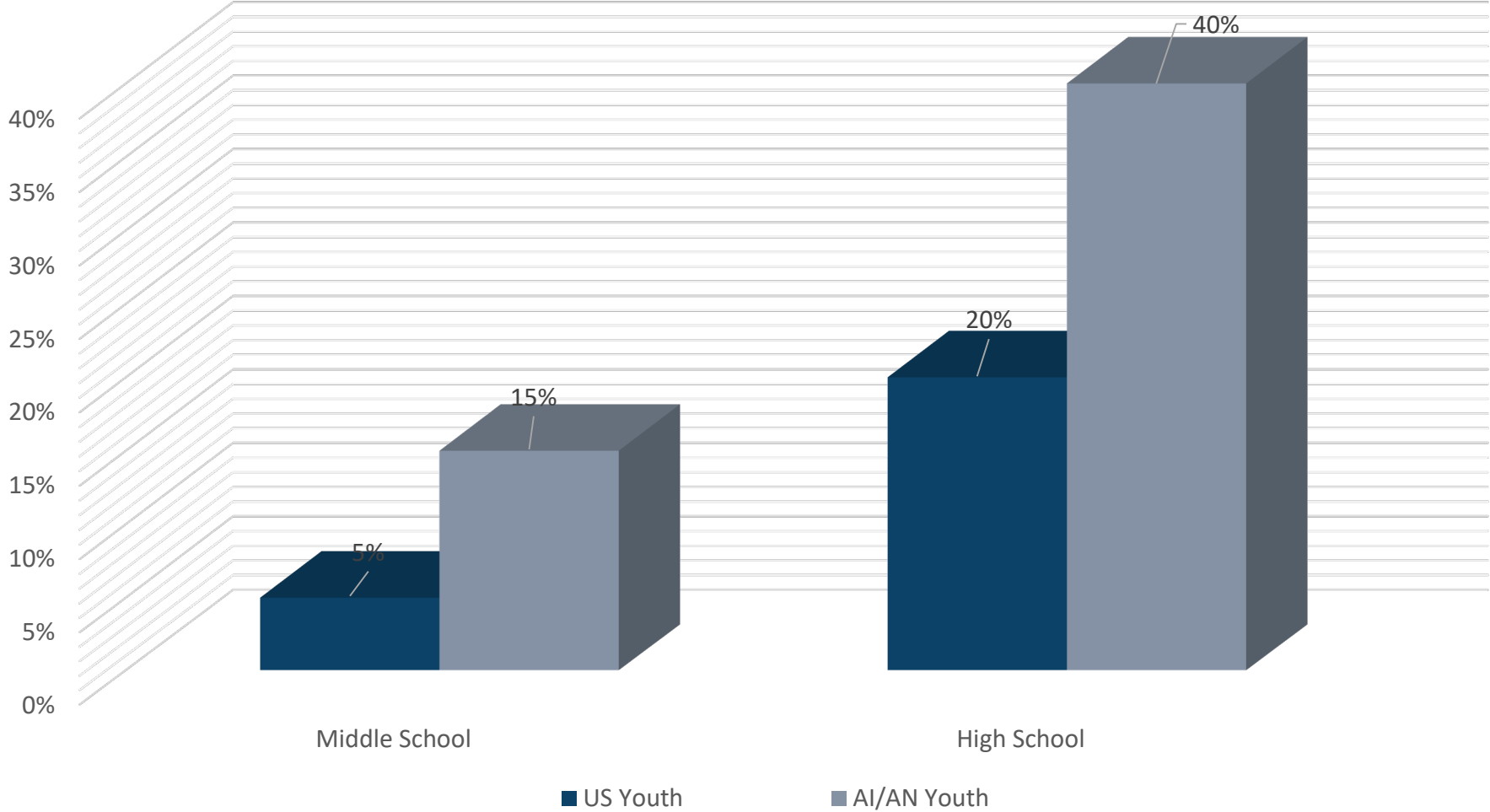
Source: CDC <https://www.cdc.gov/tobacco/disparities/american-indians/index.htm>

# E-Cigarette Use Among Adults by Ethnicity



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

# E-Cigarette Use Among Youth



Source: CDC Morbidity and mortality weekly report Surveillance summaries (Washington, DC : 2002). 2019;68(12):1-22

# Smokeless Tobacco

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- 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>



# What Is Secondhand Smoke?

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- Side stream smoke is smoke coming from burning tobacco products such as cigarettes, cigars or pipes.
- Mainstream smoke is exhaled (breathed out) by someone smoking.
- Any amount of smoke is unsafe, especially for the very young, very old and immunocompromised.



# What Is Thirdhand Smoke?

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- Thirdhand smoke - residual of tobacco smoke contamination.
- The chemical particles resulting in the burning of tobacco, including the tar and nicotine.



# Smoking Affects Your Health

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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



# Prevention and Intervention Strategies

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# 2017 Tobacco Prevention Meeting

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## Vision

*Keeping Tobacco Sacred: Honoring our Indigenous Lifeways.*

## Mission

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

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

**Vision**  
KEEPING TOBACCO SACRED; HONORING OUR INDIGENOUS LIFE WAYS.

**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** (very prescriptive)  
QUITTING is a life-long effort: INCREASE opportunities to QUIT when people are READY.  
INCLUDES:  
- UNIVERSAL ACCESS to TREATMENT  
- REFERRAL PROGRAM  
- MULTIPLE ACCESS POINTS to treatment  
- US NOT WHO make choices. PROVIDE CHOICES + ACCOUNT.

**POLICIES**

**HEALTHCARE SYSTEMS** (within existing country) **MUST** integrate TRADITIONAL HEALING PRACTICES WITHIN THEIR CARE DELIVERY SYSTEMS.  
TREATMENT must consider: **Comprehensive Care!**  
NATION, HEALTH, SOCIAL, SPIRITUAL  
Be consistent in policy enforcement

**I.D. STAKEHOLDERS**  
- Recruit participants  
- ENGAGE COMMUNITY CHAMPIONS  
- CREATE BUY-IN

**DEFINE OBJECTIVES** (SHORT + LONG TERM)  
- list goals  
- delegate accountability  
- timeline +++++  
↳ MISSION

**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.  
- CASINOS + GAMING ARE PRIMARY OPPORTUNITIES  
- EMPower young INDIANS  
- BE in the SCHOOLS  
- cultural connections

**ACTIVE EDUCATION**  
- DEVELOP general tool box (physical and digital components)  
- AUDIENCE SPECIFIC  
- BUILD CAPACITY to develop KNOWLEDGE SHARING TOOLS  
- DEVELOP FRAMEWORK around what CAN be shared.

**TRADITIONAL TOBACCO**  
- CHRONICLE HISTORY of TRADITIONAL TOBACCO (NO COMMERCIAL mention)  
- Collaborating with existing RESOURCES to develop a UNIQUE OFFERING.  
- 3 STAGE implementation: 1) OPEN framework 2) distribute TO TRIBE 3) "DATA-BASING"

**DEVELOP TRADITIONAL TOBACCO CAMPAIGN**  
#keepitbaccosacred  
- CAN develop UNIQUE branded ACCOUNT.  
- REACH the most PEOPLE  
- CHANGING technology adds COMPLEXITY  
- CREATE a filter of what an EVENT.

**MEDIA/CAMPAIGNS**

**DIGITAL STORY TRAINING**  
- 4 IHS Service areas  
- DEC 2017  
- REACH the most PEOPLE  
- CHANGING technology adds COMPLEXITY  
- CREATE a filter of what an EVENT.

**BUILD and SHARE NETWORK**  
- of RESOURCES  
- PRIORITIZE culturally-specific PRACTICES  
- CELEBRATE SUCCESS  
- TREATMENT

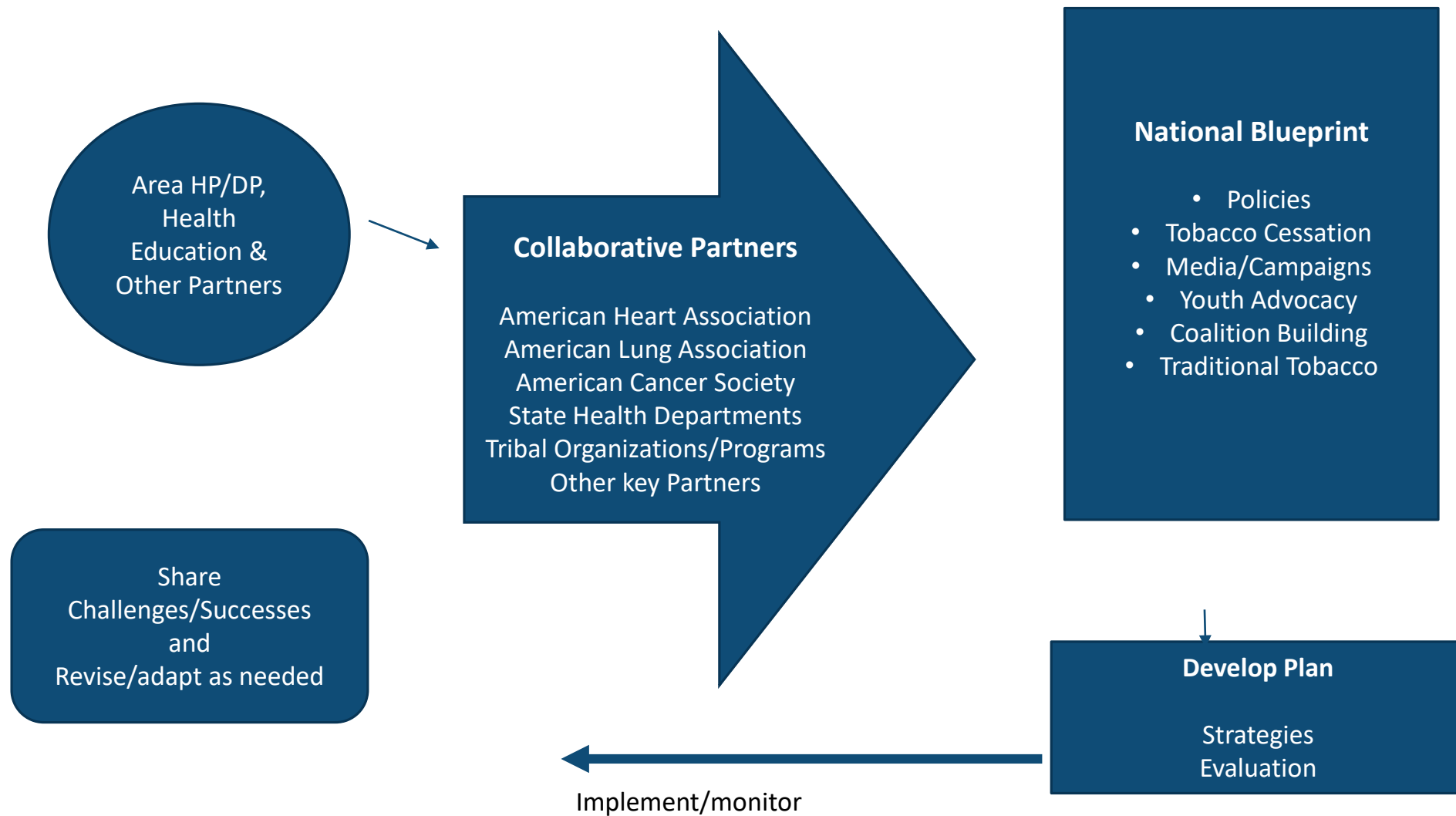
**TOBACCO CESSATION**

**ACTION**  
- Identify Coalition CHAMPIONS (to maintain)  
- Build REGIONAL Coalitions of TRIBAL, GOVT, ORG, etc. repo to SHARE RESOURCES.  
- Identify funding Sources dedicated to CESSATION.  
- CHANGING technology adds COMPLEXITY  
- CREATE a filter of what an EVENT.

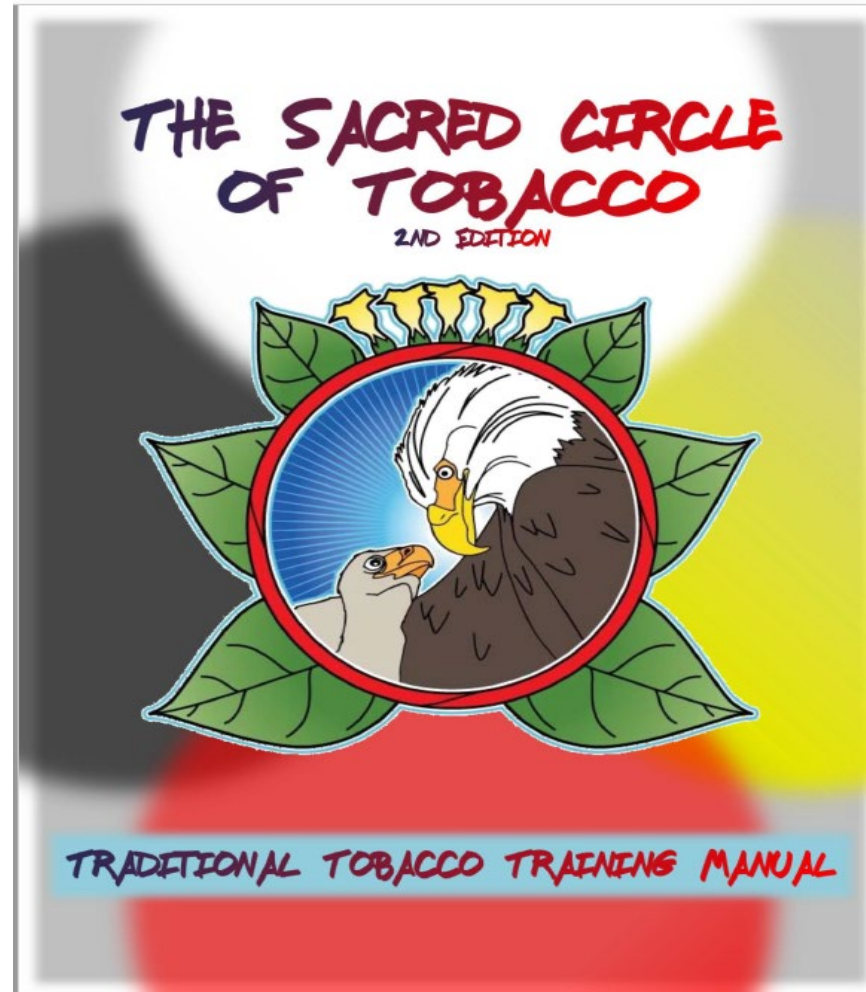
Mystic Lake Hotel / Prior Lake, MN



19 & 20 April 2017



# Youth Advocacy



# Mission & Goals of SCOT

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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

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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)

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- 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
- Gaining important skills as a leader and an advocate
- Having FUN!



# How to Use the Manual

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- 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



# 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-**NATIVE** to 47848 for tips, advice, and support to overcome challenges and stay motivated.

1-866-8669 or

**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, car, or Indian Agency. Call 1-800-QUIT-NOW (1-800-784-8669) or your Tribal or



**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

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IHS screens patients who are 6 years & older for tobacco use (including vaping) & exposure to secondhand smoke.

- Refer patients to cessation services



# SmokefreeNATIVE.TXT messaging

Collaboration with the National Cancer Institute



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



# Basic Tobacco Intervention Skills Certification (BTIS)

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University of Arizona Health Care Partnership

- 5As Model
- Culturally adapted for AI/AN population

Area HP/DP Coordinators are certified instructors

- Train-of-Trainers model to increase local capacity



# E-referral Pilot Project

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Collaboration with the Native American Community Action Urban clinic, Arizona Department of Health – Tobacco Prevention Program.

- Implemented an bi-lateral e-referral to 1-800-QUIT-NOW
- Continue to monitor

Future Plan – expand to another pilot site in FY 2024.



# Policies

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- Area IHS HP/DP Coordinators are working with Tribes to draft policies
- Webinars
- Best & promising practices
  - Archived for later viewing



# Vape Prevention

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## Catch My Breath

- Evidence-based vape prevention targeting youth.
  - Up-to-date information (teachers, parents)
  - Grades 5<sup>th</sup> – 12<sup>th</sup> grade
  - Duration: 4 Lessons (30-40 minutes each)
  - Free
- Area HP/DP Coordinators are certified instructors and can provide in-person or virtual training.



# Projects in progress

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- 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

