

**TOBACCO
EDUCATION
PREVENTION
OUTREACH
CESSATION**



Preventing Commercial Tobacco Use in Southern California Tribal Communities

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Funded: This research was funded by the University of California Office of the President's Tobacco-Related Disease Research Program. ○
T30IR0933 (Co-PIs Calac and Moore) ○ T32CF5371 (Co-PIs Calac and Moore)



TEPOC Team



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Co-Principal Investigator
Pauma Band of Mission Indians
IHC Chief Medical Officer



Chase Kornacki, BS
Project Coordinator
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Juliet Lee, PhD
Co-Investigator
PIRE-CA Senior Research Scientist

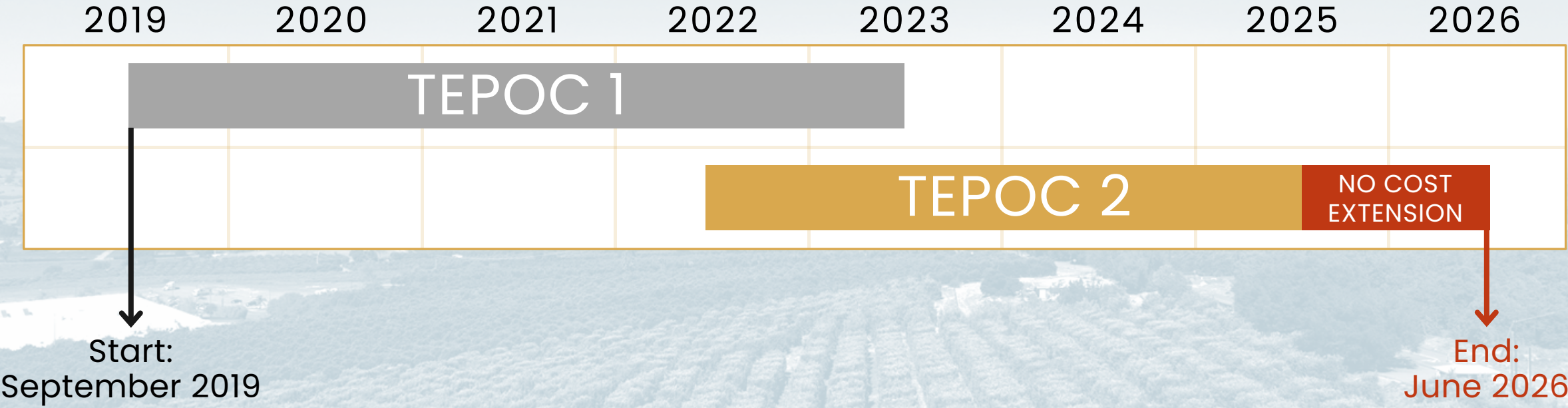


Chrissy Gonzales
Community Engagement Rep
Cupeño, Luiseño lineal descendant
IHC Research & Student Development

Funded by the University of California Office of the President's Tobacco-Related Disease Research Program



Project Timeline



Project Aims

1 Commercial tobacco cessation program for adults

2 Reward & Reminder retail intervention

3 Evaluate project progress

- Deidentified Electronic Health Record data
- Reward & Reminder data
- Community impact



1 Cessation Program: 1-on-1 Counseling

Staff Training



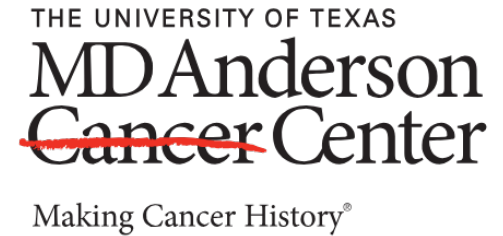
"How to Help People Quit" and "Tobacco Basics"

- Virtual, self-paced
- Cost: Free



Basic Tobacco Intervention Skills for Native Communities

- Virtual, 8 hours
- Cost: \$245 (free?)



Tobacco Treatment Specialist Program

- Virtual, 40 hours
- Cost: \$500



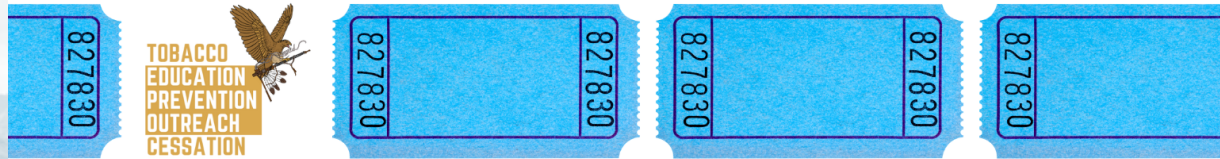
1 Cessation Program: 1-on-1 Counseling

We provide:

- In-person or virtual counseling
- Phone and text support
- Low to no cost FDA-approved medications via on-site pharmacy
- Support Groups = "Sacred Breath Circles"



1 Cessation Program: Getting Referrals



Win the next Quarterly Raffle!

Who? You! (Medical staff)

How? With patient approval, send **pt name and DOB** or MRN to **Chase Kornacki** via Teams or Epic In-Basket.

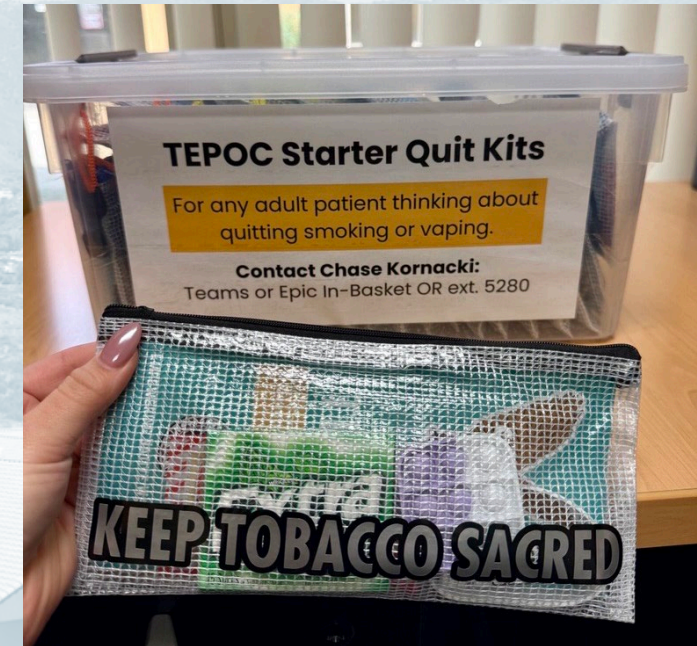
1 Patient to Chase = 1 Raffle Entry

This means **unlimited entries!

When? 3 winners will be announced every quarter, starting on **July 1**.

*3 distinct winners (aka you can only win once per quarter!)

Beaded wristlets!



Before: 35 referrals in one year

After: 64 referrals in 3 months!



1 Cessation Program: Support Groups



COMMERCIAL TOBACCO CESSATION

SUPPORT GROUP

NOVEMBER 13 • 2:30-4:30PM

NEXT CRAFT: GOURD ART

Call or Text (442) 278-6298



TOBACCO EDUCATION PREVENTION OUTREACH CESSATION

COMMERCIAL TOBACCO CESSATION

SACRED BREATH CIRCLE

TUESDAY, JANUARY 28
4-5:30PM

Call or Text (442) 278-6298



COMMERCIAL TOBACCO CESSATION


SACRED BREATH CIRCLE

MARCH 20 • 4-6PM

Food provided!

NEXT CRAFT: GOURD WINDCHIMES

Call or Text (442) 278-6298



1 Cessation Program: Support Groups



2 Reward & Reminder

- Retail intervention
- Apparent minor volunteers attempt to purchase CTP without showing proof of age

Decline → REWARDED

Certificate

\$25 Visa Gift Card

Sticker

Social Media Spotlight

Sell → REMINDED

Letter stating CA law &
Tribal Resolutions



2 Reward & Reminder

CONGRATULATIONS



You followed California Law that states:

Sales to minors. Every person who sells any tobacco product to any person under the age of 21 years is guilty of a misdemeanor.

(Calif. Law Chap. 7 Sec. 308)

As a thank you, please accept the enclosed gift certificate. You play an important role in reducing youth access to commercial tobacco.

Keep up the good work!



2 Reward & Reminder

ATTENTION!



You failed to follow California Law that states:

Sales to minors. Every person who sells any tobacco product to any person under the age of 21 years is guilty of a misdemeanor.

(Calif. Law Chap. 7 Sec. 308)

Please help our community reduce youth access to commercial tobacco.

Always ask to see ID if the person looks under 30 years old.

Do NOT sell tobacco to a customer if:

- ▶ the customer does not have ID.
- ▶ you suspect the ID is false.
- ▶ you don't believe the person is 21.



2 Reward & Reminder

Benefits:

- Gain support from Tribal Councils
- Exercise Tribal sovereignty
- Positive reinforcement vs punitive measures
- Build relationships with local retailers
- Engage community



2 Reward & Reminder



ASSESS
retail
outlets



PROPOSE
Tribal
resolutions



SELECT
and
TRAIN
volunteers



CONDUCT
store
visits



SUSTAIN
positive
impact



2 Reward & Reminder

Our Stores:

- 18 stores, on or within 5 miles of Tribal reservations
- Types: gas stations, grocery, vape shop, liquor store
- Some Tribal owned, some not

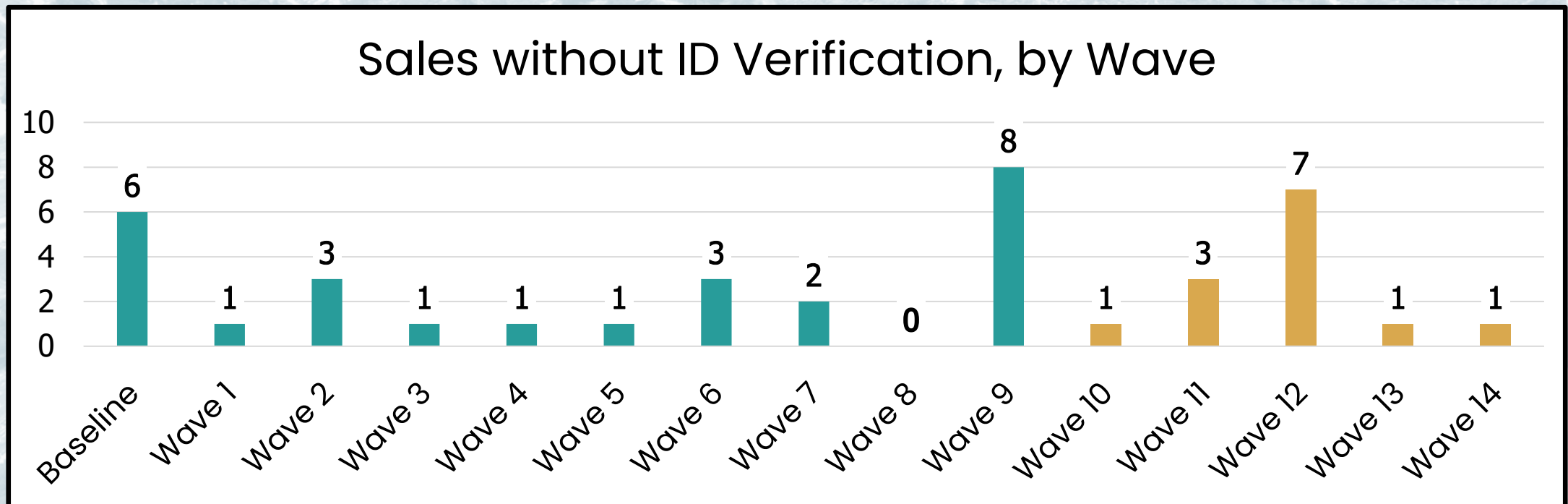
Our Volunteers:

- Age 21+, young appearance
- Recruited from social networks, flyers, social media
- Appreciation: \$20/hour + \$40 gas card



2 Reward & Reminder

- Baseline rate of sales = 33% (6 out of 18 store visits)
- Intervention rate of sales = 14.5% (33 out of 227 store visits)



2 Reward & Reminder: Scorecards

TOBACCO EDUCATION PREVENTION OUTREACH CESSATION

Dear Store Manager,
Thank you for your participation in the TEPOC Reward & Reminder Program. We hope that the following scorecard provides insight in your store's efforts in reducing youth access to commercial tobacco. If you have any questions, please email [redacted]

Store: [redacted]

Number of purchase attempts:	5	Most ^{attempts} purchases were made:	<u>morning</u>	evening	weekday	<u>weekends</u>
Number of purchases made:	0	"21+" or "We card" Signage:	no signs visible	<u>1 sign visible</u>	2 or more signs visible	
Number of purchases NOT made:	5	Most purchased item:	cigarettes	e-cigarettes	other: <u>N/A</u>	

Notes: Awesome! Keep up the great work! Thank you!

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Dear Store Manager,
Thank you for your participation in the TEPOC Reward & Reminder Program. We hope that the following scorecard provides insight in your store's efforts in reducing youth access to commercial tobacco. If you have any questions, please email [redacted]

Store: [redacted]

Number of purchase attempts:	5	Most purchases were made:	<u>morning</u>	evening	weekday	<u>weekends</u>
Number of purchases made:	3	"21+" or "We card" Signage:	no signs visible	<u>1 sign visible</u>	2 or more signs visible	
Number of purchases NOT made:	2	Most purchased item:	cigarettes	<u>e-cigarettes</u>	other: _____	

Notes: Please keep checking ID to keep our youth safe. Thank you!


Great scorecard!

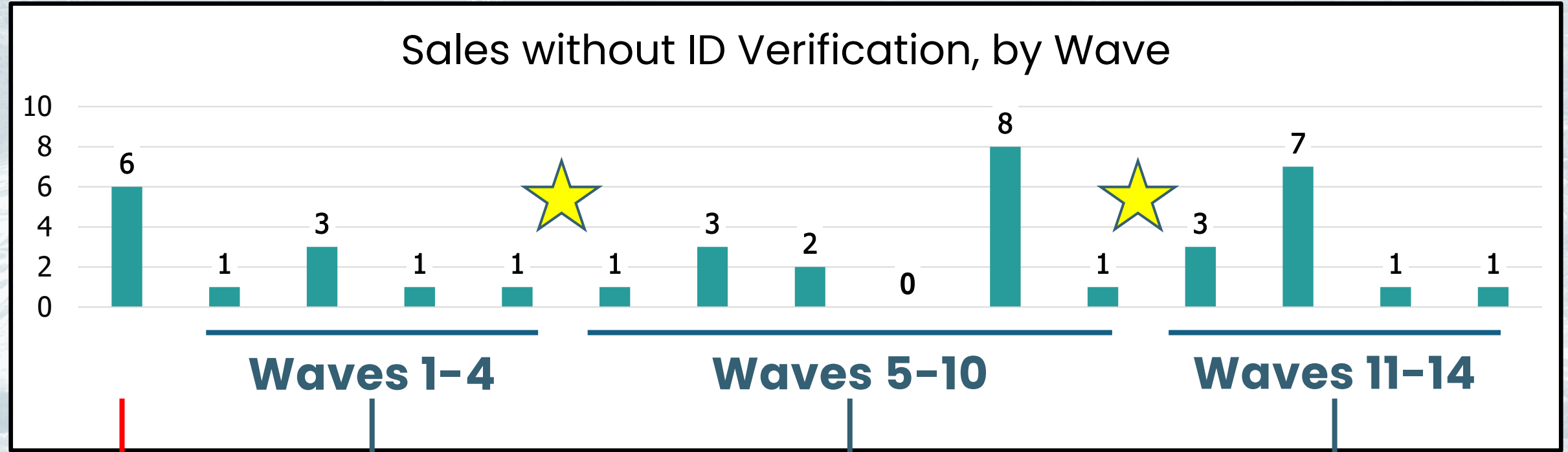


Not so great



2 Reward & Reminder

 = Scorecard given



33%
(6 out of 18)

8%
(6 out of 72)

16%
(15 out of 95)

20%
(12 out of 60)



2 Reward & Reminder: Social Media


 **CONGRATULATIONS**




██████████
██████████

██████████ received a \$25 Visa gift card for preventing youth access to commercial tobacco. Thank you for selling responsibly!


 **TEPOC REWARD & REMINDER**


 **CONGRATULATIONS**

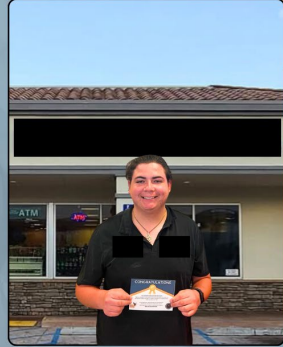


██████████
██████████

██████████ received a \$25 Visa gift card for preventing youth access to commercial tobacco. Thank you for selling responsibly!


 **TEPOC REWARD & REMINDER**

 **CONGRATULATIONS**



██████████
██████████

██████████ received a \$25 Visa gift card for preventing youth access to commercial tobacco. Thank you for selling responsibly!

 **TEPOC REWARD & REMINDER**

44 posts generated 1,636 likes/comments



3 Evaluate Progress in the community

Traditional Health Gathering



3 Evaluate Progress

Tribal Elder and Leader Interviews



3 Evaluate Progress...& Collaborate

Southern California Tribal Tobacco Coalition
(also serves as CAB)



+ a Youth Advisory Council, local Native college students



3 Evaluate Progress in the community

2024

Inter-Tribal Youth Tobacco Prevention Summit



142 attendees (including 79 youth!)



3 Evaluate Progress in the community



What is Traditional Tobacco?

Traditional tobacco is an important and sacred plant used in American Indian/Alaska Native ceremonies and healing practices. It is grown and processed naturally. **It is not dangerous when used appropriately.**



Check out the Traditional words for Coyote and Tobacco!

	Coyote	Tobacco
Luiseno	'anó'	Piivat
Kumeyaay, lipay	Hattee'aa	'up
Cupeno	Isily	Pivat
Cahuilla	Isily	Pivat

Traditional Tobacco

- Sacred
- Used for ceremonies or prayer
- Naturally grown and harvested by American Indian/Alaska Natives
- Contains no harmful chemicals
- Not addictive

1

What is Commercial Tobacco?

Commercial tobacco products contain thousands of chemicals. There are many types of commercial tobacco products. **All are very dangerous.**

Cigarettes, Cigars, and Cigarillos



Smokeless tobacco, like chewing tobacco or pouches



E-cigarettes or vapes



Commercial Tobacco

- Not sacred
- Used for recreation or pleasure
- Manufactured by big tobacco companies and sold for profit
- Contains thousands of harmful chemicals
- Designed to be addictive

2



15 community events
1,500+ attendee interactions



3 Evaluate Progress on social media



192 social media posts
4,363 likes and comments
across Facebook and Instagram





On-Site

Local Tribal Communities

County

State

Nationwide

International

Indian Health Council, Inc.

Southern California Tribal Tobacco Coalition

Tobacco-Free Coalition

Tribal Community Coordinating Center

Reclaim Sacred Tobacco Coalition

Society for Research on Nicotine and Tobacco

- Referral system, community events, and inter-departmental support.

- Mutual support
- Reduce redundancies
- Host larger events with combined resources.

- Quarterly virtual trainings on various topics
- Local policy information
- Prevention advocacy

- Supports California Tribes in tobacco control activities
- Media campaigns
- Environment initiatives

- Bi-monthly Zoom meetings
- Traditional tobacco education
- Smoke-free policies

- Scientific Society
- Met other Indigenous colleagues from around the world!



3 Evaluate Progress...& Collaborate

SAVE THE DATE

CALIFORNIA TRIBAL TOBACCO CONFERENCE

PALA MESA RESORT
2001 Old Hwy 395, Fallbrook, CA, 92028

TOBACCO
EDUCATION
PREVENTION
OUTREACH
CESSATION

JULY

8AM - 5PM

28



We expect an audience composed of community leaders working in commercial tobacco control including researchers, community program coordinators, healthcare providers, and others serving Tribal communities.

MORE INFO :

Chase Kornacki • ckornacki@indianhealth.com

2025



3 Evaluate Progress...& Share

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NEW PUBLICATION

Nicotine and Tobacco Research, 2024, **XX**, 1–4
<https://doi.org/10.1093/ntr/ntae110>
 Advance access publication 15 May 2024
 Brief Report

Reducing Commercial Tobacco Sales to Youth On and Around California Tribal Reservations With a Reward and Reminder Retail Intervention

Chase Kornacki BS^{1,2}, Joseph Rodriguez BS^{2,3,4}, Justin Rodriguez BS^{2,3,4}, Alec J. Calac PhD^{3,5}, Daniel Calac MD^{2,3}, Juliet P. Lee PhD⁶, Roland S. Moore PhD⁶, Lisa Brucks MPH², Isabella Jacques BS², Maxine Yang BS², Veronica Almodovar BS², Samantha-Starr Berber BS²

¹Navajo Nation, Sheepsprings Chapter, Shiprock Agency, USA
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³Luiseno, Southern California, USA
⁴Haliwa-Saponi, Hollister, USA
⁵School of Medicine, University of California San Diego, San Diego, CA, USA
⁶Prevention Research Center, Pacific Institute for Research and Evaluation-California, Berkeley, CA, USA

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  **INDIAN HEALTH COUNCIL, INC.**
 RESEARCH AND STUDENT DEVELOPMENT

**TOBACCO
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NEW PUBLICATION

American Indian and Alaska Native Mental Health Research



Volume 32, Issue 1, 2025

Centers for American Indian & Alaska Native Health
Division of Public Health

Collaboration as a Catalyst for Change: Reducing Commercial Tobacco Use Among American Indian Youth Through Dedication to Community, Youth-Led Interventions, and Tradition

Chase Kornacki (Navajo), BS, Justin Rodriguez (Luiseno, Haliwa-Saponi), BS, Joseph Rodriguez (Luiseno, Haliwa-Saponi), BS, Anthony Hurtado (Luiseno, Tohono O'odham), BS, Juliet P. Lee, PhD, Roland S. Moore, PhD, Lisa Brucks, MPH, Jennifer Geisler (Kumeyaay), RN/BS, Valerie Boyle (Kumeyaay), Diana Martinez (Kumeyaay), Ami Admire (Luiseno), Monah Hanson (Choctaw), MSW, Rachel Reif (Shoshone), MEd, Michelle Nielson, MEd, Camille Henry-Walford, MPH, and Daniel J. Calac (Luiseno), MD

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 RESEARCH AND STUDENT DEVELOPMENT



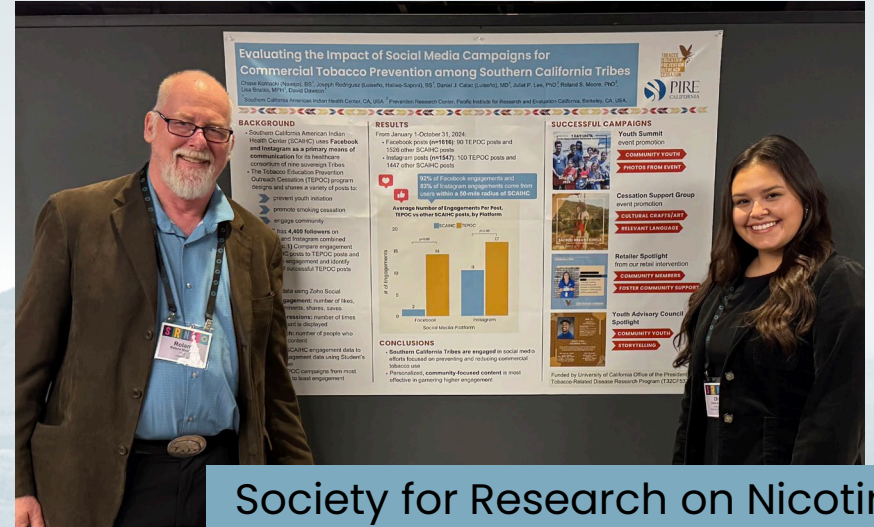
3 Evaluate Progress...& Share



NIHB National Tribal Health Conference



National Tribal Tobacco Conference



Society for Research on Nicotine & Tobacco Annual Meeting

Next up: September, National Indian Health Board's National Tribal Health Conference



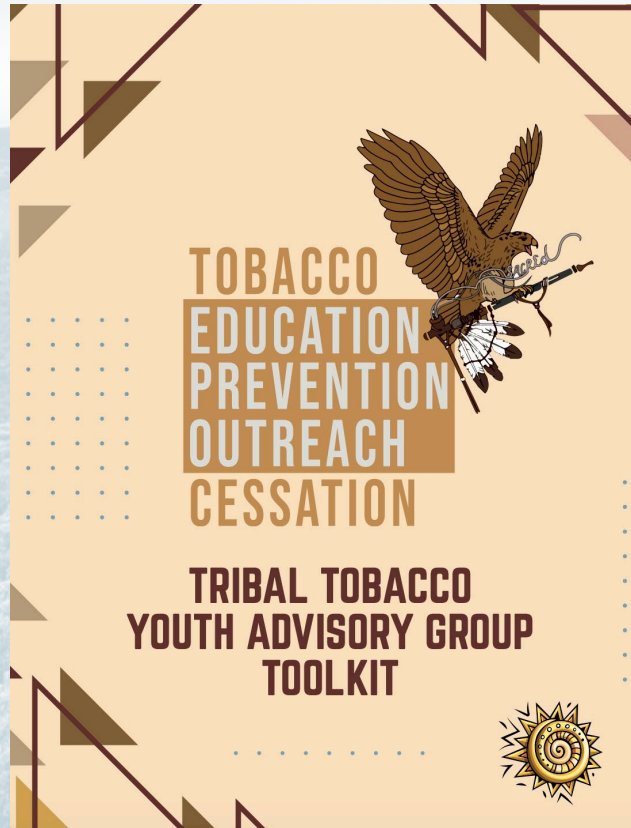
3 Evaluate Progress...& Share

**"Creating and Sustaining Youth Advisory Groups
in Tribal Communities"**

Scan to register!



Webinar on
November 18th 10-11am



Lessons Learned

- Utilize all **training opportunities**, even if they don't exactly align with your focus area.
 - Policy, environment, cessation, and more!
 - Tobacco and its effect on diabetes, pregnancy, etc.
- **Collaboration** is key.
 - More resources, knowledge, and friendship!
- Adjust to **community needs** whenever possible.
 - Communication methods, education efforts, accessibility, etc.



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