Driving Positive Change Using MPOWER Strategies in Tribal Tobacco Programming

How We Did It and How You Can Too!

IHSTobacco Prevention Webinar October 21,
Semaa or Tobacco
One of the Four Medicines Given to the Anishinabe

Tobacco was given to the Anishinaabe by the Creator to be used for:
Healing,
Giving thanks,
To provide spiritual strength,
Guidance,
Discipline, and
Protection
American Indian Religious Freedom Act of 1978

Until this Act was passed by the United States government it was illegal for American Indians to practice their spirituality.
Although many tribes consider tobacco a sacred gift and use it during religious ceremonies and as traditional medicine, many Anishinaabe today suffer from tobacco-related health problems caused by chronic cigarette smoking and spit tobacco use.
What We’ve Learned

The Killer Cigarette

- Smoking risks are more deadly than 50 years ago.
- Smokers inhale over 7,000 chemical compounds.
- At least 70 CAUSE CANCER.

www.cdc.gov – SGR – powerpoint slides
SMOKERS HAVE A
30% TO 40%
HIGHER RISK
OF DIABETES THAN
NONSMOokers.

LUNG CANCER
RISK FOR SMOKERS
— COMPAred TO —
PEOPLE WHo
NEVER SMOKED

5.6 MILLION
CHILDREN ALIVE TODAY
WILL ULTIMATELY
DIE EARLY FROM SMOKING
IF WE DO NOT DO MORE
TO REDUCE CURRENT
SMOKING RATES

www.cdc.gov – SGR - infographics
“(Commercial) Tobacco use imposes enormous public health and financial costs on this nation – costs that are completely avoidable. Until we end commercial tobacco use, more people will become addicted, more people will become sick, more families will be devastated by the loss of loved ones, and the nation will continue to incur damaging medical and lost productivity costs.”
MPOWER Strategies

- Monitor (commercial) tobacco use and prevention policies
- Protect people from tobacco smoke
- Offer help to quit (commercial) tobacco use
- Warn about the dangers of (commercial) tobacco use
- Enforce bans on tobacco advertising, promotion, and sponsorship
- Raise taxes on tobacco

www.who.int/tobacco/mpower
SEMA: Strengthening and Educating Michigan’s Anishinabe

- 4 MPOWER strategies for tobacco control tribes in Michigan are working on:
  - Monitor
  - Protect
  - Offer
  - Warn
Tribal Tobacco Support Center SEMA Project

Inter-Tribal Council of Michigan (ITCM)

5 Michigan Tribes

MI Public Health Institute (MPHI)
Michigan SEMA Tribes

Total number of Counties served: 24
Total AI/AN population reach: 24,709
Examples of Activities the Michigan SEMA Tribes Have Implemented Using the MPOWER Strategies
MPOWER – MONITOR

- **Monitor** prevalence rates of tobacco use and exposure
  - AI ATS results

- **Monitor** policies and environment
  - Tobacco Policy Tracking Form
  - CHANGE tool
SMART Objectives - MONITOR

- By September 30, 2015, increase the number of SEMA Tribes in Michigan with access to representative, tribe-specific surveillance data for monitoring commercial tobacco use and exposure from 0 to 5.

- By September 30, 2015, increase the number of SEMA Tribes with access to data for monitoring the implementation of tobacco policies in tribal communities from 0 to 6.
- Culturally-appropriate questions and process for collecting data that reflects the status of tobacco use and exposure in the community
  - In-person interview conducted by trained community members with selected tribal members
  - 10 sections, optional supplemental sections
  - Topics covered:
    - Various types of tobacco use (including traditional)
    - Tobacco cessation
    - Exposure to smoke
    - Opinions about policies and rules for smoking
    - Tobacco-related knowledge and behaviors
AI-ATS—What do I need to keep in mind about AI-ATS data?

- Random selection of participants (sample) for the survey must be done in order for the data to represent the entire tribe/community
  - Small sample sizes (# completed surveys) can make the results less precise

- Data is self-reported (it reflects the participants’ knowledge and perceptions)

- Limited information about community factors that may influence tobacco use and exposure
6 Tribes completed AI ATS

Toolkits –
- Clean datasets, analysis, codebooks
- All data charts, tables in Excel
- Full technical results report
- Executive summary
- Infographic factsheets
- Key Indicators Dashboard

MI Tribal Health Report
### CDC’s CHANGE Tool

<table>
<thead>
<tr>
<th>Community Action/Target</th>
<th>Revenue</th>
<th>Policy Response</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Example

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Policy Response**

- **Revenue**
  - Percentage increase
  - Percentage decrease
- **Environment**
  - Percentage increase
  - Percentage decrease

**Impact Results**

<table>
<thead>
<tr>
<th>Impact</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

**Factors**

- **Revenue**
  - Increase
  - Decrease
- **Environment**
  - Increase
  - Decrease

**Examples**

- Example 1
  - Description
  - Impact
- Example 2
  - Description
  - Impact
# Tribal Worksite Tobacco Policy Tracking Form

<table>
<thead>
<tr>
<th>Worksite</th>
<th>Worksite Tobacco Policy</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Check all that apply</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Check one</td>
<td></td>
</tr>
<tr>
<td></td>
<td>columns should equal all employees at site</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Name/Location/ Sector</th>
<th>100% Smoke-free Bldg.</th>
<th>100% Smoke-free Grounds</th>
<th>Designated area outside? (Y/N, # feet away from bldg)</th>
<th>Smoking allowed in some areas</th>
<th>Smoking allowed in all areas</th>
<th>Not sure</th>
<th>Policy Enforced? (Y/N)</th>
<th># Employees Covered at All Times</th>
<th># Employees Covered at Some Times</th>
<th># Employees Not Covered</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Health Center(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Tribal Housing Units</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>Tribal Operations Building</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Casino Gaming Area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5</td>
<td>Casino Hotel</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>6</td>
<td>Casino Conference and Events Area</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>7</td>
<td>Elder Meal Site</td>
<td></td>
<td></td>
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**MPOWER – PROTECT**

**Protect** people from tobacco smoke

Smoke Free Policy Assessment & Education
- Using data to identify and plan policy and system
  - AIATS
  - CHANGE tool
  - Policy tracking tool & GIS maps
- Educating leaders
- Sharing model policies

**Community Highlight:** Although the tribes had verbal smoke-free policies, all have developed and written various policies over the five years of this Project.

National Native Network: [www.keepitsacred.org](http://www.keepitsacred.org) Tribal Tobacco Policy Workbook State Tobacco Program and Other tribes
Nottawaseppi Huron Band of the Potawatomi Tobacco Code

SECTION 301. ADVERTISING
A. It shall be unlawful for any person, business, or tobacco retailer to advertise any tobacco products, or distribute free or low cost tobacco industry materials on the NHBP land or in any NHBP buildings, with the exception of the specific retail outlet designated by the Tribal Council as being authorized to sell tax-exempt tobacco products under the Tribal-State Tax Agreement.

B. It shall be a violation of this policy for any tribal group, organization, or agency to accept tobacco industry sponsorship to finance any community event.

C. It shall be a violation of this policy for any non-casino employee of the NHBP to wear clothing or other items that bear tobacco company brand logos at schools or other community events and venues during work hours.

CHAPTER 4. PROHIBITING TOBACCO DISTRIBUTION

SECTION 401. SALE TO MINORS
A. It shall be unlawful for any person, business, or tobacco retailer to sell tobacco products or provide tobacco products free of charge to anyone who is less than 18 years of age.

B. No person, including but not limited to business, tobacco retailer, or anyone responsible as

www.cdc.gov/ Type in CHANGE Tool Modules Action Guide. Click on community health assessment and group evaluation   Go to: Tobacco Modules
Tobacco Cessation Services & Systems Change

**Community Highlights**

- **ITCM:** Training and capacity building assistance
- **Hannahville:** Screening & Referral

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### MPOWER – OFFER

**Offer** help to quit tobacco use

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**Table 1:** Adult Performance Measures (required)

**Baseline Reporting Time Period:** October 1, 2010 – September 30, 2011

<table>
<thead>
<tr>
<th>CPHS Section</th>
<th>Description</th>
<th>N</th>
<th>Denominator</th>
<th>%</th>
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<tbody>
<tr>
<td>2.9.1 Tobacco Cessation</td>
<td>Adult tobacco-using patients that received cessation counseling or prescription for a smoking cessation aid.</td>
<td>Age 18+:</td>
<td>Age 18+, current tobacco users and users in cessation</td>
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**Current Reporting Time Period:** October 1, 2013 – September 30, 2014

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www.healthcarepartnership.org

http://www.itcmi.org/departments/healtheducation-and-chronic-disease/REACHMNO

Mayo Clinic: www.mayoclinic.org Tobacco Treatment Specialist Training
Anishinaabe Smoking Cessation Addendum
For the Smoking Cessation Curriculums

2004/2005

www.itcmi.org/departments/health-education-and-chronic-disease-SEMAProject
MPOWER – WARN

Warn about the dangers of commercial tobacco use

- Don’t Be a Replacement Be an Original Media Campaign
- Presentations
- Articles
- TIPS Campaigns
- SGR
- National Tobacco Events

www.cdc.gov/tobacco/multimedia/media-campaigns  CDC’s Media Campaign Resource Center
Campaign for Tobacco-Free Kids:  www.tobaccofreekids.org
MPOWER: ENFORCE

Bans on tobacco advertising, promotion and sponsorship

- CHANGETool Module
- Proactive stance
- Tribal casinos are scheduling concerts, youth activities, other events
MPOWER: RAISE

Raise taxes on tobacco

SEMA Coordinators and Health Educators are looking into approaching their tribal councils into decreasing the tobacco tax discount tribal members receive and instead use it for health education.
Tribes have been doing some amazing work in tobacco programming!!
Hannahville Indian Community

Monitoring Commercial Tobacco Use and Putting the Findings to Use.
A major part of participating in the SEMA project has been conducting the American Indian Adult Tobacco Use Survey in Hannahville.

Members of the Hannahville Wellness Advisory Council (our commercial tobacco coalition) were trained to conduct the survey in Hannahville.
Hannahville Wellness Advisory Council

- The Hannahville Wellness Advisory Council is our Commercial Tobacco Coalition.
- They are representatives from the community who are interested in the health of their community.
- They are a driving force behind our commercial tobacco work both in schools and community-wide.
Monitoring Commercial Tobacco Use

- Wellness Advisory Council members conducted over 200 face-to-face surveys of enrolled tribal members over age 18 in our three county service area.

- The survey results were compiled into a report by Michigan Public Health Institute (MPHI).

- The results of the survey were then discussed with our coalition, who worked with health center staff to disseminate the findings and mobilize the community around the topic of reducing commercial tobacco use in Hannahville.
The results of the survey showed that commercial tobacco use rates in the Hannahville Community were triple the rates seen at the state level.

Young adults (18-24) were in the highest usage groups.

The adults surveyed often became regular smokers well before reaching the legal age to purchase cigarettes.

From this survey we also learned that half of all smokers stated they made a quit attempt in the past year, but the majority of all quit attempts relied on the quitting ‘cold turkey’ method.
Community Comes Together

- Seeing the survey results truly mobilized the community. It showed the coalition, the clinic staff, and the community that more could be done, both to help people quit and to make sure youth never start.

- In the clinic:
  - Gave staff the Brief Tobacco Intervention Skills Training
  - Set a goal to ask every patient at every visit
  - Put a new Template in EHR based on the 5 A’s
Putting the Survey Results to Good Use

- The survey results have been included in presentations with Wellness Council members to both the Health Board and Tribal Council.

- Presentations in Fall of 2014 resulted in a 100% commercial tobacco free grounds policy for our Health Center.

- Presentations in summer of 2014 helped us designate our newly built playground as alcohol and commercial tobacco free.
Health Center Signs
Playground Pictures and Signs
A Tobacco Policy States a Tribe’s Official Position on:

*tobacco use in public places,
*accessibility for minors,
*treatment in the clinic, and
*exposure to tobacco industry pressure.

A strong tobacco policy will protect all tribal members. It will strengthen educational programs that can return tobacco to its traditional role.
Resources

- AI ATS Implementation Manual
- CDC’s CHANGE Tool
- The Health Consequences of Smoking: 50 Years of Progress: A Report of the Surgeon General
  - [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)
- MPOWER Strategies
  - [www.who.int/tobacco/mpower](http://www.who.int/tobacco/mpower)
- National Native Network: Tribal Tobacco Policy Workbook
  - [www.keepitsacred.org](http://www.keepitsacred.org)
  - [www.healthcarepartnership.org](http://www.healthcarepartnership.org)
- CDC’s Media Campaign Resource Center
  - [www.cdc.gov/tobacco/multimedia/media-campaigns](http://www.cdc.gov/tobacco/multimedia/media-campaigns)
Miigwech! (Thank you)

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