

Driving Positive Change Using MPOWER Strategies in Tribal Tobacco Programming



How We Did It and How You Can Too!

IHS Tobacco Prevention Webinar
October 21, 2015

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,

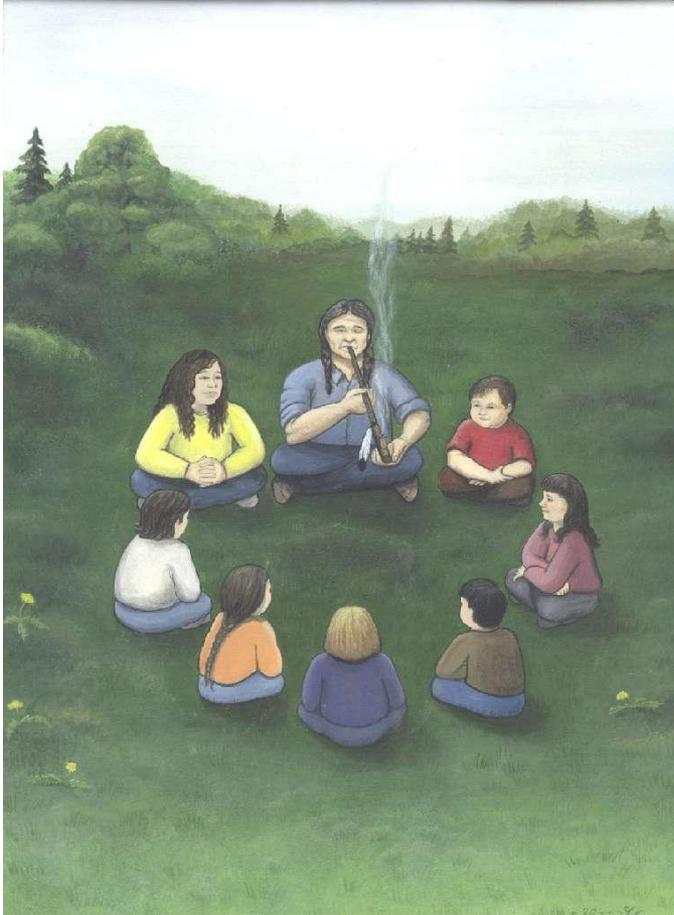
Guidance,

Discipline, and

Protection

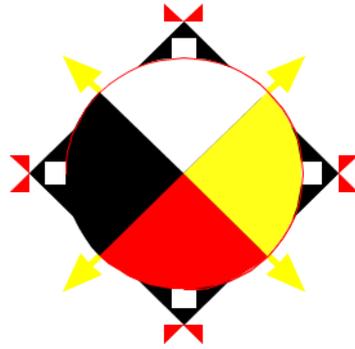


American Indian Religious Freedom Act of 1978



Until this Act was passed by the United States government it was illegal for American Indians to practice their spirituality.

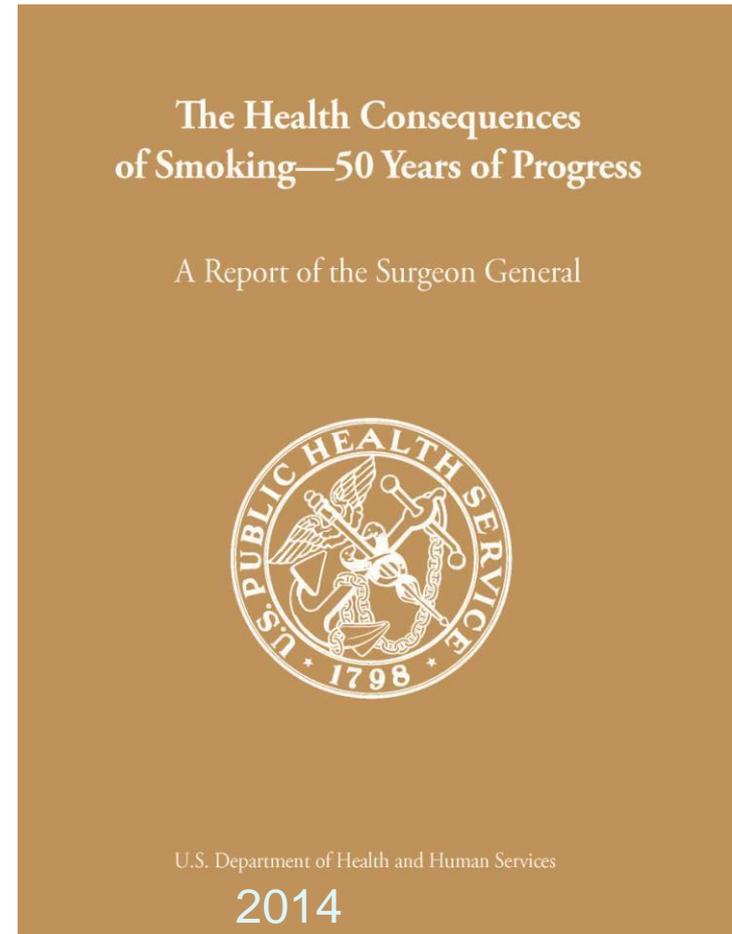
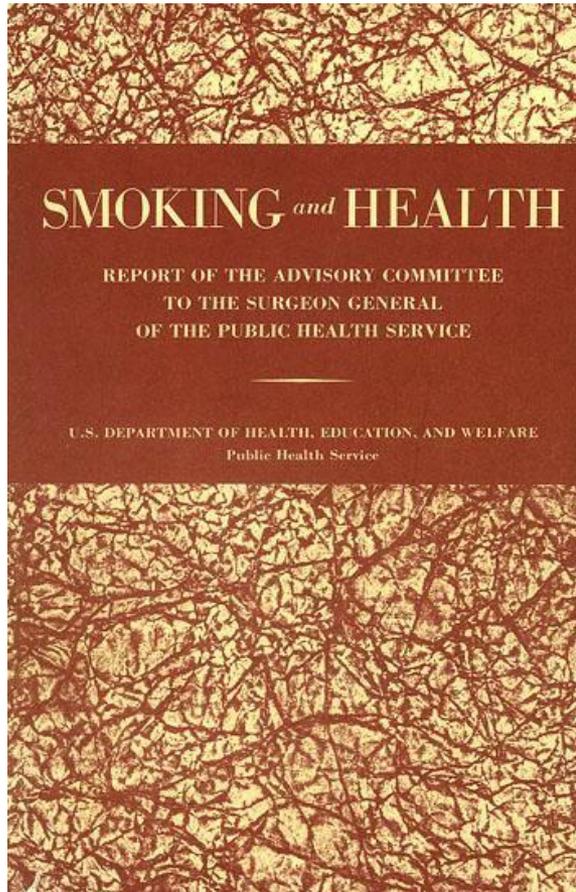
Anishinaabe and Tobacco Abuse



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.

The Health Consequences of Smoking: 50 Years of Progress

A Report of the Surgeon General www.cdc.gov/tobacco

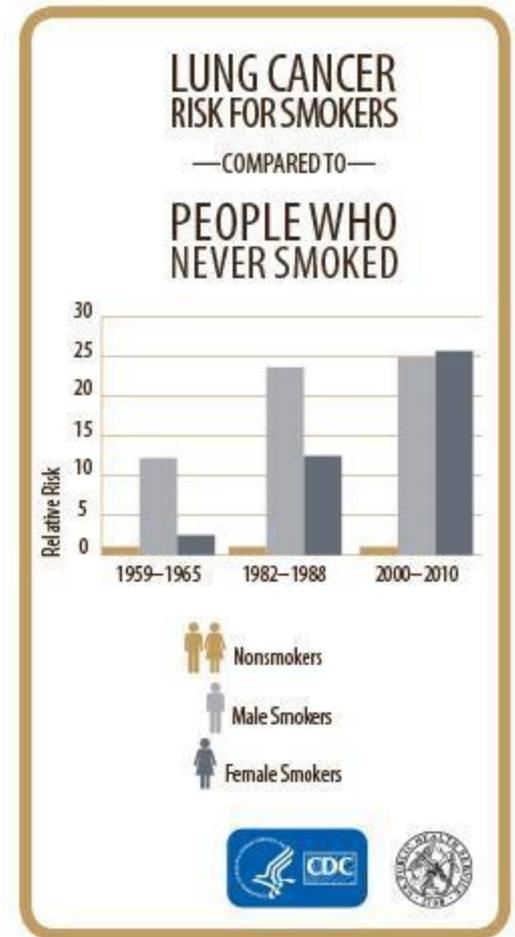
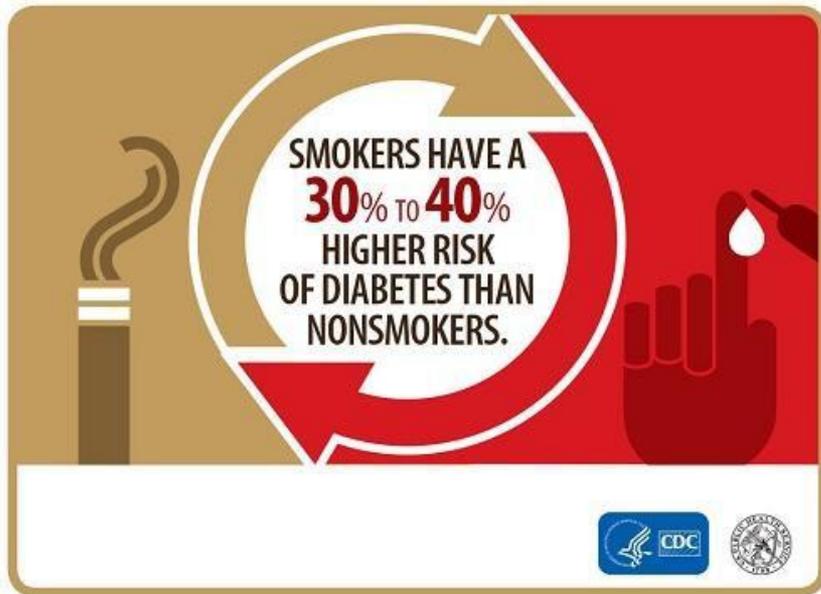


What We've Learned

The Killer Cigarette

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





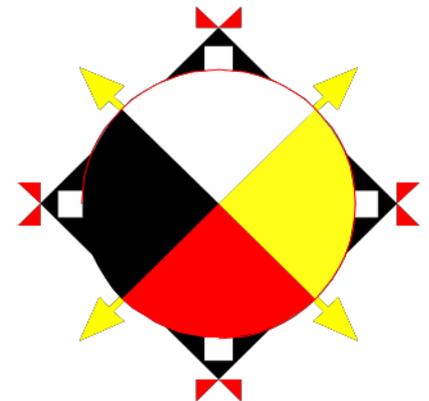
Kathleen Sebelius, Former Secretary of Health and Human Services

- “(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

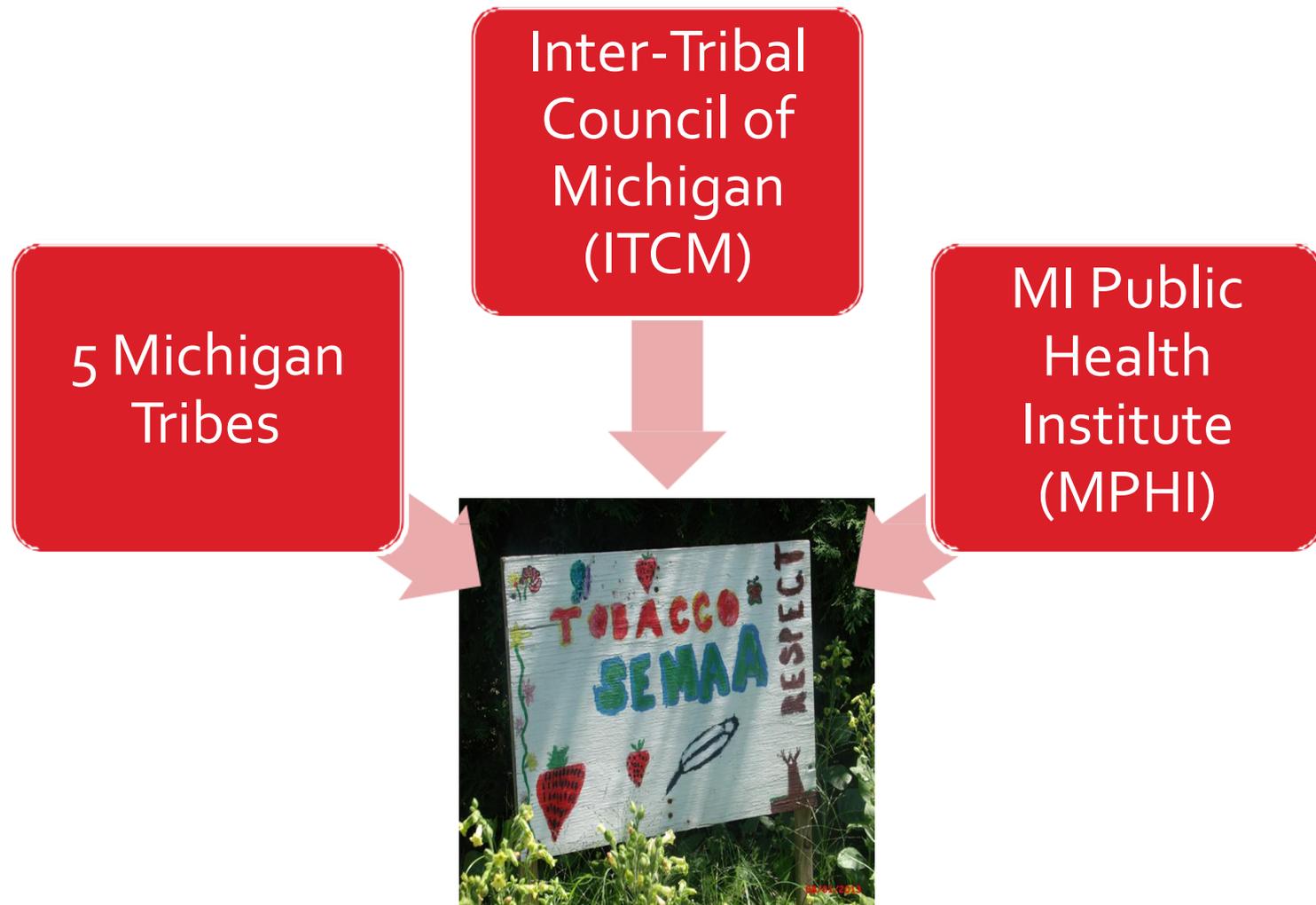


SEMA: Strengthening and Educating Michigan's Anishinabe

- 4 MPOWER strategies for tobacco control tribes in Michigan are working on:
 - Monitor
 - Protect
 - Offer
 - Warn



Tribal Tobacco Support Center SEMA Project

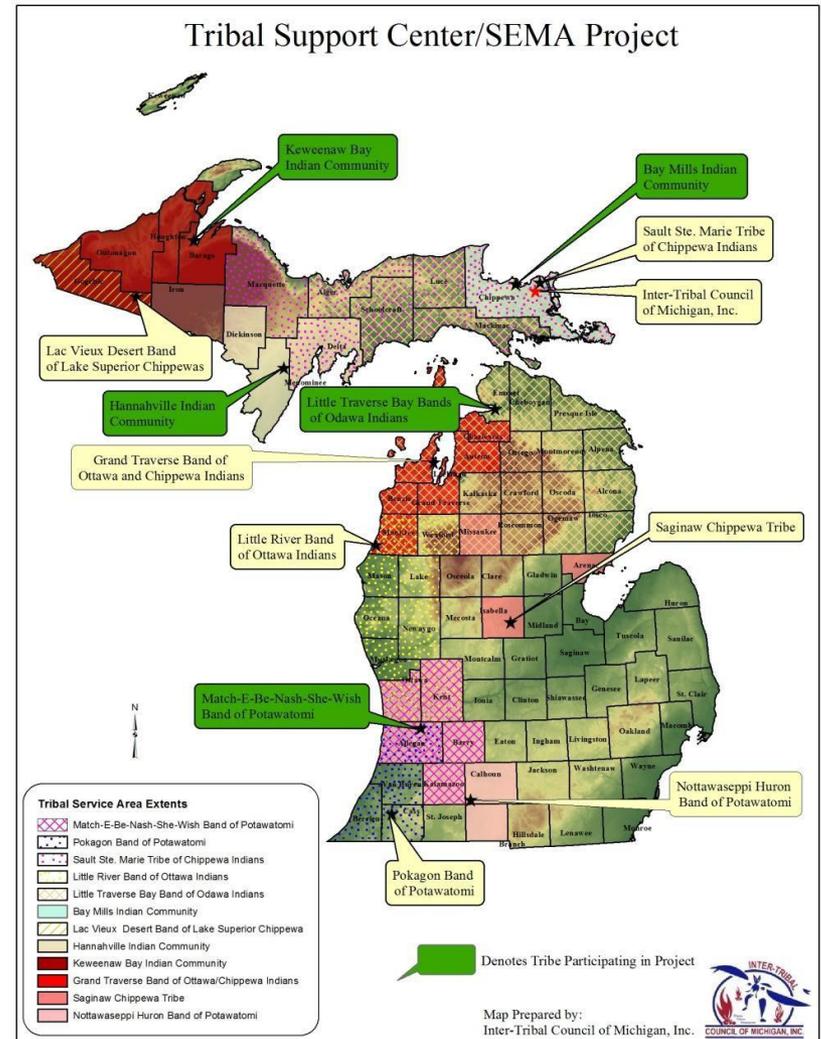


Michigan SEMA Tribes



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
 - AIATS 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.

AI - Adult Tobacco Survey

- 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

AI Adult Tobacco Survey Data Collection & Dissemination

- 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

Commercial Tobacco Use Smoking & Secondhand Smoke



Commercial tobacco use is the leading preventable cause of death, disease, and disability. The life expectancy of smokers is 10 years shorter than non-smokers. Quitting smoking before age 40 lowers the risk of dying from smoking-related diseases by 90%. 1 in 2 adults who continue to smoke will die from smoking-related causes.¹

In the [Tribe], XX% of adults smoke. Of those that smoke, over half have tried to quit in the past 12 months.

**Be an Original!
Don't Be a Replacement**

Commercial tobacco is addictive. Chemicals in cigarettes, cigars, and spit tobacco have many bad effects on your body. Nicotine causes strain on your heart. Smoking wrecks your lungs and makes it hard to breathe. **Cigarette smoking is the #1 cause of disease and death in the United States.**

With so many smokers dying from their habit, tobacco companies need to find someone to replace their lost business. Tobacco companies make teens "replacements" to people who die from diseases caused by their smoking. **Are you a replacement? Or are you an original?**

Facts about commercial tobacco use in (NAME OF TRIBE)

- N** Age most people used their first cigarette.
- NN** Average age when (NAME OF TRIBE) people become regular smokers.
- N** of (NAME OF TRIBE) adults smoke.

Youth that smoke are **Nx** more likely to become regular smokers.

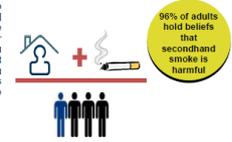
Make a pledge to Be an Original, NOT a replacement

- N out of N** People who smoke, wish they could quit. **Get involved. You can help SAVE LIVES!**
- Tell your friends the facts** – commercial tobacco products are addictive! Using them will cause disease and death.
- If you use tobacco** probably you see your health and tobacco companies will.

Tobacco is a sacred gift of the Creator. Use tobacco in a TRADITIONAL way.

Make your pledge to Be an Original today.
Visit: www.facebook.com/insert site name!

Inter-Tribal Council of Michigan, Inc.
A Consortium of Michigan's Federally Recognized Tribes



...acco (Sema) is sacred medicine to is used in prayer and offering, and traditional ways, it is considered a one's spiritual and physical health . When tobacco is abused in ways king cigarettes, it causes serious base, and can lead to death.

MPOWER – PROTECT

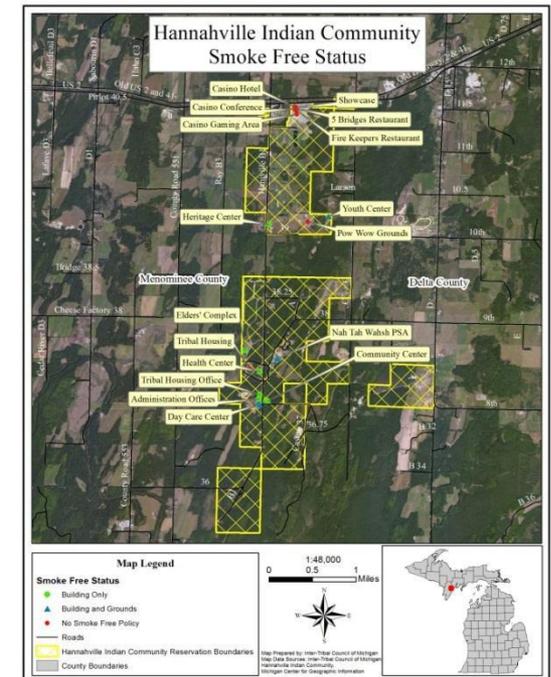
Protect people from tobacco smoke

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 Tribal Tobacco Policy Workbook State Tobacco Program and Other tribes



Nottawaseppi Huron Band of the Potawatomi Tobacco Code

Community-At-Large: Tobacco

Based on your team's knowledge or observations of the community, use the following Policy and Environment scales to indicate the most appropriate responses for each statement. Position the cursor over each rating option to see further explanation and an example (examples provided are for item #1).

In the two response columns, please indicate the appropriate number (#) from the scales below that best represents your answers for each item. Provide both a Policy Response # and Environment Response # for each statement in the appropriate column, with supporting documentation in the corresponding comment boxes. Response # 99 should be used only when the strategy is not applicable at the site (e.g., stair promotion not suitable in one-story building).

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.
- D. No person, including but not limited to business, tobacco retailer, or owner, manager or

Response #	Policy	Environment		
1	Not identified as problem	Elements not in place		
2	Problem identification/gaining agenda status	Few elements in place		
3	Policy formulation and adoption	Some elements are in place		
4	Policy implementation	Most elements are in place		
5	Policy evaluation and enforcement	All elements in place		
99	Not applicable	Not applicable		
<i>To what extent does the community:</i>			Policy Response #	Environment Response #
1. Institute a <u>smoke-free policy 24/7 for indoor public places?</u>				
2. Institute a <u>tobacco-free policy 24/7 for indoor public places?</u>				
3. Institute a <u>smoke-free policy 24/7 for outdoor public places?</u>				
4. Institute a <u>tobacco-free policy 24/7 for outdoor public places?</u>				
5. Ban tobacco advertisement (e.g., restrict point-of-purchase advertising or product placement)?				
6. Ban tobacco promotions, promotional offers, and prizes?				
7. Regulate the number, location, and density of tobacco retail outlets?				
8. Restrict the placement of tobacco vending machines (including self-service displays)?				
9. Enforce the ban of selling single cigarettes?				
10. Increase the price of tobacco products and generate revenue with a portion of the revenue earmarked for tobacco control efforts (e.g., taxes, mitigation fees)?				
11. Provide access to a <u>referral system for tobacco cessation resources and services, such as a quitline (e.g., 1-800-QUIT-NOW)?</u>				
COLUMN TOTAL:			0	0
TOBACCO USE SCORE:			0.00%	0.00%
			Please remember to answer every item. Do not leave any item blank.	

www.cdc.gov/ Type in CHANGETool Modules Action Guide. Click on community health assessment and group evaluation Go to: Tobacco Modules

MPOWER – OFFER

Offer help to quit tobacco use

Tobacco Cessation Services & Systems Change

Community Highlights

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

Table 1: Adult Performance Measures (required)		<input type="checkbox"/> Check here if your tribe/agency cannot report this information					
Baseline Reporting Time Period: October 1, 2010 – September 30, 2011							
GPRC Section	Description	Numerator (n): During Report Period, # of Active Clinic Patients...	n	Denominator (d): # active clinic patients...	d	Fraction (n/d)	% [calculate from fraction]
2.5.6 Tobacco Cessation	Adult tobacco-using patients that received cessation counseling or prescription for a smoking cessation aid.	Age 18+, Received tobacco cessation counseling or prescription for a smoking cessation aid.		Age 18+, current tobacco users and users in cessation		/	
	Adult tobacco-using patients that quit tobacco use.	Age 18+, Quit their tobacco use		Age 18+, current tobacco users and users in cessation		/	
2.5.5 Tobacco Use and Exposure Assessment	Adult patients that receive tobacco use and exposure assessment.	Age 18+, Screened for tobacco use/exposure		Age 18+		/	
	Adult clinic patients that currently use tobacco (cigarettes or smokeless).	Age 18+, Current tobacco users		Age 18+		/	
	Adult patients that are exposed to environmental tobacco smoke.	Age 18+, Exposed to environmental tobacco smoke or smoking in the home		Age 18+		/	
Current Reporting Time Period: October 1, 2013 – September 30, 2014							
GPRC Section	Description	Numerator (n): During Report Period, # active clinic patients...	n	Denominator (d): # active clinic patients...	d	Fraction (n/d)	%
2.56 Tobacco Cessation	Adult tobacco-using active clinic patients that received cessation counseling or a prescription for a smoking cessation aid.	Age 18+, Received tobacco cessation counseling or prescription for a smoking cessation aid.		Age 18+, Current tobacco users and users in cessation		/	
	Adult tobacco-using active clinic patients that quit their tobacco use.	Age 18+, Quit their tobacco use		Age 18+, Current tobacco users and users in cessation		/	
2.5.5 Tobacco Use and Exposure Assessment	Adult active clinic patients that receive tobacco use and exposure assessment.	Age 18+, Screened for tobacco use/exposure		Age 18+		/	
	Adult clinic patients that currently use tobacco (cigarettes or smokeless).	Age 18+, Current tobacco users		Age 18+		/	
	Adult clinic patients that are exposed to environmental tobacco smoke.	Age 18+, Exposed to environmental tobacco smoke or smoking in the home		Age 18+		/	

**The University of Arizona HealthCare Partnership
Tobacco Dependence Treatment Continuing Education Programs
Enabling Resources for Native Communities**

Smoking Checklist

Basic Tobacco Intervention Skills for Native Communities

Self-Management Trifold

Smokeless Tobacco Self-Management Trifold

Strength to Quit Pocket Guide

Smokeless Tobacco Pocket Guide

Provider Tool

Smokeless Tobacco Provider Tool

185 Fieldbook

Commercial Tobacco Use Survey

Maternal & Child Health Companion Guide

Table Texts

Speaker's Kit

Tobacco Dependence Reimbursement Guide

Lifesaver Flyer

Posters

to order resources:
nativeamericanprograms.org

to download resources:
healthcarepartnership.org/natamer-resources.html

to view and download resources, please visit: www.healthcarepartnership.org

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www.healthcarepartnership.org

PROMISE PARTNERSHIP

INTER-TRIBAL COUNCIL OF MICHIGAN, INC.
APROMISE PARTNERSHIP

MORE THAN THE 5 A'S:
IMPLEMENTING A COMMERCIAL TOBACCO
CESSATION INTERVENTION IN TRIBAL COMMUNITIES

SEPTEMBER 2014

Support for this workbook was provided by Inter-Tribal Council of Michigan, Inc. through a cooperative agreement from the Centers for Disease Control and Prevention (CDC) REACH MIND project. www.cdc.gov

Developed by:
REDSTAR
INNOVATIONS
www.redstarf.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

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





RETAIL TOBACCO & HEALTH POLICY SOLUTIONS RESOURCES & TOOLS MEDIA GALLERIES NEWS ABOUT US SEARCH...



WAR IN THE STORE

The Evolution of Tobacco Marketing at the point of Sale

To celebrate the 50th anniversary of the 1964 Surgeon General's report linking smoking to poor health outcomes, we will take a look at the evolution of tobacco marketing at the point of sale. Long before the release of this landmark report, the tobacco industry has used multiple channels such as TV, billboard, radio and the point of sale to advertise its harmful products. In 1998, passage of the Master Settlement Agreement severely restricted the tobacco industry's advertising activities. However, the agreement's stipulations did not include regulations for point of sale marketing. According...

Read more...

POLICY SOLUTIONS

Licensing and Zoning

Restricting Tobacco Advertising and Promotions

Restricting product Availability, Placement and Packaging

Raising Tobacco Prices Through Non-Tax Approaches

OS Health Warnings

FDA Tobacco Control Act and OS

Raising the Minimum Legal Sale Age to 21

NEWS

7.07.2015 New Case Study Released on Reducing Cheap Tobacco & Youth Access in New York City

7.02.2015 News and Research Roundup Welcome to CounterTobacco.org's "News and Research Roundup!" Each month we post a summary of the latest research, reports, and news stories on countering tobacco product sales and marketing...

Read more

GALLERY

View all images | Submit your own image



Winning your right to breathe smoke-free air since 1976

Electronic Cigarettes

Electronic Cigarettes are NOT a safe alternative!

E-Cigarette News Related Research

Secondhand Smoke

Secondhand smoke kills...

50th Anniversary of 1964 Sur. Gen. Report Key Studies Air Quality/Cotinine Studies Asthma Studies Costs of Exposure Studies Exposure Studies Health Benefits of Smokefree Air Health Hazards Studies Heart Disease Studies Online Resources Public Opinion Studies Secondhand Smoke Story Board Tobacco Industry Influence Studies

Economic Impact

Smokefree policies - good for people and good for business...

Key Studies State/Local Data Scientific Research Online Resources

Ventilation

Ventilation cannot protect against secondhand smoke...

ASHRAE International Organization for Standardization (ISO) United States Green Building Council & LEED Air Filtration Tobacco Industry Documents Scientific Research

Tobacco's Dirty Tricks

Big Tobacco tries to stop smokefree ordinances at any cost...

Front Groups & Allies Strategies & Tactics Industry Sponsored Research Big Tobacco Exposed Online Resources

Preemption

Learn more about the tobacco industry's number one state legislative priority...

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Americans for Nonsmokers' Rights American Nonsmokers' Rights Foundation ©2015

Last updated on: Jun 29, 2015

Truth Initiative (American Legacy Foundation): www.truthinitiative.org
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.



Monitoring Commercial Tobacco 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.

AIATS Results

- 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

**YOUNG
LUNGS AT
PLAY!**



**THIS IS A
SMOKE-FREE
ZONE**



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
 - http://www.cdc.gov/tobacco/data_statistics/surveys/american_indian/
- CDC's CHANGE Tool
 - <http://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/tools/change/downloads.htm>
- The Health Consequences of Smoking: 50 Years of Progress: A Report of the Surgeon General
 - www.cdc.gov/tobacco
- MPOWER Strategies
 - www.who.int/tobacco/mpower
- National Native Network: Tribal Tobacco Policy Workbook
 - www.keepitsacred.org
- www.itcmi.org/departments/health-education-and-chronic-disease/REACHMNO
- www.healthcarepartnership.org
- www.itcmi.org/departments/health-education-and-chronic-disease-SEMAProject
- CDC's Media Campaign Resource Center
 - www.cdc.gov/tobacco/multimedia/media-campaigns

Miigwech! (Thank you)

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