

Native Fusion

Mobilizing a Community as a Whole



CoCo Villaluz

Hidatsa/Assiniboine/Chamorro

ClearWay MinnesotaSM

A WAY OF LIFE



Traditions through our children's EYES...



Two Tobacco Ways

CEREMONIAL TOBACCO USE

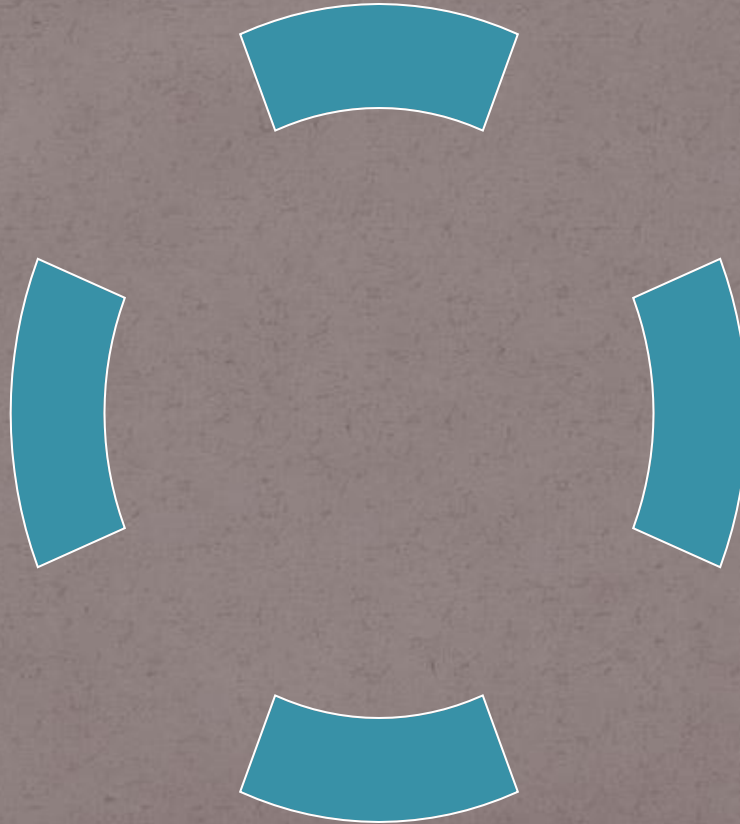
Honors the Creator and helps our families. The gift of sacred tobacco was given only to Native people. Ceremonial use is our original relationship to sacred tobacco.

TOBACCO FOR PROFIT

Means chewing or smoking cigarettes that are manufactured to cause addiction and sold for profit. Tobacco for profit products contain poisonous chemicals, carcinogens (cancer causing agents), sugars, salts, nuclear waste and pesticides that cause illnesses, tooth and gum diseases, cancers and deaths in our families.

Adapted from Lori New Breast - Blackfeet Nation

“What broke apart the Indian World?”



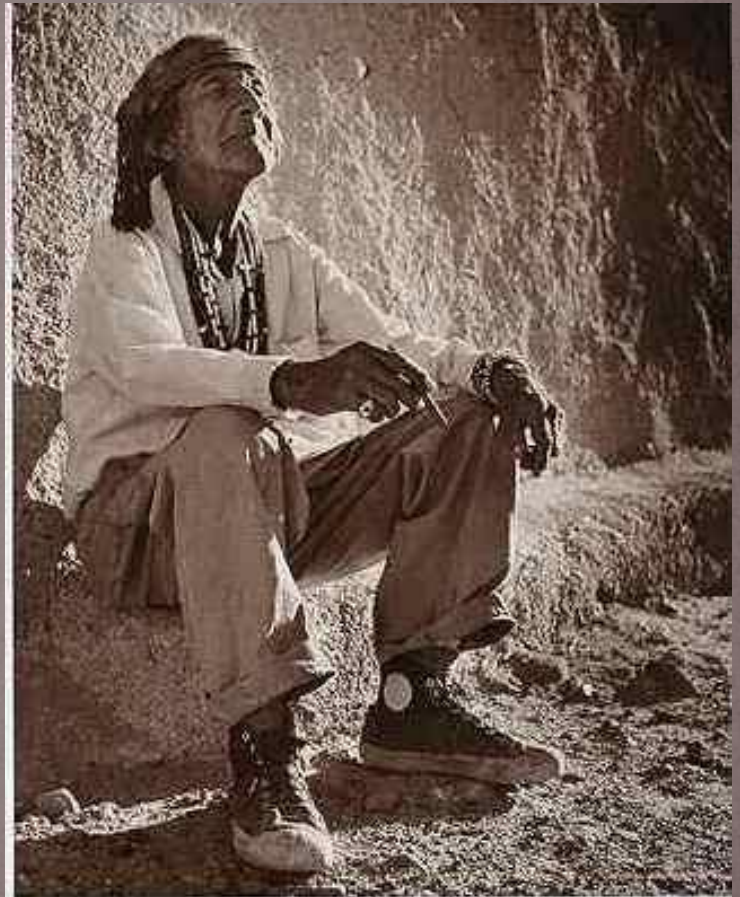
Adapted from Gathering of Native Americans

We all know the statistics....

AI/AN as a whole, have the highest prevalence rates of any ethnic/racial group

2 out of every 5 deaths related to tobacco use

Indian Health Service Spends \$200 million on Tobacco related illnesses



Goals for Communities



- Build and strengthen our capacity
- Mobilize our communities with our history and knowledge
- Identify culturally appropriate strategies and opportunities
- Initiate and expand efforts to educate about effective tobacco control measures

Types of Traditional Tobacco

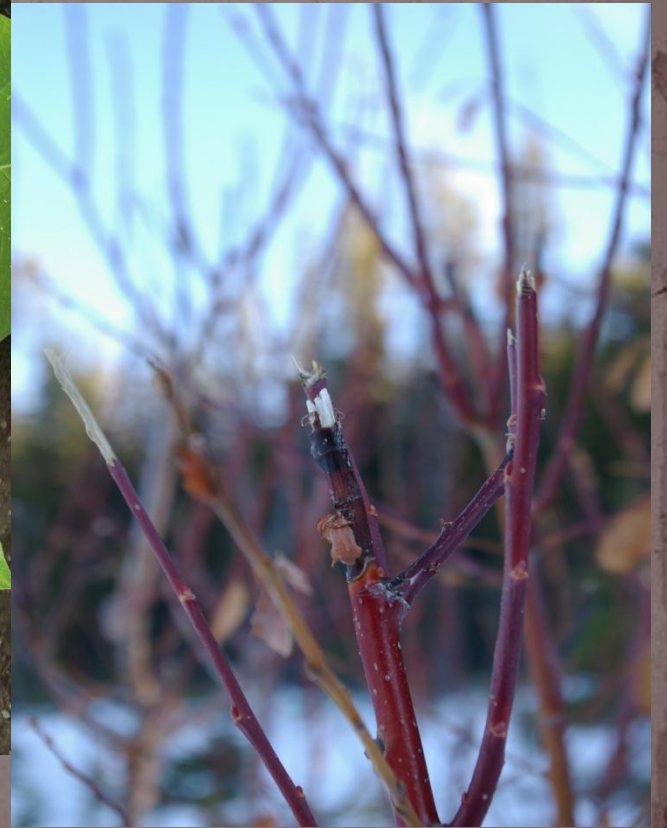
SWEETGRASS



SAGE



Traditional Tobacco





Challenges

Tobacco sales are important economic venture

Other issues more important (diabetes, alcoholism, poverty, housing, jobs, etc)

Making the connection

Access and availability of “cheaper” tobacco on tribal lands

Native Imagery



Exploitation of Imagery



America's Best Cigarette™



RED MAN
MOIST SNUFF

AN AMERICAN EXPERIENCE™

UNDER AGE
OUR POLICY OUR PRACTICE
NO TOBACCO

WARNING:
THIS PRODUCT MAY CAUSE GUM DISEASE AND TOOTH LOSS

FIND OUT WHY

For a sample CARTON call: 1-800-872-6460 ext. 6220

SURGEON G
Now Greatly



restricted to smokers 21 years of age or older. Offer only in the USA. Offer void in GA, IA, MI, NY, VT, W. Va. and in any other location where sold or prohibited by law or by SFTPC policy. Limit sample cartons per household per year (12 months).

© 1997 R.J. REYNOLDS TOBACCO COMPANY

AMERICA'S BEST CHEW™
RED MAN
CHEWING TOBACCO
LARGE SIZE NET WT. 3 OZ.

GOLDEN BLEND
SIX 3 OZ. POUCHES

BUY 5 GET 1 FREE
NEW! 6 PACK

FREE INSIDE THIS BOX
ROPALO LURE

OUR POLICY OUR PRACTICE
NO TOBACCO





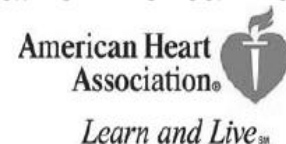
Tradition Killer.

Spit tobacco use is not traditional. And yet use among American Indian boys is more than *double* the national average. Commercial spit tobacco offers only tooth loss and oral disease. Even cancer.

**The Truth About
Spit Tobacco is
Hard to Swallow.**



Northern Plains Health Alliance,
Native American Partners

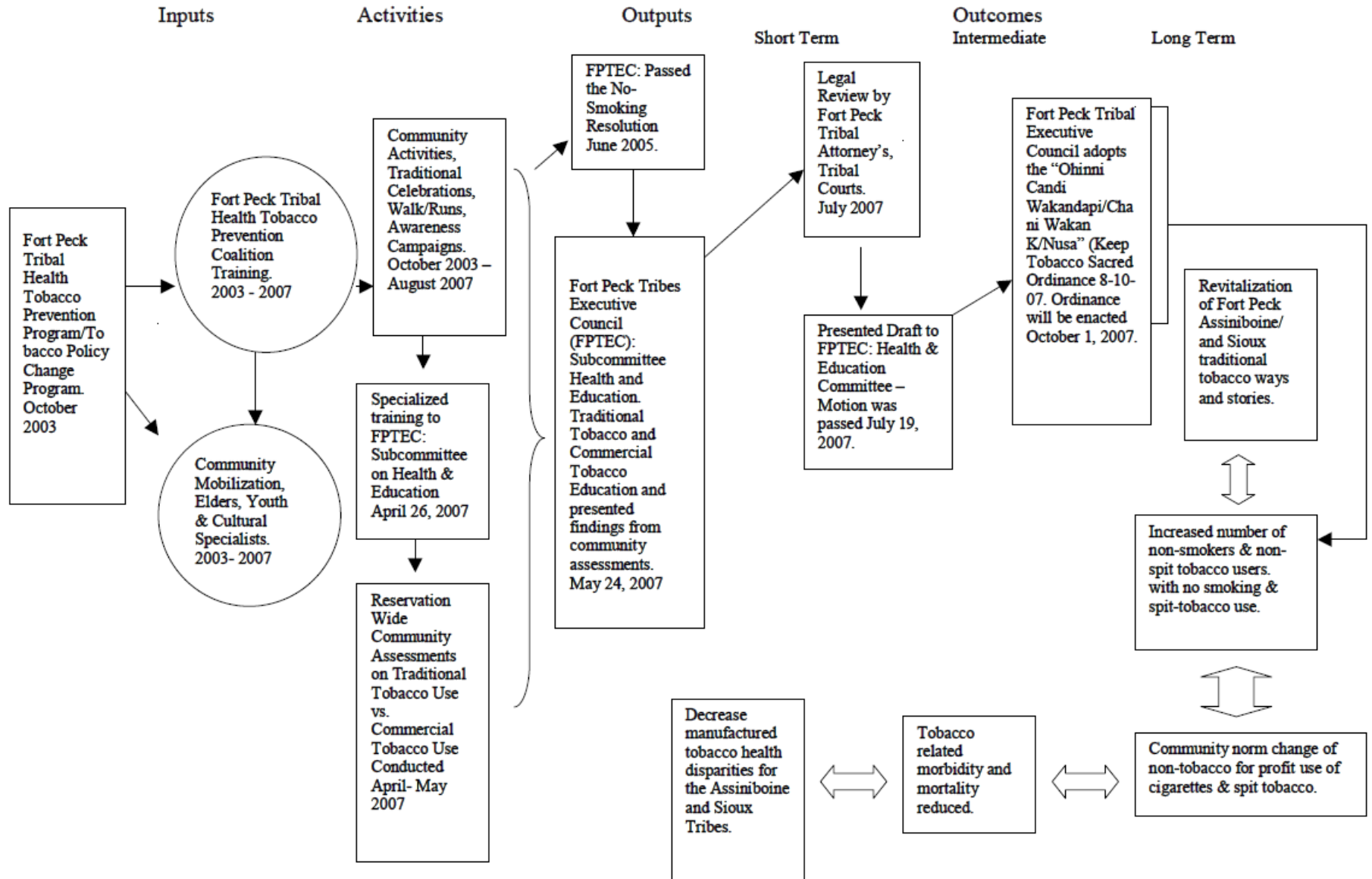


Activities/Events

- Walk/Runs
- Pamper Races
- Stick Horse Rodeos
- Commercial Tobacco Free Pow-wows
- JDC Education Classes
- A RiZing Nation Event
- Native Fusion
- Collaboration and Connections



FORT PECK TRIBES POLICY AND TOBACCO CONTROL ORDINANCE DEVELOPMENT STRATEGY: 2003-2007







“F” Word





ACCEPTING THE CHALLENGE

PREAMBLE:

The passage of the Fort Peck .Ohinni Candi Wakandapi. Act is dedicated to all the Assiniboine and Sioux members who have died and suffer from commercial, manufactured tobacco related cancers and diseases. The Fort Peck Tribes .Ohinni Candi Wakandapi. Act is enacted to protect the public health of the Fort Peck Tribes Nation, now and in the future.

Guiding Principles



RESPECT-for the original purposes

•**VISION**-to see a healthy Native community

•**COURAGE**-to make the right decisions

•**ACTION**-to initiate behavior and attitude change

Guiding Principles



- **HUMILITY**-asking for guidance w/o fear

- **HOPE**-belief that the future will be positive

- **COMPASSION**-empathy for the addicted

- **TRUTH**-seek, know the facts behind the industry

- **GENEROSITY**-Share the knowledge



A RiZing Nation



Some Minnesota Smoke-free Policies

- 1st Statewide Intertribal Commercial Tobacco Free Pow-wow
- Tribal Smoke-free Vehicles, Assisted Living Units, Smoke-free Casino Days, Smoke-free buffer zones, Health Systems Change



Contact Information

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