

MATERIALS FOR AMERICAN INDIAN/ALASKA NATIVE COMMUNITIES

Smoking is the leading cause of preventable death, killing more than 1,300 Americans each day. For every person who dies, more than 30 suffer from a serious smoking-related illness. These devastating effects hit hard in American Indian and Alaska Native (AI/AN) communities, where smoking is more common than in most other racial/ethnic groups. Families lose mothers, fathers, and elders before they can hand down important tribal customs and traditions.

The Centers for Disease Control and Prevention's (CDC's) **Tips From Former Smokers (Tips)** campaign shows the health effects caused by smoking and exposure to secondhand smoke. Real people, including members from the AI/AN communities, are featured and tell their stories.

American Indian/Alaska Native Tips Participants

Two *Tips* participants carry strong, personal messages to American Indians and Alaska Natives. Michael is an Alaska Native and member of the Tlingit tribe. He was diagnosed with chronic obstructive pulmonary disease from smoking when he was 44. Nathan was a nonsmoker and a member of the Oglala Sioux tribe. He was exposed to secondhand smoke at work that caused permanent lung damage. His illness led to his early death at age 54.

Campaign Resources

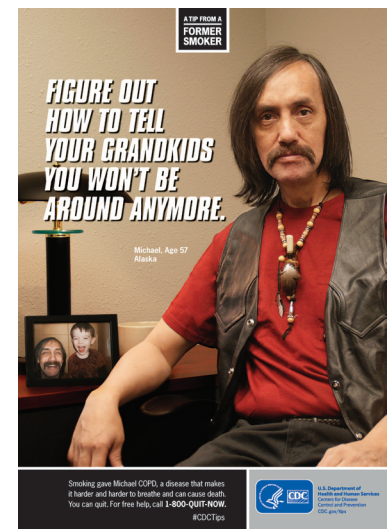
The Tips From Former Smokers Web Site

Visit CDC.gov/TIPS to view the *Tips* ads and background videos about Michael, Nathan, and other participants. Also find:

- Bios, print ads, photos, social media content, and prewritten matte articles for media placements
- Information about illnesses caused by smoking, AI/AN statistics, and how to quit
- *Tips* Web buttons for your own site

TV, Print, Radio, Digital, and Out-of-Home (Billboard, Bus Shelter) Ads

- Find Michael and Nathan's ads on CDC's Media Campaign Resource Center (CDC.gov/tobacco/MCRC), along with many other broadcast-quality tobacco control ads. This is an ideal resource for paid campaigns.
- Find free materials at the *Tips From Former Smokers* Download Center: plowsharegroup.com/cdctips. These include low-resolution TV ads; radio, online, print, and out-of-home ads; and public service announcements.



More Resources

- **How We Can Protect Our Children and Traditions From Secondhand Smoke** (www.cdc.gov/publications)
- **Be Smoke-Free—You Matter to Me!** This Facebook app makes it easy to support family and friends who want to quit. (<https://apps.facebook.com/BESmokeFree/>)

Learn more about the **Tips From Former Smokers** campaign at CDC.gov/TIPS



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Health and Human Services
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