

Anishinabe “Take it Outside” Campaign

Inter-Tribal Council of Michigan

Lisa D. Abramson, MPH

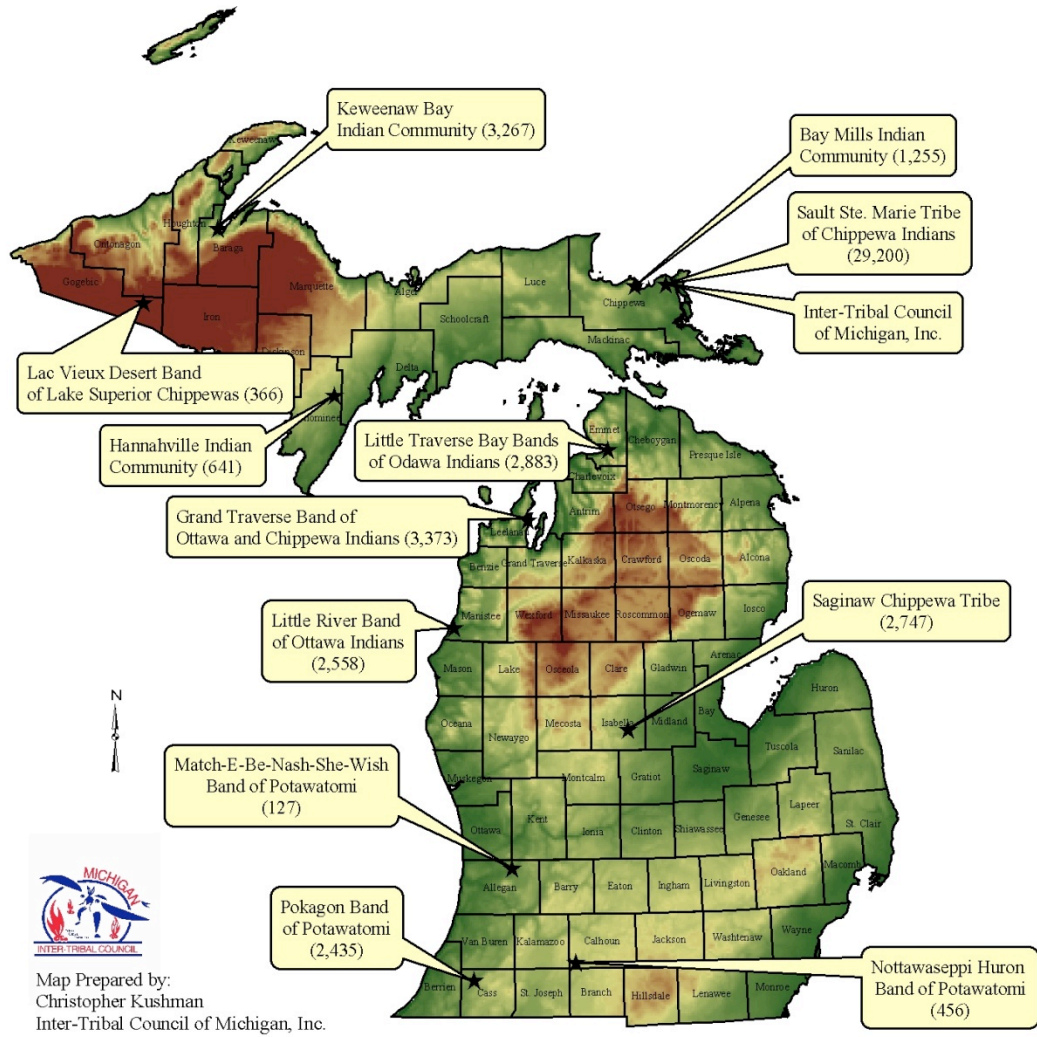




Tobacco Control Goals

- **Prevent Initiation among Youth**
- **Promote Quitting among Adults and Youth**
- **Eliminate Exposure to Second Hand Smoke**
- **Identify and Eliminate Disparities**

Michigan's Federally Recognized Tribes (Total Tribal Enrollment)



Map Prepared by:
Christopher Kushman
Inter-Tribal Council of Michigan, Inc.



Native American Statistics

- Indian Health Services reports the most common site of Cancer in Native Americans is the lung.
- Heart Disease and Cancer are the #1 and #2 leading causes of death for Native Americans in Michigan



Native American Statistics

- An individual chart audit by one of the U.P. Tribal Health Clinics report a smoking rate of **63%**
- ITCMI Healthy Start Program reports that **75%** of infants born to Native American women go home to a house where one or more parents/family members smoke.



Why a Media Campaign?

- Response to Statistics
- Support for ongoing tobacco control efforts in our communities
- To fill a gap in media campaign services in Michigan reaching Tribal communities



Initial Plan

- Kansas Health Foundation “Take it Outside” Campaign
 - Award winning
 - Message consistent with stage of readiness of Michigan NA
 - Depicted Elders Adults and Children



Initial Considerations

- Wanted a specific message that targeted the most vulnerable portion of the Michigan NA population (Children)
- Limited tested and available culturally competent materials
- Limited Budget
- Limited staff time



Target Audience

- Anishinabe Indian Tribes in Michigan
 - Ojibway
 - Odawa
 - Potowatomii
- Parents and Adults ages 18-54



Four (4) Focus Groups

- What messages did you receive from the KHF ads/G&G Ads
- What ads did you like and why?
- What ads did you dislike and why?
- Are there any messages that are particularly acceptable in your culture?
- Are there any messages that are particularly unacceptable in your culture?



Campaign Development

- Incorporated Focus Group Input
 - Respectful message
 - Youth are faces of the message
 - Acknowledges the importance Anishinabe culture places on family
 - Acknowledges the care Anishinabe families give to their families
 - Uses Native American faces/music/imagery
 - Colorful Ads



Campaign Development

- Brand Character
 - non-demeaning
 - said in a “good-way”
 - empowering
 - U.P. “Indian”
 - respectful



Campaign Implementation

- Radio and Newspaper/newsletter Ads
- Optimize earned media opportunities by including our stakeholders in spreading the message



Stakeholders & Earned Media

- Tribal Community Members
- Healthy Start Programs
- Head Start Programs
- Tribal Schools
- Tribal Health Educators
- Tribal Health Directors
- Tribal Councils
- Inter-Tribal Council Grantees
 - (SEMA & STEPS)



Media/Press Kits

- Press Releases
- SHS Information
- Talking points
- “Ways to Get Involved”
- Copies of Ads
- Powerpoint Presentations



What helped us???

- Campaign development being done by a tribal organization
- Utilization of Tribal partners for the earned media and evaluation portions of the campaign
- Technical assistance from TTAC
- Working with an ad agency that understands Native American Issues



What helped us???

- Continual contact and updates with those tribal agencies that have assisted us
- Asking for input from Tribes about implementation ideas
- Creating true partnerships with tribes to plan and implement the campaign



My little brother can't
ask you to step outside.
So I will.

When I was growin' up, you smoked in the house. And I hated it.
But there was nothin' I could do. Well, now when you light up,
I can leave. But not my little brother.
He's stuck breathing your smoke. And I know it's not good for him.
He can't ask you to step outside. So I will.
Please. If you gotta smoke, don't do it around the kid.
Please.

Children who breathe secondhand smoke suffer significantly higher rates of
ear infection and chronic cough than children who breathe smoke free.



Secondhand Smoke will affect your children. If you decide to smoke,

TAKE IT OUTSIDE.





Died due to smoking related illness.

6yr

4yr

Chronic lung disease.

25"

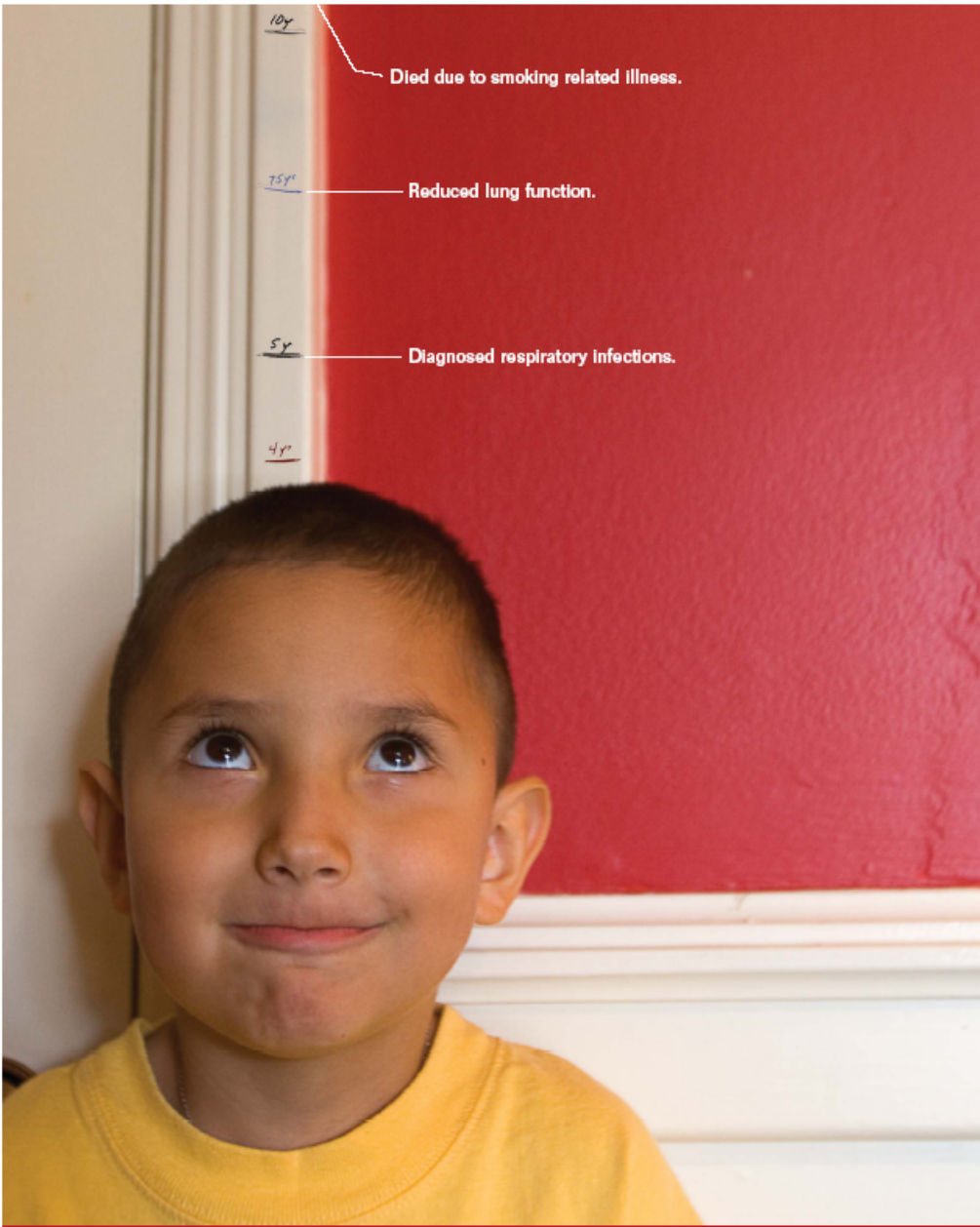
Diagnosed with ear infections.

15"

Secondhand Smoke will affect your children. If you decide to smoke,

TAKE IT OUTSIDE.





10y

Died due to smoking related illness.

75y

Reduced lung function.

5y

Diagnosed respiratory infections.

4y

Secondhand Smoke will affect your children. If you decide to smoke,

TAKE IT OUTSIDE.





Protecting our Children from Second hand Smoke



The Inter-Tribal Council of Michigan
The U.S. Environmental Protection
Agency





Purpose of the Project

Goal:

- Reduce exposure to Environmental Tobacco Smoke (ETS) within the homes of Native American children in Michigan.
- Increase awareness of the dangers of ETS/SHS
- Increase the number of smoke free homes within the targeted communities.

Lisa Kerfoot 1/25/07

When I read this I wondered if one type of smoke mainstream or sidestream was worse than the other. May want to say in your notes are something that both are equally harmful if that is the case.

What is Second hand Smoke ?

SHS is the combination of two types of smoke:

-The mainstream smoke exhaled by a smoker

-and the Sidestream smoke which is the smoke from the burning end of a cigarette.



Toxic Chemicals Found in SHS

- Group One Carcinogens:
- Benzene
- Cadmium
- Chromium
- Nickel

Lisa Kerfoot 1/25/07
May want to write out Second
Hand Smoke?





Why is Secondhand Smoke Dangerous?

- It (SHS) contains more than 50 carcinogens.
- SHS is responsible for 3,000 lung cancer deaths and more than 35,000 coronary heart disease deaths among never smokers each year.
- SHS is responsible for lower respiratory infections, asthma, sudden infant death syndrome and chronic ear infections among children.

Our Home

- Home is the place where children are most exposed to SHS and a major location of SHS exposure for adults.
- Our kids bodies are still developing.
- The effects can last a lifetime.



Lisa Kerfoot 1/25/07

Not sure if it is the goal of this presentation, but do you want to talk about smoking in cars too? Just wondered?



Dangers of SHS for children

- Decreased lung function
- Increases in bronchitis, coughing and wheezing, pneumonia, asthma attacks, and the severity of asthma, middle ear infections and doubling the risk of death.
- Cardiovascular and Neurological impairment is a possibility.

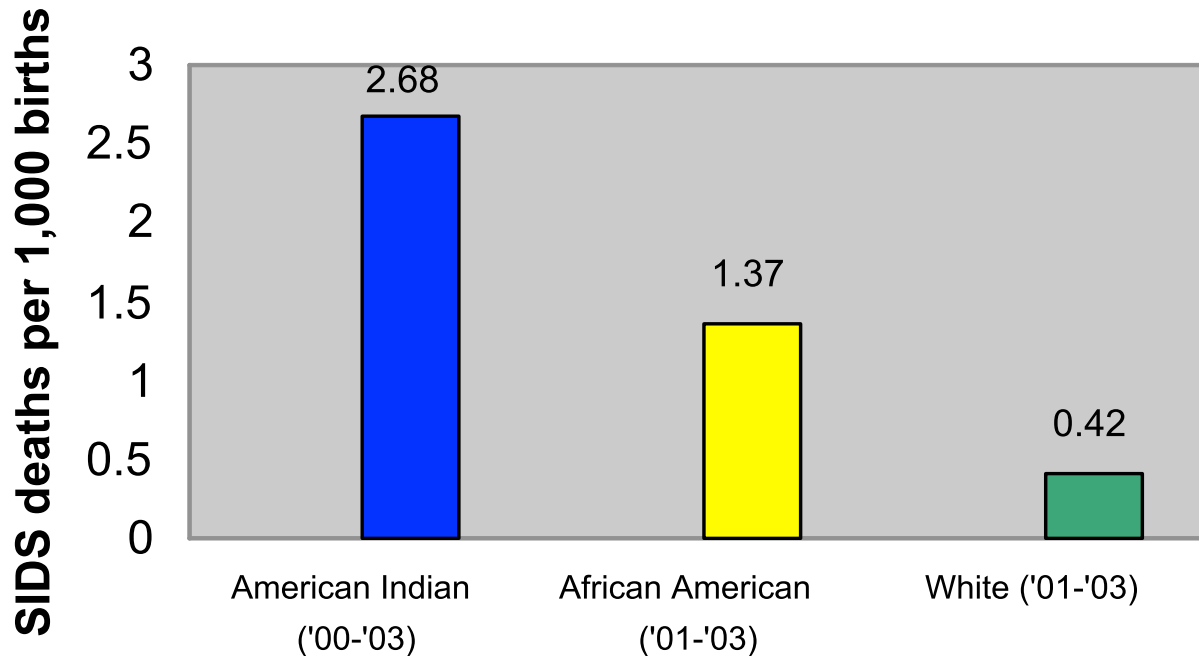
Sudden Infant Death Syndrome

- Infants of Mothers who smoke are three times as likely to die of SIDS if their mothers smoke during and after pregnancy.
- They are twice as likely to die of SIDS if their mothers stop smoking during pregnancy and then resume smoking following birth.
- SIDS is the most frequent cause of death in infants aged one month to one year.



Sudden Infant Death Syndrome

SIDS Rates in Michigan



Here in Michigan, the SIDS rate for American Indian Children is more than double the rates for other populations



Childhood Asthma

- SHS increases the number of asthma attacks and the severity of asthma in about 20% of the U.S.'s 2 – 5 million asthmatic children.
- Studies have shown that children with asthma who are exposed to SHS require more medicines, have more ER visits and lower lung function.
- Recent studies show SHS may be a major factor in the development of asthma in children under five.



Lisa Kerfoot 1/25/07

I have a good pwpt slide with a picture of asthma if you want to use it...



Other Childhood Illnesses associated with SHS

- Middle Ear Infections increase by 20 to 40 percent in children whose parents smoke.
- Royal College of Physicians(1992)report increased risk of meningitis, and otitis media (ear infections) and colds in the first year of life.
- SCOTH (2004): Impaired lung function, greater school absence and recurrent ear infections. A child's education can also be affected by poor hearing and poor attendance.

Summary of SHS and children

- Increased Risk for SIDS
- Increased Risk for Cancer
- Increased Risk for developing Asthma
- Increased Asthma attacks
- Increased respiratory and ear infections
- May affect learning and development outcomes, due to illness, poor hearing and absenteeism





How Can We Protect Our Children?

- Having rules about not smoking in the home can substantially reduce health risks to children who live with smokers





Other ways we can protect our Children

- Smoke free policies: The city of New York found, on average, levels of RSPs, an accepted marker for SHS levels, decreased 84% among smoke free venues after the Smoke Free Law took effect in 2003.
- Smoke free homes: Children living in homes with total smoking bans had less exposure to SHS as measured by urinary cotinine (a measure of SHS) to creatinine ratios, than did children in homes with partial bans.



Thank you
