# KEEP IT SACRED

National Native Network

### March 2012 e-Newsletter

### KeepitSacred.org adds "Smoke-Free Casinos" to its Venue of Resources.

The National Native Network has two main priorities within its mission: To <u>Protect Tribal Sovereignty</u>; and, to <u>Preserve the Importance of Traditional Tobacco and its Ceremonial and Sacred Uses</u>. Given the task of eliminating health disparities related to commercial tobacco abuse in Indian Country, these are important issues. Tribes are doing well at moving along with implementing local community commercial tobacco policies within their housing units, governmental buildings, etc., although it is a sensitive topic with commercial tobacco policies where Tribal Casinos are concerned.

It is respected and understood that Tribes who have casinos have a much greater revenue resource to protect their Tribal sovereignty and to help their people. However, there is a cost to the Tribes, as well as to the casino workers and gamers, when smoking is permitted in any casino. This cost comes in many obvious and hidden forms:

- Loss of revenues due to much greater health care costs due to smoking related diseases
- Loss of productivity from workers who take time for smoking breaks
- Higher insurance premiums due to smoking employees and related illness
- Costs due to cleaning and repairing the ventilation system and filters due to tar buildup; as well as the ventilation system itself, which cost many thousands of dollars
- Costs to the employer for pregnant employees and employees with asthma, COPD heart disease, lung disease, and cancer etc., who miss work due to sickness from secondhand smoke exposure
- Costs due to cleaning and repairing damage to furniture, overlays (the felt tops of table games from cigarette ash burns), the carpet from cigarette burns and holes, tar buildup on light fixtures and walls, thirdhand smoke throughout the building (and in the rooms--bedding, curtains, carpet and fabric-covered furniture) and on employee clothing which has to be cleaned more frequently, etc
- Costs due to deaths (lost revenue) from gamblers who died from smoking-related illness (smokers die on average of 14 years sooner had they not smoked - CDC);
- The years of wisdom, culture, and community that is lost from their own Tribal members who make up the majority of the employees and die prematurely

## According to GASP, the following Tribal casinos are 100% Smoke-Free in America: United States (nearest town):

- Hoopa, California Hoopa Valley Tribe, Lucky Bear Creek Casino
- Redding, California Redding Rancheria Tribe, Win-Rever Casino (effective January, 2011)
- Browning, Montana Blackfeet Tribe,
  Glacier Peaks Casino (effective May 10, 2011)
- Taos, New Mexico Taos Pueblo Indian, Taos Mountain Casino
- Belcourt, North Dakota Turtle Mountain Reservation, Mini-casino
- Aubern, Washington Muckleshoot Indian Tribe, Muckleshoot Casino II
- Green Bay and Oneida, Wisconsin –
  Oneida Nation, Highway 54 and County
  Road E, and EE One Stops (effective July 1, 2010)

With deep respect to Tribal Sovereignty and to Tribes who depend on casino revenues to support their Tribal governments and health systems, and with deep respect to the traditional uses of Sema - Traditional Tobacco, the National Native Network is obligated to its mission. The National Native Network's mission is "to provide a forum for Tribes and Tribal Organizations to obtain and disseminate evidence based and culturally appropriate information in order to identify and eliminate health disparities related to commercial tobacco abuse". Therefore, we have added a new subtopic under our resources tab at www.keepitsacred.org called "Smoke-free Casinos". Within this resource, we will welcome evidence based research, articles, surveys, and news related to smoke-free casinos as it applies to the health and well-being of Tribal communities and to better educate and inform Tribal Leaders. Members. Families, Communities, and Organizations.

If you would like to contribute to this resource, please contact Kim Alford, National Native Network Program Manager.

Phone: 906-632-6896

#### **A PROMISE National Conference**

Would you like to learn ways to improve the health of your community? Are you interested in hearing what has been successful in other communities? Do you want to learn about ways to evaluate health programs and to ultimately make them more successful? If you do, please join us for the A PROMISE National Conference!

The Inter Tribal Council of Michigan, Inc., in partnership with Red Star Innovations and the Inter Tribal Council of Arizona, Inc., is sponsoring the A PROMISE National Conference on May 2-3, 2011 at the Fiesta Resort in Tempe, Arizona. The purpose of A PROMISE is to promote American Indian/Alaska Native Promising Practices to Reclaim Our Health, Mobilize communities to Integrate tobacco and chronic disease prevention and advance policy, Systems & Environmental change.

This will be achieved through the following conference goals:

- Explore the role of Tribal governance in supporting the integration of tobacco prevention and chronic disease
- Provide information on ways to develop programs and services that integrate tobacco/ chronic disease
- Provide technical assistance on evaluation methods for developing best and promising practices for tobacco/chronic disease
- Share tools, resources and approaches for developing and implementing best and promising practices in tobacco/chronic disease prevention and integration

We have three pre-conference trainings, free of charge, including the Basic Tobacco Intervention Skills Certification for Native Communities. We also will have 15 break-out sessions highlighting successful programs in our communities. These break-out sessions include: information on policy implementation, culture and health, elder programs, media campaigns, and youth programs to name a few. Also, we will have a few laughs to get things rolling with Tatanka Means and enjoy a cultural presentation by Yavapai Apache Youth and Yolloincuauhtli'. In addition we will have the pleasure to hear from Chairman Bailey of Michigan, Dr. John Molina, Dr. Jamie Bartgis, a Tribal Leaders Panel, a Traditional Tobacco Panel, and John Lewis! This conference is free of charge but you do need to register. Please register today and find more information about the A PROMISE Conference at <a href="http://apromiseconference.com/">http://apromiseconference.com/</a>.

Funding for this conference was made possible by the cooperative agreement award number (5U58DP002335-02) the Centers for Disease Control and Prevention. The views expressed in written conference materials or publication and by speakers and moderators do not necessarily reflect the official policies of the Department on Health and Human Services; nor does mention of trade names,



#### **New Additions to Keepitsacred.org!**

We have made several new additions to Keepitsacred.org!

We have added a new section to keepitsacred! The section is called Smoke-Free Casinos and is available <u>here.</u>

We have added a new section to our media resources tab containing billboards produced to help people guit commercial tobacco. The section is available by clicking here.

We have added two policy briefs produced by the National Native Network to our site.

The first policy brief is entitled: "Family Smoking Prevention and Tobacco Control Act: Strengthening Tribal Sovereignty and Health." It is available <a href="here.">here.</a>

The second policy brief is entitled: "Smoke-Free Policies: Protecting Tribal Sovereignty and Community Health." It is available <a href="https://example.com/here.">https://example.com/here.com

We have added a detailed article to our Youth & Tobacco section regarding the Surgeon General's report with more youth oriented links. It is available <a href="here">here</a>.

We have added a new video to our video resources section. The video "Making Our Next Generation Tobacco Free" is released in conjunction with the US Surgeon General's report. It is available for viewing <a href="here">here</a>.

We have added a new video to our video resources section: **Tobacco: The Ancient One**. Produced by Cherokee Nation Healthy Nation, this video explains the sacredness of traditional tobacco and the fact that use of commercial tobacco is not sacred in Native American or Cherokee culture. 6 minutes in length. Please click <a href="https://example.com/here">here</a> to watch the video. Used with permission.

We have added the American Indians and Alaska Natives in the United States 2010 Census Information Maps to our Important Resources section. These are maps of each tribe and tribal area in the United States.

You can read more and/or download by please clicking here.

We have added the Healthy Indian Country Initiative Promising Prevention Practices Resource Guide from the National Indian Health Board (NIHB).

To read more and/or download the guide as a pdf document click <a href="here.">here.</a>

We have added several new articles to our Youth & Tobacco section, which is available here.

We have added several new articles to our Chronic Diseases section, which is available here.

#### We have added several new events to our events section!

We have added several new events to our events section! They are all viewable <u>here.</u>

**International Indigenous Conference:** Hosted by: Haskell Indian Nations University April 4-6 at Haskell Indian Nations University in Lawrence, Kansas.

For more information click here.

**Promising Practices to Eliminate Tobacco-Related Disparities:** Hosted by: Health Education Council and Break Free Alliance April 17-18 in New Orleans, LA

For more information click here.

**5th Annual Tobacco Conference Preparing for the 7th Generation:** Hosted by: Oklahoma State Department of Health

Sponsored by: Cherokee Nation, Cheyenne and Arapaho Tribes, Chickasaw Nation, Choctaw Nation, Muscogee (Creek) Nation, Osage Nation, Oklahoma City Area Inter-Tribal Health Board, OU School of Community Medicine, Oklahoma State Department of Health, Oklahoma Tobacco Settlement Endowment Trust, Oklahoma Tobacco Research Center, American Legacy, American Heart Association. April 17-19 in Oklahoma City, OK

For more information click here.

19th Annual Nicotine Dependence Conference: Hosted by: Mayo Clinic May 21-23

For more information click here.

NAQC Conference 2012 Hosted by: North American Quitline Consortium August 13-14 in Kansas City, MO

For more information click here.

### 13th Research Centers in Minority Institutions (RCMI) International Symposium on Health Disparities

Hosted by: Research Centers in Minority Institutions (RCMI) Program at Morehouse School of Medicine

December 10-13 2012 at San Juan, Puerto Rico

For more information click here.

### Native American Action Plan: "Addressing Tobacco Use Among Pregnant and Postpartum Women"

The National Partnership to Help Pregnant Smokers Quit is making available their Native American Action Plan: "Addressing Tobacco Use Among Pregnant and Postpartum Women"

From the plan:

- For Tribal Leaders, the plan offers a roadmap for future cooperation by describing productive collaborations between tobacco organizations and the Native American community.
- For healthcare providers, the plan demonstrates how to address tobacco abuse among Native American clients in a culturally competent manner.
- For program planners and policy makers, the plan documents systems that support the delivery of tobacco treatment in tribal settings. We have also included case studies of cessation projects that have successfully incorporated sacred tobacco and cultural values into their programs.
- For funding agencies, the plan advocates for targeted resources to make evidence-based treatment available to all Native American pregnant and postpartum women.

The plan is available for download and/or viewing as a pdf document here.

### Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General

From the Surgeon General's press release:

Surgeon General releases new report on youth smoking

#### More than 3.6 million kids smoke cigarettes

The fight against youth tobacco use was accelerated today by Surgeon General Dr. Regina Benjamin, with the release of the Surgeon General's Report, Preventing Tobacco Use Among Youth and Young

Adults. This report details the scope, health consequences and influences that lead to youth tobacco use and proven strategies that prevent its use.

To help communicate the report findings and steps every American can take to join the fight against youth tobacco use, the surgeon general also unveiled a guide with practical information on addressing tobacco use in young people, Preventing Tobacco Use Among Youth and Young Adults: We Can Make the Next Generation Tobacco-Free. In addition, the Centers for Disease Control and Prevention's Office on Smoking and Health will launch the Surgeon General's Video Challenge to engage youth and young adults in developing original videos that feature one or more of the report's findings. More information can be found at <a href="https://www.Challenge.gov">www.Challenge.gov</a>.

Tobacco is the leading cause of preventable and premature death, killing more than 1,200 Americans every day. For every tobacco-related death two new young people under the age of 26 become regular smokers. Nearly 90 percent of these replacement smokers try their first cigarette by age 18. Approximately 3 out of 4 high school smokers continue to smoke well into adulthood.

"Targeted marketing encourages more young people to take up this deadly addiction every day," said HHS Secretary Kathleen Sebelius. "This administration is committed to doing everything we can to prevent our children from using tobacco."

This administration has taken historic steps to protect children from the dangers of tobacco use including the passage of the Family Smoking Prevention and Tobacco Control Act (TCA) which gives the Food and Drug Administration authority to regulate tobacco products to prevent use by minors. TCA prevents tobacco use through activities such as age and identification verification at retailers, restrictions on the sale of single cigarettes and a ban on certain candy and fruit-flavored cigarettes. Other activities include support for state quitlines and implementation of web and mobile based interventions aimed to reach young people.

The surgeon general's report provides further scientific evidence on the addictive nature of nicotine. The younger individuals are when they start using tobacco, the more likely they are to become addicted and the more heavily addicted they will become.

"The addictive power of nicotine makes tobacco use much more than a passing phase for most teens. We now know smoking causes immediate physical damage, some of which is permanent," said Dr. Benjamin. "Today, more than 600,000 middle school students and 3 million high school students smoke. We don't want our children to start something now that they won't be able to change later in life."

While the long-term health effects of tobacco use are well known, this report concludes that smoking early in life has substantial health risks that begin immediately in young smokers. These include serious early cardiovascular damage and a reduction of lung functionality. This lung damage is permanent, causes shortness of breath immediately and increases the risk of pulmonary diseases later in life.

Expenditures for marketing and promotion of tobacco products exceed \$1 million an hour – over \$27 million a day – in the United States alone. Targeted messages and images that portray smoking as an acceptable, appealing activity for young people are widespread, and advertising for tobacco products is prominent in retail stores and online.

"We can and must continue to do more to accelerate the decline in youth tobacco use," said Dr. Howard Koh, assistant secretary for health at HHS, "Until we end the tobacco epidemic, more young people will become addicted, more people will die, and more families will be devastated by the suffering and loss of loved ones."

Copies of the full Report, executive summary, and the easy-to-read guide may be downloaded at <a href="http://www.surgeongeneral.gov">http://www.surgeongeneral.gov</a>. To order printed copies of these documents go to <a href="http://www.cdc.gov/tobacco">http://www.cdc.gov/tobacco</a> and click on the Publications Catalog link under Tools & Resources. For access to quitting resources visit <a href="http://www.smokefree.gov">www.smokefree.gov</a>.

#### —Preventing Tobacco Use Among Youth and Young Adults—

#### A Report of the Surgeon General

#### **Key Messages**

- More than 600,000 middle school students smoke cigarettes.
- More than 3 million high school students smoke cigarettes.
- Nearly a million and a half kids under age 18 will try their first cigarette this year.
- Smoking kills more than 1,200 Americans every day. And every tobacco-related death is replaced by two new smokers under the age of 25.
- The younger kids are when they try tobacco, the more likely they are to get addicted.
- 3 out of 4 teens who smoke will continue smoking into adulthood even if they intend to quit in a few years.
- More than a million dollars an hour is spent to market tobacco products in this country.
- Successful tobacco prevention programs more than pay for themselves in lives and health care dollars saved; the most effective ones are funded at or near CDC-recommended levels.

#### A Fact Sheet is available for download as a pdf here.

A Consumer Friendly Booklet is available for download as a pdf <a href="here">here</a>. This easy-to-read, 20-page booklet presents the major content of the report in plain language and is designed to help parents, teachers, policy makers, health care professionals, and other concerned adults understand the importance of the report and how they can take a stand to protect young people from the devastating effects of tobacco use.

#### Video Contest

In conjunction with the 2012 Surgeon General's report, CDC's Office on Smoking and Health has launched a video contest called "Tobacco—I'm Not Buying It." This contest invites youth ages 13-17 and young adults ages 18-25 to submit original videos that feature one or more of the key findings from the report.

Submissions will be reviewed for eligibility and then judged on the best use and depiction of key messages, recommendations contained in the report, and other criteria listed in the rules. CDC will award a \$1,000 grand prize and three \$500 runner-up prizes for each of the following categories (English and Spanish language submissions in both age-based groups) for a total of \$10,000 in prizes.

Please share the <u>Surgeon General's Spotlight Facebook tab</u> on CDC Tobacco Free with your communities and visit <u>Challenge.gov</u> for a complete list of contest rules. The video submission deadline is April 20, 2012.

### CDC Invites You To Submit Tobacco Prevention Materials To An Award-Winning Collection!

Call for Action!

On behalf of CDC's Office on Smoking and Health (OSH), the Tobacco Technical Assistance Consortium (TTAC) is working to identify Tribal specific tobacco control materials, tool kits, and media that have been developed by Tribes and Tribal Organizations. Please click <a href="here">here</a> for the letter of request (PDF) with full details to contribute Tribal media resources, or see the full letter below. Your response is requested by **March 23rd, 2012**.

Thank you for your commitment to improving the health of your community and your work in preventing commercial tobacco abuse.

----Attached Letter----

Dear National Native Network Members,

Thank you for your commitment to improving the health of your community and your work in preventing commercial tobacco abuse.

On behalf of CDC's Office on Smoking and Health (OSH), the Tobacco Technical Assistance Consortium (TTAC) is working to identify Tribal specific tobacco control materials, tool kits, and media that have been developed by Tribes and Tribal Organizations.

TTAC is collecting information about these materials to gain a better understanding about culturally appropriate messages and strategies being used to reach American Indians and Alaska Natives (AI/AN) who are adversely affected by commercial tobacco use. We would also like to gain insight on trends, gaps in existing materials, and key issues as a basis for future planning.

OSH recognizes that AI/AN's have a higher prevalence of commercial tobacco use when compared to other racial/ethnic groups and the use of tobacco is part of some AI/AN cultures as a sacred ceremonial practice. This effort to learn about existing materials is part of a larger plan for OSH to make concerted efforts to address commercial tobacco use in a way that is culturally acceptable and effective, while being respectful of tribal sovereign governments and Native American heritage.

How you can help:

Tell us about existing educational materials, communication toolkits, or media (print, TV, radio) that

your organization has created to support the goal of reducing commercial tobacco abuse in AI/AN populations by completing the materials submission form at <a href="http://www.zoomerang.com/Survey/WEB22EW2BGAQM4">http://www.zoomerang.com/Survey/WEB22EW2BGAQM4</a> or replying to <a href="mailto:ttac@sph.emory.edu">ttac@sph.emory.edu</a> with the following information by **Friday, March 23rd**. For each item, please tell us:

<b>, ,</b>
1. Name of the campaign:
2. Type of material(s) produced (please select from the following list):
► TV
► Radio
► Print (e.g. posters, pamphlets, brochures)
Out of home (e.g. billboards)
▶ Digital media (e.g. banners, buttons, social networking)
► Earned media (e.g. op-ed articles, letters to the editor)
► Toolkit
Curriculum
3. Date produced:
4. Organization(s) that developed it:
5. Has this material been evaluated?
a. If so, would you be willing to share the evaluation results?
6. Contact information (if available) for someone who can be contacted for further information, if needed:
a. Name
b. Phone:
c. Email address:
If you know of messaging or materials that you did not produce, but have seen in use, please tell us

about them. If available, provide contact information for the agency or individual(s) that developed them. In addition, if you know of other people or organizations that are leaders in creating tobacco prevention materials for AI/AN populations, please forward this request to them.

In the future, we may request your permission to highlight selected materials on the National Native

Commercial Tobacco Abuse Prevention Network website, <a href="www.keepitsacred.org">www.keepitsacred.org</a> and/or the OSH Media Campaign Resource Center (MCRC) website, <a href="www.cdc.gov/tobacco/mcrc">www.cdc.gov/tobacco/mcrc</a>, an award-winning repository of tobacco control media and materials. Please note: Materials will not be posted without permission, and you may choose which (if any) of your materials are made available through these websites. If permission is granted, your organization or tribe will most certainly retain ownership and copyright of all data, materials, and information. Posting your materials to these Web sites is primarily for the purpose of raising awareness about commercial tobacco abuse and to highlight effective communication techniques for addressing commercial tobacco abuse in Al/AN populations. Should other tribes, organizations, states or communities express interest in using your materials, we will certainly let you know.

Thank you in advance for helping OSH to better address the problem of commercial tobacco abuse in Al/AN communities, and we look forward to hearing from you. If you have questions about this project, please contact Debra Morris, TTAC, at <a href="mailto:debra.morris@emory.edu">debra.morris@emory.edu</a>

Best regards,

Debra G. Morris, MPH, MCHES

Director, Technical Assistance • Tobacco Technical Assistance Consortium (TTAC)

Rollins School of Public Health • Emory University

ttac@sph.emory.edu • www.ttac.org

#### We R Native Photo Contest!

We R Native is a comprehensive health resource for Native youth, by Native youth, providing content and stories about the topics that matter most to them. They strive to promote holistic health and positive growth in our local communities and nation at large.

From their flyer:

Send us one or more photographs that depict We R Native's values:

- We are Native. We are members of diverse and vibrant communities.
- I am Strong, in mind and spirit.
- I control My Body. I have control over my physical and sexual health.
- We are Not Alone. We can support one another and come out stronger in the end.
- We can Change our World. Step up, and shape your community in positive ways.

Winning entries will receive: \$75 (1st place), \$50 (2nd place), \$25 (3rd place), and will be showcased on We R Native's website - coming in early 2012!

The contest is open to American Indian and Alaska Native youth 13-21 years old.

Send entries to: <a href="mailto:native@npaihb.org">native@npaihb.org</a> Entries are due by March 5, 2012.

Read their flyer here.

Learn More by clicking here.

#### Call for Articles and Success Stories on Quitting Commercial Tobacco

We have issued, and are continuning to issue, a call for articles and/or stories about quitting commercial tobacco in any of its forms. Some of the articles will then be published in our bi-monthly newsletters. We have one in the section below. If you have anything you wish to see published in the newsletter, on keepitsacred, or on our facebook page please email us: <a href="mailto:admin@keepitsacred.org">admin@keepitsacred.org</a> Or, let us know through our <a href="mailto:facebook page">facebook page</a>, or our <a href="mailto:twitter-feed.">twitter-feed</a>.

#### **Smoking Cessation Success Story**

I was a smoker for 40 years. I loved to smoke. It was the only vice that I had, since I don't drink, gamble, shop or swear. My son who is now 26 wrote an essay when he was about 8 years old entitled "Why My Mom Deserves a Diamond". He took second place in Minneapolis Minnesota and I received a real pearl necklace. I believe the reason he got second place is, because he said I was a wonderful mom in every way, except I smoked cigarettes. No amount of nagging, begging or pontificating by my children made me quit smoking.

I am 62 years old and when I begin smoking it was for all the right reasons, the reasons Hollywood and the media had convinced me were very good reasons. Everyone knew that to be a truly independent woman like Katherine Hepburn you had to smoke. Only the "wisest" decisions were made in smoke filled rooms by people that were educated and intelligent. There was smoking in the movies and movie theaters, in hospital rooms by patients and visitors, at the desks of every office and in bars and restaurants. Smoking was serious business and smoking was pleasure.

I had been a smoker for many years in fact as I said 40, and over those years I had made several attempts to quit smoking. I had paid for hypnoses twice; I had tried Nicorette gum and Zyban. All had failed. Then I went to rolling my own cigarettes and did reduce the number of cigarettes I smoked. I have been a school teacher for many years, when I started rolling my own cigarettes the kids thought it was great. Ms. King can roll in the dark, with one hand, while she is driving, blind folded, etc.. The fame of Ms. King's cigarette rolling abilities went on and on. One day I was asked by a community member to take some of my students to a non-smoking seminar. I did and smoked the whole time I was there.

Then about 2 months later my sister –in-law and brother both quit with the use of Chantex. They had leftover Chantex from their prescription and gave it to me. I tried it without any commitment to quit and 9 days later I was a non-smoker. That was 4 years ago, I have no desires to smoke at all, I have no cravings, nor do I miss it. People ask me if I feel healthier. The answer is no, because I have

always been healthy, but I tell them "My grandma lived to be 107, and I plan to live to be 110, by not
smoking"
Diana King
White Farth Reservation

### The Saginaw-Chippewa Tribe Develop Resources for Kick Butts Day

Campaign
The Saginaw-Chippewa Tribe have developed resources for their Kick Butts Day Campaign. They have produced pledge cards for people to pledge the following:
,on March 21, 2012, Pledge to protect my children from the health risks from secondhand smoke by making my home and car smoke free.
I will encourage my children by teaching the traditional uses of semaaa.
Choose Tradition: Semaa Keep it Sacred.
To download the cards as a pdf please click <u>here.</u>

#### **National Native Network Forms Champions of Health**

#### Press Release

FOR IMMEDIATE RELEASE

#### **National Native Network Forms Champions of Health**

Sault Ste. Marie, MI – During a recent national conference on health and commercial tobacco use, the National Native Network selected more than a dozen "Champions of Health" as part of the newly developed National Native Network Resource Distribution Project (NNNRDP).

"We understand that traditional tobacco use in Native American communities is sacred and special," said Kim Alford, National Network Manager for the Intertribal Council of Michigan. "Use of commercial tobacco is not sacred, but harmful not only to the user, but to all those around them as well. We are looking for our champions to educate those in their communities about the dangers of commercial tobacco."

A total of eight champions were selected to cover various areas within tribal areas across the United States and will provide resources, information, help form partnerships within their areas and offer assistance on establishing smoke-free and tobacco-free policies within schools, parks, communities and more.

Use of commercial tobacco in Native American communities is a major concern that needs to be placed as a high public health priority. The National Native Network serves as a forum for organizations serving American Indian and Alaska Native communities to obtain and disseminate evidence-based and culturally appropriate information that work toward the identification and elimination of health disparities related to commercial tobacco.

The National Network consists of a nationwide community of individuals, coalitions, and organizations dedicated to the elimination of commercial tobacco abuse and exposure to dangerous secondhand smoke. The group actively seeks to increase its outreach to commercial tobacco control stakeholders in several areas including, but not limited to allied health professions, educational institutions, tribal leadership, elders, and grassroots community members.

The new program will provide tribes and organizations the scientific knowledge and technical assistance that will allow them to implement high quality interventions that are culturally competent and grounded in science.

"We are working diligently to be a one-stop shop for all tribes to find information on the dangers of commercial tobacco use, and ways to keep traditional tobacco sacred in our Native communities," Alford said. "This issue is important to all American Indians and the future of all tribes for many generations to come."

For more information or to contact a champion in your area, visit <u>www.keepitsacred.org</u>.

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For more information contact Shawn Arthur at 918-718-1341.

#### Resource Distribution Project in Sacramento, CA. 16-17 February 2012



Please Click to Download High Resolution Images

#### The Champions!



Please Click for High Resolution Images





































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