



Role of Tobacco in Healthy Native Communities



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Our Story



The American Indian Cancer Foundation (AICAF) was established to address tremendous cancer inequities faced by American Indian and Alaska Native communities.

Our Approach

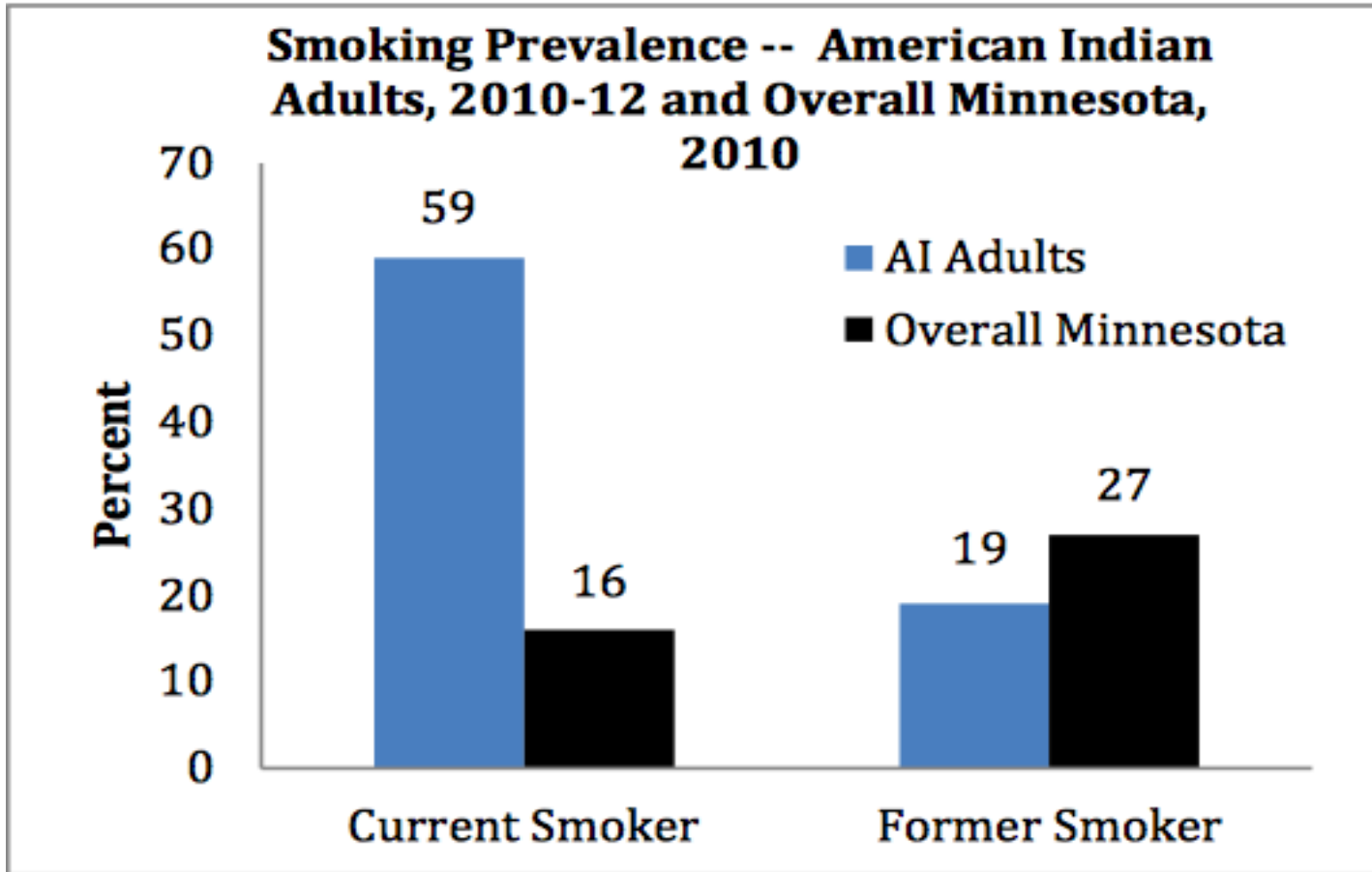


We believe...

Native communities have the wisdom to find the solutions to health inequities, but are often seeking the organizational capacity, expert input and resources to do so.

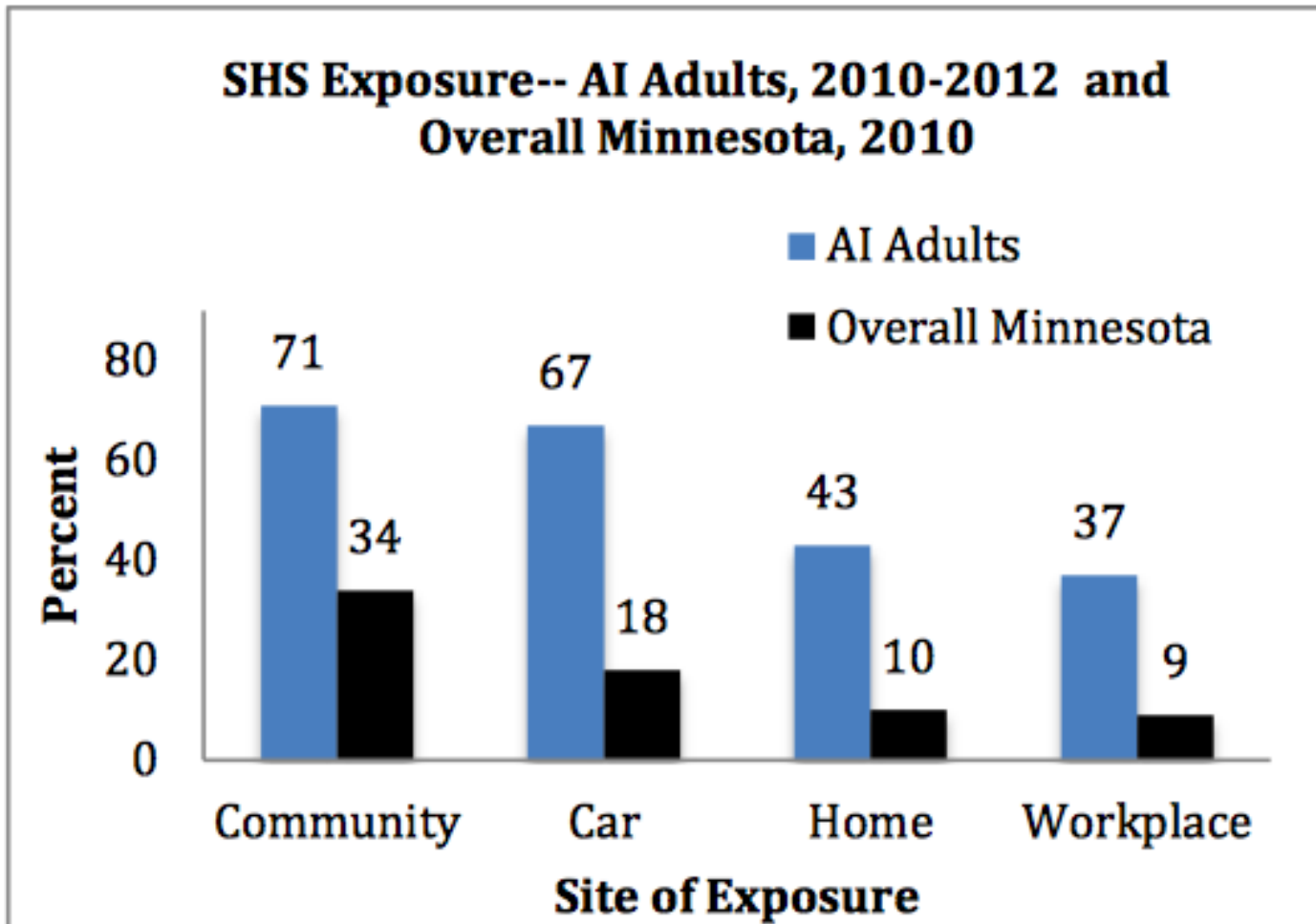


Adult Smoking Prevalence



Tribal Tobacco Use Prevalence Project Study, American Indian Community Tobacco Projects, University of Minnesota.

Secondhand Smoke Exposure



Tribal Tobacco Use Prevalence Project Study, American Indian Community Tobacco Projects, University of Minnesota.

Tribal Tobacco Teachings



“When it is used correctly, it has the power to bring good things and, like other medicines, if it is not used correctly, it has the power to bring great harm.”

Anishinabe Elder

What does tobacco mean to you?

- Traditional uses of tobacco
 - Spiritual
 - Medicinal
- Uses
 - Not always burned
 - Burned **but not inhaled**



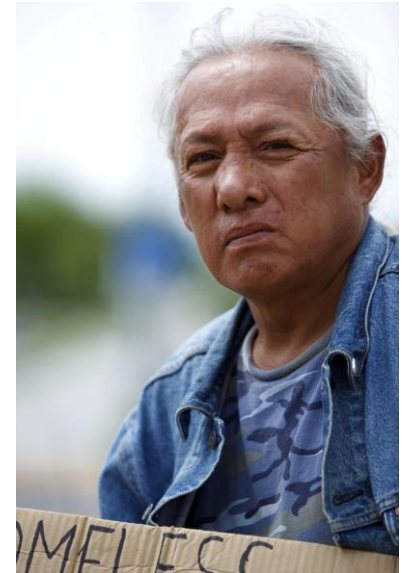
What is in your tobacco?

- Commercial tobacco is tobacco you buy in the store.
 - Loose tobacco
 - Cigarettes
- Traditional tobacco is usually not bought in the store.
 - Indian tobacco
 - Mixture that may not contain any tobacco



Why are AI tobacco issues so complex?

- Lack of religious freedom until 1978
- Historical trauma → current issues
- Boarding schools → loss of culture
- Economic issues
- Identity imagery on tobacco products
- Social Norm
- Commercial use in cultural practices and ceremonies
 - Funerals, jingle dress
 - Access to traditional tobacco



Why the World Will Never Be Tobacco-Free: Reframing “Tobacco Control” Into a Traditional Tobacco Movement

Gina Boudreau, Carol Hernandez, Donna Hoffer, Kathleen Starlight Preuss, Linda Tibbetts-Barto, Nicole Toves Villaluz, and Sheryl Scott, MPH

As successes mount in reducing commercial tobacco use, an alarming disparity has taken shape in Minnesota. Recent studies revealed that overall smoking rates have dropped to 14%, whereas American Indians' rates remain higher than 50%. With support from ClearWay Minnesota, the organization created from the state's tobacco settlement, advocates working within sovereign tribal governments to create smoke-free policies came together to discuss effective strategies within tribal Nations. We discussed the history behind mainstream tobacco control's failure to resonate with Native audiences and the need to reframe the movement to a goal of restoring traditional tobacco practices. We share our insights on this critical area for achieving health equity and provide recommendations for tribes, non-Indian advocates, and funders, with a plea for tribal inclusion in commercial tobacco “end-game” strategies. (*Am J Public Health*. Published online ahead of print April 14, 2016: e1–e8. doi:10.2105/AJPH.2016.303125)

original language terms are *asemaa* (Anishinaabe) and *cansasa* (Dakota). For convenience, we use the term “traditional tobacco” in this article.

As successes mount in reducing commercial tobacco use among the general population, the disparity with American Indians grows dramatically. Settlement resources that fund successful mainstream tobacco control efforts have not reached American Indians.¹ Over the past 15 years, tobacco control efforts in Minnesota, funded by various sources and driven by the historic state tobacco settlement, brought the state's

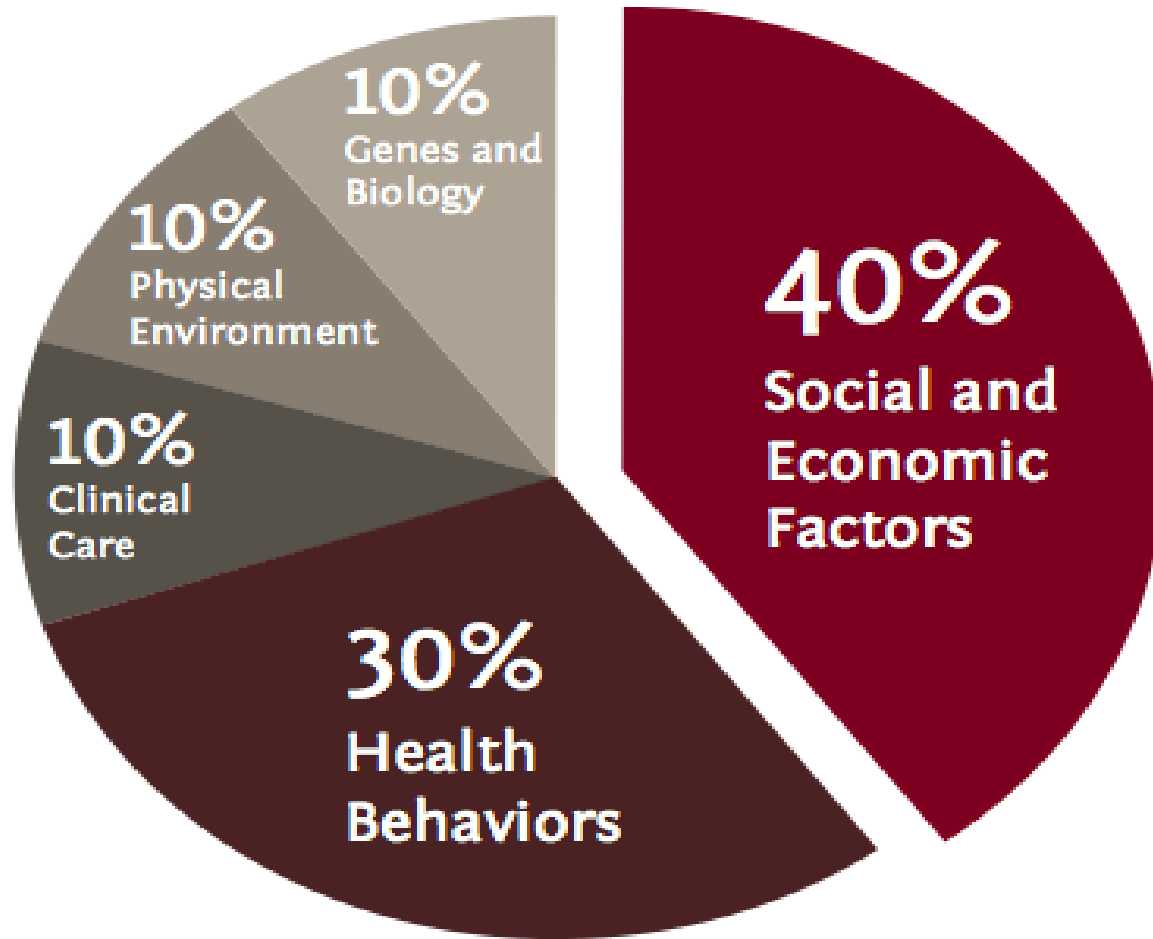
American Indian Inequities

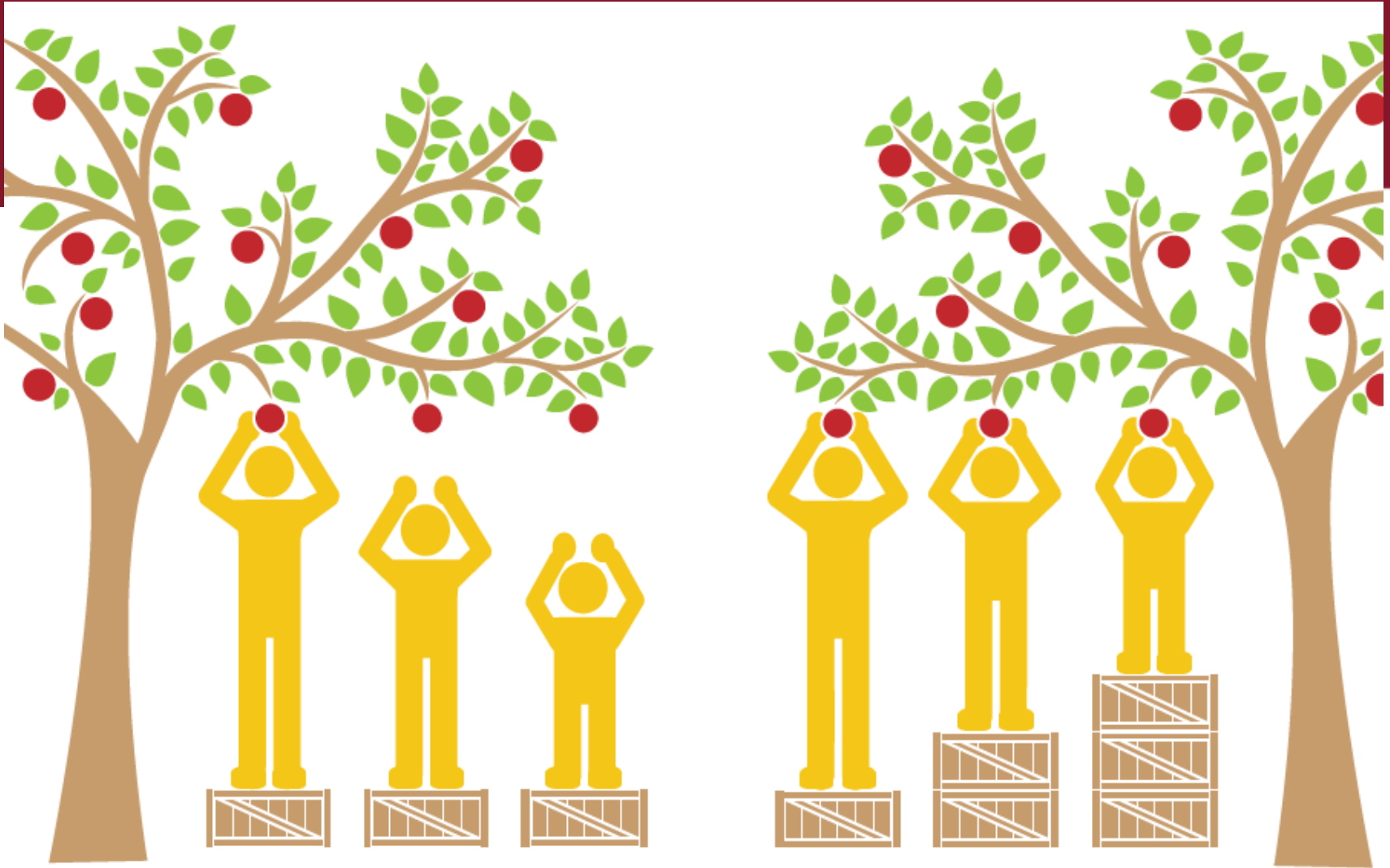
- American Indians face tremendous inequities in cancer and other chronic illnesses largely related to health behaviors and social determinants of health.
- American Indians are often on the worst end of every health indicator reported (e.g. access to health care, environmental quality, substance abuse).

Our reality is determined by history...

“Health inequities are directly linked to determined and deliberate efforts of U.S. federal, state, and local governments to uproot American Indians from their lands, eradicate their languages and destroy their ways of life.”

What impacts our health?





Equality

doesn't mean

Equity

Elevating Equity Requires:

- Access to economic, educational and political opportunity.
- The capacity to make decisions and effect change.
- Social and environmental safety in the places we live, learn, work, practice tradition and play.
- Culturally-competent and appropriate health care when the need arises.

Tribal resources for health equity?



- Traditional teachings
- The voice of the community
- Tribal sovereignty
- Apply health in all policies framework to decision-making

SACRED TRADITIONAL TOBACCO FOR HEALTHY NATIVE COMMUNITIES

A BALANCED COMMUNITY FOR HEALTH

- ▶ Tribal leadership support & engagement
- ▶ Cultural connectedness & healing
- ▶ Community engagement
- ▶ Practicing tradition with youth



Use only traditional tobacco.
Do not allow cigarette smoking.

DANCE GROUNDS



Incorporate traditional tobacco knowledge and practices into education

SCHOOL



Keep Tobacco Sacred.

SIGNAGE

Use signage to promote traditional American Indian cultural values around tobacco and solutions.

Enact tribal ordinance that disallows harmful tobacco use inside building and 25 feet outside building.
Encourage traditional tobacco for gifts and offerings at ceremonies and events.

COMMUNITY CENTER



Enact tribal tobacco policies that will improve community health.
Prioritize and support positive community health initiatives.

TRIBAL COUNCIL AND GOVERNMENT CENTER



Provide direct support to quit with culturally specific cessation.

TRIBAL CLINIC



Grow traditional tobacco and provide education for community members.

COMMUNITY TOBACCO GARDEN



RETAIL/ CONVENIENCE STORE

Eliminate sale of flavored tobacco and e-cigarette products.
Limit marketing of commercial tobacco and ensure youth do not have access.

NATIVE LANGUAGE CAMP

Engage community with knowledge of cultural practices for traditional tobacco use.



Provide direct support to quit
with culturally specific cessation.

TRIBAL CLINIC



Tribal Tobacco Policy Solutions

- Restrict the sale of flavored tobacco products, single sale products and candy/toy cigarettes.
- Commercial tobacco smoke free foster care policies.
- 50 foot smoke free buffer zone around tribal buildings.
- Smoke free indoor and outdoor pow wows.
- Smoke free government buildings/vehicles.
- Smoke free casino event center
- Tobacco tax with revenue channeled to health and wellness initiatives

An illustration of a retail/convenience store building with a dark blue roof and light blue walls, set in a green landscape with trees and a light blue river. The store is the central focus, with a sign below it.

RETAIL/ CONVENIENCE STORE

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DANCE GROUNDS





American Indian
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