

Commercial Tobacco



Media Resource Guide



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Administered by the California Rural Indian Health Board, Inc.





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Commercial Tobacco Media Resource Guide

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Section 1: The History and Role of Tobacco Among American Indians in California

Traditional Tobacco

American Indians in California have a long history with tobacco. This history dates over thousands of years. For some Tribes, tobacco was a gift from the creator, and given to the people at the time of creation or in times of need.

The Yokuts of Central California believed that tobacco was chewed by Hawk Spirit, and after becoming wise from chewing the tobacco, Hawk Spirit created the mountains. The Cahuilla of the Southern California desert tell of tobacco coming from the Creator's heart, and then Creator made the sun to give fire to light his pipe. The Yurok tell of one of their Creators being born from the tobacco plant, and then giving tobacco to the people. Achumawi tell of Creator giving tobacco leaves to protect themselves against



the rains of the great flood. Stories of tobacco have been passed on for thousands of years, and archaeology has shown tobacco to be used by California Indians over several centuries. In 2013, pipes were discovered with nicotine in them at an Ohlone burial site near Pleasanton, California. These pipes dated back to 1350-1400 A.D. Prior to this discovery, six tobacco pipes from approximately 860 A.D. were found in the Tolowa homelands. When Europeans began to come to California, ethnographers wrote of the people and their relationships with tobacco. Various strains of tobacco were grown by Tribes throughout California. Tobacco is generally viewed as one of the four sacred medicines along with sweet grass, sage, and cedar. Tobacco has

great medicinal powers and was often used to help cure fevers, colds, rheumatoid, eczema, and ear infections. It was also used as a sleeping aid. Aside from medicinal purposes, it was used in a variety of other ways. The tobacco was used as an offering in prayer. The smoke from the tobacco would take the prayers to heaven. It was given as a way to say thanks and show gratitude. Tobacco was also used for rites of passage. When a young boy received a vision, he would smoke tobacco.

In the late 1800's through policy and law, there was a suppression of American Indian Religious practices. Traditional tobacco was seen as an American Indian religious symbol, and became illegal to possess. In order to still use tobacco in a traditional way, American Indians began to use commercial tobacco for traditional purposes. It was a way to hide the use in plain sight. In 1978, the American Indian Religious Freedom Act was passed; this allowed the use of traditional tobacco again. Since then, there has been work done to re-introduce indigenous tobacco plants to Tribes and to begin using the traditional sacred tobacco for traditional purposes—to keep tobacco sacred. Our ancestors also knew that tobacco was a poison, so it was used sparingly.

Commercial Tobacco

In the late 1400's, the role of tobacco began to change. In 1492, Columbus landed in Hispaniola. The Tainos gave tobacco to Columbus as a gift as was their custom to do. Columbus took the tobacco back to Spain. People began to use it as snuff, chew, and for pipe smoking. Soon tobacco was growing all across Europe and manipulated to make it stronger. It began being sold for commercial use. In 1612, the first commercial crop of tobacco was produced in Virginia. Tobacco quickly became one of the main cash crops of the American Colonies. The need for more tobacco caused landowners to seek even more land for their tobacco plantations and began pushing out American Indians from their lands. Slave labor was also used to keep up with the demand for tobacco. Sale of Commercial tobacco generated significant amount of revenue. This revenue helped finance the American Revolution. Cigarettes came in the mid 1800's along with chew that was made from the cut ends of the tobacco that remained after making cigarettes. In 1885, James Boonsack invented the automated cigarette machine. This allowed for cigarettes to be cheaply and quickly made. Cigarette use became more popular, culminating with its highest sales in the late 1970's. What had been given as a gift had now been greatly commercialized and used for non-traditional purposes.

Commercial tobacco has a long history of using American Indian imagery as a way to sell its product. In the 1600's, storeowners across Europe would place a wooden Indian outside of their stores. This was a sign that the store sold tobacco. Commercial tobacco companies have used images of American Indians on their products for centuries. Imagery would appear on



commercial tobacco tins, smokeless tobacco, pipe tobacco, cigarettes, and advertising. Often times, American Indians would be portrayed as “noble savages” on the products.

The issue of using American Indian imagery to sell commercial tobacco products still persists. Redman Chewing Tobacco has an American Indian with a full head dress on the outside of the packet. Camel cigarettes placed Joe Camel wearing



a war headdress, and all the other camels in the background having eagle feathers stick out from them. However, the company to fully utilize imagery and co-opt tradition is Natural American Spirits (NAS) cigarettes. NAS is owned by American Reynolds, one of the largest commercial tobacco companies in the world. In the past American Spirit has said they “were created based on our belief of the traditional American Indian usage of tobacco- in moderation and it’s natural state. Our brand name was chosen as a symbol of respect for this tradition.” Currently, the Santa Fe Natural Tobacco Company website says, they “have a special commitment to American Indians, whose traditions serve as the inspiration for our products.” An eagle is affixed to the side of NAS cigarettes. The company is trying to instill Native Pride to sell more cigarettes to American Indians and Alaskan Natives (AIAN) and through Tribes’ business endeavors.

Commercial Tobacco Related Health Disparities

The health effects of commercial tobacco use are well known. The 2014 Surgeon General’s Report laid out several effects. Cigarette smoking has been linked to many cancers including lung, colon, breast, and liver cancer. Smokers are also at a higher risk for a second primary cancer. Smoking is the primary cause of Chronic Obstructive Pulmonary Disease (COPD). There is a higher risk of developing diabetes for smokers versus non-smokers. For pregnant women, there is a relationship between smoking and ectopic pregnancy. Smoking contributes greatly to cardiovascular disease including strokes and heart attacks. The leading causes of death for AIAN is cardiovascular disease and cancer.

There are also health hazards linked to secondhand smoke exposure. Secondhand Smoke exacerbates asthma in children and increases the risk of ear infections. Exposure increases the risk of stroke in adults. Secondhand smoke exposure has also been linked to lung cancer.



AIAN have the highest commercial tobacco smoking rates among all ethnicities. In California, the smoking rate is 30.7% for AIAN compared to 12.5% for White Non-Latino (WNL). However, AIAN are more likely to attempt to quit smoking commercial tobacco. In 2013-2014, 61.9% quit smoking for one or more days in an attempt to quit, compared to 54.8% of WNL population.

There are many health benefits for people who quit commercial tobacco products. Within 5-15 years of quitting, the risk of stroke is the same as a person that never smoked. The risk of oral cancers is reduced in half within five years. Within one year, the risk of coronary heart disease is reduced in half. For pregnant women, the risk of low birthweight is the same as a non-smoker, if the mother quits in the first trimester or before pregnancy.

This guide has been prepared to help with commercial tobacco cessation efforts. It includes resources for clinicians and mobile technology apps for smokers. It also includes media resources from Centers for Disease Control and Prevention (CDC) that can be used in the community to encourage people to call their local Quitline (California Smoker's Helpline). Finally, resources that have been developed by the California Rural Indian Health Board (CRIHB) for the California Indian Community have been included. We hope that this guide will help local Tribal communities and Tribal Health Programs to help people quit smoking.



Section 2:

Assist Patients to Quit

Nicotine is an addictive substance that is naturally found in tobacco. The addictiveness of nicotine has been known by the commercial tobacco industry for many years, and nicotine has been manipulated in cigarettes to increase addiction to the product. In research of nicotine content and delivery, researchers found that from 1997-2012, the nicotine content of cigarettes from four major manufacturers remained stable, but there was a significant increase in the nicotine yield. The nicotine yield is the amount of nicotine that a smoker receives from the cigarette.

Nicotine meets the criteria of a highly addictive drug. It has psychoactive effects and is a stimulant. Similar to cocaine and heroin, the nicotine will give the user a brief feeling of euphoria and require more use to regain that feeling. Although nicotine is a stimulant, and cigarettes may be smoked in short puffs to increase the stimulation, with increased dosage of nicotine, it will act as a sedative and give a calm, peaceful feeling.

Commercial tobacco dependence is a chronic disease with remission and relapse. It warrants treatment as any chemical dependence or chronic disease. Commercial tobacco dependence may also be related to the patient's other chronic disease and/or health issues.

Research has shown that patients are more likely to attempt to quit, if it is recommended by a health provider such as a doctor or nurse. Patients recognize the doctor and/or nurse as qualified health professionals and recognized medical authorities. It is expected that the medical professional will ask the patients about commercial tobacco use. Patients are more open about their health issues and more comfortable talking with the health professional about their commercial tobacco use, especially if it is affecting other chronic disease and health issues.

This section provides resources for doctors, nurses, counselors, and community health representatives to talk with patients about quitting commercial tobacco use.



The 5 A's for Clinicians

Five Step Process to Assist Patients to Quit Commercial Tobacco Use

Commercial smoking is the top cause of preventable death in the United States. 70% of commercial smokers want to quit. As a health professional, these five steps will help you talk to patients about giving up commercial tobacco use.

ASK

In a friendly manner, ask, "Do you use commercial tobacco?" Ask this to every patient, even if you know they have quit, because relapse happens. It can take several attempts to quit for good. Document the commercial tobacco status of the patient.

ADVISE

Congratulate non-smokers and commercial tobacco quitters on their success. Urge commercial tobacco abusers to quit with clear, strong, and personalized advice. For example "Quitting commercial tobacco is the single most important thing you can do for your health," "As your healthcare provider, the best advice that I can give is for you to quit your habit." It is ok to use motivational interviewing techniques when giving the advice to quit.

ASSESS

Determine if the commercial smoker is ready and willing to quit. If ready to quit, move to the assist portion of the steps. If the commercial smoker is not ready to quit, employ the 5 R's. Talk about Relevance of quitting, Risks if continuing to abuse commercial tobacco, Roadblocks that prevent quitting, Rewards for quitting, and Repeat trying to quit again with the things that the commercial smoker learned when they failed on the last attempt.

ASSIST

If ready to quit, use referrals and counseling to support the decision. Provide them with cessation resources. Studies show that commercial smokers are more likely to be successful in their quit attempt, when the doctor is assisting with counseling and referrals.

ARRANGE

Schedule follow-up contacts, either in person or by phone. Follow-up may include seeing if the patient accessed the resources, if the patient has quit, and/or if the patient has relapsed. If the patient has relapsed, talk to them about what went wrong, and how they might fix it to try again. If they are willing to try again, repeat the Assist and Arrange.



The 2 A's and R for Community Health Representatives and Social Workers

Three Step Process to Assist Friends and Families to Quit Commercial Tobacco Use

Often times, we want to help friends and family members to quit commercial smoking. One of the best ways to help them is by simply following these steps.

ASK

Ask them if they are currently using commercial tobacco products or smoking. If they say they are in the process of quitting, congratulate them, and let them know that you are there to support them in their quit attempt.

ADVISE

In a strong, clear, and personalized message, advise them to quit. "Quitting smoking is one of the best things you can do for your health." "Quitting smoking can help your children's health." "You can have a healthier pregnancy, if you quit smoking cigarettes." Follow the message with, "Would you like to quit?"

REFER

If they are ready to quit, congratulate them on their choice, and refer them to a cessation resource. If they are not ready to quit, let them know that you are there for them and have resources that can help them when they are ready to quit. Also, if they are not ready to quit, do not badger and pester them to quit. Badgering and pestering is more likely to result in a failed quit attempt and a built resistance to trying to quit again.

Tribal Cessation Resources

California Rural Indian Health Board

The California Rural Indian Health Board (CRIHB) assists Tribal Health Programs and Tribes with quality improvement in referring patients to cessation resources, trainings, and technical assistance for traditional tobacco and traditional tobacco gardens, commercial tobacco cessation, and youth prevention. CRIHB has culturally reflective brochures, booklets, posters, and DVD's available. CRIHB also works with Tribal Health Programs in prevention and improved survivorship of tobacco related cancers such as cervical and liver cancer. For more information, contact the Research and Public Health Department at (916)-929-9761 or <https://crihb.org/tobacco-control/>.



National Native Network

The National Native Network (NNN) is a network of Tribal and health board professionals dedicated to reducing commercial tobacco use and cancer prevention among the AIAN population. The NNN seeks to engage Tribes and health centers throughout the United States in this work. The Network provides technical assistance on traditional tobacco, commercial smoking cessation, and cancer prevention. The NNN also provides data, reports, and white papers in the areas of cessation and the impact of commercial tobacco among AIAN people. The NNN has a media center of materials, webinars, and videos that can be adapted for use. There are also sample Tribal policies on commercial tobacco. The NNN presents all materials in a scientific and culturally relevant way. Membership in the Network is free and gives you access to all materials and other members. Their website is <http://www.keepitsacred.org>.



Second Wind

Second Wind is a 6-week culturally tailored commercial smoking cessation class for AIAN. It is based on the American Cancer Society's Fresh Start curriculum and developed by Muskogee Creek Nation. Second Wind focuses on why people smoke, various ways to quit, how to prepare to quit, and how to remain smoke free. It also helps participants build a support system for quitting. The classes start with preparing to quit and having a quit date at the end of the six sessions. To RSVP, contact Lou Moerner at (707) 445-8451 ext.27, lou@ncidc.org.



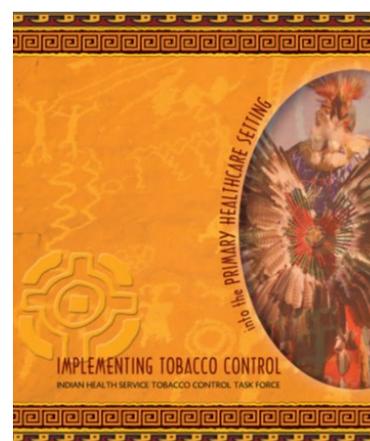
Second Wind, First Breath

This class is based on the Second Wind curriculum, but is adapted for pregnant and post-partum AIAN women. It includes information on quitting for the baby's health. The other components remain the same as the Second Wind curriculum.

[http://www.tobacco-cessation.org/sf/pdfs/cpr/23\)%20Second%20Wind%20First%20Breath_Facilitator%20Guide.pdf](http://www.tobacco-cessation.org/sf/pdfs/cpr/23)%20Second%20Wind%20First%20Breath_Facilitator%20Guide.pdf).

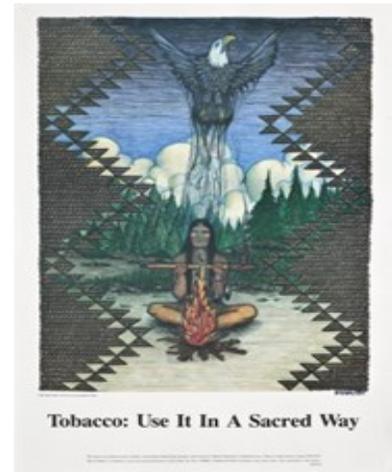
IHS Field Book

The field book focuses on implementing tobacco control into the primary health care system. It focuses on tobacco education, cessation, plans and protocols for screening patients for tobacco use, referring patients to cessation resources and addressing special population in the AIAN community. It is available online through the National Native Network at http://keepitsacred.itcni.org/wp-content/uploads/2015/06/ihs_fieldbook_final_2009.pdf.



Tribal Health Programs

Many Tribal Health Programs and Tribes offer cessation classes. Check with your program to see what cessation services are offered. Some programs that offer classes include United Indian Health Services, Sonoma County Indian Health Project, Karuk Tribal Health Program, Redding Rancheria Tribal Health Center and Riverside San Bernardino County Indian Health.



National Cessation Resources

Smokefree.gov

Smokefree.gov is a website operated by the federal government. The website links to several resources. Resources include quizzes, quit plans, healthy eating activities, tips to handle mood changes, and physical activity. It also has tips for when a smoker relapses. There are links to more specialized websites for women, teens, and in Spanish. Finally, the website shows different types of quit methods. The resource can also be accessed via Facebook at <https://www.facebook.com/SmokefreeUS>.



Smokefree TXT

Smokefree TXT is a text based cessation service. It is available 24/7 and offers tips and solutions. This resource is available for adults and teens. The messages last for two weeks, before the smoker quits, and six weeks after the smoker quits. To sign up for services, send the text message, QUIT to 47848. The service can also help by texting key words to 47848. The Keywords are CRAVE, MOOD, and SLIP. It will give tips based on what the keyword is. A sample message is, "Cravings are tough, but you can do this. Avoid big triggers for now and focus on beating smaller ones. Practice makes perfect." The service asks a weekly status update, so a smoker can change their quit date, or start over if relapsed. Cell phone numbers are not linked to identifiable information, so the user remains anonymous.



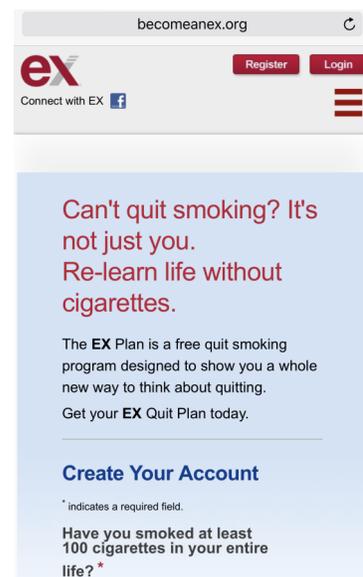
LiveHelp online chat

The National Cancer Institute operates the LiveHelp web-based chat line to help people quit smoking. LiveHelp is available from 5:00am-8:00pm Pacific Standard Time. In order to use LiveHelp, the computer must be using Internet Explorer 7 or newer. LiveHelp is a one-on-one service with a specialist from the National Cancer Institute. The specialist will answer your questions about quitting. The chat is completely anonymous and confidential. Services can also be accessed by telephone from 5:00am-5:00pm Pacific Standard Time at 1-800-4-CANCER. The website is https://livehelp.cancer.gov/app/chat/chat_launch.

Become an Ex

This resource is managed by Legacy for Health and Mayo Clinic. Become an Ex allows people wanting to quit to relearn habits, without cigarettes. It helps the smoker develop a customized plan for quitting. There is a community of ex-smokers on the website, so the person quitting is able to go to different groups and get support from people that have successfully quit and vent about their problems with quitting. It is an easy to use website, and takes into account many factors as to why a person is quitting smoking in order to help personalize their quit plan.

This resource can be accessed at <http://www.becomeanex.org>.



American Cancer Society

The American Cancer Society has several resources for quitting commercial tobacco. There are printable guides for quitting smoking and/or quitting smokeless tobacco. There are also several resources for cravings and tough situations, tobacco and cancer, secondhand smoke, smokefree communities, and do's and don'ts of helping someone quit smoking. In addition, the American Cancer Society in conjunction with Alere Wellbeing offers the Quit for Life Program. This program is an employer based program that assists employees with quitting. For more information on the American Cancer Society, go to <http://www.cancer.org/healthy/stayawayfromtobacco/index>.



American Lung Association

The American Lung Association offers Freedom From Smoking. This is an online group clinic, so people are able to work through their issues with tobacco individually and as part of a group. There is also support and counseling. The course is eight sessions that happen every two weeks. The work is geared towards making a quit plan, and following through on the quit plan. The basic course is free of charge. A premium course with access to more materials and social networking costs \$40. The course can be accessed at <http://www.ffsonline.org>.



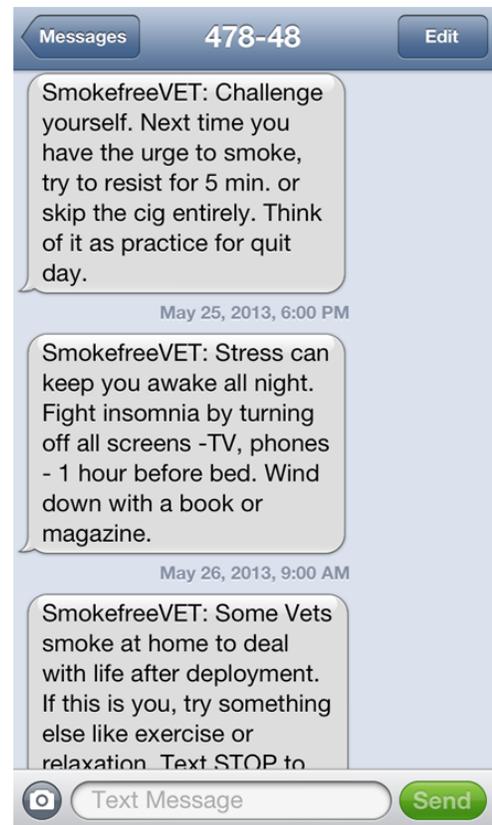
QUIT VET

QUIT VET is a quitline for armed services veterans that are enrolled in Veterans Health Administration services. Services provided are confidential individualized counseling, help setting up a quit plan, a relapse prevention plan, and four follow-up calls. There is no limit to how many times a veteran may call the quitline. The counselors are trained in smoking cessation. For veterans that are in crisis, there are warm transfers to the Veteran's Crisis Line. They can not give out smoking cessation medications, but will refer callers to their Veterans Affairs health care provider for smoking cessation medications. The quitline phone number is 1-855-QUIT-VET.



Smokefree VET

Smokefree VET is a text based quit service. It helps a veteran with messages of preparation and assessment two weeks before the quit date. After the quit date, it sends messages of encouragement, tips, support, and assessment questions. Follow-up assessments are also done at one, three, and six months to assess staying quit. Also, veterans can text keywords to 47848 for extra support and tips at anytime. Keywords do not subscribe a veteran to a service if they have limited or pay per text. Sign up for this service by texting VET to 47848 or by going to <http://smokefree.gov/VET>.



State Cessation Resources

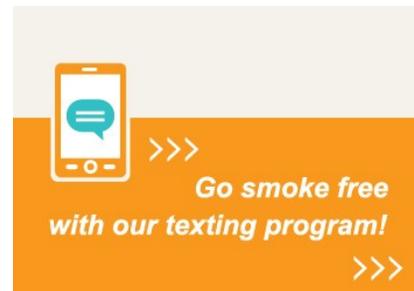
California Smokers' Helpline

The California Smokers' Helpline is the state quitline. A commercial tobacco user calls the quitline, and the quitline worker assists them with planning a quit date, things to do to prepare before the quit date, and relapse prevention through one-on-one counseling. They also provide self help materials and a range of other resources, including local resources. Referrals can be done via the telephone, web, or fax. The phone number is 1-800-NO BUTTS or 1-800-662-8887.



California Smokers Helpline TEXT

The Helpline also has a TEXT program. The texting program will text patients two weeks before their quit date to help them prepare and six weeks after the quit date to offer tips, encouragement, and strategies. Standard text messaging rates apply according to the commercial tobacco user's text plan. To sign up for this service, go to <http://nobutts.org/texting>.



California Smokers Helpline Local Resources

The Helpline has a web page that will list all the commercial tobacco cessation resources by county. Just click on the county you are located, and it will list the resources for that county. It can be found at <http://nobutts.org/CountyListings.aspx>.

The screenshot shows the website header with the logo 'CALIFORNIA SMOKERS' HELPLINE 1-800-NO-BUTTS' and navigation links: HOME, FREE SERVICES, FREE MATERIALS, FREE TRAINING, ABOUT US. A search bar is on the right. Below the header, there are buttons for 'SIGN UP FOR:' Telephone Counseling, Texting Program, Provider Referral, and Chat Now. Social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram are also present.

The main content area features a sidebar with orange buttons for: Tobacco Users, Friends and Family, Health Care Providers, Behavioral Health Professionals, Community Partners, Special Projects, and Additional Resources. A map of California is displayed with a green pin over the Sacramento area.

A teal box on the right says 'Ready to Quit?' and provides the phone number 'Call 1-800-NO-BUTTS (1-800-662-8887) or click here to enroll in free telephone counseling'.

The main heading is 'County Cessation Program Listings' with a sub-heading 'Local Resources'. The text below reads: 'Select the name of a county below to print out a list of local cessation resources. If you are interested in having your cessation program listed, please contact your local health department.' It also mentions 'Local Lead Agencies are responsible for updating the list of tobacco cessation resources in their county. To update your resources, please log in to manage your resources. If you do not know your user name and password, please email the Communications and Partner Relations Department.'

At the bottom, there is a dropdown menu for 'Select a County:' with 'Sacramento' selected and a 'Go' button. Below that, it says 'County Listings for Sacramento County - Printable PDF'.

California Smokers Helpline Web Referral

The Helpline does accept referrals through their website. While visiting with a patient, the healthcare provider can make the referral to the helpline on their computer. The healthcare provider enters the information of the office and the patient. The patient types in a number to verify that they consent. The helpline will then call the patient in 3-5 business days. The web referral can be completed at <http://www.nobutts.org/referral/>.

CALIFORNIA SMOKERS' HELPLINE 1-800-NO-BUTTS FOLLOW US: [f](#) [t](#) [in](#) [v](#) [e](#)

1. Provider Information

Parent or Umbrella Organization :

Referring Organization :

2. Patient Information

First Name :

Last Name :

Date of Birth : MM / DD / YYYY

Phone :

Alternate Phone :

Language :

- English
- Spanish
- Cantonese
- Mandarin
- Korean
- Vietnamese

3. Patient Consent

Please read the following to the patient or parent/guardian of the patient and check the box to indicate that the patient provides consent:

I give my permission for the above-named organization to share my (or my child's) contact information with the California Smokers' Helpline. I give the Helpline permission to contact me (or my child) to provide help to quit smoking or other tobacco.

Type the code from image:

28250286



Mobile Apps

There are many mobile apps available to help with quitting tobacco. Before recommending an app, take time to download it to your phone and play with the app to become familiar with it. This will help with recommending it to patients and community members. Below are some various apps and the phone platforms that they run on. Men's Fitness ranked these as the five best apps for smoking cessation.

Android

Quit Smoking

This app uses an individualized (one-step-at-a-time) program. It gradually weans the user off cigarettes and let's them compare their statistics with others.

Quit Now!

Quit Now! gives the user motivational tips, tracks time since last cigarette, and tracks how much money has been saved from not purchasing cigarettes. The app also shows the number of hours added to the user's life by quitting. It uses World Health Organization approved indicators showing that the user's health and life are improving which makes the app more user friendly.

Windows Phone

Kick Smoking

Kick Smoking has several functions. It allows users to fight cravings with a craving timer and tips. It also shows how much money has been saved by not smoking, how many cigarettes the user has avoided, and how health is improving. It has great graphics.

iPhone

Livestrong MyQuit Coach

MyQuit Coach has been tested and approved by several cessation specialists. MyQuit Coach helps the user develop their own quit plan either cold turkey or reducing the number of cigarettes gradually. It also allows users to connect via Facebook, Twitter, or Livestrong website with supporters and other people trying to quit.

Stop Smoking– Mindfulness Meditation App to Cessation Smoking

This app is based on research from Yale University. It provides guided meditation to relieve stress due to addiction. There is one free five minute counseling session. Additional sessions can be bought for \$0.99 or all sessions for \$1.99. Stop Smoking also allows interface with other users via Facebook and Twitter.



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Section 3:

California Rural Indian Health Board Media Resources

For more than 20 years, the California Rural Indian Health Board, Inc (CRIHB) has been involved with commercial tobacco prevention and cessation in California Indian Country. With past funding from the Centers for Disease Control and Prevention (CDC) and California Tobacco Control Program (CTCP), CRIHB has developed several commercial tobacco prevention and cessation resources. The following media resources are available from CRIHB.

Tobacco Education Videos

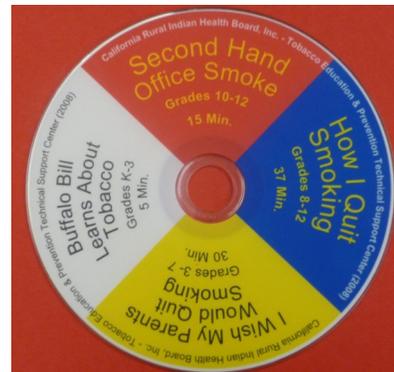
American Indian Youth Tobacco Education Films

Distributed by: TRXTR Productions

Year: 2008

Video Length: 1 Hour 27 minutes

- How I quit Smoking, 37 minutes
- I wish My Parents Would Quit Smoking: Grades 3-5, 30 minutes
- Buffalo Bill Learns About Tobacco: Grades K-3, 5 minutes
- Second Hand Office Smoke: Grades 10-12, 15 minutes



Synopsis: Four different short videos for K – 12, to meet the needs of all age groups

In A Good Way

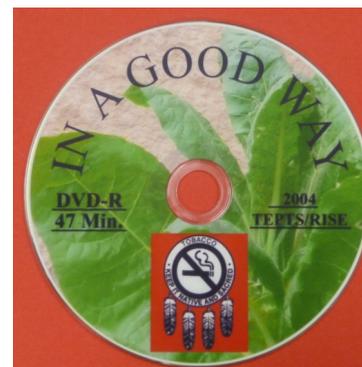
Distributed By: CRIHB

Year: 2003 TEPTS Program

Video Length: 47 minutes

Synopsis: The use and cultivation of Native American Traditional Tobacco. Native people throughout time have used traditional tobacco. Over the course of four centuries, tobacco products have been associated with Native Americans and the stereotypical images of Indians. Commercialization of Native Americans' sacred plant deviates the community from traditional use. Ceremonies begin with a prayer and end with a song. There is a movement among Native American communities today to reassert the place of the traditional tobacco in the spiritual life of the indigenous peoples and at the same time to stem the tide of commercial tobacco use among young Native people. Traditional Tobacco is grown in Alturas, CA. The video was made possibly by the collaboration of following communities and leaders.

- Lytton Rancheria of California
- Pomo Youth Group
- Leader: Dawn Gonzalez
- Traditional Dancers: Doris Marie Brinson
- Youth: Veronica Lopez
- Eleanor Dominguez
- Tule River Indian Community Youth
- Leader: Willie Carillo
- Chance Valdez –Paiute Shoshone
- Red Cloud Manuel
- Resources for Indian Student Education (RISE)
- Director: Dr. April Lea Go Forth (Ani-yv-wi"ya)



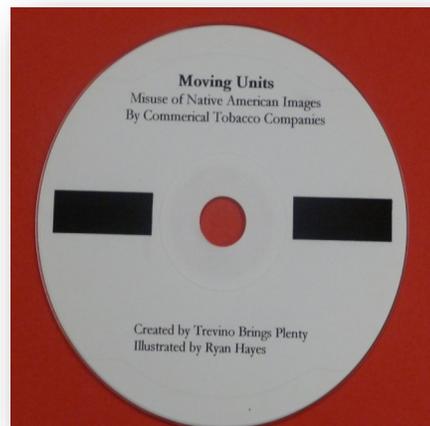
Moving Units (Misuse of Native American Images By Commercial Tobacco Companies)

Distributed By: CRIHB

Year: 2008

Video Length: 10 minutes

Synopsis: This film was created by Trevino Brings Plenty and illustrated by Ryan Hayes. It was made possible with the support from the Tobacco Education & Prevention Technical Support Center (TEPTS), a program of the California Rural Indian Health Board.



Tobacco Education & Prevention Technical Support Center

Distributed By: Northern California
Indian Development Council Inc.

Year: 2014

- Native Girl: August 26, 2009
- Tobacco First: August 23, 2009
- Whose Air is it: August 17, 2009

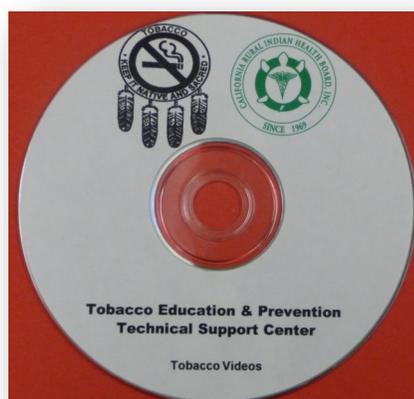
Synopsis:

Girls, woman and Asehmaa: The power
the woman has at her time.

Tobacco is always given first before
ceremony, meals, etc. Tobacco is given
out as a sign of respect.

Commercial Tobacco: Dominant society
wanting Native Americans to be just like
everyone else. Commercial Tobacco has
extremely large leaves, unlike traditional
Tobacco that has much smaller leaves.
Due to the additives the tobacco become
completely different.

Cartoon: Secondhand smoke, no smoking
pledge from the Aberdeen Area Tribal
Chairmen's Health Board, SD.



Tribal Tobacco Policies J 442d "Protecting our Communities"

Distributed By: Tobacco Education
Clearing house of California

Year: 2006

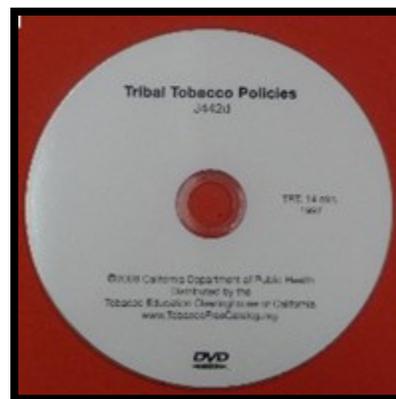
Video Length: 14 minutes

Website: www.TobaccoFreeCatalog.org

Synopsis:

- Native Tobacco plants, unlike processed Tobacco.
- Traditional Tobacco has a sacred purpose for CA Tribes.
- Tobacco can be used for healing, offering and opening prayers.
- Traditional Tobacco use is different in each Tribe, they have individual usage.

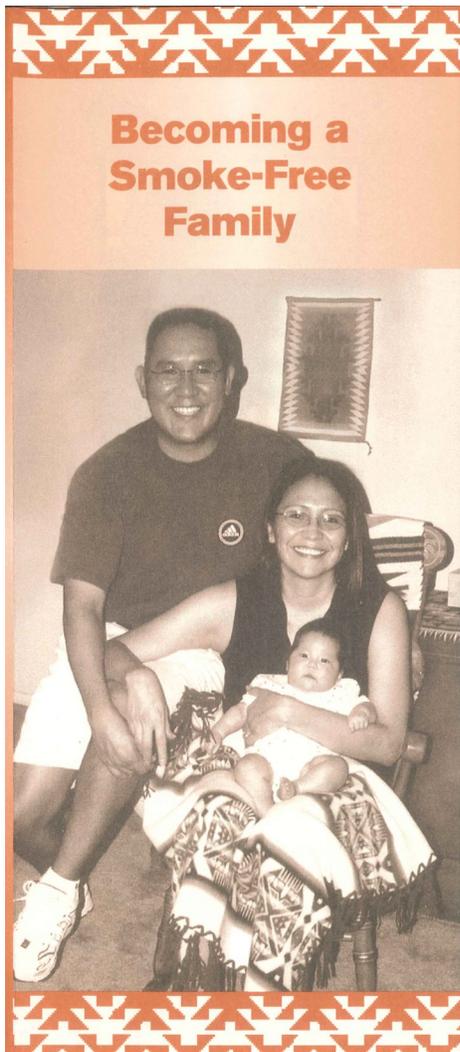
Second Hand Smoke is more harmful than what is inhaled because you don't have the filter, the chemicals exhaled are extremely harmful. Environmental Protection Agency has deemed cigarettes a Class A Carcinogen because it is cancer causing.



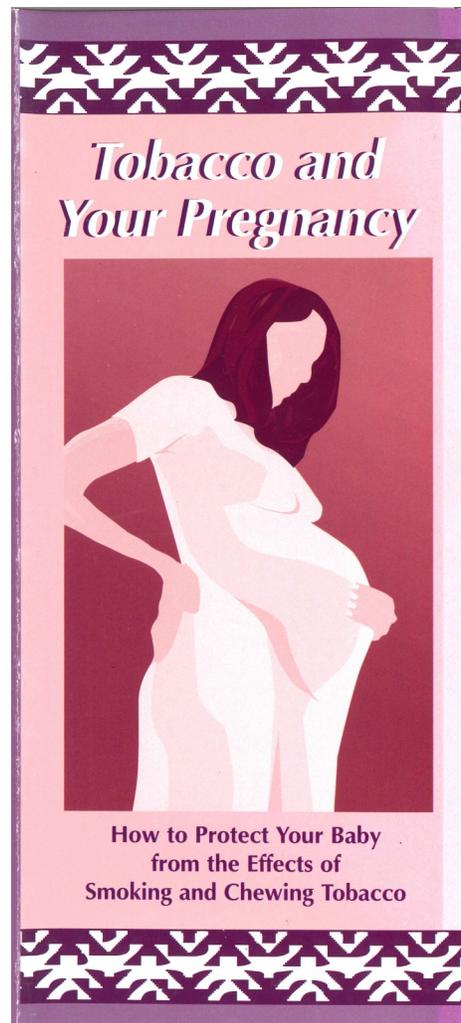
Health Effects: Lung Cancer, Nasal Cancer, Asthma, Low Birth Weight, Heart Disease, Bronchitis, Middle Ear Infections, and SIDS.

Commercial Tobacco abuse is now at epidemic levels among California Indians. An average of 2 out of 5 American Indians die from commercial Tobacco abuse. 53,000 deaths are due to second hand smoke among non-smokers. These distressing numbers call for stricter smoke and tobacco policies, especially around second hand smoke. It is up to us to make a choice to protect the health of our Tribes, Elders, and youth. It is up to us.

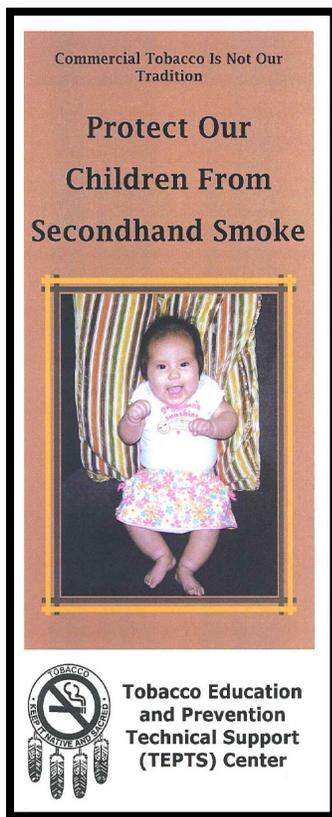
Tobacco Education Brochures



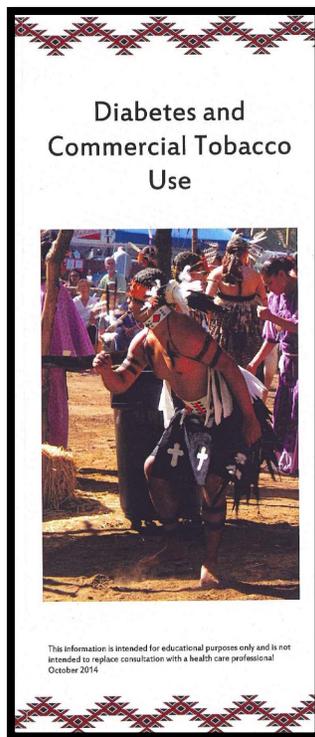
Becoming a Smoke-Free Family Brochure: This brochure provides information on the benefits of a smoke-free home. A smoke-free home leads to better health for everyone, children are less likely to start smoking, and the house is less likely to catch on fire.



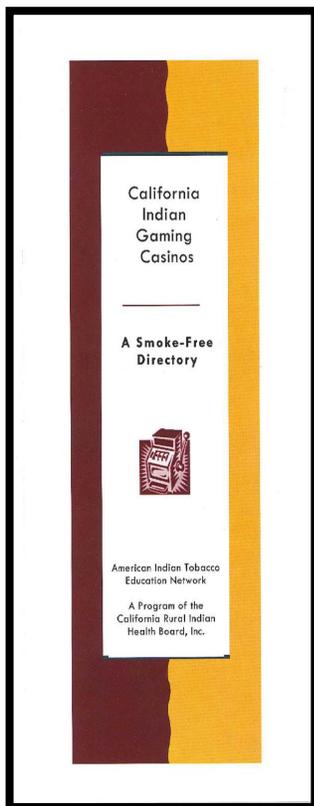
Tobacco and Your Pregnancy Brochure: This brochure provides information on the benefits of quitting while you are pregnant. Quitting smoking is beneficial for the mother and the growing baby.



Protect Our Children From Secondhand Smoke Brochure: This brochure explains what is secondhand smoke and why it is harmful.

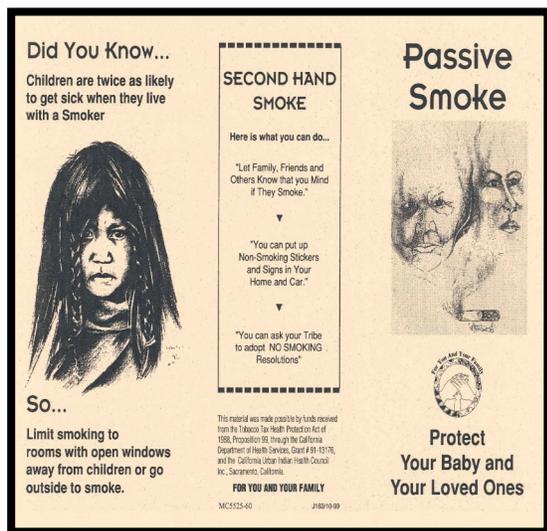


Diabetes and Commercial Tobacco Use Brochure: This brochure discusses tips for quitting tobacco and the importance for those with diabetes.



California Indian Gaming Casinos Brochure: This brochures urges casinos to respect traditional tobacco and provide a smoke-free environment for casino workers and guests.

Smokers Helpline: Folding cards for table top displays can be used to provide information on the increased risk of Sudden Infant Death Syndrome (SIDS) and crib death. Children and adults have an increased risk of illness due to secondhand smoke exposure.



Passive Smoke Brochure: Addresses the harms of secondhand smoke. It also provides information on decreasing exposure to second hand smoke especially in children.

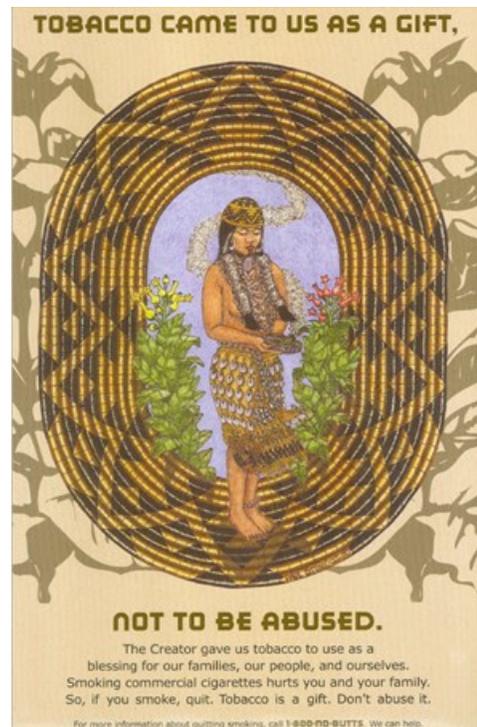
No Smoking door knob education



Tobacco Education Posters



Poster created to combat the use of American Indian imagery to sell tobacco products.



Traditional Pomo Woman using tobacco in a traditional way.

For a list of brochures and posters, please contact
Stacey Kennedy,
Deputy Research and Public Health Department Director/Nutritionist
Stacey.kennedy@crihb.org

Section 4: Centers for Disease Control and Prevention and Other Media Resources

The CDC has developed many media resources and campaigns to address commercial tobacco prevention and cessation. Many of their resources are free or low cost and in template form, so they can be customized to the community. These resources have been tested and shown to be effective. Media resources can be found on CDC's Media Campaign Resource Center webpage at <http://www.cdc.gov/tobacco/multimedia/media-campaigns/>.

Posters, Cards, and Toolkits

32 Circling Images

This is a full color ad with Dr. Patricia Nez Henderson promoting smoke free work places while acknowledging Tribal sovereignty and traditional tobacco.



Air is Life Window Decal

This window decal was developed by Southwest Navajo Tobacco Education Prevention Project. It depicts a skull inside the smoke from a cigarette.



Your Family is Important

This card was developed by CRIHB. It depicts a California Indian family and says, "Your family is important, keep them safe from secondhand smoke."



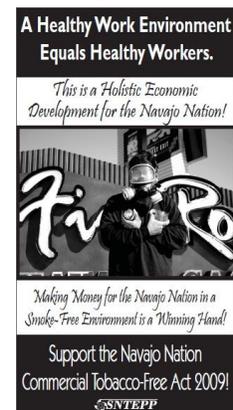
A Gift

This Card shows a Pomo woman in tradition dress and says, "Tobacco came to us as a gift, not to be abused."



Smoke Free Casinos– A Holistic Approach

This poster was developed by Southwest Navajo Tobacco Education Prevention Project. It talks about smoke free casinos creating healthier work environment and holistic economic development.



Are You a Secondhand Smoke Dealer?

This poster was developed by Southwest Navajo Tobacco Education Prevention Project. It depicts a blackjack dealer and says, "inhaling smoke for one hour is like smoking 10 cigarettes yourself."



Traditional Tobacco Inspirational

This contrast poster developed by the Great Lakes Inter-Tribal Council shows AIAN icons and how traditional use connects us with them, versus commercial use that ends in despair.



Too Proud to Smoke

This poster shows a young AIAN girl in a defensive stance and says, "Too Proud To Smoke! Live the tradition, not the addiction."



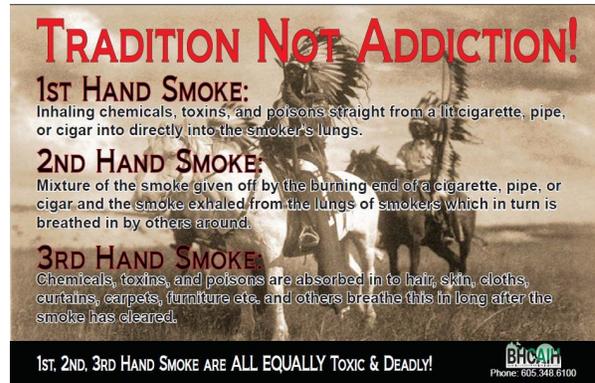
Tribal Health Crisis

This brochure is entitled *Restoring Balance and Harmony in our Communities*. It focuses on the dangers of smoking for AIAN, and it provides the number to the Quitline. It was created for AIAN in Montana, but can be adapted for use by other Tribes.



Tradition Not Addiction

This poster was developed by Black Hills Center for American Indian Health. It depicts the dangers of 1st hand, 2nd hand, and 3rd hand smoke.



We Are All in it Together

This fact sheet is in comic strip format. It depicts the effects of secondhand smoke on an extended AIAN family.



The Cherokee Nation– It Stops With Me Campaign

This ad campaign was developed by Cherokee Nation. Posters focused on the risks of commercial tobacco use and getting people to call the Quitline. The ad campaign also created posters on traditional use.



Traditional Tobacco Way of Life

This poster was developed by the Great Lakes Inter-Tribal Council. It shows the difference between traditional tobacco and commercial tobacco.



Traditional Tobacco Surrounds Her

This poster was developed by the Great Lakes Inter-Tribal Council. It depicts a young girl being shown a pocket of traditional tobacco and how it surrounds her with love and knowledge, versus the other side of being surrounded by commercial tobacco and secondhand smoke.



Smoke Free Event Toolkit

This toolkit was developed by the Native American Rehabilitation Association of the Northwest, Inc. The toolkit shows how to develop smoke free pow wows and other events.

http://smokefreeoregon.com/wp-content/uploads/2010/09/NARA_Event_tk_primaryevent.pdf.



Media Advertisement

Michael's Tip– TV Ad

Michael Patterson is Alaska Native and part of the TIPS campaign. He has Chronic Obstructive Pulmonary Disease. This ad focuses on Michael saying that if the doctor gives you five years to live, spend it sharing your love and wisdom with your children and grandkids, so they remember you.



Find Your Power

This TV ad depicts a Lakota elder concerned about commercial tobacco taking over traditional tobacco and her people being targeted by Big Tobacco companies.



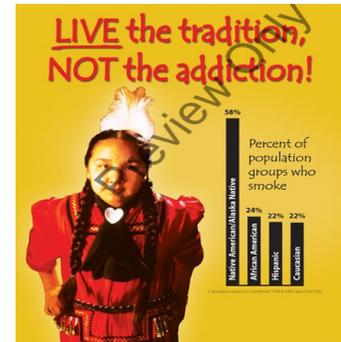
Benefits of Quitting-2016

This is a new social media post campaign, and more social media post pictures will be added. Each post will show a benefit of quitting smoking.



Live the Tradition

This ad is for newspapers and magazines. It shows a comparison of smoking rates for AIAN compared with other ethnicities.



Michael's Living Tip

In this radio ad, Michael Patterson discusses that since he only had five years left to live, he is called ghost walker by his people. His tip is to quit smoking and start living your life as a person, not a walking ghost.



194 American Indians

In this radio ad, an AIAN Elder talks about the death of 194 American Indians in the last year in Wisconsin due to smoking, and how the tobacco industry is killing his people. It is set with the backdrop of traditional music and ends with the number to the Quitline. The ad was developed by the Great Lakes Inter-Tribal Council.



Traditional Tobacco

This radio ad was developed by the Great Lakes Inter-Tribal Council. To the backdrop of traditional music, an Elder talks about the differences between traditional tobacco used as sacred medicine and for ceremony versus commercial tobacco.





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