



**KEEP IT SACRED**

NATIONAL NATIVE NETWORK



**Technical Assistance Webinar**

# Southwest Tribal Tobacco Coalition



## **Janna Vallo, MPA, CPS**

Commercial Tobacco Control and Prevention Coordinator  
Albuquerque Area Southwest Tribal Epidemiology Center

2017 Master of Public Health – University of New Mexico; Albuquerque, NM – Public Administration

2004 Bachelor of Arts – New Mexico State University; Las Cruces, NM - Psychology

## Southwest Tribal Tobacco Coalition

### **Janna Vallo, MPA, CPS**

Janna Vallo is from the Pueblo of Acoma, NM. She received her bachelors degree in psychology with emphasis in counseling and educational psychology from New Mexico University in 2004 and her masters degree with honors in public administration from the University of New Mexico in 2017. Janna is a certified prevention specialist and has been working with the Southwest Tribal Tobacco Coalition, first as a member in 2006, then in a leadership position, where she serves as chair from 2011 to today.



Janna was formally a commissioned officer for the FDA for tobacco advertisements. Janna comes from a background of building youth substance abuse prevention programs utilizing experiential education practices to build skills of resilience.

Janna currently works for the Albuquerque Area Southwest Epidemiology as the commercial tobacco control and prevention coordinator under the Good Health and Wellness in Indian Country grant. She works with the 27 tribes in the Albuquerque area to support their efforts around addressing commercial tobacco use in a way that is respectful and honors their ceremonial and traditional uses.

## Faculty Disclosure Statement

- Funding for this webinar was made possible by the Centers for Disease Control and Prevention DP13-1314 Consortium of Networks to Impact Populations Experiencing Tobacco-Related and Cancer Health Disparities grant. Webinar contents do not necessarily represent the official views of the Centers for Disease Control and Prevention.
- No commercial interest support was used to fund this activity.

## Accreditation

- The Indian Health Service Clinical Support Center is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.
- This activity is designated 1.0 contact hour for nurses.

## CE Evaluation and Certificate

- Continuing Education guidelines require that the attendance of all who participate be properly documented.
- To obtain a certificate of continuing education, you must be registered for the course, participate in the webinar in its entirety, and submit a completed post-webinar survey.
- The post-webinar survey will be emailed to you after the completion of the course.
- Certificates will be mailed to participants within four weeks by the Indian Health Service Clinical Support Center.

## Learning Objectives/Outcomes

By the end of this webinar, participants will be able to:

1. Differentiate between traditional and commercial tobacco and its use.
2. Build a community tobacco control coalition that provides cessation support for American Indian adults and youth who smoke cigarettes, and those who use other types of commercial tobacco.
3. Implement practices that incorporated meaningful participation from coalition members.



# Southwest Tribal Tobacco Coalition

Janna Vallo, MPA, CPS

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Albuquerque Area Southwest Tribal Epidemiology Center

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# Learning Objectives/Outcomes

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- Differentiate between traditional and commercial tobacco and its use
- Build a community tobacco control coalition that provides cessation support for American Indian adults and youth who smoke cigarettes, and those who use other types of commercial tobacco
- Implement practices that incorporate meaningful participation from coalition members



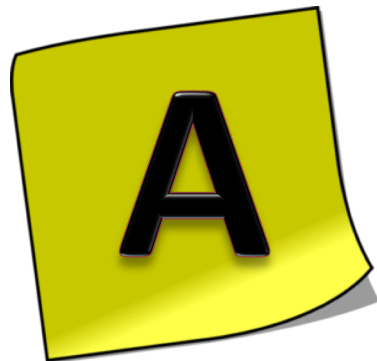
# Pop Quiz Instructions

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## Materials Needed

- Post-it Note or 4 small pieces of paper
- Marker

Label the 4 pieces of paper



**I logged onto this call with no problems**

**Hold paper  
up to your camera**

**OR**

**Chat in  
your answer**

**A**

**YES**

**B**

**NO**

# Coalitions



**A**

**I am running a coalition**



**B**

**I am a member of a coalition**



**C**

**Trying to start a coalition**



**D**

**Coalition support**

**Can explain the difference between  
Traditional and Commercial Tobacco  
to young people in your community**

**A**

**YES, with confidence.**

**B**

**NO, but I'm learning.**

**C**

**A little, still practicing.**



# Traditional Tobacco

## Tips for Traditional Tobacco Teaching

The honor of receiving this wisdom changes with every tribal community and respecting the process may help a tribal community to address commercial tobacco use.



Find a traditional teacher who has the honor to teach about traditional tobacco in that tribal community.

This traditional champion could be chosen from a variety of identified people within the community. Examples: A traditional leader, a community leader, an elder, a council member, or a medicine person.

Speak to a variety of community members and have multiple presentations from these different community teachers. This process respects multiple views and allows learners to experience various teaching styles.

Stay focused on commercial tobacco prevention messages and teachings unless advised by the community teacher.

This is not a one size fits all type of program. Make sure it is appropriate for these conversations to occur with the community before teaching about traditional uses of tobacco.



ALBUQUERQUE AREA SOUTHWEST TRIBAL EPIDEMIOLOGY CENTER

Many tribes emphasize the sacredness of the tobacco plant and its powers for prayer, healing or as an offering. The sharing of the tobacco wisdom is passed down through the generations. It ensures the continuance of their Native ways of life.



- Communicate with creator or spirit world
- To bind agreements between tribes
- Honor/welcome guest
- Blessing of food or crops
- Prayer for a good hunt
- Payment to a healer
- Prayer for people
- Offering to fire
- Medicine



We would like to thank the Southwest Tribal Tobacco Coalition Members, the Zia Health Task Force, NM Tribal CHR Programs, and the Native American Rehabilitation Association for providing information on traditional tobacco in this brochure.

To request copies, go to [www.aastec.net](http://www.aastec.net)

[www.aastec.net](http://www.aastec.net)

# Commercial Tobacco Resources

- CDC
- FDA
- Tobacco industry documents

<https://www.industrydocumentslibrary.ucsf.edu/tobacco/>

<https://www.fda.gov/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm527462.htm>

CENTER FOR TOBACCO PRODUCTS



## How a Cigarette Is Engineered

The design and content of cigarettes continue to make them attractive, addictive, and deadly.<sup>1</sup> Every day, more than 1,300 people in the United States die because of cigarette use.<sup>2</sup>



**Filter**<sup>3,4,5</sup>

- Typically made from bundles of thin, hair-like fibers.
- Designed to trap smoke, but only stops a small portion of the smoke from being inhaled.
- The filter (and ventilation holes) in most cigarettes may lead smokers to inhale more deeply, pulling dangerous chemicals farther into their lungs.

**Tipping paper**<sup>6</sup>

- Wraps around the filter, connecting it to the rest of the cigarette.
- **Ventilation holes**, if unblocked, dilute inhaled smoke with air.
- Manufacturers have chosen to place the ventilation holes where they are. The holes are largely ineffective. Because of their location, most smokers unknowingly block them with their fingers or lips.

**Cigarette paper**<sup>3</sup>

- Holds the tobacco filler.
- Manufacturers add chemicals to the paper to control how fast the cigarette burns.
- Smokers inhale everything that is burned—the tobacco filler, the paper... everything.

**Tobacco filler**<sup>7,8,9</sup>

- Made up of chopped tobacco leaves, stems, reprocessed pieces, and scraps.
- Dangerous chemicals can form in and be deposited on tobacco during the processing of the tobacco leaves.
- Other dangerous chemicals are created when the tobacco filler is burned.

**Additives**<sup>10,11,12</sup>

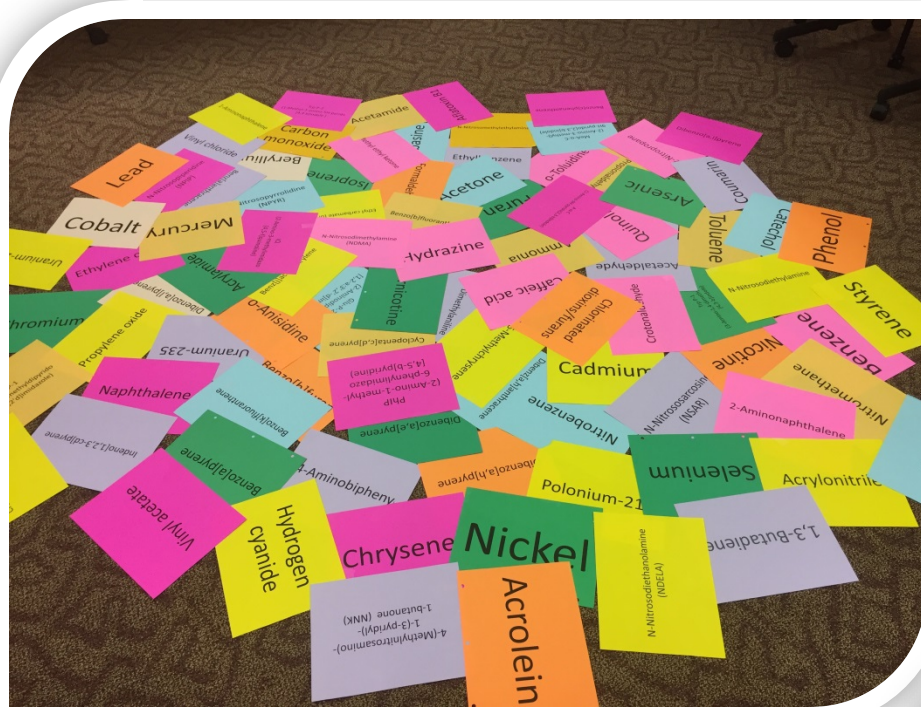
Manufacturers can **add hundreds of ingredients** to a cigarette to make smoking more appealing and to mask the harshness of smoke.

- Certain **additives**, like sugars, can form cancer-causing chemicals when they are burned. **Sugar** and **flavor\*** additives can change the taste of smoke and make it easier to inhale, but no less harmful.
- **Ammonia** and other **chemicals** added to tobacco may increase the absorption of nicotine, which is addictive. Some additives are **bronchodilators** that could increase the amount of dangerous chemicals absorbed by the lungs.

<sup>1</sup>In 2009, The Family Smoking Prevention and Tobacco Control Act banned characterizing flavors in cigarettes, except for tobacco and menthol flavors.

**FDA'S REGULATORY AUTHORITY:** The FDA Center for Tobacco Products (CTP) has broad authority, via the Tobacco Control Act, to regulate the manufacturing, distribution, and marketing of tobacco products. To protect public health, CTP has the authority to regulate what ingredients tobacco manufacturers can put into their products.

# 7,000 chemicals in Commercial cigarette smoke



**70 are known  
to cause cancer**





**Which of the following chemicals is not found in tobacco smoke?**

**A**

**Chlorine bleach**

**B**

**Rocket fuel**

**C**

**Nail polish remover**

**D**

**Barbecue lighter fluid**



The mission of the Southwest Tribal Tobacco Coalition (STTC) is to acknowledge and collaborate with tribal communities in honoring and respecting the sacred use of tobacco by educating people about differences between traditional and commercial tobacco and its use.

**Guide the audience along  
THEIR journey of change**

**Become the mentor  
in THEIR story**



*Out of the Ordinary*

*Unique experience*

*Something useful*

*Memorable*

# Play video



The mission of the Southwest Tribal  
Tobacco Coalition is to

# The Agendas



Southwest Tribal Tobacco Coalition  
Tuesday, August 28, 2018  
Albuquerque Area Indian Health Board  
Conference Room  
8:00 - 12:00 pm  
Breakfast Provided  
Mileage Reimbursement if needed

**-Mission Statement-**

To acknowledge and collaborate with tribal communities in honoring and respecting the sacred use of tobacco by educating people about differences between traditional and commercial tobacco and its use.

## Agenda

- Welcome
- Breakfast
- Intros & Program Updates
- Traditional Tobacco Presentation – Acoma Pueblo
- Traditional Native American Farmers Association – Clayton Brascoupe
- Data Workgroup Updates
- Materials Development Workgroup Updates
- IHS Health Promotion Disease Prevention Work Plan Activity
- TUPAC Funding Opportunity Update
- NMACT Update
- National Native Network webinar info
- Tobacco Policy Worksheet

For more information please contact  
Janna Vallo at [emailsttc@gmail.com](mailto:emailsttc@gmail.com) or (cell) 505-252-8509



Southwest Tribal Tobacco Coalition  
**Tuesday, January 30, 2018**  
Inn and Spa at Loretto  
211 Old Santa Fe Trail, Santa Fe, NM 87501  
1-6 p.m.  
Dinner Provided

**-Mission Statement-**

To acknowledge and collaborate with tribal communities in honoring and respecting the sacred use of tobacco by educating people about differences between traditional and commercial tobacco and its use.

## Agenda

- Welcome
- Intros & Program Updates
- Social Determinants of Health
- Flowers of Strength
- Break
- Advocacy, Lobbying, Policy Training at the State level
- Tribal policy and grassroots movements at a Tribal Community level
- Break
- TUPAC Updates
- Materials Development Subcommittee
- Data Workgroup Subcommittee
- Dinner

### **Wednesday Morning: January 31**

- 9:00 Press Conference at the Roundhouse (490 Old Santa Fe Trail, Santa Fe, NM 87501)  
- Will be outside
- 9:30 Breakfast Buffet- Hotel Santa Fe (1501 Paseo de Peralta, Santa Fe, NM 87501)
- 10:00 How to speak to your lawmakers
- 10:20 NMACT Supported Policies
- 10:50 Timeline of how to take action throughout the year, letter writing
- Walk back to capital and meet with law makers.
- 1:00 Lunch Provided (Room at Roundhouse will be announced at breakfast)

Registration Link for Activities on January 31<sup>st</sup>.

<https://www.eventbrite.com/e/2017-new-mexico-allied-council-on-tobacco-day-at-the-capitol-tickets-30857543744>

For more information contact Janna Vallo at [emailsttc@gmail.com](mailto:emailsttc@gmail.com) or (cell) 505-270-6118

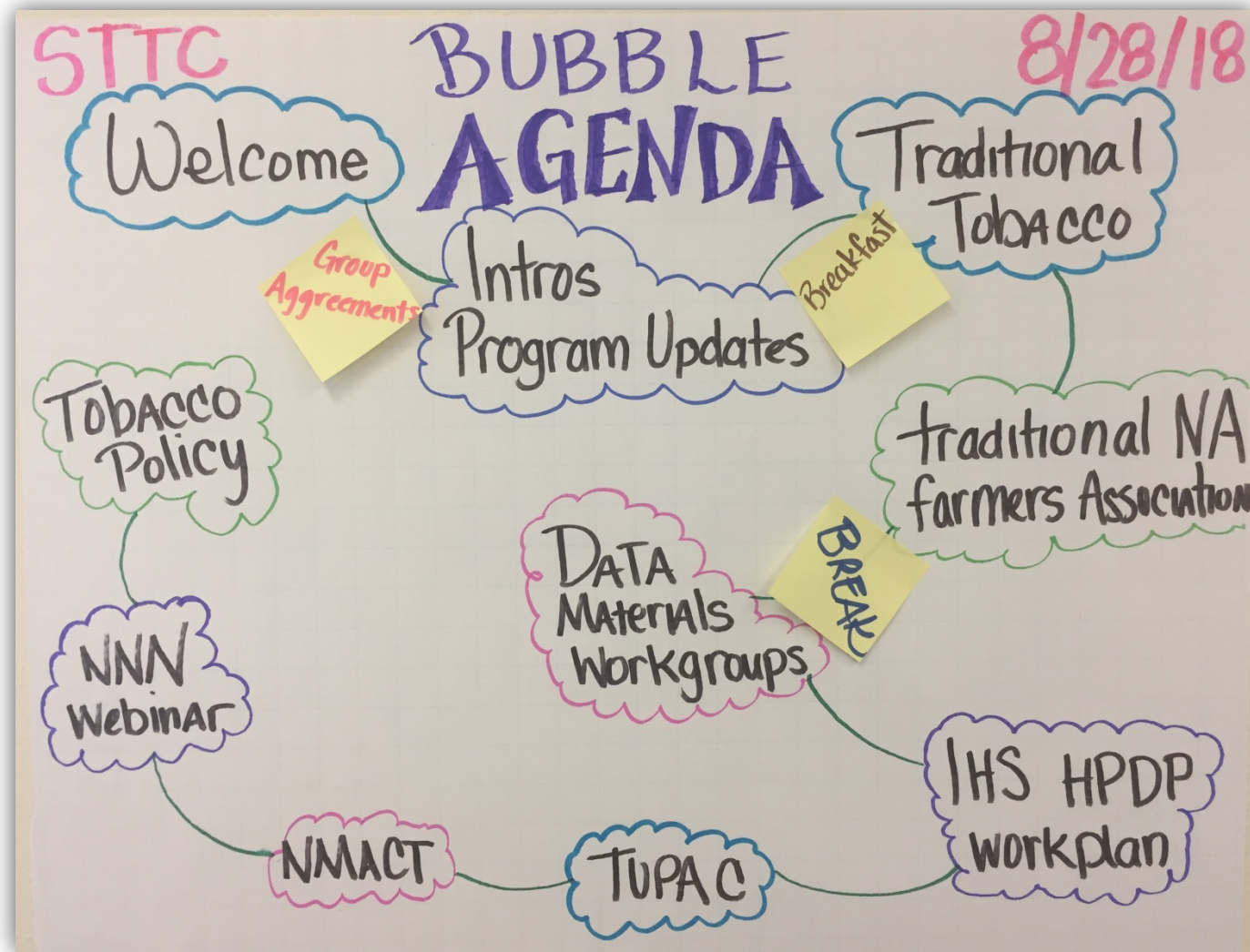
Lodging is available for those attending the Press Conference on January 31<sup>st</sup>.

To reserve your spot:

Please contact Delrae Peterson at 505-764-0036 or [dpeterson@aaihb.org](mailto:dpeterson@aaihb.org)

Delrae will contact you with hotel confirmation numbers. We will only cover your parking cost if you valet your vehicle.

# Meeting Structure





# Foundation

## GROUP AGREEMENTS

INTERACTIVE

fun  
inspirational  
productive

Cellphones on silent

listen to everyone

be receptive & accepting

no side conversations when someone is talking

physical activity

laugh

be respectful

plus +

activities when we moved around

all the material given

meeting new people

great facilitators

serious<sup>info</sup> but fun acting

get up quite a bit

food was good / catering

indian tea

Location

group agreements

main points on powerpoint

ti che exercise

matching activities


environment

small class / interact

furnish all the supplies

Water bottles

Everyone was respectful of everyone else

Delta 

hard time being the clinician

- demonstration would be helpful

real-life

temperature

# Rez Cafe

- ★ Learn More About Funding
- ★ More Info on <sup>Traditional Tobacco</sup>
- ★ Learn other Programs used
- ★ Training on <sup>to go</sup>
- ★ Learn other <sup>US</sup>
- ★ Digital <sup>ideas</sup>

host Digital storytelling workshop  
Study Intervention Smoke-free CASINOS  
Presentations from Palace Maos On their smoke-free story  
Policy Advocacy training  
elder/youth traditional tobacco summit (diff. tribes) → gathering on trad. tobacco types  
NM media literacy presentation  
Strategies to prevent e-juice poisoning  
Scene of SITC members (tribes programs, persons)  
Micro Presentation on community tobacco prevention (housing, logo marketing campaign)

Creating social marketing materials  
Education on legislative efforts/how to present to tribal leaders in plain language  
More materials for youth  
w/ tribal leaders to...  
classes on commercial...  
opportunities specific to tobacco...  
resources for youth, health or...  
materials on education...  
perspective/attendance...  
other tribe...  
tobacco  
Create a Youth Wellness Council (suicide, alcohol, tobacco use, prevention)  
Facilitation skills

VAPING - Eric Crisp's presentation  
Research materials/data on the dangers of secondhand smoke  
Networking time  
What other coalitions are out there? (how connect with them?)  
Resources + Potential Partners  
What's going on in NM? Tribes + Communities - regionally  
What's going on in Tobacco industry? - Live  
What training programs are available?

more traditional tobacco training  
SHARIT TRAINING TRAD. TOBACCO TEACHINGS  
NEW NETWORKS  
POLICY TRAINING  
LEARN ABOUT OTHER RESO  
E-CIGS  
LARNING NEW INFO ON COMMERCIAL TOBACCO  
More materials  
TIME TO INTERACT LINKS TO SAUGROU  
expense

# Topic Generator





# Adding other funding sources

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- Meetings
- Food
- Travel support
- Additional meeting support



# What the coalition cares about

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- Indigenous Data  
Sovereignty
- Appropriate materials

# Question Bank

What have we learned?

what information is useful to tribes?

How do we stay good relatives?



Many tribes emphasize the sacredness of the tobacco plant and its powers for prayer, healing or as an offering. The sharing of the tobacco wisdom is passed down through the generations. It ensures the continuance of their Native ways of life.



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3. LEND A HAND TO HELP REDUCE THE STRESS



SOUTHWEST TRIBAL TOBACCO COALITION PRESENTS:



4. ENCOURAGE AND CELEBRATE

5. STAY POSITIVE

2. LISTEN, ASK QUESTIONS, LET THEM TELL YOU THEIR SIDE OF THE STORY

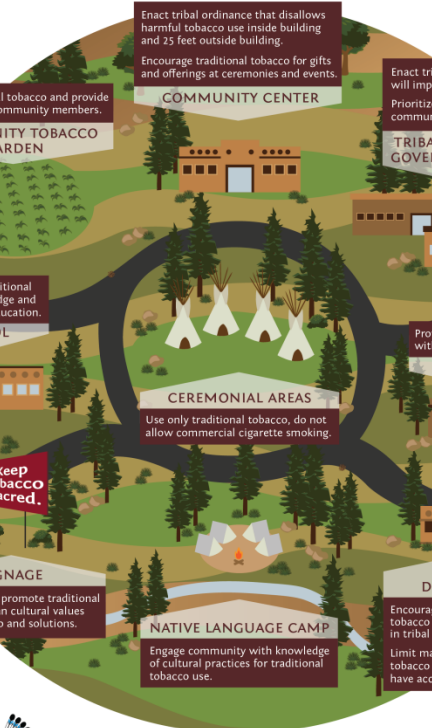
1. TELL YOUR PARENTS HOW YOU FEEL

HOW TO HELP YOUR LOVED ONE QUIT SMOKING

# SACRED TRADITIONAL TOBACCO FOR HEALTHY NATIVE COMMUNITIES

## A BALANCED COMMUNITY FOR HEALTH (SOUTHWEST REGION)

- ▶ Tribal leadership support & engagement
- ▶ Community engagement
- ▶ Cultural connectedness & healing
- ▶ Youth leadership & youth-led advocacy



Ceremonial area in this graphic is representative of the Apache tribe.



Ceremonial area in this graphic is representative of the Pueblo tribe.



Ceremonial area in this graphic is representative of the Navajo tribe.



**Tobacco Prevention funds support life-saving tobacco use prevention programs to:**

- Reduce youth tobacco use initiation
- Support smoke-free places
- Educate on disease prevention
- Help tobacco users get support to quit
- Develop smoke-free policies



# State-wide tobacco efforts

## Southwest Tribal Tobacco Coalition

### At the Roundhouse:

- Visit the office of your Senator or your Representative
- Sign in on their log
- Ask to speak to the Senator or Representative
- Use the Three W's
- Leave the "Leave-behind Card" with your info



<b>Who I am:</b>	My name is... I live... I am your constituent.
<b>Why I care:</b>	The work I do prevents youth from smoking and helps adults quit. This work is important because... For example, our program...
<b>What I'm asking:</b>	Tobacco use prevention programs are proven to reduce tobacco use. We are asking for level funding for these programs...

My Senator: Senator \_\_\_\_\_ Office Number \_\_\_\_\_

My Representative: Representative \_\_\_\_\_ Office Number \_\_\_\_\_

Info on the Visit: \_\_\_\_\_  
\_\_\_\_\_

If you have time, there are other legislators to visit.

These legislators make decisions about the budget including tobacco prevention funding.

Signed In	Spoke to	Info on the visit:
<input type="checkbox"/>	<input type="checkbox"/>	Senator John Saplen 416G
<input type="checkbox"/>	<input type="checkbox"/>	Senator William Burt 415A
<input type="checkbox"/>	<input type="checkbox"/>	Senator Sander Rue 415B
<input type="checkbox"/>	<input type="checkbox"/>	Senator Carlos Cisneros 325B
<input type="checkbox"/>	<input type="checkbox"/>	Senator George Muñoz 218A
<input type="checkbox"/>	<input type="checkbox"/>	Senator Steven Neville 109C
<input type="checkbox"/>	<input type="checkbox"/>	Representative Harry Garcia 413E
<input type="checkbox"/>	<input type="checkbox"/>	Representative Nick Salazar 413E
<input type="checkbox"/>	<input type="checkbox"/>	Representative Patricia Lundstrom 304B
<input type="checkbox"/>	<input type="checkbox"/>	Representative Kelly Fajardo 202A
<input type="checkbox"/>	<input type="checkbox"/>	Representative James E. Smith 204A



# HEALTHY COMMUNITIES HEALTHY WAYS



**Keep Tobacco Use Sacred**  
An eGuide for Tribal Communities



[www.aastec.net](http://www.aastec.net)



# **Thank You!**

# **Questions?**

**Janna Vallo**

**[jvallo@aaihb.org](mailto:jvallo@aaihb.org)**

**[emailsttc@gmail.com](mailto:emailsttc@gmail.com)**

**505-252-8509**



## Follow National Native Network Online



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