

Tribal Sovereignty and e-Cigarettes: Emerging Concerns



ANRF
AMERICAN
NONSMOKERS'
RIGHTS FOUNDATION



THE CANLI COALITION



ClearWay
MINNESOTA



KEEP IT SACRED
NATIONAL NATIVE NETWORK

- Funding for this webinar was made possible by the Centers for Disease Control and Prevention DP18-1808 Networking2save: National Network Approach to Preventing and Controlling Tobacco-related Cancers program. Webinar contents do not necessarily represent the official views of the Centers for Disease Control and Prevention, the Indian Health Service, or the Department of Health and Human Services.
- No commercial interest support was used to fund this activity.
- *There will be no CEUs or CMEs offered for this webinar.*

If you work for a company or corporation that cultivates, manufactures, or distributes commercial tobacco, e-cigarettes, or electronic smoking devices (including JUUL), please 'raise your hand' on the GoToWebinar Toolbar at this time.







CoCo Villaluz
Senior Community Development Manager
ClearWay Minnesota


CoCo Villaluz is a Senior Community Development Manager for ClearWay MinnesotaSM. CoCo is Hidatsa (Three Affiliated Tribes), Assiniboine (Montana), and Chamorro (Guam). CoCo has over eighteen years of experience in all phases of community development, capacity building and mobilizing. CoCo is one of the founding members of the Native American Tobacco Coalition of Montana (NATCOM) and has partnered with many diverse organizations. CoCo has participated on a FDA Stakeholders discussion for American Indian communities. Some of CoCo's proudest accomplishments include passing the Fort Peck No Smoking Resolution, being selected to present at The Auahi Kore (Smoke-Free) Conference in Aotearoa (New Zealand) and passing the Ohini Candi Wakandapi/Chani Wakan K/Nusa Commercial Tobacco-Free Ordinance for her home community. CoCo is the recipient of the National Indian Health Board 2016 Regional Area Impact Award for advancing American Indian and Alaska Native health.






Joshua Hudson
Program Manager
National Native Network/Inter-Tribal Council of Michigan


Joshua Hudson (Ojibwe) is a citizen of Bay Mills Indian Community, and currently lives on the shores of Lake Superior in Northern Michigan. Bringing over 10 years of experience, Joshua's work has centered on health, recovery, and healing intergenerational trauma. He currently serves as the Program Manager for the National Native Network (NNN), in addition to also serving as a Judge for Bay Mills Indian Community's Healing to Wellness Court and Court of Appeals. Joshua is a current Fellow of the W.K. Kellogg Foundation's Community Leadership Network, which is an innovative fellowship for local leaders to connect, grow and lead transformational change on behalf of children, families and communities.





Rae O'Leary
Coordinator
Canli Coalition/Missouri Breaks


Rae O'Leary, member of the Turtle Mountain Band of Chippewa and resident of the Cheyenne River Sioux Tribe conducts research and public health initiatives for Missouri Breaks in Eagle Butte, South Dakota. She will earn an MPH degree from the University of Minnesota in May 2019 and also holds degrees in Nursing and Respiratory Therapy. Her primary interest is to address social and behavioral determinants of health at an individual and community level so being American Indian is no longer a risk factor for poor health. Ms. O'Leary has led the Canli Coalition for the past 10 years, and it was her vision that influenced the CRST tribal council to pass one of the strongest comprehensive smoke-free air policies in Indian country.



Char Day
Program Manager
American Nonsmokers' Rights Foundation

Char Day has been involved in tobacco prevention and control for over 28 years (since 1991). She comes with a background in robust and successful coalition work, including work with disparate health populations, indigenous peoples and sovereign nations, numerous smokefree campaigns and developing curriculum and materials for education and advocacy.


Special Guest:
Terra Houska
Tobacco Control Health Educator
Great Plains Tribal Chairmen's Health Board



POLL QUESTION!

Tobacco Industry Exploitation of American Indians

CoCo Villaluz
Hidatsa/Assiniboine/Chamorro
Senior Community Development Manager
ClearWay MinnesotaSM



Honoring our medicines.




Exploitation and misappropriation of our medicine and images





www.trinketsandtrash.com



Tobacco industry marketing tactics

- Tobacco industry marketing tactics have incorporated American Indian culture and traditional tobacco since at least the 1930's.
- Documents revealed the use of American imagery such as headdresses and other cultural symbols in product branding and portrayed harmful stereotypes.
- E-cigarettes are not proven devices to help people quit commercial tobacco. They emit aerosol that contains nicotine, heavy metals, formaldehyde and other carcinogens and harmful chemicals.

O'Shea, O'Gara, Villaluz TC 2018 Tobacco Misappropriation; Goniewicz ML, et al.





Pinamiya

CoCo Villaluz
cvillaluz@clearwaymn.org
www.clearwaymn.org

E-CIGARETTES: WHAT WE DO WE KNOW

Joshua Hudson (Ojibwe)
 Program Manager
 National Native Network
 Inter-Tribal Council of Michigan

ARE E-CIGARETTES A CONCERN?

- Lack of scientific evidence that they're safe
- General lack of public concern over nicotine dosage; especially toward youth users
- Most smoke-free policies don't technically include e-cigarettes/electronic smoking devices/JUULS

E-CIGARETTES FOR CESSATION?

- The Food and Drug Administration (FDA) has **not** approved *any* e-cigarettes or electronic smoking devices (including JUUL) as a smoking cessation aid.
- Anecdotal and hearsay 'evidence' is often attributed, but there is not any scientific evidence that neither e-cigarettes nor electronic smoking devices aid in quitting smoking.

FEEDBACK:

What resources or types of tools would you most like to see relating to e-cigarettes?

(please type into the chat box!)

Mobilizing the Canli Coalition to Resist JUUL

Rae O'Leary, RN
 April 12th, 2019
 Tribal Sovereignty and E-Cigarette Companies:
 Emerging Concerns



MISSOURI BREAKS




Creating Opportunities for Health



ADVANCING COMMUNITY-LED AND TRIBAL PARTNERSHIP, DATA & IMPLEMENTATION

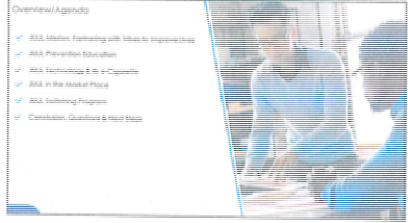


A Review of Tobacco Industry Documents

- Exploitation of tribal sovereignty, traditional use of ceremonial tobacco and poverty
- Advance ineffective Youth Smoking Prevention programs
- Charitable contributions and sponsorship
- Building alliances with tribal leaders to help improve their corporate image
- Point of sale tactics include:
 - Price reductions and promotional strategies
 - Coupons
 - Giveaways
 - Native American imagery and names

Lempert, Glantz. (March 12, 2018). *Nicotine & Tobacco Research*.

JUUL is using tactics out of Big Tobacco's playbook

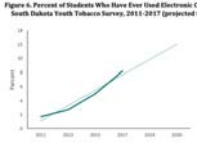
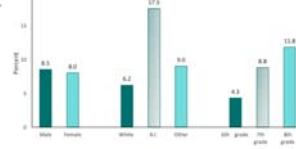
JUUL is using tactics out of Big Tobacco's playbook

- Give-a-ways to tribal decision-makers
- Offering money and free or low cost devices with a "switching program" for Tribes
- False claims about using e-cigs for cessation
- Harm-reduction approach
- Hiring tribal members
- Youth Smoking "Prevention" Programs
- Approaching national organizations
 - National Congress of American Indians
 - National Indian Health Board







Why resist partnerships with e-cig companies?







"Use of e-cigarettes can expose young people to nicotine. Nicotine can be highly addictive and can harm brain development. Nicotine use may also lead to the use of other tobacco or nicotine-containing products"
(Murthy, Vivek H, 2017)

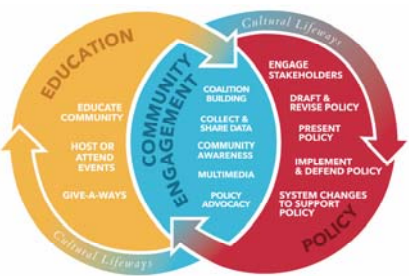





Tribal Community Response to E-Cigs

- Include e-cigs in smoke-free air policies
- Use culturally appropriate and/or FDA approved resources for tobacco cessation
 - American Indian Commercial Tobacco Program
 - State QuitLines
 - Nicotine Replacement Therapy
 - Cessation Medication
- Point of sale regulations
 - Ban sales
 - Flavor restrictions
 - Advertising restrictions
 - Price promotion restrictions
 - Taxation of e-cigs
 - Mandate warning labels (i.e. CA prop 65)
- Report violations to FDA
- Resolution against e-cigs

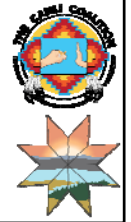
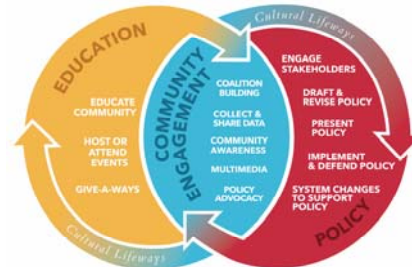
The Canli Coalition Framework to Mobilize Tribal Communities

The Canli Coalition Framework: Educate Community



The Canli Coalition Framework to Mobilize Tribal Communities



The Canli Coalition Framework: Coalition Building, Collect and Share Data



The Canli Coalition Framework to Mobilize Tribal Communities



The Canli Coalition Framework: Community Awareness, Multimedia



 **Canli Coalition joins the fight**



The Canli Coalition Framework to Mobilize Tribal Communities



The Canli Coalition Framework: Engage Stakeholders

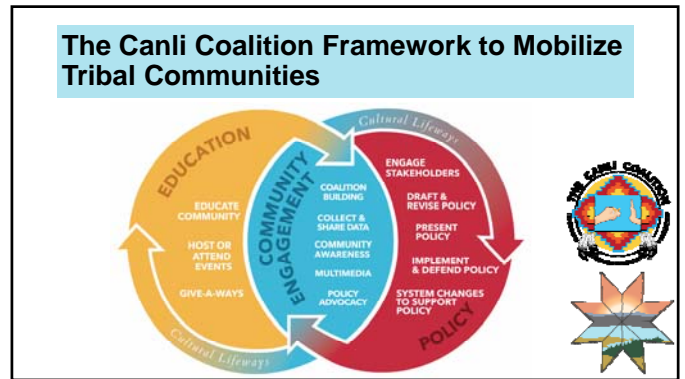
February 14, 2019

Chesapeake River Basin Tribal Leaders
 Canli Coalition of Chesapeake River
 Letter of Opposition - A.S.S. Smoking Program

Please find attached the following information regarding A.S.S.'s Smoking Program for Chesapeake River Basin. Please contact Ray O'Leary at 410-326-3300 if you have any questions.

Thank you.

Coalition Members, Pastors, Politicians, Campaigns for Tobacco-Free Kids
 1. American Lung Association
 2. American Cancer Society
 3. American Heart Association
 4. American Heart Association
 5. American Heart Association
 6. American Heart Association
 7. American Heart Association
 8. American Heart Association
 9. American Heart Association
 10. American Heart Association
 11. American Heart Association
 12. American Heart Association
 13. American Heart Association
 14. American Heart Association
 15. American Heart Association
 16. American Heart Association
 17. American Heart Association
 18. American Heart Association
 19. American Heart Association
 20. American Heart Association



Contact Information

605.964.1260
 rleoleary@yahoo.com
 www.missouri-breaks.com/
 @CanliCoalition
 www.facebook.com/CanliCoalitionOCRST/

American Nonsmokers' Rights Foundation

Char Day
 Program Manager

@ANR_Smokefree no-smoke.org

SECONDHAND SMOKE IS STILL DAMAGING LIVES

42% of U.S. Workers Are Not Protected From Secondhand Smoke.

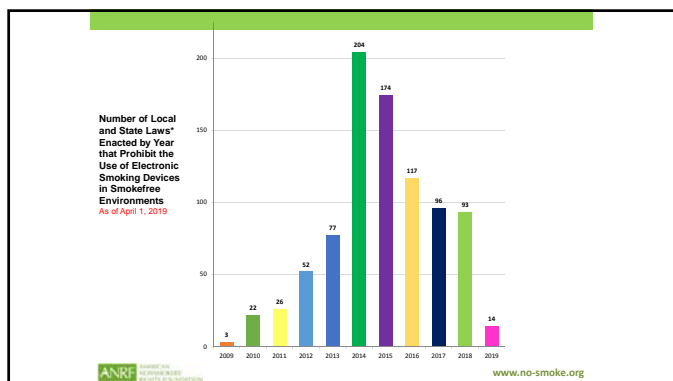
Take advantage of our expertise:

- ✓ Formed in 1976 – action-oriented program of policy and legislation
- ✓ Provide resources, best practices, support, tools and strategic planning
- ✓ Track industry or allied opposition tactics
- ✓ Assist with message development
- ✓ Illustrate policy trends via ordinance lists & maps

AMERICAN NONSMOKERS' RIGHTS FOUNDATION

NOT SAFE...

NOT JUST WATER VAPOR!



National, Regional and State Partners

- Letters of support to tribal health boards and councils
- Resources and materials
- Data runs on ESDs
- Draft resolutions
- Individualized T.A. & Support

ANRF AMERICANS FOR NONSMOKERS' RIGHTS
www.no-smoke.org

National, Regional and State Partners

KEEP IT SACRED NATIONAL SMOKEFREE NETWORK

ANRF AMERICANS FOR NONSMOKERS' RIGHTS FOUNDATION

ANRF AMERICANS FOR NONSMOKERS' RIGHTS
Helping you get tobacco control on your terms

Dear O'Leary, Ms. Mitchell-Brown, Research, PO Box 1824, 118 S. Willow St., Eagle Butte, SD 57623

Dear Ms. O'Leary,

On behalf of our members, Americans for Nonsmokers' Rights offers its support to the Cheyenne River State Nation for ENDS, smokefree and electronic cigarette (E-CIG) around fire environments. In addition, we strongly urge you not to partner with ANR in your efforts to support adult smoking cessation efforts. The proposed partnership with ANR would not only provide a company being investigated by the U.S. Food & Drug Administration (FDA) with uncorroborated data on tribal members, but also the potential to undo years of tobacco prevention programs on tribal lands.

ANR is a brand of e-cigarette that is shaped like a USB flash drive. Like other e-cigarettes, ANR is a battery-powered device that heats a mixture containing liquid to produce an aerosol that is inhaled. All ANR e-cigarettes have a high level of nicotine, a single ANR pod contains as much nicotine as a pack of 20 regular cigarettes. ANR is not an FDA-approved cessation device. Nevertheless, representatives and sales people from ANR are reaching out to encourage tribal nations to an effort to encourage promote their product as an effective cessation device. The truth is that they seek to increase use of their product amongst targeted populations including tribal members, which would actually increase nicotine addiction rates amongst adults and youth, and ultimately increase industry profits. Their goal is not public health, but rather to maximize profits by enabling product consumption throughout tribal nations.

Products manufactured by ANR have been shown to be especially attractive to youth because they come in fruity flavors such as mango, mint, and fruit and cream. Kids and teens that use e-cigarettes could be more likely to start smoking tobacco. ANR is expanding the number of youth and children addicted.

ANRF AMERICANS FOR NONSMOKERS' RIGHTS
www.no-smoke.org

Mock Tribal Resolution on ENDS - Microsoft Word

Mock/Draft Tribal Resolution on Electronic Smoking Devices and Tobacco Industry Partnerships

Resolution # _____

Title: Resolution on Electronic Smoking Devices and Tobacco Industry Sponsorships

WHEREAS, the _____ (name of tribe) is an Indian tribe as defined in Section 4 of the Indian Self-Determination and Education Assistance Act, Pub. L. 93-501, 25 U.S.C. 438b, and

WHEREAS, the _____ (name of tribe) hereby finds the cultural, spiritual, and ceremonial use of traditional tobacco is an integral part of traditional, native life, and

WHEREAS, the _____ (name of tribe) fundamental traditional and ceremonial use of traditional tobacco shall not be restricted; and

WHEREAS, American Indian people have the highest rate of commercial tobacco use in the Nation; and

WHEREAS, commercial tobacco use is the leading cause of preventable death and disease and American Indian people suffer serious health consequences including heart disease and cancer; and

WHEREAS, electronic smoking devices (ESDs) are not a proven smoking cessation device but are an alternative nicotine delivery device that will maintain or restore the habit, and can induce a new generation to nicotine and increase exposure from aerosolized ESD on negatively impact developing fetuses as well as teenage brain development; and

ANRF AMERICANS FOR NONSMOKERS' RIGHTS
www.no-smoke.org

WHEREAS, ENDS proponents are deceptively marketing the products to the public—especially to youth which is social media—as a “safe” alternative to smoking and as a way to quit smoking tobacco cigarettes and assist with devices attractive to youth; and

WHEREAS, according to the 2014 U.S. Surgeon General’s Report on e-cigarettes use among youth and young adults, ENDS are now the most commonly used form of tobacco by youth in the United States and 87% of ENDS users ages 12-17 use flavored products; and

WHEREAS, about 80% of youth and young adults who use ENDS are using them to quit smoking tobacco cigarettes; and

WHEREAS, E-cigarettes and tobacco industry companies are targeting tribes to engage in a partnership with them, making tribes with improved information to encourage the use of tribal members ENDS and tobacco use; and

WHEREAS, the health of our people is of utmost importance and American Indians have taken a lead in addressing health issues throughout the years;

NOW THEREFORE BE IT RESOLVED, the _____ (name of tribe) shall neither endorse nor engage any tobacco, ENDS or nicotine-related funding or sponsorship of events or activities, nor will this tribe partner with tobacco, ENDS or nicotine-related companies to further their goals or share information on tribal members.

CERTIFICATION

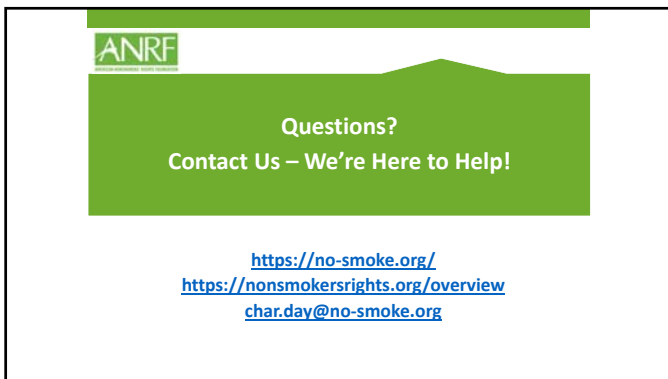
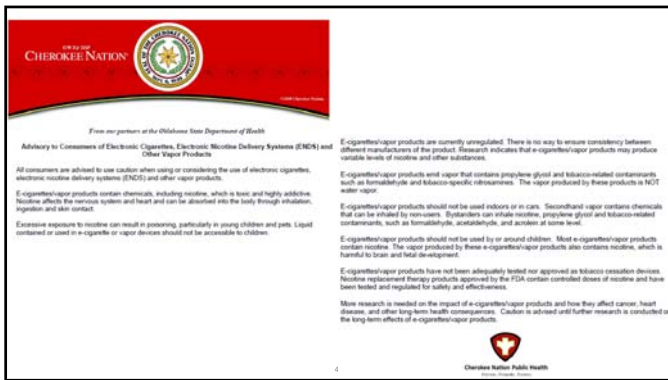
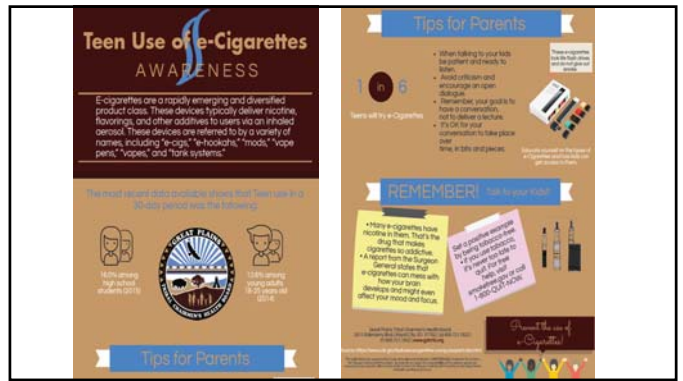
I hereby certify that the above resolution was duly adopted at a regular meeting of the Association on this _____ day of _____ (month), at which a quorum was present, with a vote of _____ for, _____ against, _____ abstentions, and _____ absent.

[Name], President Date _____

ATTENT:

[Name], Tribal Administrator Date _____

ANRF AMERICANS FOR NONSMOKERS' RIGHTS
www.no-smoke.org



PLEASE FOLLOW THIS LINK:

[HTTPS://DOCS.GOOGLE.COM/FORMS/D/E/1FAIPQLS CRT4-ZHP_XRBUEWW72FSEN6C9OOCI-WU65RCWPZFFTOE0OPQ/VIEWFORM](https://docs.google.com/forms/d/e/1FAIPQLS CRT4-ZHP_XRBUEWW72FSEN6C9OOCI-WU65RCWPZFFTOE0OPQ/VIEWFORM)

WE'RE HERE TO HELP!

Please download the contact information page in the handouts section!

Our organizations are happy to write letters supporting strong smoke-free air policies or e-cigarette denouncement, and we will be sure to work with our network of connections to help garner additional support!

Follow the Canli Coalition:

- Facebook.com/CanliCoalitionOfCRST
- @CanliCoalition
- www.missouribreaks.com

Follow ANRF:

- Facebook.com/American-Non smokers-Rights-Foundation-26775976971/
- @ANR_Smokefree
- www.no-smoke.org

Follow ClearWay MN:

- Facebook.com/ClearWayMinnesota/
- @ClearWayMN
- www.clearwaymn.org

Follow the NNN:

- Facebook.com/KeepItSacred
- @KeepItSacred
- LinkedIn.com/company/KeepItSacred
- Instagram.com/NNNKeepItSacred
- www.keepitsacred.org