



**KEEP IT SACRED**

NATIONAL NATIVE NETWORK



American Indian  
Cancer Foundation®



**Policy, Systems, & Environmental Changes for E-  
Cigarettes & Tribal Communities**

**Terra Houska, Oglala Lakota**  
Tobacco Control Consultant



**Policy, Systems, & Environmental Changes for E-  
Cigarettes & Tribal Communities**


**Julian Bear Runner**  
President  
Oglala Sioux Tribe



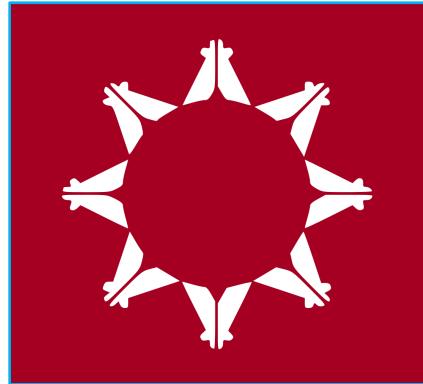
**NO CEs FOR THIS PRESENTATION**

# Faculty Disclosure Statement

- Funding for this webinar was made possible by the Centers for Disease Control and Prevention DP18-1808 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.



# Policy, Systems, & Environmental Changes for E-cigarettes & Tribal Communities



Presented by Oglala Sioux Tribal President, Julian Bear  
Runner and Terra Houska



# Overview

- Policy and System changes for the Oglala Sioux Tribe.
- Environmental changes; educate your community on e-cigarettes.
  - What is vaping?
  - CDC and FDA standing on electronic smoking devises
  - Why are vapes causing people to become ill and even killing them?



# Policy and Systems

- On September 24, 2019, the Oglala Sioux Tribal Council voted to ban e-cigarettes on the Pine Ridge Indian Reservation.
- Ban included:
  - Possession
  - Sales
  - Use
- What does this do for the people who live on the Pine Ridge Indian Reservation?





# Environment

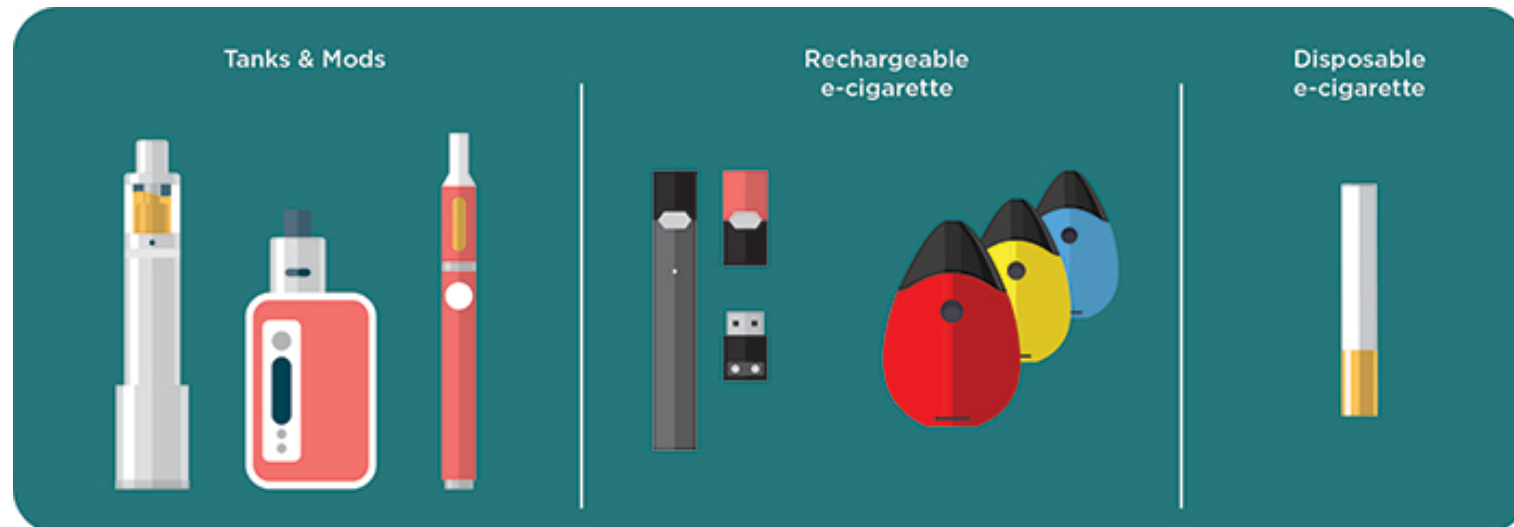
How do you change the Environment so people understand why it is important to implement these Policy and System changes?

## Education:

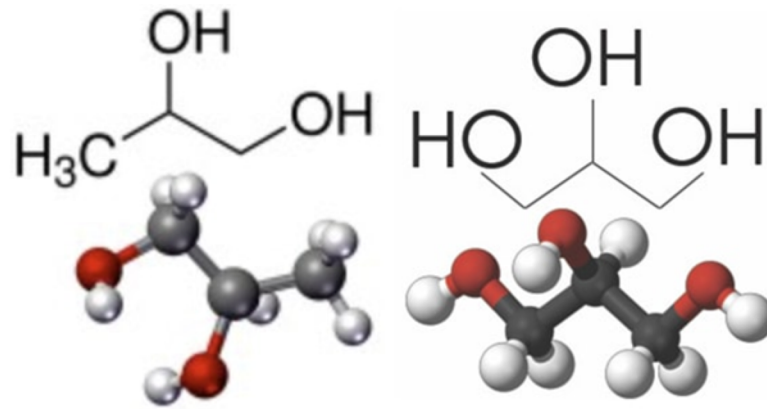
- Presentations
- Publications
- Events
- Newsletters
- Health Fairs

# What is vaping?

- Vaping is the act of inhaling and exhaling the aerosol, often referred to as vapor, which is produced by an e-cigarette or similar device. ... Vaping devices include not just e-cigarettes, but also vape pens and advanced personal vaporizers (also known as 'MODS').



# What is in e-cigarettes?



E-liquid is the mixture used in vapor products such as e-cigarettes and generally consists of propylene glycol, glycerin, water, nicotine, and flavorings. While the ingredients vary the liquid typically contains 95% propylene glycol and glycerin.

# CDC recommends Local, State, and Tribal Health Departments to inform people:

...They should not use THC-containing e-cigarette, or vaping, products, particularly from informal sources like friends, or family, or in-person or online dealers. While this investigation is ongoing, vitamin E acetate should not be added to e-cigarette, or vaping, products.”



[https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/severe-lung-disease/health-departments/index.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/severe-lung-disease/health-departments/index.html)

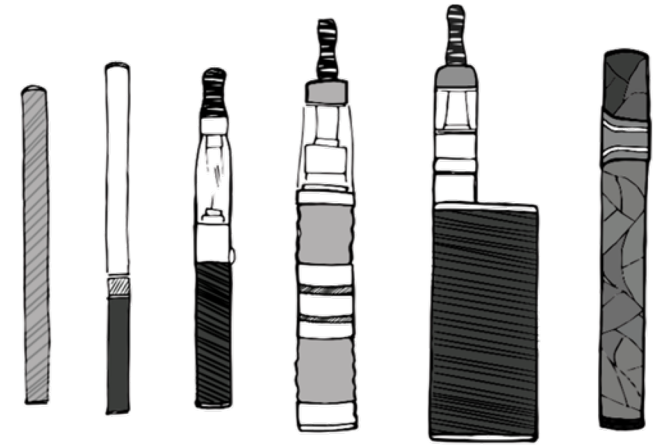


# FDA's Ned Sharpless, M.D., Acting Commissioner states:

“Despite the tremendous increase in the use of ENDS over the last few years, it is important to note that these products are still a relatively new class of products on the U.S. market. When FDA’s foundational “deeming rule” went into effect on Aug. 8, 2016, it gave the agency’s Center for Tobacco Products (CTP) regulatory authority over all ENDS, including e-cigarettes, vapes, e-liquids, e-cigars, e-pipes, and e-hookahs. Since late 2016, FDA has worked at maximal speed to regulate this rapidly evolving class of new tobacco products, but our policies and procedures in this area are still evolving.”

# 460 brands of e-cigarettes and counting!!

- The amount of brands for e-cigarettes show implications for product regulation.
- This study examines how the online market for e-cigarettes has changed over time: in product design and in marketing messages appearing on websites.
- Older brands were significantly more likely to claim that they were healthier and cheaper than cigarettes, were good substitutes where smoking was banned and were effective smoking cessation aids.
- Newer brands offered more flavors per brand and were less likely to compare themselves with conventional cigarettes.





# Why are e-cigarettes causing people to become ill?

- CDC has identified vitamin E acetate as a chemical of concern among people with e-cigarette, or vaping, product use associated lung injury (EVALI). Recent CDC laboratory testing of bronchoalveolar lavage (BAL) fluid samples (fluid samples collected from the lungs) from **29 patients** with EVALI submitted to CDC from 10 states found vitamin E acetate in all of the samples. Vitamin E acetate is used as an additive, most notably as a thickening agent in THC-containing e-cigarette, or vaping, products.
- 380 reported cases in the U.S.



# Great Resources:

- <https://www.cdc.gov/tobacco/about/osh/index.htm>
- <https://www.fda.gov/news-events/fda-voices-perspectives-fda-leadership-and-experts/how-fda-regulating-e-cigarettes>
- <https://keepitsacred.itcmi.org/>
- <https://no-smoke.org/>
- [www.gptchb.org](http://www.gptchb.org)
- <https://www.americanindiancancer.org/>





# What's next?

- E-cigarettes are not federally taxed because they are not a “tobacco” product. They contain a nicotine laced liquid.
- Ban or regulate e-cigs so we do not see them costing IHS millions of dollars in the future (like commercial tobacco).
- Educate! Educate all ages, e-cigs are still new and many are not aware of the health problems they will cause.



# Questions?

Terra Houska, tobacco control consultant

[terrahouska@gmail.com](mailto:terrahouska@gmail.com)

Julian Bear Runner, OST President

[president.bearrunner@oglala.org](mailto:president.bearrunner@oglala.org)

# Follow National Native Network Online



[Facebook.com/KeepItSacred](https://www.facebook.com/KeepItSacred)



[Twitter.com/KeepItSacred](https://twitter.com/KeepItSacred)



[LinkedIn.com/company/KeepItSacred](https://www.linkedin.com/company/KeepItSacred)



[Instagram.com/NNNKeepItSacred](https://www.instagram.com/NNNKeepItSacred)

[KeepItSacred.org](https://www.KeepItSacred.org)