



# Exploring New Trends in Tobacco Policy and Use in Indian Country

Wednesday, October 20, 2021

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Funding for this webinar was made possible by the Centers for Disease Control and Prevention DP18-1808: Networking2Save: CDC's National Network Approach to Preventing and Controlling Tobacco-related Cancers in Special Populations

# Opening Prayer

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Bernard Garcia  
*Pueblo of Acoma*

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**EXPLORING NEW TRENDS IN  
TOBACCO POLICY AND USE IN INDIAN COUNTRY**

**KEEP IT SACRED**

NATIONAL NATIVE NETWORK

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**TECHNICAL ASSISTANCE WEBINAR SERIES:  
CANCER RISK REDUCTION IN INDIAN COUNTRY**

# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

## **Ken Foster**

Director of Operations  
Meczka Marketing Research & Consulting

Ken Foster has worked at Meczka Marketing Research and Consulting (MMRC) for over 25 years as a data analyst and consultant under the tutelage of Michael Meczka. As Director of Operations at MMRC, Ken leads a research team specializing in customer satisfaction and retention for the casino industry. MMRC's breadth and depth of experience understanding the industry is unrivaled. During the company's 40+ years as consultants to the industry, over 1,000,000 individual quantitative interviews and 2,500 qualitative focus group sessions have been completed.



# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

**Andrew Klebanow**

Partner

Casinos Consultants Consortium (C3 Gaming)

1991 - Master of Professional Studies- Hotel  
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1975 - Bachelor of Arts- Sociology and History-  
New York University



# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

## **Andrew Klebanow**

Partner

Casinos Consultants Consortium (C3 Gaming)

Andrew Klebanow is the Partner at Casino Consultants Consortium. He brings nearly 40 years' experience in the casino industry with the past twenty years spent as a gaming consultant. He has completed assignments in jurisdictions throughout North America as well as in fifteen countries, including Vietnam, Cambodia, and the Philippines. Over the course of his career he has visited over 1,000 casino properties.

Andrew has authored over 150 articles in Indian Gaming Magazine, Global Gaming Business Magazine, Inside Asian Gaming and other trade publications. He also contributed academic papers to the Cornell University Hotel and Restaurant Quarterly, the UNLV Hospitality Journal, and the Asia Pacific Association for Gambling Studies and Lottery Research Center at Beijing Normal University. He is a periodic guest lecturer at Cornell University's School of Hotel Administration and has taught classes at the University of Nevada Reno's School of Continuing Education.



# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

## **Clinton Isham**

Tribal Relations Consultant  
Americans for Nonsmokers Rights Foundation

2014 – Bachelor of Science – Public Policy  
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Bay, WI

2012 – Associates in Arts – Sustainable  
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# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

## Clinton Isham

Tribal Relations Consultant  
Americans for Nonsmokers Rights Foundation

Since 2019, Clinton Isham has led a national campaign for commercial tobacco policies in Tribal governments and casinos as the Tribal Relations Consultant for the Americans for Nonsmokers' Rights Foundation. Between 2015-2019, Mr. Isham led a statewide commercial-tobacco prevention and control program for the 11 Tribes in Wisconsin. Mr. Isham is a proud alumnus of the Tribal college, College of Menominee Nation, and the University of Wisconsin - Green Bay and is a citizen of the Lac du Flambeau Band of Lake Superior Chippewa Indians.





# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

**Josiah Concho, BAEPD**  
Project Coordinator  
Keres Community Health

2019 – Bachelor of Arts in Environmental Planning  
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# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

## **Josiah Concho, BAEPD**

Project Coordinator  
Keres Community Health

Josiah Concho is Diné and from the Pueblo of Acoma. Josiah received his bachelor's degree in Environmental Planning and Design with a concentration in Community Regional Planning from the University of New Mexico and is currently the Project Coordinator for Keres Community Health. Additionally, Josiah is engaging New Mexico young adults to live commercial tobacco- and nicotine-free lives and providing secondhand smoke protection to tribal communities.



# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

**Hannah Bartol, B.S.**  
Program Manager  
National Native Network  
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2019 – Bachelor of Science – Health Administration  
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# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

**Hannah Bartol, B.S.**

Program Manager  
National Native Network  
Inter-Tribal Council of Michigan

Before joining the National Native Network, Hannah worked at Central Michigan University. She designed and administered cultural programming for the continuous education of Native American history and Native American health disparities. Hannah was a National Indian Health Board Policy Fellow 2019-2020. She worked closely with other fellows and program mentors learning to advocate for change in tribal health programs on the federal level.



# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

## 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.

# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

## Accreditation

The Indian Health Service (IHS) Clinical Support Center is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The IHS Clinical Support Center designates this live activity for 1 hour of *AMA PRA Category 1 Credit*™ for each hour of participation. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The Indian Health Service Clinical Support Center is accredited with distinction 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 each hour of participation.

# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

## 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 presented digitally upon completion of evaluation.

# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

## Learning Objectives/Outcomes

At the conclusion of this activity, the healthcare team will be able to:

1. Examine current AI/AN commercial tobacco use rates and new data reflecting tribal casino smoking preferences.
2. Build coalitions and engage with both Tribal communities and leaders to influence commercial tobacco public health policy.
3. Implement effective community smoke free policies that reduce the health risks associated with commercial tobacco exposure (or use).



# Overview of Commercial Tobacco Rates Among AI/AN

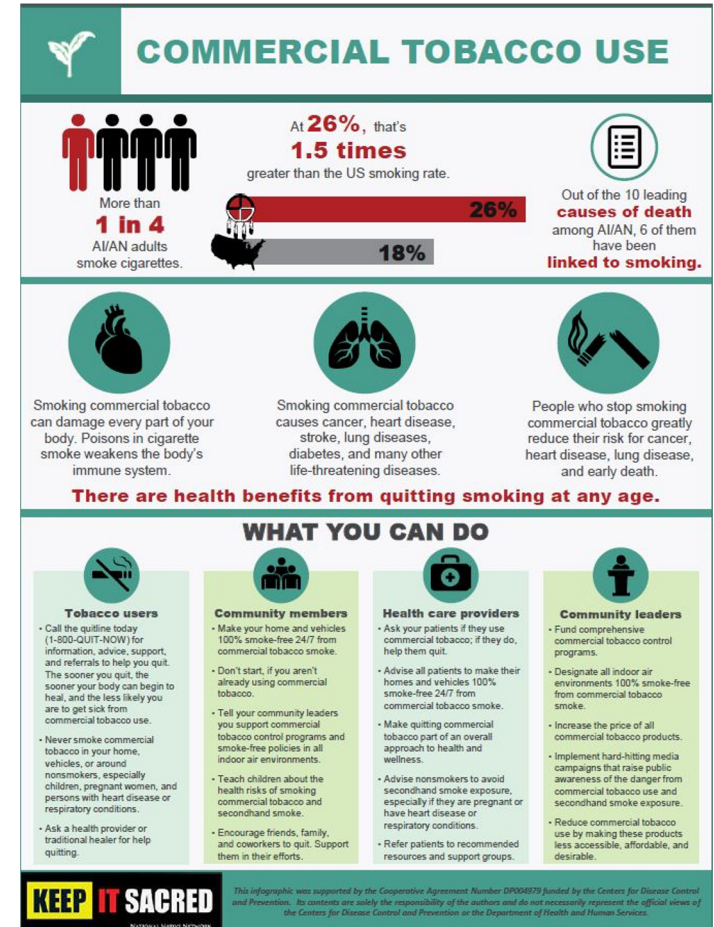
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Hannah Bartol  
*National Native Network*

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# Commercial Tobacco Abuse Impact

- High commercial tobacco use rates among American Indians and Alaska Natives are directly reflected in the disproportionate rates of chronic diseases in AI/AN populations.
  - Where six of the top eight causes of death are linked to smoking.
- The leading cause of cancer death among American Indian and American Native populations is lung cancer.
- Commercial Tobacco Use Infographic:
  - More than 1 in 4 AI/AN adults smoke cigarettes.
  - At 26%, that's 1.5 times greater than the US smoking rate.
- Out of the 10 leading causes of death among AI/AN, 6 of them have been linked to smoking.





# AMERICAN INDIAN ADULT TOBACCO SURVEY (AI ATS)

- Focused on commercial tobacco use, the AI ATS is a surveillance and monitoring tool developed by the CDC that utilizes culturally appropriate methods, including in-person interviews conducted by trained community members who recognize cultural uses of tobacco.
- The AI ATS is used by Tribes and tribal organizations to assess tribal community knowledge, attitudes, and beliefs about commercial tobacco use, smoking status, secondhand smoke exposure, other tobacco product use, and cessation efforts.
- Findings are used to develop Tribe-specific and regional profiles, track prevalence rates over time, and to design commercial tobacco use prevention and control programs and PSE approaches to address tribal community needs.

## AMERICAN INDIAN ADULT TOBACCO SURVEY (AI ATS) Cont.

- Based on region, commercial tobacco abuse prevalence among AI/AN varies, with the Southwest being lower and the Northern Plains being much higher.
- Smoking prevalence rates have been documented within certain Tribes as being greater than 70% using the American Indian Adult Tobacco Survey, which was developed by the CDC and Tribes to improve the quality of data collection among AI/AN populations who are underrepresented in national surveys.
- Tribe-specific data also documents smoking initiation beginning before age eight and regular smoking beginning during the tween and teen years.

# Smokefree Spaces In Tribal Communities

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Josiah Concho  
*Keres Community Health*

*Exploring New Trends in Tobacco Policy and Use in Indian Country*

# Smoke Free Signals Program

[www.SmokeFreeSignals.com](http://www.SmokeFreeSignals.com)

 @SmokeFreeSignals



- Commercial tobacco prevention and awareness in New Mexico
- Advocacy, Partnerships, and Health Education
- Resources

The background of the slide is a dark, monochromatic landscape. It features a range of mountains in the distance, with rolling hills and sparse vegetation in the foreground. A solid teal horizontal band is positioned across the middle of the image, containing the main title text in white. The overall mood is somber and contemplative.

# WHY DO SMOKEFREE ENVIRONMENTS MATTER?

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# Benefits

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- Improved air quality
- Health status
- Encourage others to quit







# POLICY IN YOUR COMMUNITY

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# What Policy Looks Like in Your Community

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# RECLAIMING POLICY

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# INSPIRE MODEL

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**Information** - educate yourself as much as possible through reliable literature sources, or state policies.

**Navigate** - make a plan that includes next steps or possible milestones needed to achieve your goals.

**Strategy** - determine your population and define your policy.

**Purpose** - create a clear, ideal outcome for your designated goals.

**Improvements** - establish a vision or action items for moving forward for the adaptation of your policy.

**Reward** - celebrate the wins no matter how big or small.

**Encourage** - involves your network of family members, friends, peers, and colleagues.



# Community Health Leadership Program

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# Pueblo of Zia - Diane, Vernon, and Judithe





# CHLP PROGRAM AND COVID-19

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# Smoking & Tribal Casinos

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Clinton Isham

*Tribal Relations Consultant, ANR Foundation*

*Exploring New Trends in Tobacco Policy and Use in Indian Country*



# 2021 National Indian Gaming Association Tradeshow

Panel- Smoking in casinos: Did we have it wrong?

*Photo taken by Richard N. Velotta*



# What did we know about smoking and casinos prior to the pandemic?

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Andrew Klebanow, C3 Gaming

# What did we know about smoking and casinos prior to the pandemic?

- A slot machine in a smoking area makes more money than a slot machine in a non-smoking area.
- In states that mandated casinos to go non-smoking, gaming revenue declined 3%-19% in the first year but recovered in subsequent years.
- The percent of adults who smoke stands at 14% today and has been trending downward for decades.

**Prior to the pandemic, several states instituted bans on smoking in commercial casinos. All saw declines in GGR the first year, but revenue eventually recovered**

Delaware (2003): -11.3%

Illinois (2008): -20.9%

Deadwood (2011): -5.0%

# What did we think we knew about smoking and casinos prior to the pandemic?

- We thought that smokers made up the majority of gamblers.
- We thought that smokers gambled more than non-smokers.
- We thought that if we implemented smoking bans, it would be economic suicide.

# Incidence of Smoking in Casinos prior to the Pandemic

A study conducted by Dr. Chris A. Pritsos, UNR in 2006 examined the percent of gamblers who smoked in Nevada casinos. At that time, 20.9% of US adults smoked. Today, it is 14%.

- Findings:
  - Overall, 22.6% of Nevada gamblers were identified as smokers
  - 21.5% of Las Vegas gamblers smoked
  - 22.6% of Reno/Sparks gamblers smoked
  - 17.0% of Lake Tahoe gamblers smoked
  - 36.5% of rural Nevadans smoked

N=17,723

# What did we learn about smoking and casinos during the pandemic?

- Approximately 160 Indian casinos implemented smoking bans during the pandemic.
- Tribes and commercial casinos that implemented smoking prohibitions did not see a diminution in gaming revenue. Almost all casinos are now enjoying near record revenues.
- The pandemic allowed tribes to push cigarettes out of the building with little or no measurable economic impact.
- Several tribes have announced that these bans will be permanent.
- No cannibalization.

# Limited Time Only Opportunity

- The pandemic has given all casino operators a limited-time-only opportunity to push cigarettes out of the building at no economic cost.
- Customers understand that there is a pandemic out there and smoking indoors probably does not promote a safe environment.
- All casinos will eventually have to implement smoking bans. They can do it now at no economic cost or do it some time in the future at some unknown economic cost.



# New Data Reflecting Pandemic Shifts in Tribal Casino Smoking Preferences

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**Ken Foster**, Director of Operations  
*Meczka Marketing Research & Consulting, Inc.*

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# Survey Objectives

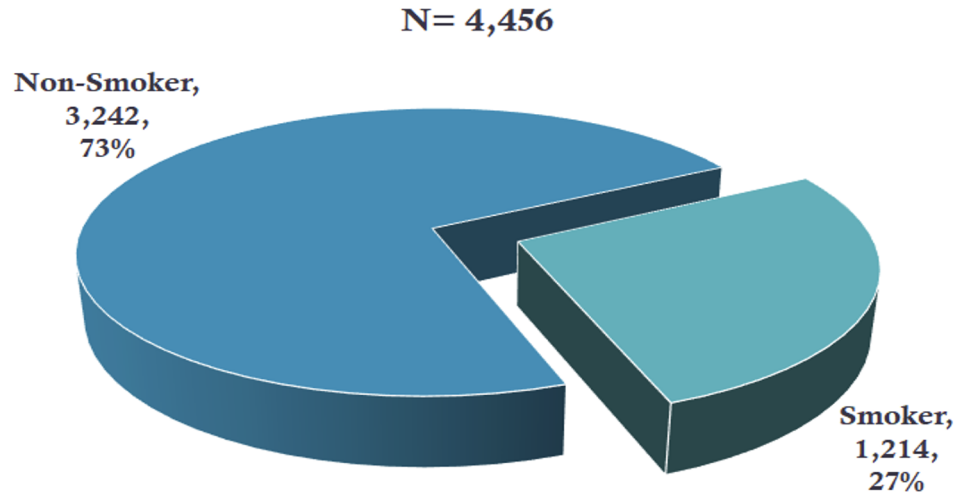
- ❖ In March of 2020, casinos across the nation were forced to shut down until about June of 2020 due to the Covid-19 pandemic.
- ❖ Upon casinos reopening, many casinos banned smoking and vaping in the casino in an effort to stop the spread of Covid-19.
- ❖ The purpose of this study was to better understand gaming patrons feelings towards the role of smoking in casinos after casinos reopened from the Covid-19 pandemic closure.

# Survey Methodology

- ❖ An online survey was conducted with gaming patrons who had returned to Native American casinos to gamble after casinos reopened from the Covid-19 pandemic shutdown.
- ❖ A total of 4,456 gaming patrons were interviewed.
- ❖ The data presented in the following slides will be shown in total and by those who consider themselves smokers or non-smokers.

# Smoker Vs. Non-Smokers

73% of the sample claimed to be non-smokers while 27% consider themselves to be smokers.



# Casino Visitation Decision Factors - Most Important

- ❖ Location is the leading decision factor for both smokers and non-smokers alike.

	Total (N=4,456)		Smokers (N=1,214)		Non-Smokers (N=3,242)
	%		%		%
Location/Close to Home/Work	36		41		34
Smoking is NOT Allowed	17		1		<b>23</b>
Free Play Offers	11		12		11
Competitive Gaming Machines	6		7		6
Players Club Program	5		5		5
Smoking IS Allowed	4		<b>13</b>		<1

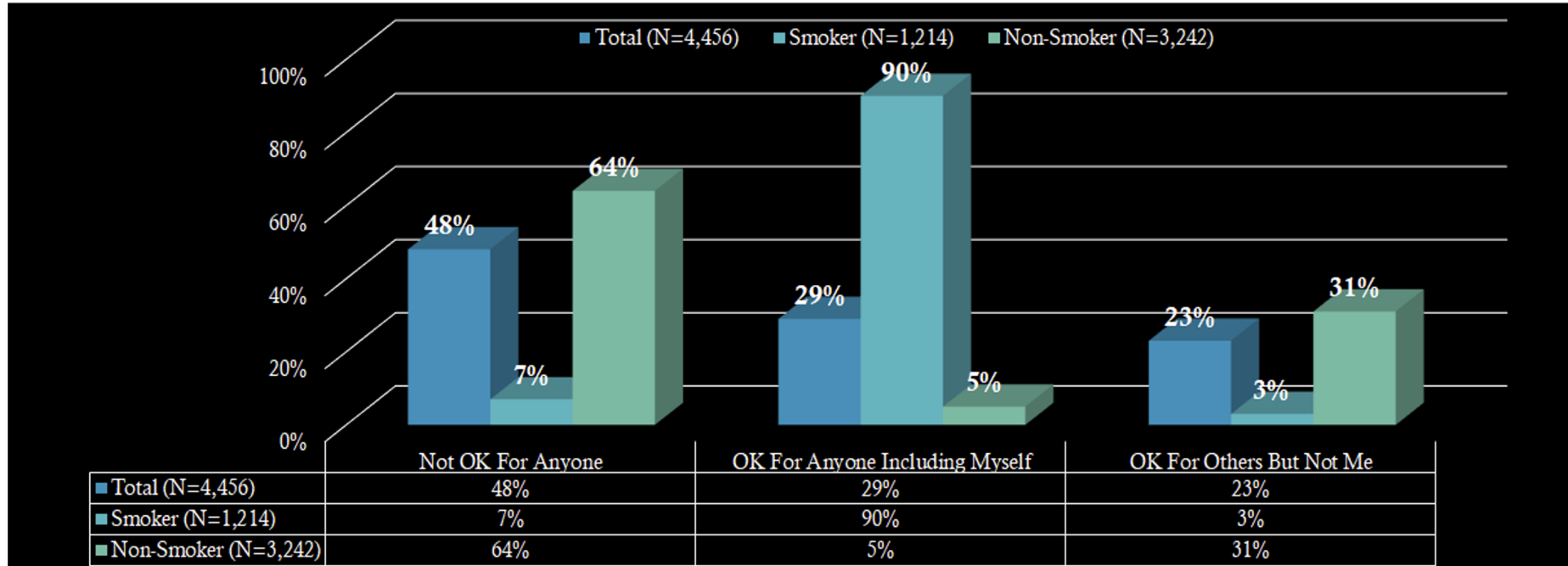
# Casino Visitation Decision Factors - Total Mentions

- ❖ Location/Close to Home followed by Free Play Offers are the main drivers of casino selection by both smokers and non-smokers alike.

	Total (N=4,456)		Smokers (N=1,214)		Non-Smokers (N=3,242)
	%		%		%
Location/Close to Home/Work	59		64		58
Free Play Offers	53		56		51
Smoking is NOT Allowed	36		6		<b>48</b>
Competitive Gaming Machines	30		29		31
Players Club Program	27		28		27
Smoking IS Allowed	13		<b>40</b>		2

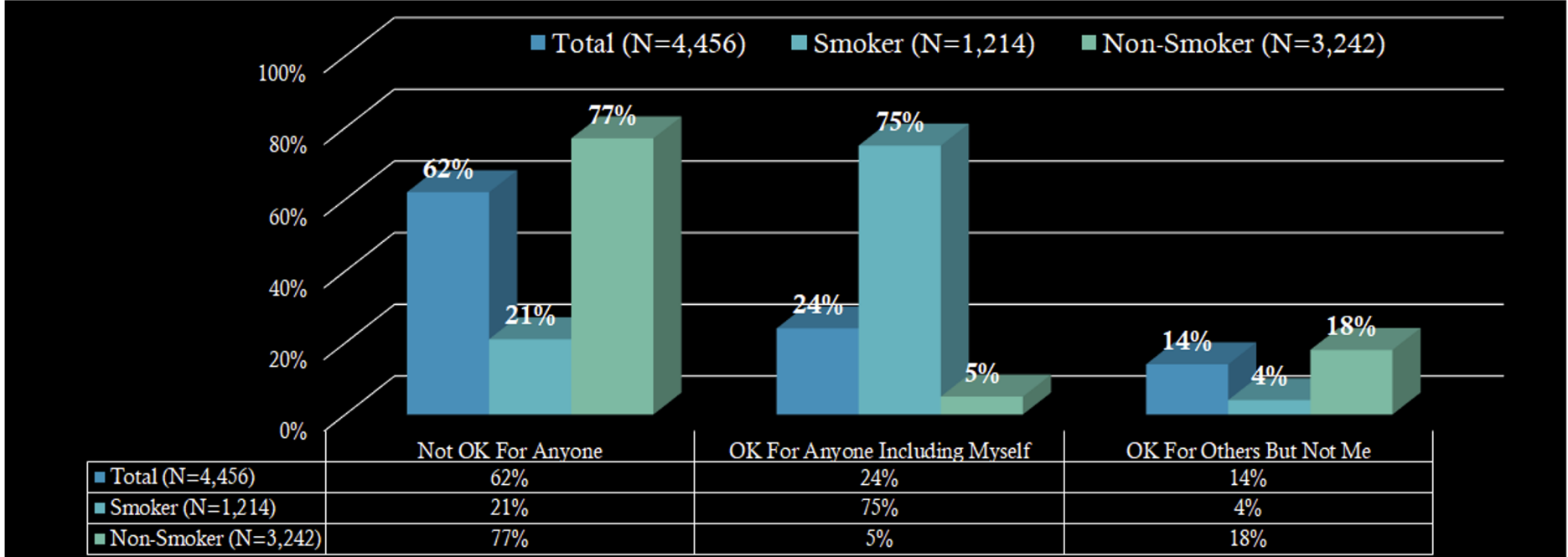
# Attitude Towards Casino Smoking - Pre-Pandemic

- ❖ Prior to the pandemic, more than half (52%) of the Total sample felt smoking in



# Attitude Towards Casino Smoking - After Reopening

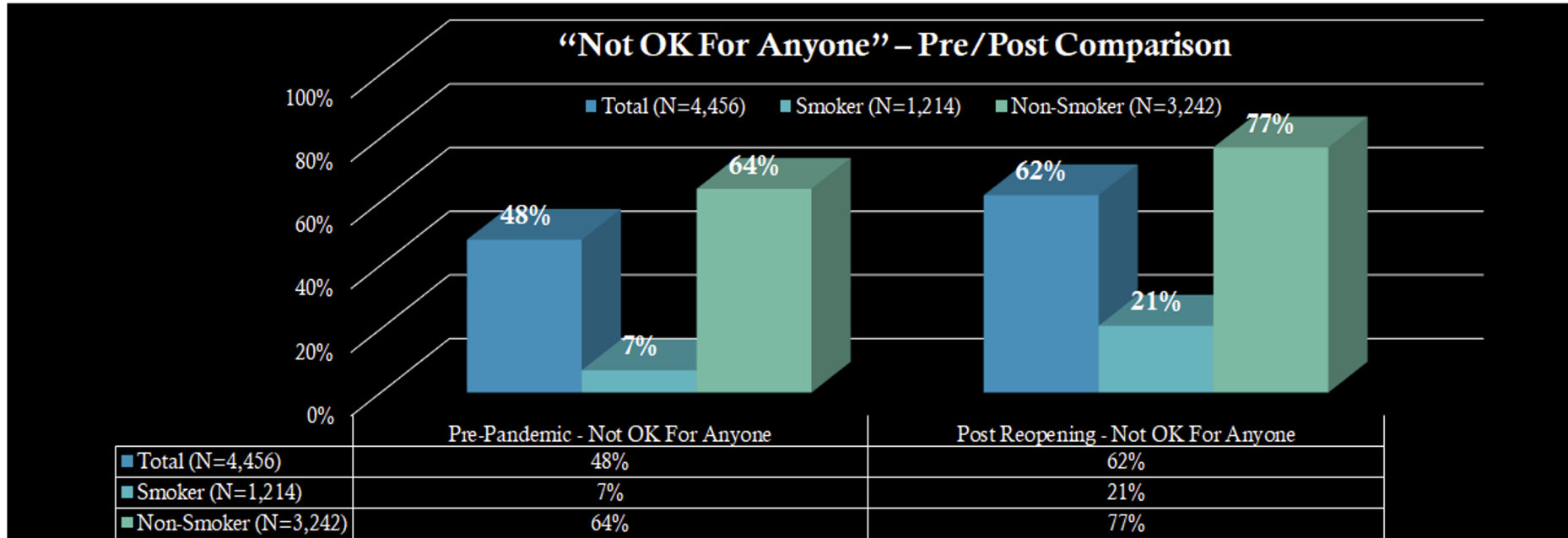
❖ Since casinos have reopened, more than 3 of 5 (62%) of the Total Sample believe





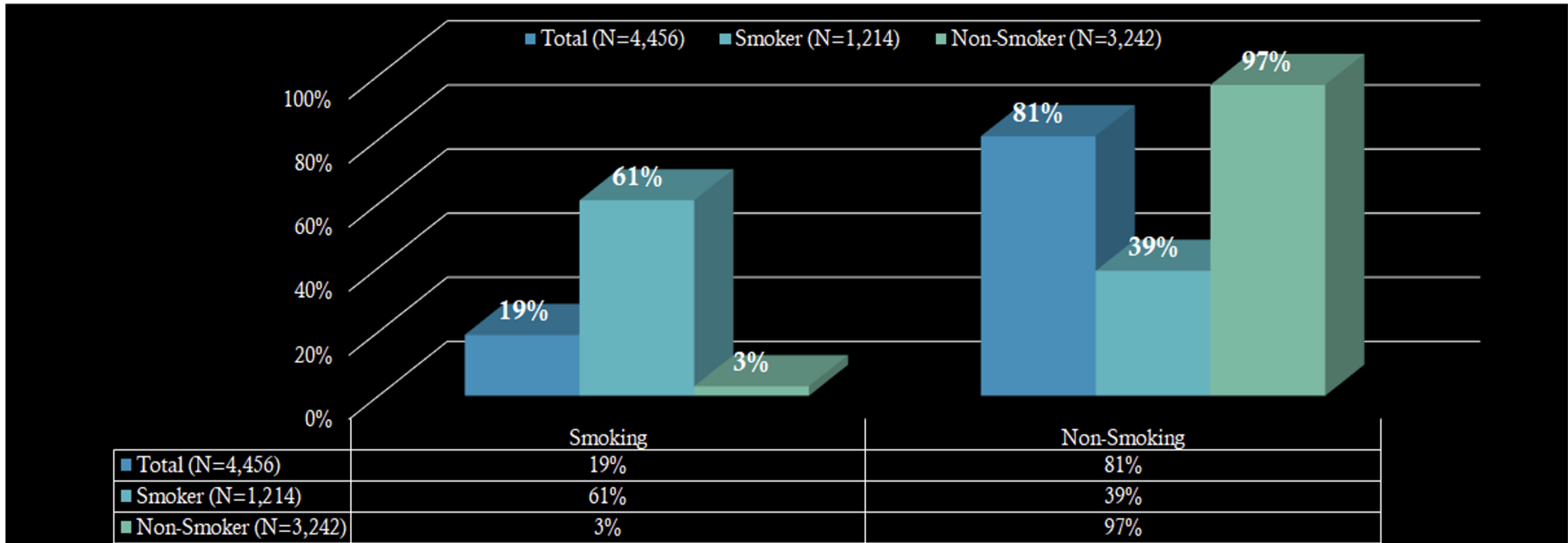
# Attitude Towards Casino Smoking - Comparison

- ❖ Whether it's Smokers or Non-Smokers, about 14% of each sample who accepted smoking in



# Preferred Casino Environment - Smoking/Non-Smoking

- ❖ 4 of 5 (81%) of the Total Sample prefer a non-smoking casino



# Statements From Self-Identified Smokers

- ❖ The following statements were made by self-identified smokers when asked if they had any additional comments about smoking in casinos.

*“Although I am a smoker, I enjoy the freshness of the non-smoking casinos. My husband and daughter DO NOT smoke and I appreciate that they don’t have to suffer for our habits!”*

*“As a smoker, I smoke less in the non-smoking casino. I find the casino much cleaner, not dirty ashtrays around. As a smoker I have the choice to smoke by going to the outdoor smoking area. Non-smokers don’t have a choice when the casino has smoking. In our changing world we all have our choices to make but I believe there should be equal rights for everyone. A smoking casino doesn’t give everyone an equal right.”*

*“As a smoker, I’ve adapted and really enjoy the smoke-free environment. I feel better and smell better after leaving.”*

*“At home I only smoke outside so I don’t harm my family so it only seems right that we should do the same for everyone. Especially your workers who don’t have a choice and have to work in that environment.”*

# Statements From Self-Identified Smokers

❖ Continued...

*“Going outside is fine with me. It smells better, even with good air filter systems. People used to flick ashes everywhere, staff seemed to struggle to keep up with over-full ashtrays. Not everyone is a smoker, so I’m sure that kept others away. It makes me smoke less, which is great.”*

*“I am a smoker but the health of the workers are more important than smoking inside.”*

*“I believe that the nonsmoking Casino environment to be more enjoyable. Smokers have an outdoor environment to use that satisfies the urge for most smokers. Nonsmoking environment feels, smells and looks cleaner. Also enhances the eating experience as it removes the interference of smoke while eating & conversation.”*

*“I do not go to a casino to smoke, I go to have fun.”*

*“I feel bad for the pregnant workers who have to inhale smoke for 6+ hours, I am sure that does damage to them and the baby and also all the workers included in the building who have to stand there and inhale cigarette smoke.”*



**Knowledge:** This mural was created from community members and stories of their vision of what health and traditional tobacco looks like in their communities. It was created in collaboration with artists Mario Henriquez (VOTAN) and Gregg Deal. This mural is located at the Minneapolis American Indian Center. This project is funded and supported by the Minnesota Tobacco Use Reduction Act in collaboration with the Native Youth Alliance of Minnesota and community members.



# Panel Discussion

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# Contact Information

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# EXPLORING NEW TRENDS IN TOBACCO POLICY AND USE IN INDIAN COUNTRY

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