

# American Indian Commercial Tobacco Program

## SUMMARY

In 2019, the Inter-Tribal Council of Michigan's (ITCM) Three Fires Comprehensive Cancer Consortium (CCC) Program increased its use of media to run culturally tailored tobacco digital ads which focused on cancer prevention through smoking cessation. The ads resulted in a significant response to **The Call to Action** to dial the American Indian Commercial Tobacco Program.

## THE BACKGROUND

The ITCM's Chronic Disease and Health Education Department uses Evidence-Based Interventions (EBIs) to support its work in a variety of projects including the Three Fires Comprehensive Cancer Consortium (CCC). Many of these interventions are selected from The Guide to Community Preventive Services<sup>1</sup>. In order to address the Three Fires CCC Tobacco Objective, The Guide's mass media intervention was selected: Using media-based efforts to educate current and potential tobacco users about the dangers of commercial tobacco use. The Guide also recommends the promotion of Tobacco Quit-Lines to deliver phone-based behavioral counseling for tobacco users who want to quit along with follow-up calls which are scheduled directly following initial contact<sup>1</sup>.

## THE NEED

Among many health issues faced by the Native American population, cancer has become an increasingly evident public health issue and is a leading cause of death<sup>2</sup>. Multiple health risk behaviours contribute to an increased risk of cancer, including the use of commercial

(manufactured) tobacco<sup>3</sup>. Data from the ITCM's 201 Tribal Behavioral Risk Factor Survey show that while 37.9% of Native Americans in Michigan are smokers; 56.3%, over half, have attempted to quit.

## THE APPROACH

The Inter-Tribal Council of Michigan (ITCM) combined recommended Evidence Based Interventions with a cultural community based approach.

In 2016-2017, the ITCM through previous funding from a variety of Federal and State partners invited four Michigan Native American community members to share their quit stories. These culturally appropriate tobacco quit stories were recorded in digital format and 30 second public service announcements and were aired on MI television stations.

The target population included women of child bearing age with a focus on cancer prevention and health equity related to commercial tobacco use. The digital story "Valorie's Story" was selected and provided increased air time along with boosted social media ads.



### Sources:

<sup>1</sup> The Guide to Community Preventive Services [Community Guide] (<http://www.thecommunityguide.org/index.html>)

<sup>2</sup> American J Public Health <https://pubmed.ncbi.nlm.nih.gov/24754660/>

<sup>3</sup> CDC: Risk Factors and Tobacco, (2019a,) [https://www.cdc.gov/cancer/risk\\_factors.htm](https://www.cdc.gov/cancer/risk_factors.htm)

## American Indian Commercial Tobacco Program (AICTP)

The mass media approach consisted of press releases, boosted social media posts, and increased television public service announcements included The Call to Action to dial the culturally trained counselors at the American Indian Commercial Tobacco Program (AICTP) at 1-855-372-0037. All media included positive messaging and smokers were encouraged to never give up quitting smoking. In addition, during the time that the media was run, Native Americans in Michigan who called AICTP received free nicotine replacement therapy including gum and lozenges.



**AMERICAN INDIAN**  
Commercial Tobacco Program

**CALLERS ARE SCREENED AND DIRECTED TO  
AMERICAN INDIAN TOBACCO CESSATION COACHES**

**1-855-372-0037**

### RESULTS

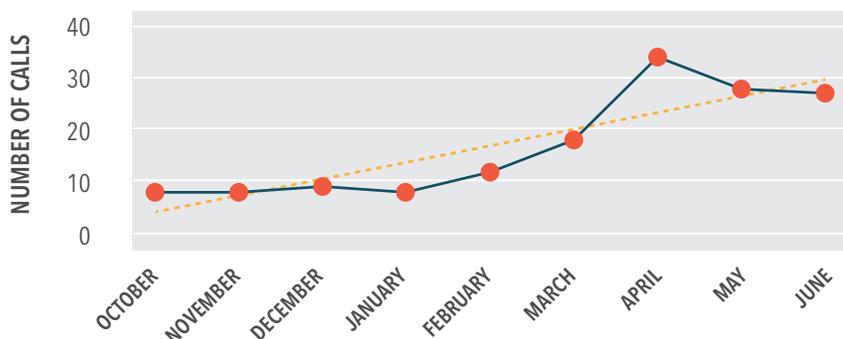
The number of calls per month to the AICTP increased steadily from October 2017 to June 2018, and calls peaked during the period in the spring 2018, which coincided with targeted, strategic media promotions.

According to the Intake Demographic Report produced by the Michigan Tobacco Quit-line and National Jewish Health Program, for this time period, calls to the Quit Line made by Native Americans in Michigan increased by **250%** which exceeded project expectations.

The National Jewish Hotline report also indicated that over 30% of callers to the American Indian Commercial Tobacco Program stay quit after six months.



**American Indian/Alaska Native Callers to Quit Line, by Month (2017-2018)**



**CALLS TO AICTP  
MORE THAN  
DOUBLED  
IN RESPONSE  
TO THE MEDIA  
CAMPAIGN**