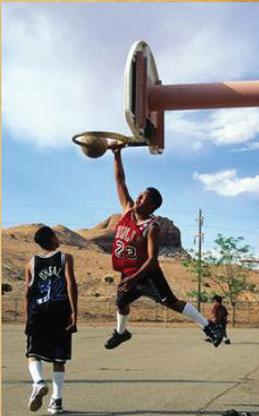
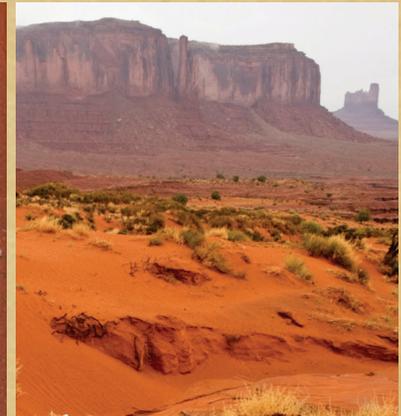


# HEALTHY COMMUNITIES HEALTHY WAYS



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





## INTRODUCTION

This Keep Tobacco Use Sacred eGuide was designed to assist tribal communities and organizations to identify resources, learn established best practices, and take action to implement comprehensive community-based, commercial tobacco prevention and control initiatives.

**This eGuide is divided into 5 sections, including:**

- 1. Distinction between commercial and traditional tobacco use**
- 2. Current burden of commercial tobacco use in the American Indian population in New Mexico**
- 3. Health consequences of commercial tobacco abuse**
- 4. Best practices for commercial tobacco prevention and control**
- 5. Existing local, tribal, and national resources for commercial tobacco prevention and control**

**NOTE:** For additional information look for the **bold, underlined web-links** throughout this eGuide to lead you to Internet resources.

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## KEEP TOBACCO USE SACRED

American Indians have used tobacco for ceremonial, religious, and medicinal/healing purposes for millenia. Tobacco has cultural and spiritual importance for Native people, and is still used today often in prayer, healings, or gifted to elders, the Creator, or to people who share wisdom or prayers. In each culture, beliefs about, and uses of tobacco vary. Each Tribe varies in which way or combination of ways their people use tobacco. While it does contain nicotine, traditional tobacco is not processed with chemicals or used in the same way as commercial tobacco, therefore it does not pose the same health risks.

Some tribes grow their own tobacco gardens. Which plant varieties are grown, who harvests and tends them, how they are harvested, and how they are used vary from tribe to tribe and region to region. Many Indigenous nations have traditional stories of how tobacco was introduced to their tribes and communities. Traditional tobacco stories emphasize the sacredness of the plant and its powers to both heal if used properly and to harm if used improperly. This e-Guide is intended to respect these traditional uses and types of tobacco, while providing valuable information about the harms of commercial tobacco and best practices for commercial tobacco control and prevention in tribal communities.



## DISTINCTIONS BETWEEN TRADITIONAL TOBACCO AND COMMERCIAL TOBACCO

TRADITIONAL	COMMERCIAL
Sacred	For profit
Spiritual	Recreational
An offering	Highly Addictive
To honor	Processed
Healing	Abused
Medicinal	Filter not bio-degradable
Prepared with prayer	Flavor added to cover taste
Sacrifice	7000 chemicals
Grows wild	70 Carcinogens
Rarely inhaled	250 Toxins

**NOTE:** This eGuide has been designed to offer strategies for the prevention and control of commercial tobacco in American Indian communities.

### AMERICAN INDIAN ADULTS IN NEW MEXICO

- **CIGARETTE USE:** About 15% of American Indian adults (age 18+) in New Mexico are current cigarette smokers.\* This rate exceeds the Healthy People 2020 national target goal of 12%.
- **SMOKELESS TOBACCO:** About 7% of American Indian adults currently use smokeless tobacco.\*
- **GENDER DIFFERENCES:**
  - Significantly more American Indian males (19%) smoke cigarettes than American Indian females (11%).\*
  - American Indian males (13%) are also significantly more likely to use smokeless tobacco than American Indian females (2%).\*
- **QUIT ATTEMPTS:** Almost two-thirds (66%) of American Indian adults who currently smoke made at least one quit attempt in the past 12 months.\*
- **CESSATION SERVICES:** A majority of American Indian adults who currently smoke (57.5%) would like more services at their local IHS/ Tribal health facility to help them stop smoking.\*\*

**NOTE:** these data do not distinguish between commercial and ceremonial tobacco use

For full data report [CLICK HERE](#)

\*Data Source: New Mexico's Indicator-Based Information System (NM-IBIS), NM DOH 2009-2014

\*\*Data Source: Tribal BRFSS Survey 2007-2013

## AMERICAN INDIAN YOUTH IN NEW MEXICO

- **CIGARETTE USE:** Approximately 1 in 6 American Indian high school students in NM (16.1%) and 1 in 13 American Indian middle school students (8.4%) smoked cigarettes in the past 30 days.
- **GENDER DIFFERENCES:** American Indian male high school students were three times more likely to currently use chewing/spit tobacco than American Indian female students (13.4% vs. 4.5%), and two times more likely to use cigars or cigarillos (14.6% vs. 7.6%).
- **HOOKAH:** 15% of American Indian high school students smoked tobacco with a hookah in the past 30 days.
- **ACCESS:** More than 1 in 5 American Indian high school students who currently smoke cigarettes, bought them in a store (22.8%).
- **SCHOOL PROPERTY:** Among American Indian youth who smoke, 33% of middle school students and 27% of high school students smoked on school property.
- **QUIT ATTEMPTS:** More than half of American Indian high school and middle school students who currently smoke tried to quit in the past 12 months.

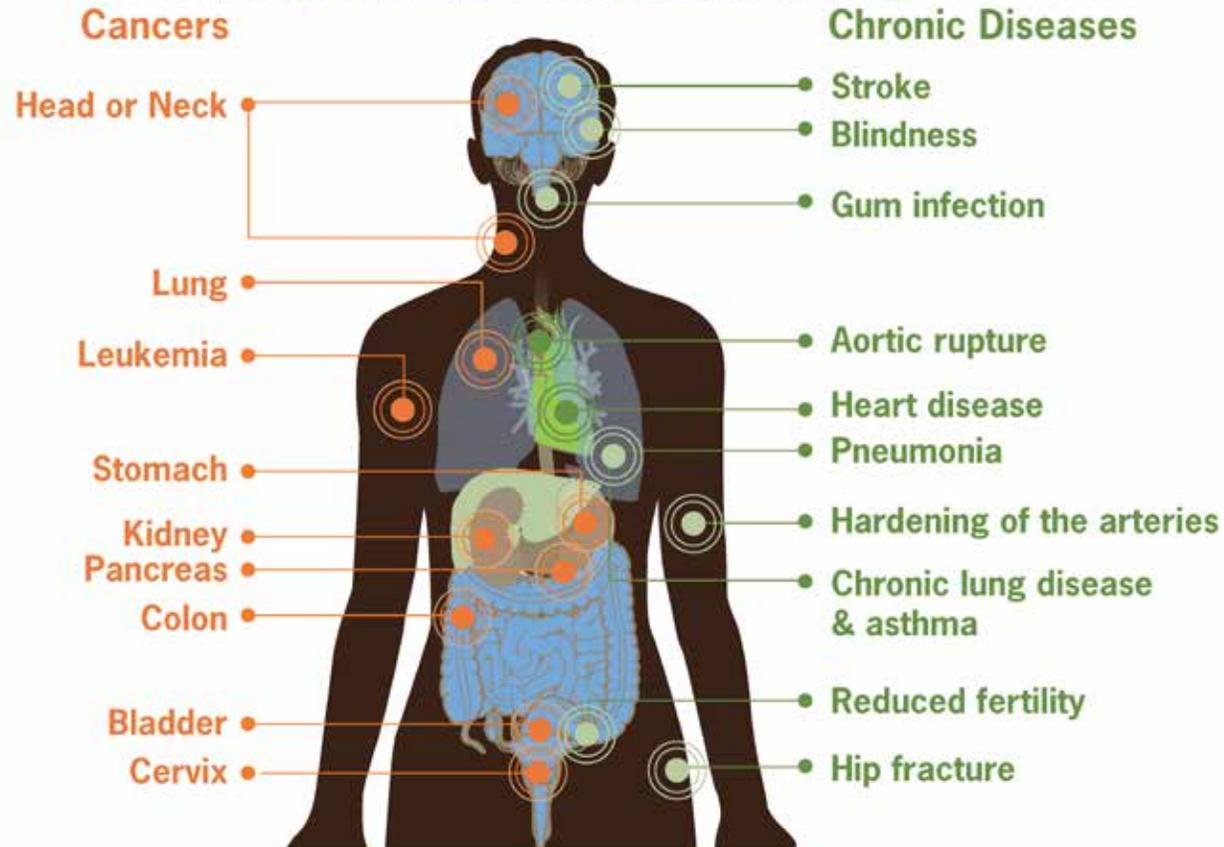
**NOTE:** these data do not distinguish between commercial and ceremonial tobacco use

For full data report [CLICK HERE](#)

Data Source: NM Youth Risk and Resiliency Survey 2013

# Risks from Smoking

Smoking can damage every part of the body



For more information, click any of the following links:

[CENTERS FOR DISEASE CONTROL AND PREVENTION](#)

[NATIONAL CANCER INSTITUTE](#)

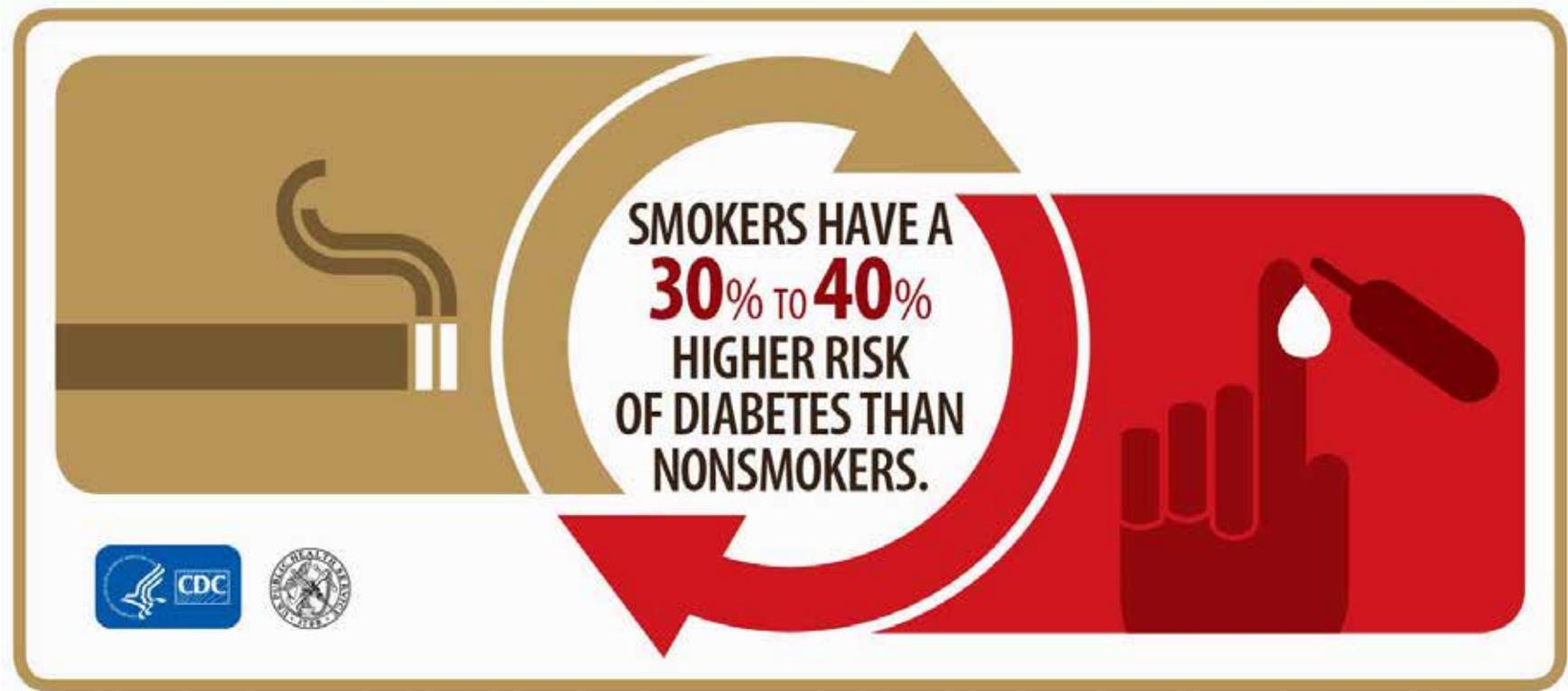
[U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES](#)

[SMOKEFREE.GOV](#)

[AMERICAN CANCER SOCIETY](#)

[AMERICAN HEART ASSOCIATION](#)

## COMMERCIAL TOBACCO AND TYPE II DIABETES



Learn more about commercial tobacco and type 2 diabetes [HERE](#)

# HARMS OF SECONDHAND COMMERCIAL TOBACCO SMOKE

For more information,  
click any of the following links:

[American Cancer Society](#)

[Centers for Disease Prevention and Control](#)

[National Cancer Institute](#)

[American Lung Association](#)

**Cancer-causing Chemicals**

- Formaldehyde**: Used to embalm dead bodies
- Benzene**: Found in gasoline
- Polonium 210**: Radioactive and very toxic
- Vinyl chloride**: Used to make pipes

**Toxic Metals**

- Chromium**: Used to make steel
- Arsenic**: Used in pesticides
- Lead**: Once used in paint
- Cadmium**: Used in making batteries

**Poison Gases**

- Carbon monoxide**: Found in car exhaust
- Hydrogen cyanide**: Used in chemical weapons
- Ammonia**: Used in household cleaners
- Butane**: Used in lighter fluid
- Toluene**: Found in paint thinners

Tobacco smoke contains a deadly mix of **more than 7,000 chemicals**. Hundreds are toxic. About 70 can cause cancer. Here are some of the chemicals.

## WHAT WORKS?

- 1. REDUCE COMMERCIAL TOBACCO USE INITIATION**  
Prevent People from Starting to Smoke
- 2. INCREASE COMMERCIAL TOBACCO USE CESSATION**  
Help People Quit Using Commercial Tobacco Products of all Types
- 3. REDUCE SECONDHAND SMOKE EXPOSURE**  
Reduced exposure to secondhand smoke from commercial tobacco
- 4. RESTRICT YOUTH ACCESS TO COMMERCIAL TOBACCO PRODUCTS**  
Keep Minors from Obtaining Commercial Tobacco Products
- 5. DECREASE COMMERCIAL TOBACCO USE IN THE WORKPLACE**  
Keep Places of Employment Commercial Tobacco Free

\*Source: The Guide to Community Preventive Services: The Community Guide



## REDUCE COMMERCIAL TOBACCO USE INITIATION

### INCREASE THE PRICE OF TOBACCO PRODUCTS

Increasing the price of commercial tobacco products via local, state or federal policies and taxes has been shown to reduce initiation of commercial tobacco use among young people. This intervention also reduces the total amount of tobacco consumed, reduces the prevalence of tobacco use, increases the number of tobacco users who quit, and reduces tobacco-related diseases and mortality.

### MASS MEDIA CAMPAIGNS

Mass media campaigns are interventions that use brief, recurring messages to inform and motivate tobacco users to quit. The campaigns use paid airtime and print space (advertisements) and/or donated time and space (public service announcements). When used in combination with other interventions, mass media campaigns can reduce consumption of commercial tobacco products and increase cessation among commercial tobacco users. A recent example of a mass media campaign is the CDC's, "**Tips from Former Smokers**" campaign. CDC Tips include stories from two American Indian/Alaska Native men **Michael (Tlingit)** and **Nathan (Oglala Sioux)** who share their stories about living with smoking-related diseases and disabilities.

### SMOKE-FREE POLICIES

Policies that prohibit smoking in indoor areas of workplaces and public places have been shown to reduce the initiation of commercial tobacco use among young people. These commercial smoke-free policies were not shown to have an adverse economic effect on businesses (i.e. restaurants and bars).

# INCREASE COMMERCIAL TOBACCO USE CESSATION

## INCREASE THE PRICE OF TOBACCO PRODUCTS

Increasing the price of tobacco products via local, state or federal policies and taxes increases the number of commercial tobacco users who quit.

## MASS MEDIA CAMPAIGNS

When used in combination with other interventions, there is strong evidence for the effectiveness of mass media campaigns in increasing cessation among commercial tobacco product users. See **CDC TIPS** campaign for examples

## MASS HEALTH COMMUNICATION INTERVENTIONS

Mass-reach health communication interventions target large audiences through television and radio broadcasts, print media (e.g., newspaper), “out-of-home” placements (e.g., billboards, movie theaters, point-of-sale), and digital media to change knowledge, beliefs, attitudes, and behaviors affecting commercial tobacco use. These communication interventions can be designed to appeal to members of your tribal community.

## SMOKE-FREE POLICIES

Smoke-free policies have demonstrated strong evidence for increasing the number of commercial tobacco users who quit. Economic evidence also indicates that smoke-free policies can reduce healthcare costs substantially. Consider smoke-free policies for the following locations in your community: parks, workplaces, schools, health facilities, restaurants, casinos, housing, wellness centers/recreational facilities, and tribal administration buildings.

## INCREASE COMMERCIAL TOBACCO USE CESSATION CONTINUED...

### PROVIDER REMINDERS

**Provider reminder systems to promote commercial tobacco cessation include efforts to:**

- 1) Identify clients who use commercial tobacco products
- 2) Prompt providers to discuss and/or advise clients to quit

**Reminders may include one or more of the following:**

- Electronic health record prompts
- Chart stickers
- Vital signs stamps (for triage)
- Medical record flow sheets
- Other checklists

Reminders can also be **combined with provider education** (advice to quit smoking) with or without client education materials such as self-help cessation manuals.

### REDUCE COSTS FOR CESSATION THERAPIES

Policies and programs that reduce tobacco users' out-of-pocket costs for evidence-based cessation treatments, including medication, counseling, or both, increases the number of commercial tobacco users who quit.

## INCREASE COMMERCIAL TOBACCO USE CESSATION CONTINUED...

### CLIENT TELEPHONE SUPPORT

Telephone support to assist smokers to stop smoking or maintain cessation are often provided free of charge through telephone “Quitlines”. These quit lines can be reactive (smoker initiates contact) or proactive (provider initiates contact). Telephone support includes the use of trained counselors, health care providers, or taped messages in single or multiple sessions. Telephone support is best combined with other interventions, such as client education materials, individual or group cessation counseling, or nicotine-replacement therapies.

**To access the quitline in New Mexico or Colorado  
call 1 800 QUIT NOW**

**To access the quitline in Texas call 1 877 YES QUIT**

**Veterans can access a specialized quit line  
at 1 855 QUIT VET**

**Or click the links below**

**[New Mexico Quitline Website](#)**

**[Colorado Quitline Website](#)**

**[Texas Quitline Website](#)**

**[The American Indian Commercial Tobacco Quit Line](#)  
(1 855 372 0037) is also available to Colorado residents**

## INCREASE COMMERCIAL TOBACCO USE CESSATION CONTINUED...

### MOBILE PHONE-BASED INTERVENTIONS

Mobile phone-based interventions for commercial tobacco cessation use interactive features to deliver information, strategies, and behavioral support to smokers. This type of supportive intervention has the potential to increase commercial tobacco abstinence among users interested in quitting. Content may be adapted for specific populations and communities, including American Indian Tribes.

Click on any of the following images for links to mobile apps to help you quit commercial tobacco:



Additional mobile support can be received through text messages when you subscribe to **Smoke Free Txt**. Text messages will be sent to your phone with advice and words of encouragement to help you quit and maintain cessation.

A similar text messaging service is available for military veterans who receive care through the VA at **Smoke Free VET**.

# REDUCE EXPOSURE TO ENVIRONMENTAL SMOKE FROM COMMERCIAL TOBACCO

## SMOKE FREE POLICIES

Smoke-free policies such as complete smoking bans and restrictions are types of policies, regulations, and laws that limit smoking in workplaces and other public areas. Smoking **bans** entirely prohibit smoking in geographically defined areas. Smoking **restrictions** limit smoking to designated areas. Smoke-free policies are recommended either alone or as part of a comprehensive community or workplace intervention to reduce exposure to secondhand smoke.

### CONSIDER SMOKE FREE POLICIES FOR THE FOLLOWING LOCATIONS IN YOUR COMMUNITY:

- Parks
- Workplaces
- Schools
- Health Facilities
- Restaurants
- Casinos
- Housing
- Wellness Centers/Recreational Facilities
- Other Public Buildings (e.g., Tribal Administration)

**See page 24 for sample policies, resolutions and other templates that you can adapt for your community**





## RESTRICT MINORS' ACCESS TO COMMERCIAL TOBACCO PRODUCTS

### COMMUNITY MOBILIZATION

This strategy entails community-wide interventions aimed at focusing public attention on preventing youth access to commercial tobacco products and mobilizing community support to reduce that access. This strategy is best combined with additional interventions – such as stronger local laws directed at commercial tobacco retailers, active enforcement of retailer sales laws (for both loose and packs of cigarettes), and retailer education with reinforcement.

# DECREASE COMMERCIAL TOBACCO USE IN THE WORKPLACE

## WORKPLACE SMOKE-FREE POLICIES

### Smoke-free policies can

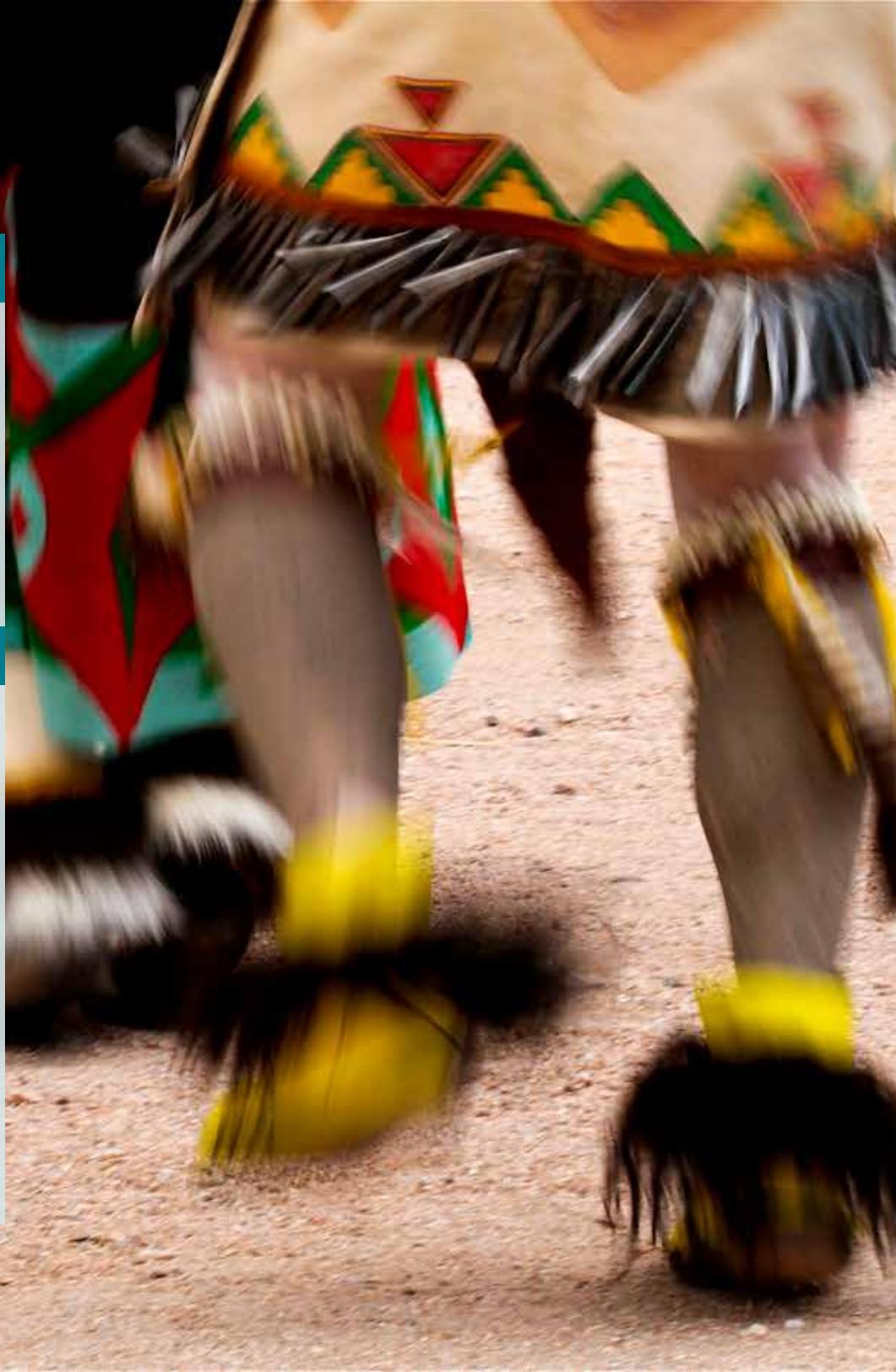
- 1) Reduce exposure to secondhand commercial tobacco smoke in the workplace,
- 2) Reduce the number of workers who use commercial tobacco,
- 3) Increase the number of commercial tobacco users who quit.

In addition, smoke-free policies do not have an adverse economic effect on the business where implemented.

## INCENTIVES & COMPETITIONS

When combined with other interventions, worksite-based incentives and competitions can help reduce commercial tobacco use among workers by offering rewards to individual workers or teams as a motivation to participate in a cessation program or effort. Rewards can be provided for participation, for success in achieving a specified behavior change, or for both. This strategy works best when combined with other interventions including:

- Client education
- Smoking cessation groups
- Self-help cessation materials
- Telephone cessation support
- Workplace smoke-free policies
- Social support networks



# LOCAL RESOURCES: TO SUPPORT TRIBAL COMMERCIAL TOBACCO CONTROL PROGRAMS

## QUIT NOW NEW MEXICO

**(1-800-784-8669, 1-800-QUIT NOW)**. Program services include phone-based support from Quit Coach, access to Web Coach, smartphone app for youth and adults, free 8 week supply nicotine patches/gum/lozenges, counseling services and self-help materials.

## COLORADO QUITLINE

**(1-800-QUIT NOW)**. The Colorado QuitLine is a telephone program with an online component. Free nicotine patches and gum are available to help you quit. A **Native American Quitline (1-855-372-0037)** is also available to Colorado residents who will be offered 10 coaching calls and 8 weeks of nicotine replacement therapy.

## QUIT NOW TEXAS

**(1-877-937-7848, 1-800-YES QUIT)**. The Texas Quitline is a telephone program with an online component. You will receive free and confidential counseling services, support, and information from trained professionals.

## NEW MEXICO TOBACCO USE PREVENTION AND CONTROL (TUPAC) PROGRAM

The New Mexico Tobacco Use Prevention and Control (TUPAC) program and its partners use a comprehensive, evidence-based approach to promote healthy lifestyles that are free from commercial tobacco abuse and addiction among all New Mexicans. TUPAC works with communities, schools, and organizations across the state to implement activities and services that decrease the harmful and addictive use of commercial tobacco.

# LOCAL RESOURCES: TO SUPPORT TRIBAL COMMERCIAL TOBACCO CONTROL PROGRAMS

## INDIAN HEALTH SERVICE (IHS)/ TRIBAL TOBACCO CESSATION PROGRAMS

Contact the pharmacy, health clinic or behavioral health program in your community to learn about local commercial tobacco cessation resources available to tribal members.

## COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT

This grant program provides funding for community-based and statewide tobacco education programs designed to reduce initiation of tobacco use by children and youth, promote cessation of tobacco use among youth and adults and reduce exposure to second hand smoke.

## TEXAS DEPARTMENT OF STATE HEALTH SERVICES TOBACCO PREVENTION AND CONTROL

This program's mission is to reduce the health effects and economic toll tobacco has placed on the citizens of Texas. The major goals are to prevent tobacco use among young people, promote compliance and support adequate enforcement of laws, increase cessation, eliminate exposure to second hand smoke, reduce tobacco use among populations with the highest burden of tobacco related disparities, and develop and maintain statewide capacity for comprehensive tobacco prevention and control.



## LOCAL RESOURCES: TO SUPPORT TRIBAL COMMERCIAL TOBACCO CONTROL PROGRAMS

### NEW MEXICO INDIAN AFFAIRS DEPARTMENT (NMIAD)

Since 2006, the State of New Mexico Indian Affairs Department has issued small grants to Tribes and tribal organizations in New Mexico to implement culturally appropriate tobacco cessation and prevention initiatives that recognize the unique ceremonial uses of tobacco while reducing the use of commercial tobacco and its harmful effects.

### STATE MEDICAID PROGRAMS

The Affordable Care Act requires all Medicaid programs to cover tobacco cessation medications. Individual, group and phone counseling is also required for pregnant women. Coverage information for tobacco related services offered via Medicaid can be obtained by directly contacting your Medicaid provider.

### NEW MEXICO VETERANS ADMINISTRATION (VA) HEALTH CARE SYSTEM

**(505) 266-1711 ext 2626.** The Department of Veterans Affairs provides resources to veterans to help them quit smoking, including a veteran-specific quitline at **1-855-QUIT-VET**, medications, and counseling.

### OSO VISTA RANCH PROJECT

The Oso Vista Ranch Project works with Ramah Navajo and other Native American communities to provide them with culturally-based substance abuse prevention, youth development, and cultural identity programs to enable these individuals to make healthier decisions. **(505) 775-3061.**

# NATIVE AMERICAN SPECIFIC RESOURCES

## FOR COMMERCIAL TOBACCO PREVENTION/CONTROL

**Several existing programs and web-based commercial tobacco control and prevention resources have been developed specifically for American Indian populations including:**

### **NATIONAL NATIVE NETWORK - KEEP IT SACRED**

The National Native Network provides Native-specific resources for tobacco cessation, including: a Tribal Policy Tool Kit which provides information on how to implement smoke-free policies in your tribal community, and links to data, media, and other information and resources.

### **INDIGENOUS CULTURAL WELLNESS**

This website provides information about tobacco policies, articles about traditional tobacco use, and other resources.

### **HEALTH CARE PARTNERSHIP (UNIVERSITY OF ARIZONA)**

The University of Arizona HealthCare Partnership provides certification for health and human service professionals and community health advocates in evidence-based practices to encourage the prevention and treatment of nicotine addiction, including Native American-specific resources.

### **INDIAN HEALTH SERVICE TOBACCO CONTROL AND PREVENTION PROGRAM**

The Indian Health Services Tobacco Program works to ensure access to tobacco cessation and prevention services for American Indians and Alaska Natives; in addition to supporting tobacco surveillance and data collection in Indian Health Services health care systems.



## NATIVE AMERICAN SPECIFIC RESOURCES FOR COMMERCIAL TOBACCO PREVENTION/CONTROL

### NATIVE CIRCLE

The American Indian and Alaska Native Cancer Information Resource Center and Learning Exchange (Native CIRCLE) develops and disseminates culturally appropriate cancer information materials for educators, healthcare leaders, and students. These materials include those on smoking and smoking cessation.

### CDC TIPS FROM FORMER SMOKERS - NATIVE SPECIFIC

The CDC's "Tips from Former Smokers" campaign includes stories from two American Indian/Alaska Native men **Michael (Tlingit)** and **Nathan (Oglala Sioux)** who share their stories about living with smoking-related diseases and disabilities

### ABORIGINAL TOBACCO PROGRAM

The Aboriginal Tobacco Program of Cancer Care Ontario works with Aboriginal communities to decrease and prevent the misuse of tobacco. One of their projects is publishing a magazine, Play Live Be, that focuses on participating in sport/recreational activities without the use of commercial tobacco and recognizing the difference between traditional and commercial tobacco use.

### GOOD HEALTH & WELLNESS IN INDIAN COUNTRY PROGRAM

The Good Health and Wellness in Indian Country Program at the Albuquerque Area Southwest Tribal Epidemiology Center (AASTEC) aims to strengthen tribal capacity to promote commercial tobacco prevention and control. AASTEC provides leadership, technical assistance, training and resources to promote effective community-chosen and culturally adapted interventions that target policy, systems and environmental improvements to reduce commercial tobacco abuse and eliminate second-hand smoke exposure in tribal communities.

## SAMPLE TRIBAL TOBACCO CONTROL AND PREVENTION TOOLKITS

Click the links below for tribal commercial tobacco control and prevention toolkits that may be useful in your community:

### **Commercial Tobacco Smoke-Free Tribal Policy Toolkit**

(National Native Network)

### **Promising Practices for Commercial Tobacco Prevention & Control in Indian Country**

(National Native Network)

### **More than the 5 A's: Implementing a Commercial Tobacco Cessation Intervention in Tribal Communities**

(RedStar Innovation)

### **Tribal Tobacco Policy Toolkit**

(Northwest Portland Area Indian Health Board)

### **Tobacco Free Policy for City Parks**

(Cherokee Nation)

### **Smoke Free Event Toolkit**

(Native American Rehabilitation Association)

### **Tribal Tobacco Policy Toolkit**

(South Dakota Tobacco Control Program)

## **SAMPLE TRIBAL TOBACCO CONTROL TEMPLATES: POLICIES AND RESOLUTIONS**

Click the headings below for examples of various policies and tribal resolution templates that can be adapted for use in your community:

**[National Native Network - Keep it Sacred](#)**

**[Americans for Nonsmokers' Rights](#)**

**[Smokefree Casino Model Policy](#)**

**[Smoke-Free Workplace Policy](#)**

**[Smoke Free Workplace and Public Spaces Policy](#)**

**[Commercial Tobacco Prevention/Control Protocols for your IHS/Tribal Health Facility](#)**

**[Tribal Public Health Law Database](#)**

**[Sample Tobacco-Free Tribal Resolution \(Alaska\)](#)**

**[Smoke Free Policies \(CDC\)](#)**

# NATIONAL RESOURCES

## TO SUPPORT COMMERCIAL TRIBAL TOBACCO CONTROL PROGRAMS

### **American Lung Association**

Information about smoking, its risks, how to quit, advocacy, and workplace wellness is available in the “Stop Smoking” section of the website. The American Lung Association also offers a program, “Freedom from Smoking,” that helps to teach skills proven to help smokers quit.

### **American Cancer Society**

Information about smoking and its effects is available in the “Stay Healthy/Stay Away from Tobacco” section of the website. In addition, information about cessation resources, creating smoke-free communities and the American Cancer Society’s Great American Smokeout event are available.

### **American Heart Association**

Smoking is one of the seven risk factors for heart disease. Information about smoking, risks related to smoking, and quitting resources is available in the “Getting Healthy/Quit Smoking” section of the website.

### **Americans for Nonsmokers’ Rights**

The Americans for Nonsmokers’ Rights website focuses on the risks of secondhand smoke and how nonsmokers can prevent exposure to secondhand smoke in their home, workplace, and community. The website also includes materials on tobacco control laws in the United States.

### **Campaign for Tobacco-Free Kids**

The Campaign for Tobacco-Free Kids focuses on international, federal, state, and local policies fighting tobacco use. The website includes current events, fact sheets, and information on how to take action in your own community.

### **Centers for Disease Control and Prevention, Office on Smoking and Health**

The Centers for Disease Control and Prevention (CDC), through its Office on Smoking and Health is the lead federal agency for tobacco prevention and control. Their website provides data, information about the risks of smoking, resources for how to quit, and media materials. [Click here](#) for the CDC’s Best Practices Report for Comprehensive Tobacco Programs.

### **Center for Tobacco Products, US Food and Drug Administration**

Learn about FDA’s youth tobacco prevention campaigns, such as “The Real Cost,” which seek to educate youth about the harmful effects of tobacco use. Explore public health information and research on various tobacco-related topics including e-cigarettes, menthol, new tobacco products, and regulatory policies. Access resources for the public, retailers, manufacturers, health professionals, and state, local, tribal, and territorial governments.

# NATIONAL RESOURCES

## TO SUPPORT COMMERCIAL TRIBAL TOBACCO CONTROL PROGRAMS

### **Kick Butts Day**

The website provides information on how to plan your own Kick Butts Day event, focusing on youth-oriented tobacco prevention programming and activities that can continue to be implemented throughout the year.

### **The Truth**

A not-for-profit organization leading a national tobacco prevention campaign aimed at spreading awareness and inspiring action to curb youth smoking throughout the United States.

### **National Cancer Institute**

The National Cancer Institute supports research, training, health information dissemination, and other programs related to cancer treatment and prevention. Within the Institute, the Tobacco Control Branch conducts research and disseminates their findings to help prevent, treat and control tobacco use.

### **HHS, Office of the Surgeon General**

Of the Surgeon General's reports, 32 have been written on the health consequences of tobacco, including the recently published **50th Anniversary Report (2014)**. These reports describe how tobacco damages the human body including the supporting scientific evidence.

### **Students Working Against Tobacco (SWAT)**

SWAT is a youth movement to expose Big Tobacco's lies and deceptive practices. SWAT Teams are mobilized to become advocates for change in their local communities.

### **Tobacco Control Legal Consortium**

The Consortium works to assist communities with tobacco law-related issues, ranging from smoke-free policies to tobacco control funding laws to regulation of flavored cigarettes.

### **Tobacco Technical Assistance Consortium**

The Tobacco Technical Assistance Consortium provides technical assistance to organizations with the development of tobacco control programs. Their website also provides a list of resources including: tobacco-related organizations, relevant tobacco control policies, current research, data, funding sources, and evidence-based interventions for commercial tobacco prevention and control.

### **The Ex Plan**

The EX Plan is a free quit smoking program, based on personal experiences from ex-smokers as well as the latest scientific research from the experts at Mayo Clinic. The EX Plan helps you see quitting not as one big war, but as a number of little battles you can actually win.

## Acknowledgements

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