

Commercial Tobacco Education and Prevention Within Tribal America



Sherwood Valley Band of Pomo Indian
Masters of Public Health
Kansas State University
Uriel Orozco

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Overview

- Background
- Sherwood Valley Rancheria
- Sherwood Valley Band of Pomo Indians, Tobacco Prevention Department
- Program Products
- Competencies
- Conclusion

Sacred Vs. Commercial

- Grown with tradition in mind
- Ceremonial purposes and spiritual healing
- Mixture of *Nicotiana Rustica* and other native plants.
(*Traditional tobacco*, 2012)

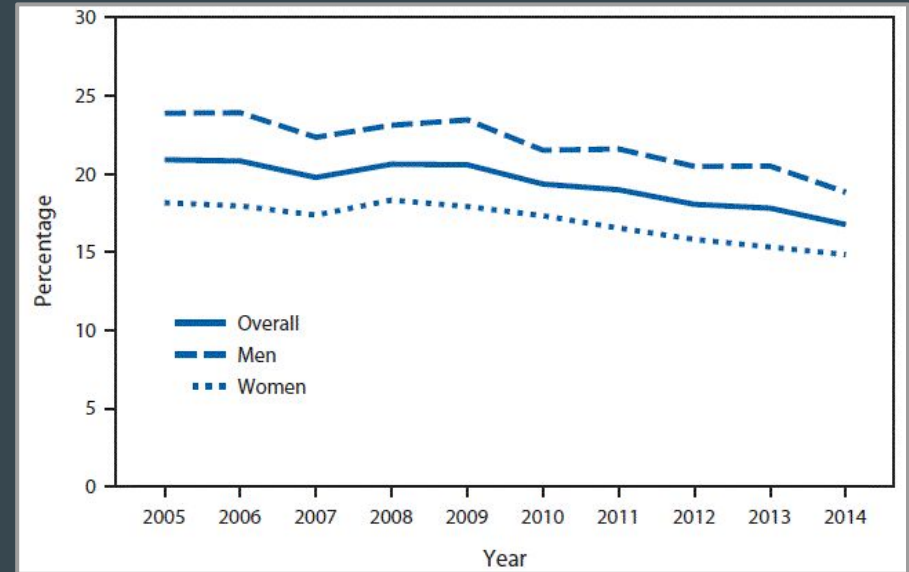


- Mass produced
- Used for recreational purposes
- Contains tobacco, nicotine, and other added carcinogenic chemicals

Background

Commercial Tobacco Use In Adults

- Tobacco use has declined since 2005. (Jamal et al., 2015)
 - 2005: 21%
 - 2014: 16%
- 2021: (*Tobacco use in racial and ethnic populations, 2020*)
 - AI: 22%
 - Non-Hispanic Caucasian: 17%



Centers for Disease Control and Prevention. (2015, November 13). *Current cigarette smoking among adults - United States, 2005-2014*. Centers for Disease Control and Prevention. Retrieved October 17, 2022, from <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6444a2.htm>

Commercial Tobacco Use In Youth

- 2019:
 - 40.4% of AI high schoolers were current e-cigarette users.
 - 27.5% general population among high schoolers were current e-cigarette users. (*Tobacco use in the American Indian/Alaska native community, 2020*)
- 2021:
 - 4% of middle school youth
 - 13% of high school (Centers for Disease Control and Prevention, 2022)

Tobacco Product	Overall	Girls	Boys
Any tobacco product [†]	13.4%	13.8%	13.0%
Electronic cigarettes	11.3%	11.9%	10.7%
Cigarettes	1.9%	1.8%	2.0%
Cigars	2.1%	1.5%	2.6%
Smokeless tobacco	1.2%	—	1.7%
Hookahs	1.2%	1.3%	1.2%
Nicotine Pouches	1.1%	0.6%	1.6%
Heated Tobacco Products	0.8%	0.7%	0.9%
Pipe tobacco	0.4%	—	—

Centers for Disease Control and Prevention. (2022, March 10). *Youth and Tobacco Use*. Centers for Disease Control and Prevention. Retrieved October 21, 2022, from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm#:~:text=In%202021%2C%20about%204%20of%20use%20of%20a%20tobacco%20product.

Why Are Rates So High?

Commercial Tobacco's Infiltration



- Culture used for marketing (D'Silva et al., 2018)
 - Traditional headdresses
 - Pictures of Natives
 - "Big medicine"
- 2020 Study. (Unger et al., 2020)
 - 156 AI Californian Youth
 - 31% used cigarettes
 - Associated commercial tobacco with spirituality

Addictive Marketing Tactics

- Constant exposure
 - Smoke Shops
 - Slots ads
 - BINGO card ads
- Cheaper tobacco (Lempert & Glantz, 2018)
 - Coupons
 - Sovereign land
- 16 stores NM sold 13.4% of the state's total industry volume. (Lempert & Glantz, 2018)



Health Effects

Smoking and Diet

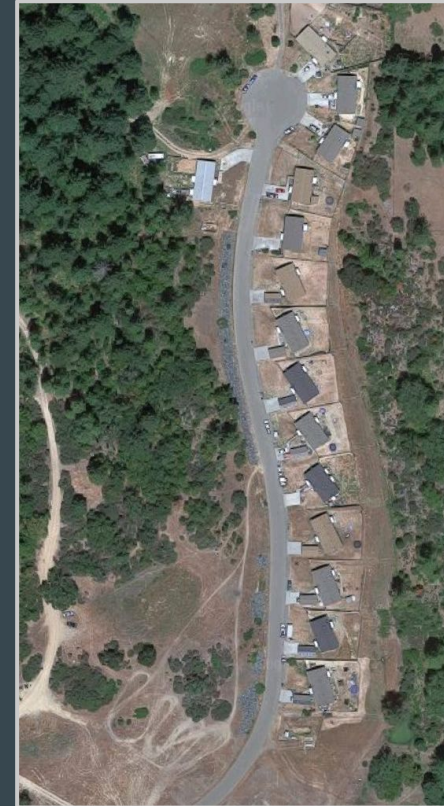


- Less likely to consume fruit and vegetables. (Chao et al., 2017)
 - Beta carotene
 - Fiber
 - Vitamin C
 - Vitamin E
- More likely to consume fast foods and fatty foods. (Heydari et al., 2014)
 - Obesity
 - Heart Disease
- AI are 50% more likely to be obese than non-Hispanic whites. (*Obesity and American Indians/Alaska Natives*, 2020)
- Study published by the CDC found that AI were significantly more likely to report current smoking and having obesity compared with non-Hispanic White people. (Zhao, 2022)

The Community And APE Site

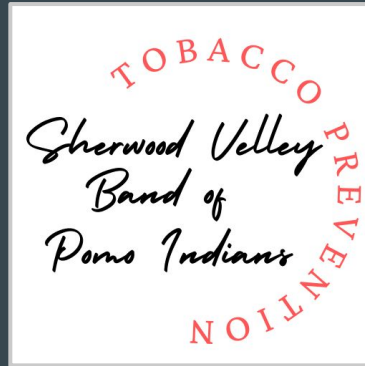
Sherwood Valley Rancheria

- Hwy 101 corridor, through the Redwood Forests, on to the Coast
- 90 homes
- 147 Community members
- 11.6% is 0-17 years
- 43.5% is 18-49 years
- 44.9% is 50-100 years



Tobacco Prevention Department

To reduce commercial tobacco use within the Rancheria through community outreach, education, and policy development.



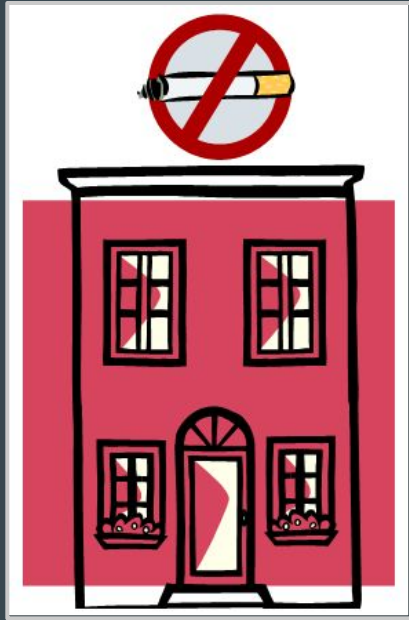
- Department Supports the community and the tribal government.
- Funded by the CG 20-10003 California Tribal Grant to Reduce Tobacco-Related Disparities.

Objective 1

- 100% smoke-free policy for outdoor recreational areas, facilities, and venues.
- Establish a baseline of commercial tobacco litter.
- Reduce commercial tobacco litter by 50%.



Objective 2



- Development of a voluntary smoke-free household policy.
 - Have 40 homes or 50% of total homes on tribal lands adopt the policy.

Objective 3

Create and maintaining a youth coalition that will be educated, trained, and sustained as leaders and spokespersons to implement program objectives and to educate their peers.



Products

Public Intercept Surveys

- **Purpose:** Gather data on the community's thoughts and attitudes on Commercial Tobacco use within recreational areas and within homes.
- First Survey: February 2022 - July 2022
 - 3 outreach events
 - 69 Participants
- Second Survey: July 2022 - Present
 - 3 Outreach events
 - 100 Participants



PIS Results

Survey One:

- 36% agreed that they spend less time in parks and playgrounds if other people were smoking.
- 49% agreed that restricting or banning smoking around parks and other recreation areas on tribal land infringed on people's right to choose.
- 67% agreed they support a policy to end exposure to secondhand smoke at outdoor recreational facilities and venues owned by the tribe.

Survey Two:

- 87% of the surveyors are affected by second hand smoke.
- 55% of the surveyors are affected by smoke drifting into their home.
 - With the biggest contributor to the drifting of smoke coming from commercial tobacco products.

Focus Group Questionnaire



- **Purpose:** to obtain feedback on the look and feel of our educational materials.
- 2 Focus Groups
 - Group one: April 13th, 2022
 - 4 Participants
 - Group Two: April 19th, 2022
 - 2 Participants

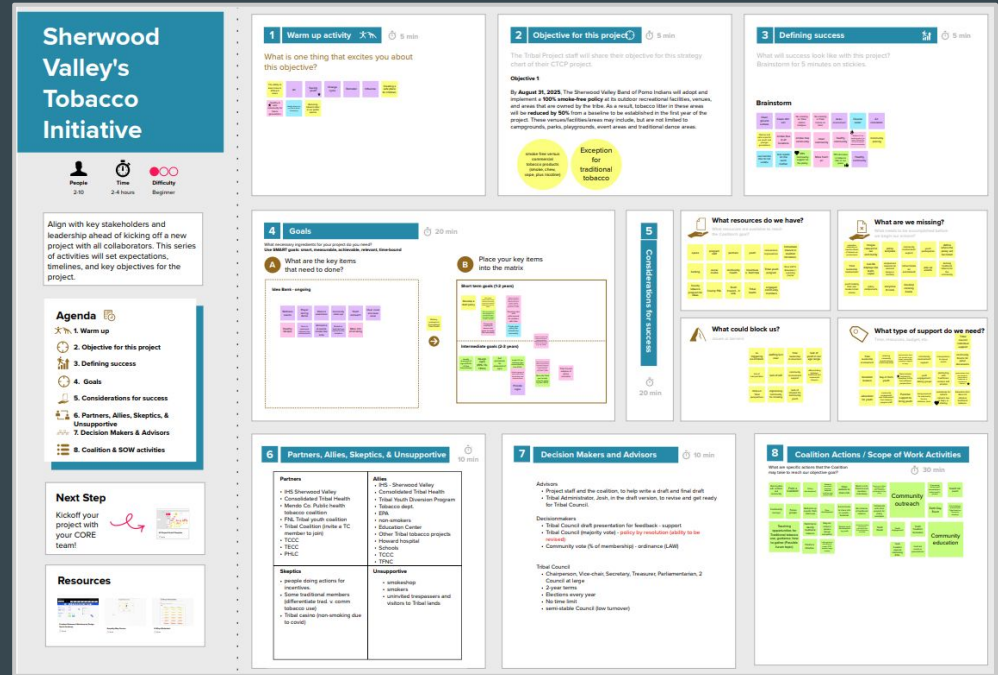
Focus Group Questionnaire Results

- Incorporate the community's language.
- Create catchy titles.
- Include community images and cultural symbols.
- Increase the font sizes for the Tribal Elders.
- Change the background colors so that the words pop more



Midwest Academy Strategy Chart

- **Purpose:** To identify short, intermediate, and long-term goals, organizational considerations, constitutes, allies, opponents, targets, and tactics to create a plan for designating all outdoor recreational areas as smoke free.
- Conducted via facilitated discussion.
- Specific to tribal communities
- Conducted on July 21st and July 26th 2022
- 7 participants



Observational Survey and Earth Day Celebration

- **Survey Purpose:** Collect data on commercial tobacco litter found within parks and recreational areas within tribal land.
- **Purpose of Earth Day Event:** Help educate community on commercial tobacco issue.



Observational Survey Results

- 87.5% of the participants found 1-10 pieces of tobacco litter.
- 12.5% of the participants found between 26-50 pieces of tobacco litter.
- Around 50% could visibly see a tobacco retail store.
- Tobacco litter found consisted of:
 - cigarette butts, cigarette filters, cigarette packages, etc.



Did You Know?

- ❌ Sacred tobacco is not the same as commercial tobacco. Sacred tobacco is used to honor our traditions through spiritual healing. While commercial tobacco is used to make companies a profit while hurting its users.
- ❌ More than 135 million pounds of cigarette butts are thrown away as litter each year in the US. That is 300 times the weight of the statue of Liberty.
- ❌ Cigarette butts make up 1/3 of all waste collected in California and they never fully break down like other trash.
- ❌ Cigarette butts are toxic garbage, just like radioactive and chemical materials. They are harmful and can be deadly for animals, children, and environment.
- ❌ Join our local efforts, to keep our community clean by removing toxic cigarette butts from the ground.
- ❌ Educate your local elected officials about the toxic impact of cigarette butts

Don't Throw Cigarette Butts On The Ground.

For Help With Quitting Smoking
Call 1-(800) 300-8086 or Visit kickitca.org



INVEST IN OUR PLANET

COMMERCIAL TOBACCO USE IS NOT ONLY A HEALTH ISSUE
IT IS ALSO AN ENVIRONMENTAL ISSUE.



4,211,962

4,211,962 cigarette butts were collected in beaches and waterways globally in 2019, making them the world's second most common type of litter after food wrappers

30%-40%

Cigarette butts comprise 30%-40% of items collected in annual coastal clean ups.



600 Million

Approximately 600 million trees are chopped down every year by the commercial tobacco industry. On average each tree produces enough paper for 15 packs of cigarettes.

9.4K Pounds

In 2018, 948,327 pounds of toxic chemicals were released from U.S. commercial tobacco facilities.



2.7 Million Tons

In 2018, Americans generated 2.7 million tons of electric waste, including e-cigarette waste, that ultimately ends up in landfills or incinerators.



NOT WHAT THEY SEEM

Cigarette butts are not just a nuisance, they are toxic waste. Tobacco products negatively impact and damage our environment.



They contain chemicals that contaminate our waterways, ground soil, and harm our wildlife.

WANT TO BE PART OF THE SOLUTION?

PROGRAM DIRECTOR

uorozco@sherwoodband.com
(707) 354-2508

COMMUNITY ENGAGEMENT COORDINATOR

resquival@sherwoodband.com
(707) 354-0042

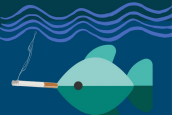
ADDRESS

48 Madrone Street Willits
CA, 95490
(707) 459-9690

RESOURCES

Free help to quit smoking:
Call 1-800-300-8086
Or visit kickitca.org

SHA LOVE TO SMOKE, RIGHT?



KEEP OUR WATER CLEAN



Educational Materials

- **Purpose:** Educate the community on the negative effects commercial tobacco has on the body, diet, and environment.
- **Types:** Fliers, Fact Cards, Pamphlets, stickers, window clings, etc.
- **Delivery:** Community events, canvassing, forums

Competencies

Number and Competency Addressed

2	Select quantitative and qualitative data collection methods appropriate for a given public health context.
4	Interpret results of data analysis for public health research, policy, or practice.
7	Assess population needs, assets and capacities that affect communities' health.
8	Apply awareness of cultural values and practices to the design or implementation of public health policies or programs.
16	Apply principles of leadership, governance and management, which include a vision, empowering others, fostering collaboration and guiding decision makers.

Competency 2

Select quantitative and qualitative data collection methods appropriate for a given public health context.

Accomplished By: Developing four data collection tools in conjunction with Dr. Veronica Acosta-Deprez and Tobacco Control Evaluation Center and implementing them into the community.

Products: Two Public Intercept Surveys, an Observational Survey, and a Focus Group Questionnaire.

Competency 4

Interpret results of data analysis for public health research, policy, or practice.

Accomplished By: Analysing the data gathered from the Public Intercept Surveys, Focus group questionnaire, and the Observational Survey.

Products: Updated educational materials and presentations.

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Competency 7

Assess population needs, assets and capacities that affect communities' health.

Accomplished By: Conducting a Midwest Academy Strategy Chart forum with community members.

Product: Midwest Academy Strategy Chart

The image shows a digital interface for the Midwest Academy Strategy Chart, titled "Sherwood Valley's Tobacco Initiative". The interface is divided into several sections:

- Header:** "Sherwood Valley's Tobacco Initiative" with icons for Person (2.10), Time (2.4 hours), and Difficulty (Beginner).
- Align with key stakeholders and leadership ahead of kicking off a new project with all collaborators. This series of activities will set expectations, timelines, and key objectives for the project.**
- Agenda:** A list of activities: 1. Warm up, 2. Objective for this project, 3. Defining success, 4. Goals, 5. Considerations for success, 6. Partners, Allies, Skeptics, & Unsupportive, 7. Decision Makers and Advisors, 8. Coalition & SOW activities.
- Next Step:** "Kickoff your project with your CORE team!" with a red arrow pointing to the "Partners, Allies, Skeptics, & Unsupportive" section.
- Resources:** A list of resources including "Midwest Academy Strategy Chart", "Midwest Academy Strategy Chart", and "Midwest Academy Strategy Chart".
- 1 Warm up activity:** "What is one thing that excites you about this objective?" with a 5 min timer.
- 2 Objective for this project:** "The Tribal Project staff will share their objective for this strategy chart of their CTCOP project." with a 5 min timer. It includes an "Exception for traditional tobacco" section.
- 3 Defining success:** "What will success look like with this project?" with a 5 min timer. It includes a "Brainstorm" section.
- 4 Goals:** "What are the key items that need to be done?" with a 20 min timer. It includes a "Place your key items into the matrix" section.
- 5 Considerations for success:** "What resources do we have?", "What are we missing?", "What could block us?", and "What type of support do we need?" with a 20 min timer.
- 6 Partners, Allies, Skeptics, & Unsupportive:** "Partners", "Allies", "Skeptics", and "Unsupportive" sections with a 10 min timer. It includes a "Decision Makers and Advisors" section.
- 7 Decision Makers and Advisors:** "Partners", "Allies", "Skeptics", and "Unsupportive" sections with a 10 min timer. It includes a "Coalition Actions / Scope of Work Activities" section.
- 8 Coalition Actions / Scope of Work Activities:** "Partners", "Allies", "Skeptics", and "Unsupportive" sections with a 10 min timer.

Competency 8

Apply awareness of cultural values and practices to the design or implementation of public health policies or programs.

Accomplished By: The development of our educational materials that are influenced by community feedback.

Products: Educational Materials

Profit Vs. Tradition

Commercial tobacco is mass produced by major companies. During the production of commercial tobacco large amounts of land, water, fertilizers, and pesticides are used. The tobacco is used in a variety of products such as pipe tobacco, cigarettes, cigars, e-cigarettes, etc. Many harmful chemicals, many of which are carcinogens and addictive additives, are added to these products which when burned are released into the air for others to breathe and increase the urge for the user to continue using the product.

Sacred tobacco is used to honor the user's traditions through spiritual healing. The tobacco is made up of a mixture of the tobacco plant (*Nicotiana Rustica*) and other native plants. The tobacco is used for ceremonial purposes, where for example it can be burned as an offering to the Creator, or as an offering to promote spiritual, physical, and emotional healing for another person or place. Tobacco may also be used as traditional medicine by burning it or smoking it through a pipe, but it is important to note that the smoke is generally not inhaled.



Competency 16

Apply principles of leadership, governance and management, which include a vision, empowering others, fostering collaboration and guiding decision makers.

Accomplished By: Through the development and management of our department and the youth coalition.

Product: Youth Coalition

Conclusion

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Thank You

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The Orozco and Perales Family

Questions?