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FY21 Tobacco Cessation and Prevention Program

The New Mexico Indian Affairs Department granted a total of \$249,300.00 Tobacco Cessation and Prevention (TCPP) funding to the following Tribal Governments and Tribal Serving Organizations:

The Pueblo of Acoma \$50,000.00
Keres Consulting, Inc. \$49,997.00
Native American Community Academy \$49,507.50
Albuquerque Indian Center \$46,805.00
Capacity Builders \$43,103.00

The Pueblo of Acoma's goal was to increase TCPP education and awareness among adults in the Pueblo. They subcontracted with Keres Consulting to assist with the implementation of their project plan. With the funding the Pueblo achieved the following:

- Developed Smoke-free policies
- Developed Smoking Cessation Community Survey Report
- Created an E-cigarette Infographic
- Created a Second-hand Smoke Infographic
- Provided outreach to around 1,215 tribal members
- Posted on social media over 11 times and received over 1,000 views and 4,000 likes
- Governor Brian D. Vallo himself installed smoke-free signage on the Pueblo

The Pueblo of Acoma utilized all but \$4,682.58 of the funding. The reverted amount was due challenges surrounding the COVID-19 Pandemic.

Keres Consulting, Inc.'s goal was to create original TCPP education materials and resources that targeted the 22 Federally recognized Tribes in New Mexico who were impacted by the COVID-19 pandemic and therefore had limited capacity for TCPP education. With the funding, Keres Consulting, Inc. achieved the following:

- Created TCPP and Traditional Tobacco focused infographics kids activity books, PowerPoint training and suggested notes, toolkit, and website.
- All content creation led up to a statewide virtual training for New Mexico tribal communities, which was advertised on NM Chronic Disease Prevention Council email listserv and social media platforms, New Mexico Allied Council on Tobacco email listserv and live announcement, Smoke Free Signals e-newsletter distribution and Facebook page, Indian Health Service Albuquerque

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Area Health Promotion and Disease Prevention email listserv, Southwest Tribal Tobacco Coalition email listserv, American Lung Association email listserv, directly to Keres' list of health contacts within NM tribal communities (including CHRs, prevention coordinators, community members, teachers, etc.), past and present Keres Community Health Leaders, and to all FY21 NM Indian Affairs Department TCPP grantees. The event garnered 28 RSVPs.

Keres Consulting utilized all funding granted.

The Native American Community Academy's (NACA) achieved their goal to develop tobacco cessation and prevention outreach materials targeted to prevent vaping and to promote the cultural awareness of traditional and ceremonial tobacco use; and to provide virtual outreach and prevention programming to tribal communities in the State of New Mexico by:

- completed a total of 3 tobacco awareness education activities reaching over 138 NACA community members and students this year
- set up an extensive framework for it to be included in ongoing curriculum and trainings in the future
- created Traditional tobacco vs vaping and commercial tobacco awareness information is now available to be included in curriculum for elementary and high school classrooms, which is now part of the school's infraction/discipline policies and also annual staff trainings
- Created several social media campaigns

NACA utilized all funding granted.

The Albuquerque Indian Center (AIC) serves Urban Native Communities, and their goal was to develop outreach and training materials especially around vaping and highlight the importance of ceremonial tobacco usage in Tribal Communities. They achieved this by the following:

- Holding multiple meetings among AIC staff members on determine what was needed to define the issues of E-cigarette (vaping) and commercial smoking, the type of TCPP outreach needed to keep the community informed, the importance of education of Commercial tobacco vs. Sacred tobacco as well as how to promote outreach on cultural tobacco uses.
- Developed materials on commercial tobacco vs. sacred tobacco use
- Conducted a TCPP virtual event in each tribal community
- Promoted the 1-800 QUIT NOW on AICs Flyer on Sacred tobacco, Surveys of Urban American Indians and other Low-Income Populations, 1-800-QUIT NOW Native American pouch (corn) and 1-800-QUIT NOW shirts designed by tobacco staff.

AIC utilized all funding granted.

Finally, Capacity Builders Inc. was committed to developing and distributing TCPP outreach and training materials throughout the New Mexico region of the Navajo Nation and San Juan County. They achieved this through:

- Hiring a Tobacco Control Specialist to assist with the Project activities such as workshops, poster contests, and community service projects
- Completed two informational PowerPoints and one brochure about commercial tobacco and traditional tobacco and e-cigarettes

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- Made weekly phone calls and emails to local schools, chapters, and organizations to facilitate a virtual workshop detailing the fundamental differences between traditional and ceremonial use of Natural Mountain Smoke
- 18 virtual events that took place with 157 participants
 - 6 parent training on how to talk to your child about commercial tobacco
 - 7 youth and family webinar about e-cigarettes and traditional tobacco
 - 5 community service-learning events were completed on Zoom

Capacity Builders, Inc. utilized all but \$16,634.62 of the funding. The reverted amount was due challenges surrounding the COVID-19 Pandemic.

Each entity granted was expressively thankful for the funding that came from the New Mexico Indian Affairs Department.