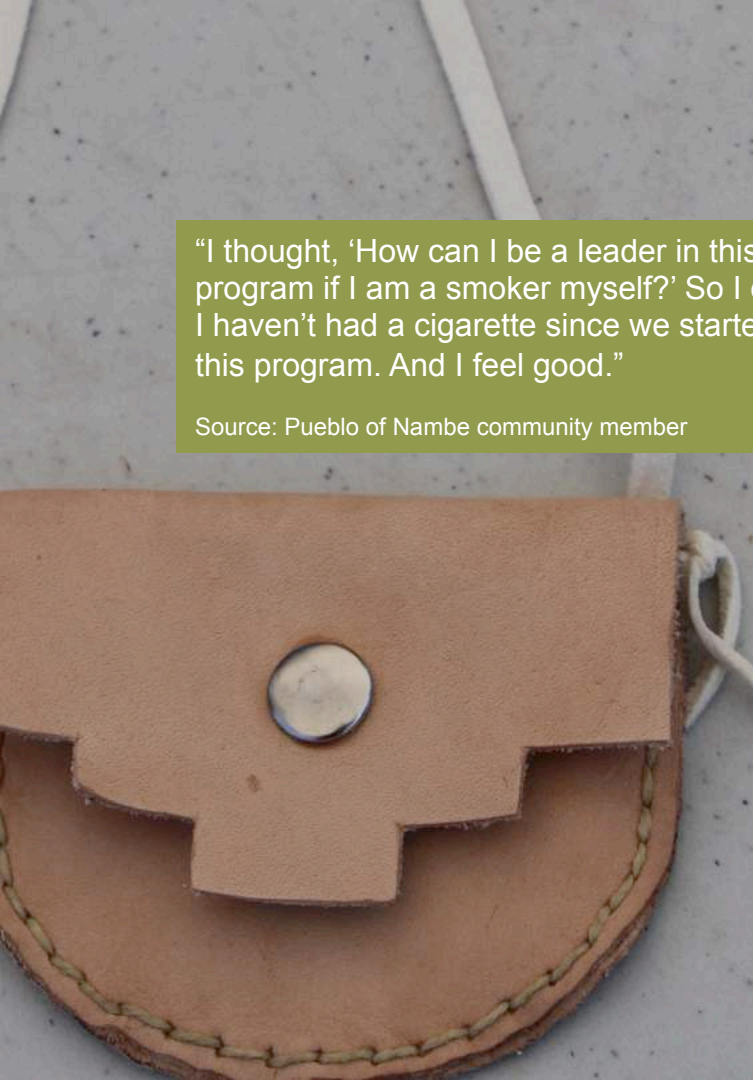


# Tobacco Cessation & Prevention Programs



New Mexico  
Indian Affairs Department  
September 5, 2017



“I thought, ‘How can I be a leader in this program if I am a smoker myself?’ So I quit! I haven’t had a cigarette since we started this program. And I feel good.”

Source: Pueblo of Nambe community member

# Today

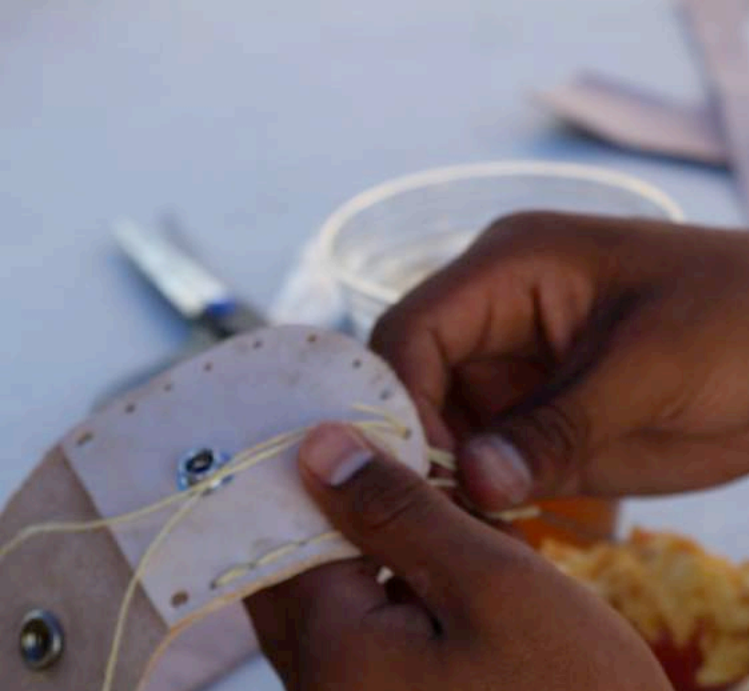
## Review, Impact, What’s Next

- Current data on Native American commercial tobacco use in NM
- How IAD reaches tribal communities in NM to address commercial tobacco use
- Impact of community-based programs funded through IAD
- FY18 program overview

# History

## Empowering community-based programs

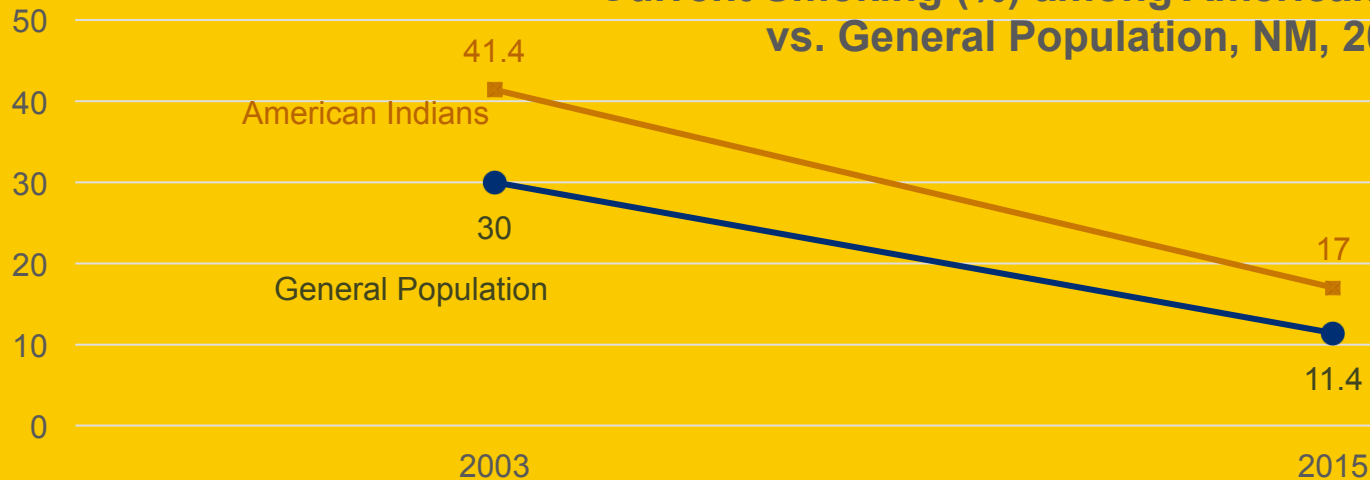
- In July 2008, IAD received its first allocation from the Tobacco Settlement Revenue Oversight Committee, thereby initiating a grant program open to tribes and tribal-serving organizations
- Annual grant has provided capacity to 20 tribes and tribal organizations since the Program started
- In FY17, NM Indian Affairs Department received a \$249,300 allocation from the TSROC



“The most commonly used tobacco product among American Indian high school students was electronic vapor products (22.3%), followed by cigarettes (15.9%) and hookah (15.1%).

*Source: Burleigh I, English K, Espinoza J. Tobacco Use Among American Indian Youth in New Mexico: Findings from the 2015 New Mexico Youth Risk and Resiliency Survey, June 2017.*

## Current Smoking (%) among American Indian HS Youth vs. General Population, NM, 2003-2015



# Current tobacco use data

## Native American HS use rates in NM

- Disparity in tobacco use rates between American Indian youth (17.0%) and the general population of high school youth in NM (11.4%)

Source: 2003 - 2016 NM Youth Risk and Resiliency Survey

Tribes: Policies and Programs

Policy Work

Federal, State & Local:  
Mass Media Campaigns

DOH: Cessation  
Services and  
Secondhand  
Smoke  
Protections

IAD: Community-Based  
Programs  
Prevention & Cessation

Synar: Retailer Violations

FDA: Point-of-Sale Compliance

IHS: Cessation Services

Tobacco control is  
a comprehensive  
effort

Programs benefiting Native  
American communities in NM

- Community-level programs
- State-level programs
- Federal-level programs

Tribes: Policies and Programs

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IHS: Cessation Services

Community-based  
programs deliver  
prevention and  
cessation services in  
tribal communities

### Funding through the IAD Program Provides Communities:


- Capacity to develop or expand tobacco control programs
- Training on CDC Best Practices and proven strategies in tobacco control
- Technical assistance to improve reach and efficacy



# Goals

## Best practices in tobacco control

- To promote cessation and prevention of commercial tobacco abuse in Native American communities with special emphasis on Native American youth
- To promote cultural awareness of the Native traditional and ceremonial use of tobacco as a means to strengthen cultural identity and resistance to commercial tobacco



“Approximately 5.6 million adolescents who are currently under the age of 18 will die prematurely due to a smoking-related illness.”

*Source: Adolescents and Tobacco: Risk and Protective Factors, U.S. Department of Health and Human Services*

# Program Approach

Three ways IAD is engaging tribal tobacco control programs

## Emerging Programs

- Funds set-aside for new and emerging tobacco control programs
- Establishes capacity to begin evidence-based work in new communities

## Established Programs

- Expands capacity to continue and grow community-based programs in tobacco control
- Supports existing program approaches to align with evidence based practices

## Proactive Outreach

- Aims to engage tribal communities not receiving program funding
- Technical assistance to establish tobacco prevention or cessation services



# FY17 Funding

## Awarded Program Funds

“Since 2007, the percentage of American Indian current smokers in the IHS Albuquerque Area who received tobacco cessation intervention at their local IHS or tribal health facility has increased each year. In 2016, 64% of American Indian adult smokers received some type of tobacco cessation intervention at their local IHS/Tribal health facility.”

Source: IHS GPRA Report 2008-2016

Grant Recipients	FY17 Awarded Funds	FY18 Awarded Funds
AAIHB	\$33,412.00	\$29,850.00
Isleta Pueblo	\$22,845.00	
Oso Vista Ranch Project	\$35,945.00	\$30,000.00
Sandia Pueblo	\$33,998.00	
Kewa Pueblo	\$21,100.00	
Capacity Builders	\$18,000.00	\$28,944.00
Pojoaque Pueblo	\$20,000.00	\$24,546.00
Mescalero Apache	\$17,000.00	\$29,900.00
Acoma Pueblo	\$16,000.00	\$28,538.00
Five Sandoval Indian Pueblos	\$16,000.00	
Nambe Pueblo	\$15,000.00	\$17,992.00
Albuquerque Indian Center		\$17,000.00
Proactive Outreach Contractor		\$42,530.00
<b>TOTAL</b>	<b>\$249,300.00</b>	<b>\$249,300.00</b>

# FY17 Tribal Community Programs



# Pueblo of Acoma

## Prevention through education and tradition

- Commercial tobacco education series provided to community
- Tribal Court policy mandates completion of tobacco education program
- Digital stories touching on traditional tobacco and casino environment
- Taking steps toward a smoke-free policy to be presented to Tribal Administration and Tribal Council

“The residents of Acoma have an opportunity to proceed along a continuum of support from intervention and prevention to supportive services that reinforce those [tobacco control] messages.”

*Dennis Wanya, Pueblo of Acoma Tax Administrator*



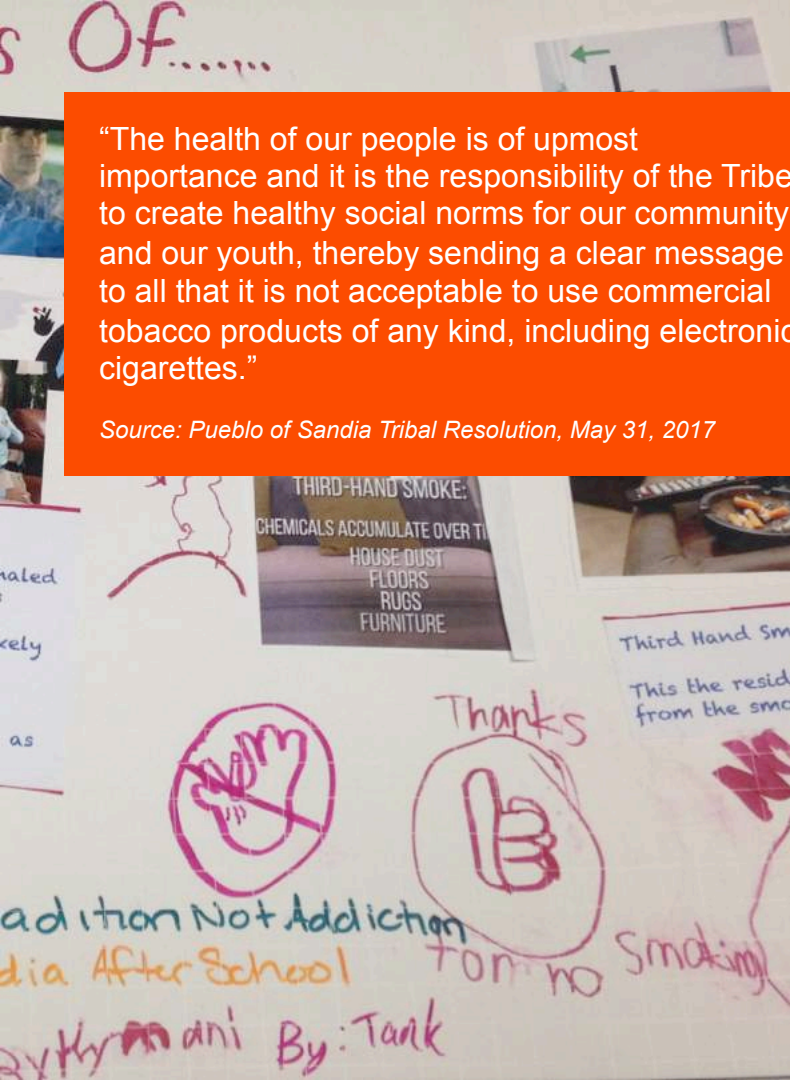
“The health of our people is of utmost importance and it is the responsibility of the Tribe to create healthy social norms for our community and our youth, thereby sending a clear message to all that it is not acceptable to use commercial tobacco products of any kind, including electronic cigarettes.”

Source: Pueblo of Sandia Tribal Resolution, May 31, 2017

# Pueblo of Sandia

Quit services, youth prevention, tribal policy

- Tribal Council passed resolution on commercial tobacco and e-cigs
- WeCare screening tool used by all providers
- Tobacco prevention curriculum included in after-school program
- Evidence-based cessation services provided to 26 tribal members





# Albuquerque Area Indian Health Board

## Capacity Building through Training and Data

- Conducted a *Basic Tobacco Intervention Skills Certification for Native Communities* Training
- Conducted a digital storytelling workshop to assist tribal programs with sharing their work
- Published and distributed the *American Indian Youth Tobacco Report* and *American Indian Adult Tobacco Report*

## TOBACCO USE AMONG AMERICAN INDIAN YOUTH IN NEW MEXICO

RESULTS OF THE 2015 NEW MEXICO YOUTH RISK &  
RESILIENCY SURVEY

“The program provided a foundation to understand tobacco dependence, tobacco dependence treatment and methods and techniques to deliver evidence-based interventions in a culturally appropriate manner to American Indian and Alaska Native people who use commercial tobacco.”

Source: Kevin English, ASTEC Director



# Pueblo of Isleta

## Evidence-based Cessation Services

- Isleta Health Center clinician referrals to cessation services
- Offered and facilitated *Thinking About Quitting* and *Freedom from Smoking* cessation programs
- 4<sup>th</sup> grade 10-session commercial tobacco prevention curriculum
- Cancer Education Conference

11-year results of cessation program: 80% decreased smoking, 53% quit smoking, average time smoke-free is 5 years.

Source: *Isleta Freedom From Smoking Program*







OFFICE OF THE GOVERNOR

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RESOLUTION NP2017-12

APPROVAL FOR THE CONTROL OF COMMERCIAL TOBACCO USE  
IN THE WORKPLACE

WHEREAS, the Pueblo of Nambé ("Pueblo") is a federally recognized Indian tribe which accepted the Indian Reorganization Act of June 18, 1934 (25 U.S.C. §§ 461 *et seq.*), and remains organized without a written constitution; and

WHEREAS, the Nambé Pueblo Tribal Council ("Tribal Council") is the legislative authority and in the exercise of its tribal sovereignty remains organized in accordance with Pueblo tradition for all its people; and

WHEREAS, the Tribal Council is vested with all powers, authority, and responsibility for the governmental activities of the Pueblo and under this capacity has full power and authority to act on behalf of the Tribe; and

WHEREAS, commercial tobacco use is the leading cause of preventable death and disease and

WHEREAS, "Commercial tobacco free tribal workplaces will protect the health of Nambe Children, Grandchildren, their families and Mother Earth."

WHEREAS, Source: Pueblo of Nambe Resolution, April 26, 2017

WHEREAS, The health of Nambe people is of utmost importance and is the responsibility of the Tribe to create healthy social norms for the Nambe community and youth, thereby sending a clear message to all that it is not acceptable to use commercial tobacco products of any kind; and

# Pueblo of Nambe

## Emerging Program, Traditional Values

- Started a commercial tobacco prevention and cessation program at the Pueblo
- Passed a tribal resolution formally prohibiting commercial tobacco use within administrative facilities operated by the Pueblo
- Cessation services provided to nine community members
- Tiered training for tribal leadership, community, and Talking Circles

# Pueblo of Pojoaque

## Emerging Program, Youth Wellness

- Started a Smoke Free Environments policy to present to Tribal Council
- Program administered through the Community Wellness Center and Pojoaque Boys and Girls Club
- Customized a prevention program specifically for emerging products and e-cigarettes
- Building on efforts to expand to health services in FY18



“Cigarettes? That’s what old people smoke. Young people vape.”

*Source: Pueblo of Pojoaque youth*

# Mescalero Apache Tribe

## Bringing Power to Youth Voices

- Health clinic pharmacy started offering cessation pharmaceuticals as a result of the tobacco education program
- Youth “Peer Trainers” program that teaches community youth about dangers of commercial tobacco; KWES public service announcements
- Produced digital stories that play during outdoor movie nights
- Prevention programs at Ruidoso High and Mescalero Boys and Girls Club



“I am so grateful for all the opportunities this internship has given me. I learned more about tobacco than I ever thought possible. Now, I’m that friend in the group that speaks up and says, ‘Do you even know how bad that is for you?! You need to stop!’”

*Source: Peer Trainer, Mescalero Apache Tribe*

# Capacity Builders

## Emerging Program: Positive Youth Development

- Memorandum of Understanding for “Positive Youth Development” programming in Navajo’s Central Consolidated School District
- Provide tobacco prevention education to all students at Shiprock Middle School and High School
- Program youth created 30-second public service announcement shared with local radio

Cessation

SAT     ate  
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“The MOU serves to assist area schools in their efforts to meet yearly progress as defined by the U.S. Department of Education; provide positive youth development services to area youth; and to reduce the negative outcomes that affect Navajo youth at both personal and community levels.”

*Source: MOU between Central Consolidated School District No. 22 and Capacity Builders, Inc.*

TODAY'S CHOICES  
 = TOMORROW'S  
 LEADERS

Find out more Capacity Builders, Inc. is a  
 501(c)(3) non-profit organization. For more information, visit  
 www.capacitybuilders.org



# Oso Vista Ranch Project

## Agency-wide Smoke-Free Housing Effort

- Meetings with Navajo Housing Authority executive leadership to explore a comprehensive smoke-free housing policy for more than 8,500 housing units
- Training meetings with all regional directors in New Mexico under Navajo Housing Authority
- Started a Navajo Housing Authority tenant education series on secondhand smoke

Oso Vista Ranch Project has assisted 49 of 50 Navajo Chapters in New Mexico pass Clean Indoor Air resolutions. The program expanded its efforts to work with Navajo Housing Authority for smoke-free housing.



# Kewa Pueblo

## Adolescents and Tobacco: Protective Factors

- Dedicated tobacco prevention program in middle school using “Towards No Tobacco” curriculum during language class
- Participating students qualify for experiential team building and leadership building outings
- Traditional leaders speak to youth about the sacred uses of the tobacco plant

“Community members have a strong understanding of their history and their identity as Native Americans. Over 92% of tribal members speak Keres. They have a built-in system of caring individuals, Tribal Officials, who go door-to-door reminding community members of traditional values and community member responsibility to each other.”

*Source: Paula Garcia, Kewa Family Wellness Center Prevention Program Manager*



# Five Sandoval Indian Pueblos, Inc.

## Prevention through Cultural Preservation

- Cultural identity and enrichment program that united community elders and youth in discussions about tobacco in Cochiti
- Farming and growing project to reinforce cultural values and identity

“During this [FDA] inspection the establishment [Pueblo de Cochiti Convenience Store] was in violation because you or your employee sold cigars to a minor... A minor was able to buy Swisher Sweets Sticky Sweets Caramel Peach cigars on March 23, 2017, at approximately 3:00 PM.”

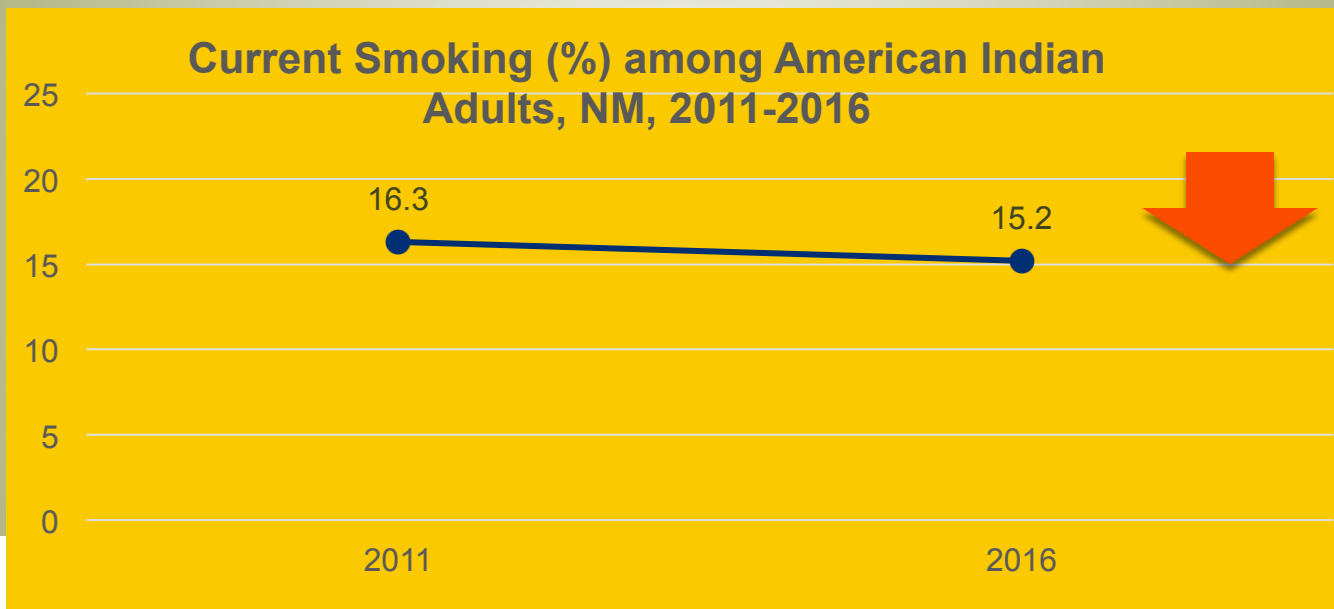
Source: U.S. Food and Drug Administration, Warning Letter dated July 6, 2017

# Outcomes

## Community-based programs addressing tobacco use and prevention

- Reduced commercial tobacco initiation among American Indian youth in New Mexico
  - Engaged 4,812 youth
- Reduced commercial tobacco use among American Indian adults in New Mexico
  - Engaged 4,810 adults
- Strengthened cultural identity
  - 11 community-based programs strengthening cultural identity
- Improved health outcomes



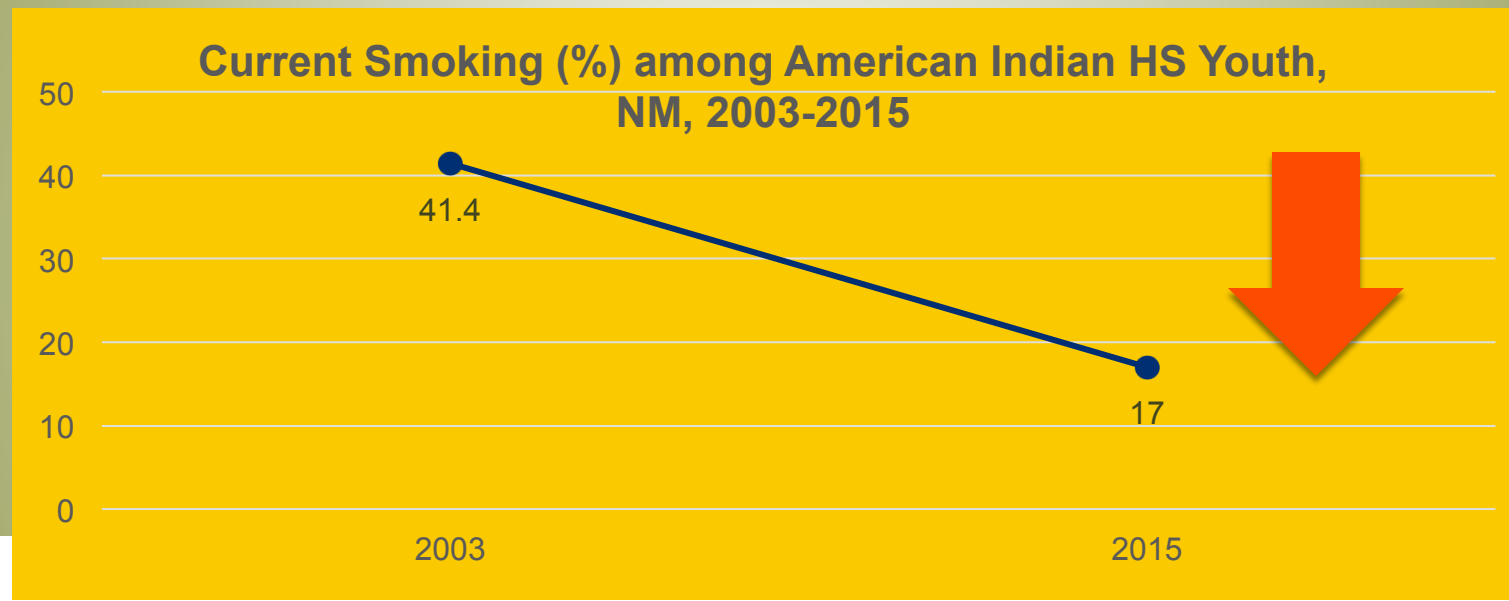


# Declining Tobacco Use Rates: Adults

## American Indian Adult Tobacco Use

- Current NM American Indian tobacco users reduced by 6.7% since 2011

Source: 2011-2016 NM Behavioral Risk Factor Surveillance System



# Declining Tobacco Use Rates: Youth

## American Indian Youth Tobacco Use

- Current NM American Indian high school youth tobacco users reduced by 59% since 2003

*Source: 2003-2016 NM Youth Risk and Resiliency Survey*

# Program Improvement

How IAD's program has provided better support



Training on emerging products & evidence-based approaches



Equipping programs with the tools to better engage their communities



Continuity in program implementation; tribal leader endorsement



# Where We Can Do Better

## Opportunities to Improve



Improving  
turn-around  
for grant  
awards



Reaching  
communities  
most in-need  
of programs



Policy

Bringing  
capacity to  
strengthen  
tribal policy





# Grant Recipient Feedback

## Pueblo of Pojoaque

- Emerging tobacco products and youth interactions

“E-cigarette use among youth and young adults has become a public health concern. In 2014, current use of e-cigarettes by young adults 18–24 years of age surpassed that of adults 25 years of age and older.”

*Source: U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A report of the Surgeon General, 2016*

# Tobacco Cessation & Prevention Programs

NM Indian Affairs Department

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