



# 2011-2012 Tobacco Cessation and Prevention Program

New Mexico Indian Affairs  
Department  
*Performance Report*



## Program Goals



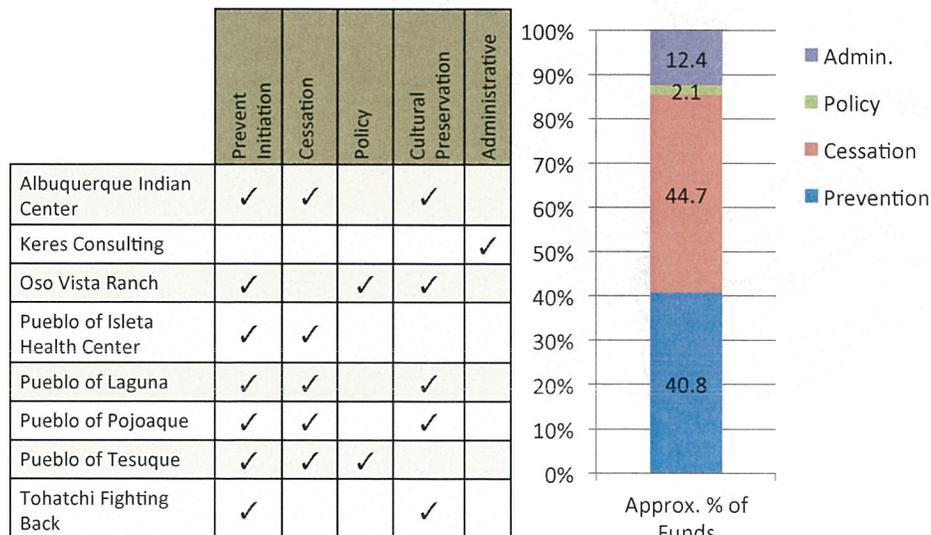
To promote cessation and prevention of **commercial tobacco abuse** in Native communities with special emphasis on Native youth

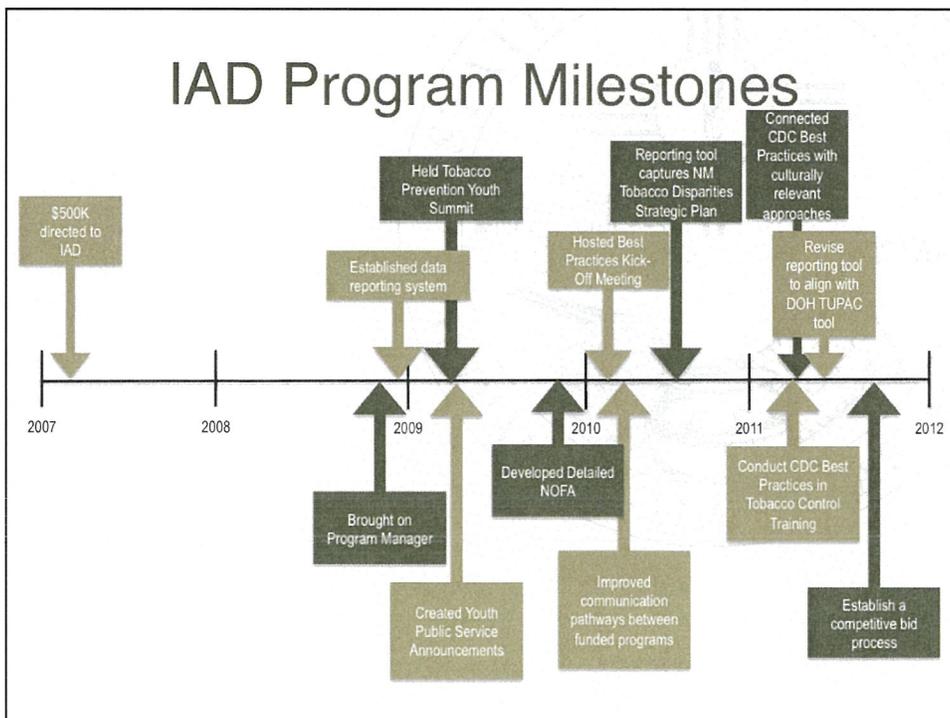
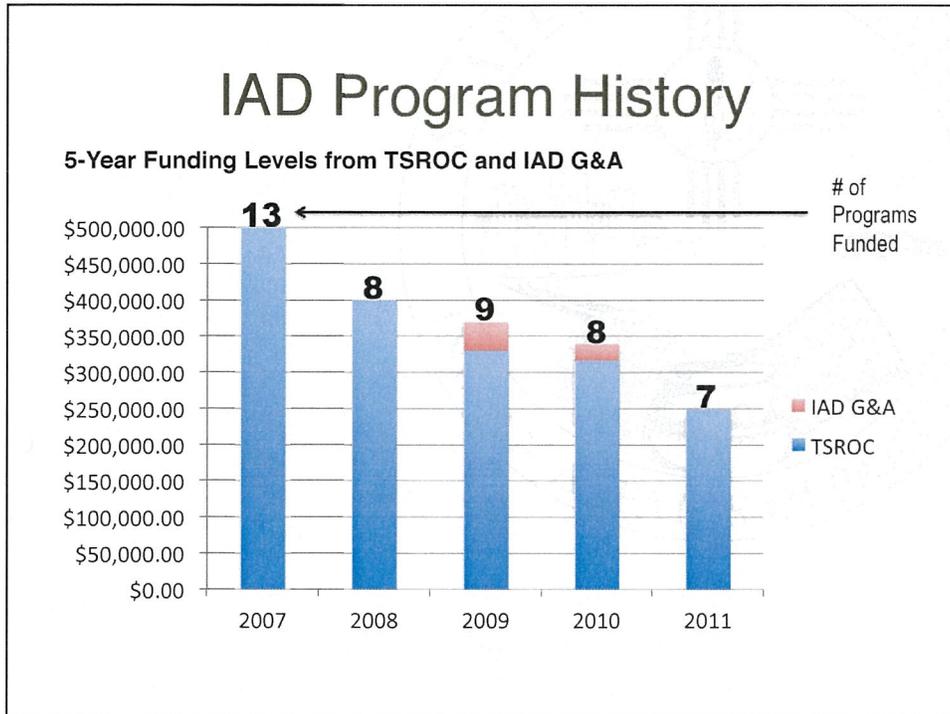
To promote cultural awareness of the **Native traditional and ceremonial use of tobacco** as a means to strengthen cultural identity and resistance to commercial tobacco

## 2011-2012 Funded Programs

- Albuquerque Indian Center \$40,000
- Keres Consulting, Inc. \$28,913
- Oso Vista Ranch Project \$20,000
- Pueblo of Isleta Health Center \$25,000
- Pueblo of Laguna \$35,000
- Pueblo of Pojoaque \$25,000
- Pueblo of Tesuque \$35,000
- Tohatchi Fighting Back \$25,000

## Snapshot of Funded Programs





## Notable Improvements



Reporting tools and data capture



Training to funded programs



Increasing interest from tribes



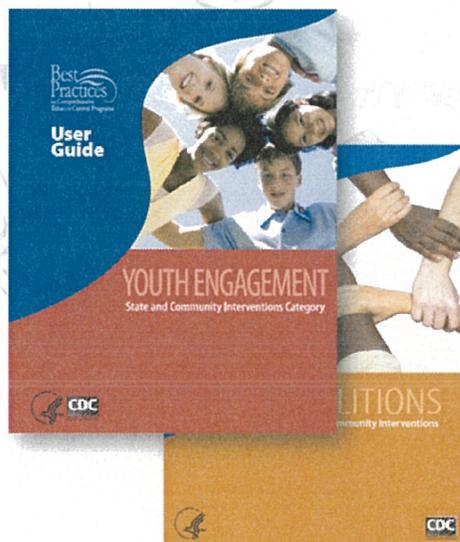
Outside funding recommendations



Tribal Finance Interface

## CDC Best Practices in Tobacco Control

- Best Practices in State and Community Interventions
  - Youth Engagement
  - Coalitions
- Strategies compliment the mix of funded projects under the IAD program and allow for cultural sensitivities



## CDC Best Practices



Oso Vista Ranch Project's Margaret Merrill conducts a media literacy lesson on tobacco advertising to a group of community youth.

- Prevent Initiation of Tobacco Use Among Youth and Young Adults
  - 100% of funded programs have a youth and young adult component
  - School-based interventions combined with mass media campaigns
  - Youth engagement in the message

## CDC Best Practices

- Promoting Quitting Among Adults and Youth
  - Aligned Health Educator programs with the 1-800-QUIT NOW service
  - Isleta, Laguna and Pojoaque aligned with Freedom From Smoking cessation curriculum
  - Increased collaboration with tribal behavioral health departments, physicians, dentists and others who might refer cessation programs

*"You know, when I started this journey, I really didn't think I could get to this point...I couldn't see the light at the end of the tunnel. I was so caught up and tied into my addiction that realizing a life without smoking seemed far-fetched and out of reach... Flash forward....here I am, in control...empowered...and I've taken my life back."*

A journal entry from the Pueblo of Laguna program. This was distributed to network of smokers trying to quit in the community.

## CDC Best Practices



- Eliminating Exposure to Second Hand Smoke
  - Policy change: Tesuque Pueblo's Governor and Tribal Council approved a Smoke Free Workplace resolution
  - Lobbying to the Ramah Navajo School Board to extend perimeters of smoking areas around basketball games

## CDC Best Practices

- Identifying and Eliminating Tobacco-related Disparities
  - The IAD Program focuses its funds on the Native American population
  - Rural communication limitations utilizing radio programming. Monthly commercial tobacco prevention spots in Diné and English. Reaches 600 people locally; globally via Internet
  - Urban Native Americans of extreme poverty: AIC targets tobacco cessation and prevention during community feeds of 600 people.
  - “Honoring Tribal Wisdom-Honoring the Gift of Tobacco” from Laguna continues to promote the positive respectful cultural use of natural tobacco.

## Additional Impacts of IAD Program

- Contributes to 16 jobs in New Mexico
- Directly reaches seven tribal communities with outreach to other tribes in NM as well as tribes in numerous other states.
- Builds tribal capacity in community intervention practices
- Brings focus to Native American values and cultural preservation
- Engages IAD and the State at a grassroots level with tribes – building on collaborative efforts that benefit all



Top: Youth at Oso Vista Ranch Project display calendars that feature their photography. Bottom: Albuquerque Indian Center hosts a community feed.

## Program Effectiveness

- Cultural preservation integrated with CDC Best Practices in Tobacco Control
  - Showing quantitative progress in commercial tobacco use
  - Breadth of qualitative feedback on the social change within communities
- Program accountability
  - Site visits
  - Reporting requirements

## Collaboration with Other Funded Agencies

- Department of Health
  - Provided temporary access to the eTET system
  - Guidance on reporting features
  - Linked IAD programs to 1-800-QUIT NOW



## Areas for Improvement

- Turn-around on awarding grants
  - Considering feasibility of multi-year grants to allow fluid, sustainable programming
  - Current turn-around allows for an 8-month program
- Community engagement
  - Adding technical expertise to help programs achieve greater community participation
- Funding
  - Support outreach and application for other funding sources
  - Restore funding levels to previous years

## Next Steps

- Program Goals
  - Continue to implement CDC Best Practices
  - Continue to integrate cultural approach
- Restore funding levels
- Evaluate the feasibility of comprehensive community surveys on tobacco use
- Technical assistance to improve community engagement

## Thank You

- Questions



Tohatchi Fight Back