



Tobacco Settlement Revenue Oversight Committee

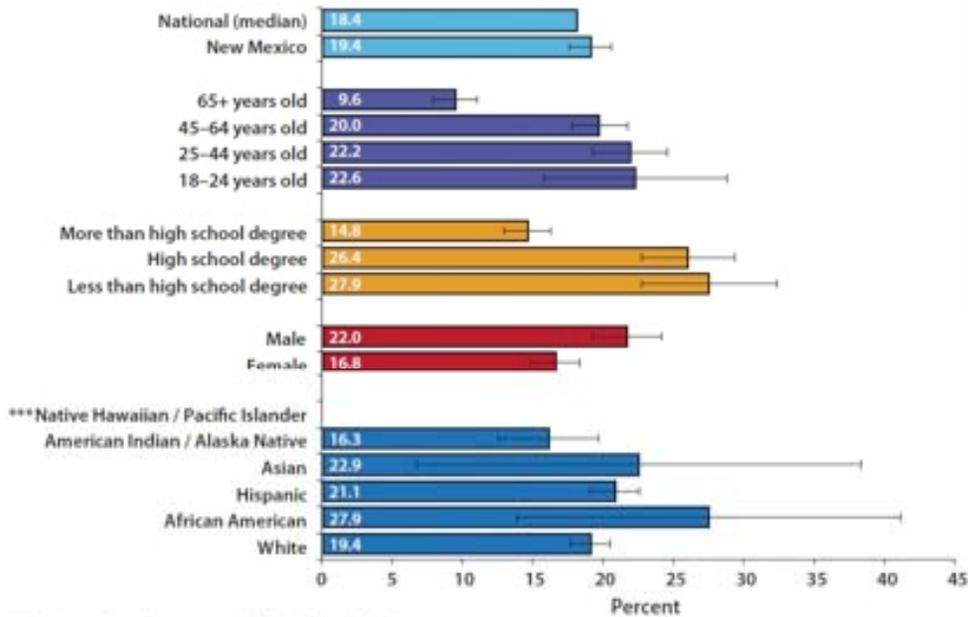
**New Mexico Indian Affairs Department
Tribal Tobacco Cessation and Prevention Program
Update for Fiscal Year 2011
*August 16, 2011***

**Santa Fe Capitol
Santa Fe, New Mexico
Secretary Arthur Allison
Indian Affairs Department**



Need for Tobacco Prevention in New Mexico

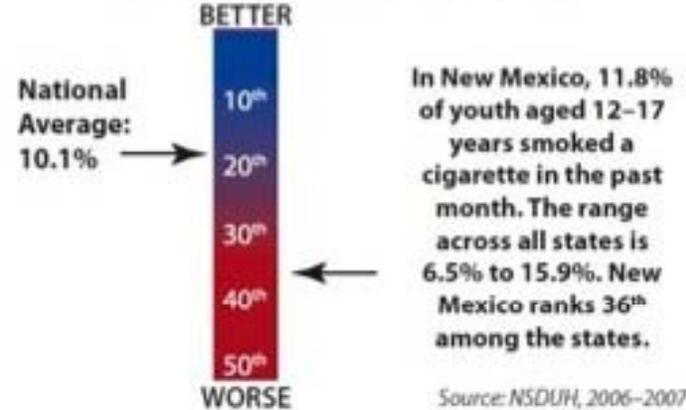
Current Smoking Among Adults by Demographic Characteristics



*** Data not shown because sample size is less than 50.

Source: BRFSS, 2007-2008

Past-Month Cigarette Use Among Youth Aged 12-17 Years



Source: NSDUH, 2006-2007



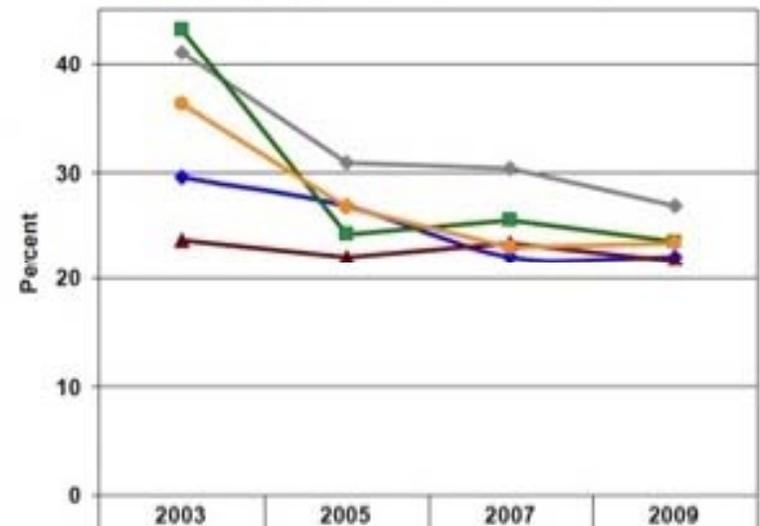
Need for Tobacco Prevention in Indian Country

- 16.3% of American Indian adults residing in NM are current smokers
- American Indian high school youth have the highest rate of current smokers (27%) among any other racial/ethnic group.

Percent of New Mexico High School Youth who are Current Smokers, by Race/Ethnicity

Smoking declined significantly among most racial/ethnic groups between 2003 and 2009.

The disparity in smoking rates between racial/ethnic groups appears to be narrowing.



	2003	2005	2007	2009
Hispanic	29.6	27	22.3	22.2
White	23.8	22.2	23.6	21.9
American Indian	41.1	30.9	30.4	27
African American	43.1	24.4	25.6	23.7
Asian/Pacific Islander	36.3	26.9	23.2	23.5

Sources: 2003-2009 YRRS.



Brief Program History

- Program established in 2008 through a \$500,000 grant through the Tobacco Settlement Revenue Oversight Committee
- Initially funded 8 tribal programs
- FY 2010/2011 reached a total of 14,400 Native Americans in nine tribal communities





Program Goals

- To promote cessation and prevention of commercial tobacco abuse in Native communities
- 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





Performance Data: New Mexico Tobacco-Related Disparities Strategic Plan & IAD Tobacco Prevention Programs

Grants managed by the Indian Affairs Department align with the New Mexico Tobacco-Related Disparities Strategic Plan	Adopt public policies that reduce access to commercial tobacco	Expand educational campaigns for specific population subgroups	Collaborate with community programs to integrate commercial tobacco use prevention	Implement culturally-appropriate prevention programs for specific populations	Create cultural awareness and competency	Expand access to cessation programming	Employ innovative technologies for outreach and delivery of cessation activities	Develop new local partnerships to offer on-site cessation	Promote culturally respectful strategies for encouraging families to make homes/cars smoke-free	Expand enforcement efforts of indoor air law	Expand smoke-free policies	Develop targeted awareness on the dangers of secondhand smoke	Expand campaigns for adoption of ethical funding	Prioritize allocation of resources for community capacity building	Educate future tobacco control advocates	Integrate tobacco education into prevention and treatment programs
Albuquerque Indian Center	X	X	X	X	X	X						X			X	
Isleta Pueblo			X	X		X		X	X			X			X	X
Jicarilla Apache Nation			X	X		X						X			X	X
Laguna Pueblo	X	X	X	X	X	X		X		X	X	X		X	X	X
Oso Vista Ranch Project	X	X	X	X	X		X		X			X			X	
Pojoaque Pueblo			X	X	X	X			X	X		X			X	X
Santa Clara Pueblo		X	X	X	X				X			X			X	X
Tesuque Pueblo	X	X	X	X	X	X		X			X	X			X	X
Tohatchi Fighting Back		X	X	X	X							X			X	



Performance Data: IAD Tobacco Prevention Programs

Tobacco Prevention & Cessation Elements	Albuquerque Indian Center	Jicarilla Apache	Oso Vista Ranch Project	Pueblo of Isleta	Pueblo of Laguna	Pueblo of Pojoaque	Pueblo of Santa Clara	Pueblo of Tesuque	Tohatchi Fighting Back
Traditional Tobacco Lessons	X		X	X	X	X	X	X	
Cultural Preservation / Lessons	X		X	X	X	X	X	X	
Youth Development	X	X	X	X	X	X		X	X
Health Consequences of Tobacco Use	X	X	X	X	X	X	X	X	X
Second Hand Smoke	X	X	X	X	X	X	X	X	X
Quitting Tobacco Use	X		X	X	X	X	X	X	
Peer Education & Family Involvement	X	X	X	X	X		X	X	X
Outreach and Communication	X	X	X	X	X	X	X	X	X
Staff Training and Development	X		X	X	X	X	X	X	
Policy Development	X		X		X			X	
Industry Advocacy	X		X	X	X	X	X	X	



Performance Data: Albuquerque Indian Center



NM Tobacco-Related Disparities Strategic Plan Focus Areas:

1. Collaborate with community programs
2. Implement culturally-appropriate prevention programs
3. Educate future tobacco control advocates

Funded	\$70,000	Actual: \$70,000
People Served	4,732 <i>(increase of 10% over previous year)</i>	
Key Highlights	<ul style="list-style-type: none"> • AIC youth coalition provides education and prevention awareness on negative health consequences of commercial tobacco and Sacred Tobacco among Native American culture • Provided 25+ community feeds with youth advocacy on tobacco control 	
Collaboration	Southwest Tribal Tobacco Coalition, First Nations, Southwestern Indian Polytechnic Institute, Indian Pueblo Cultural Center	



Performance Data: Pueblo of Isleta



NM Tobacco-Related Disparities Strategic Plan Focus Areas:

1. Collaborate with community programs
2. Expand access to cessation programming
3. Educate future tobacco control advocates

Funded	\$23,500	Actual: \$21,887
People Served	2,009	<i>(increase of 37% over previous year)</i>
Key Highlights	<ul style="list-style-type: none"> • Implemented 14th American Lung Association's Freedom From Smoking class – 100% of those who finished the group quit smoking • Successful integration of referral program with Isleta Health Care system • Tobacco Use Prevention poster contest with community youth 	
Collaboration	Isleta Elementary School, Isleta Behavioral Health, Isleta Health Center, Isleta Diabetes Prevention Program, Isleta Social Services, Isleta Community Health Nurses	



Performance Data: Jicarilla Apache Nation



NM Tobacco-Related Disparities Strategic Plan Focus Areas: 1. Educate future tobacco control advocates 2. Collaborate with community programs 3. Expand access to cessation programming	Funded	\$18,985	Actual: \$11,721
	People Served	200	
	Key Highlights	<ul style="list-style-type: none"> Youth Prevention Awareness Poster Contest with winning entry getting displayed on billboard on Highway 64 Tobacco control lessons and activities for incarcerated/detained adults and teens 180 community members participated in a “Kick Butt” event with participation from Tribal leadership 	
	Collaboration	Tribal leadership, local radio station, community justice system	



Performance Data: Pueblo of Laguna



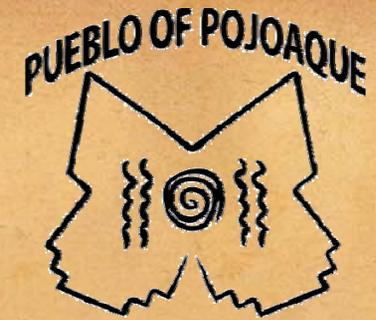
NM Tobacco-Related Disparities Strategic Plan Focus Areas:

1. Implement culturally-appropriate prevention programs
2. Create cultural awareness and competency
3. Collaborate with community programs

Funded	\$39,000	Actual: \$33,940
People Served	1,550	
Key Highlights	<ul style="list-style-type: none"> • Successful integration of referral program with the Pueblo of Laguna Behavioral Health Department • Implemented the American Lung Association's Freedom From Smoking Curriculum • Collaboration with IHS hospital for nicotine replacement therapy 	
Collaboration	Ysleta Del Sur Tobacco Program, New Mexico Cancer Services, Heart Project with the Albuquerque Indian Center	



Performance Data: Pueblo of Pojoaque



NM Tobacco-Related Disparities Strategic Plan Focus Areas:

1. Collaborate with community programs
2. Implement culturally-appropriate prevention programs
3. Expand access to cessation programming

Funded	\$22,500	Actual: \$17,424
People Served	1,296	<i>(increase of over 300% over previous year)</i>
Key Highlights	<ul style="list-style-type: none"> • Successfully helped 14 people quit smoking with tobacco cessation program and support • One-on-one counseling to community smokers through the tribe's CHR program • Youth tobacco prevention training 	
Collaboration	Cancer Institute Foundation, Pojoaque Early Childhood Center, Pueblo of Pojoaque Boys & Girls Club, Pojoaque Tribal Leadership	



Performance Data: Oso Vista Ranch Project



NM Tobacco-Related Disparities Strategic Plan Focus Areas:

1. Educational campaigns for specific populations
2. Implement culturally-appropriate prevention programs
3. Educate future tobacco control advocates

Funded	\$73,000	Actual: \$72,929
People Served	5,280	
Key Highlights	<ul style="list-style-type: none"> • Successfully expanded Ramah Navajo program into the Zuni community also • Utilize traditional media (radio stations and public service announcements) and social media to raise community awareness • Implemented a summer camp to include focused tobacco prevention for 38 youth 	
Collaboration	Zuni Teen Health Department, Ramah Navajo Diabetes Prevention Department, Ramah Navajo School Board, Ramah Navajo Social Services Department	



Performance Data: Pueblo of Santa Clara



NM Tobacco-Related Disparities Strategic Plan Focus Areas:

1. Educate future tobacco control advocates
2. Collaborate with community programs
3. Develop targeted awareness on the dangers of secondhand smoke

Funded	\$10,000	Actual: \$9,682
People Served	1,253	
Key Highlights	<ul style="list-style-type: none"> • Successful collaboration with other programs and departments • Hosted the 4th Annual Substance Free Conference with over 220 attendees and broadcast news coverage • Implemented 102 activities to support culture, cessation and education on tobacco control 	
Collaboration	Strengthening Native Families, Santa Clara Police Department, Santa Clara Recreation, Santa Clara Day School, Santa Clara Forestry	



Performance Data: Pueblo of Tesuque



NM Tobacco-Related Disparities Strategic Plan Focus Areas:

1. **Adopt public policies that reduce public access to commercial tobacco**
2. **Expand access to cessation programming**
3. **Educate future tobacco control advocates**

Funded	\$38,000	Actual: \$38,000
People Served	732	<i>(increase of 280% over previous year)</i>
Key Highlights	<ul style="list-style-type: none"> • Helped 14% of Pueblo's smokers quit (reduced from 57 to 49) • Obtained 77 pledges from community youth to stay commercial tobacco free • Supported the passing of a Tribal Tobacco Policy at the Pueblo of Tesuque (November 2010) 	
Collaboration	Tribal CHR Program, Hopi Tobacco Program, Community physicians, Community Schools	



Performance Data: Tohatchi Fighting Back

NM Tobacco-Related Disparities Strategic Plan Focus Areas:

1. Educate future tobacco control advocates
2. Promote culturally respectful strategies for families to reduce secondhand smoke
3. Implement culturally appropriate prevention programs

Funded	\$46,374	Actual: \$46,374
People Served	339	
Key Highlights	<ul style="list-style-type: none"> • One-on-one family counseling for tobacco prevention and alcohol substance abuse • Wide distribution of commercial tobacco control materials at Navajo-area schools • Coordinate youth group outreach meetings to discuss smoking interfaces among Ft. Wingate High School athletes 	
Collaboration	Juan De Onate Elementary School, Ft. Wingate High School, Gallup Indian Medical Service, Tohajiilee High School, Tribal CHR programs, UNM American Indian Business Leaders	



Performance Data: Program Best Practices Meeting

- Meeting held on August 18 with participation from 20 tribal program managers statewide, Indian Affairs Department representatives and program facilitators
- Participants learned best practices to assist with **furthering the reach and impact** of tobacco cessation programs directed toward Native Americans
- All participants gained a clear understanding of state reimbursement and reporting requirements
- With a focus on collaboration in 2010-2011, the meeting facilitated program introductions and opportunities to work together



Revenue Breakdown

Tobacco Settlement Revenue Oversight Committee Funds	\$293,800
Funds Supplemented through IAD General Operating Funds	\$106,200
Total Fund Appropriation FY 2010/2011	\$400,000

Key Success

100% utilization of Tobacco Settlement Revenue Oversight Committee Funds in Fiscal Years 2009/2010 and 2010/2011



Contracting Resources

Total Contracting Resources: Keres Consulting, Inc.	\$29,980
Best Practices Summit	\$6,764
Program Assessments	\$13,224
Reporting	\$3,584
Project Management	\$845
Notice of Funding Availability and Related Support	\$3,436
NMGRT and G&A	\$2,127



Thank you

The New Mexico Indian Affairs Department Tobacco Cessation & Prevention Program has seen tremendous growth in clients reached.

With tobacco use rates highest among Native Americans over any other ethnic group in New Mexico, continued funding of this program is critical.

Thank you for your continued commitment to Native American communities in New Mexico.