

Brown School

Best Practices User Guides supplement: Reducing Tobacco **Use Disparities among Native Communities**

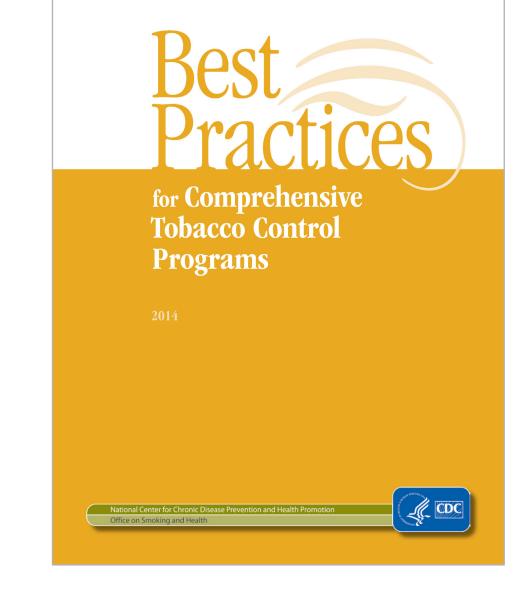
Center for Public Health Systems Science at the Brown School at Washington University in St. Louis

Zara Petković Rachel Hackett Amy Endrizal River Chew Stephanie Andersen Laura Brossart Doug Luke



BEST PRACTICES USER GUIDES

Since 2008, the Center for Public Health Systems Science at the Brown School at Washington University in St. Louis has collaborated with the Centers for Disease Control and Prevention's Office on Smoking and Health to develop a set of user guides to accompany the Best Practices for Comprehensive Tobacco Control Programs—2014. The guides expand on the evidence-based guidelines and funding recommendations in Best Practices to translate research into practical guidance for states and communities. Nine guides have been published to date:

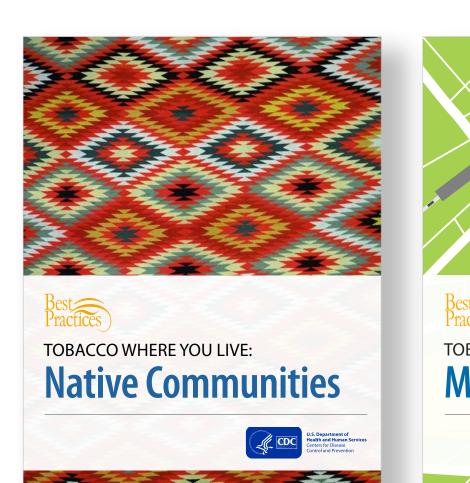


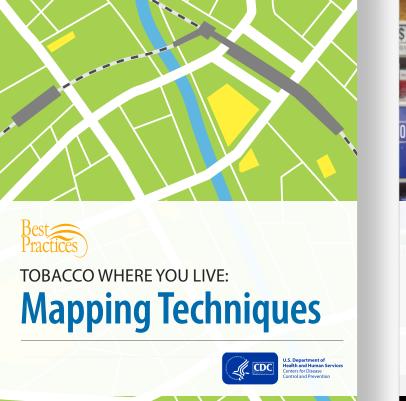
- Coalitions (2009)
- Youth Engagement (2010)
- Health Equity (2015)
- Program Infrastructure (2017)
- Health Communications (2018)
- An update to Youth Engagement (2019)
- Cessation (2020)
- Partnerships (2021)
- Putting Evidence into Practice (2021)

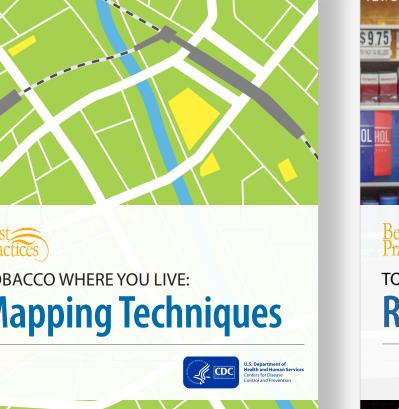
Tobacco Where You Live

Tobacco Where You Live is a Best Practices User Guides resource designed to empower tobacco control program managers, staff, and partners to understand how commercial tobacco use varies within their communities, overcome challenges, and reduce disparities. Each *Tobacco Where You Live* brief will cover a topic important to reduce commercial tobacco use in communities with the highest prevalence. Five supplements are in development:

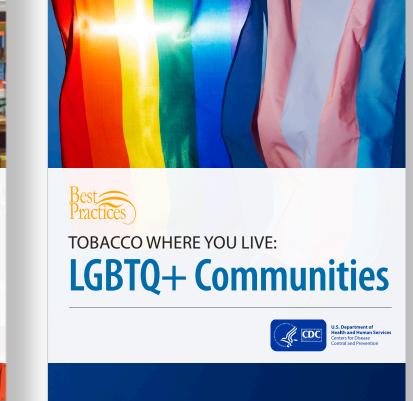
- **Mapping Techniques**
- **Native Communities**
- **Retail Strategies to Promote Health Equity**
- LGBTQ+ Communities
- **Menthol and Other Flavors**











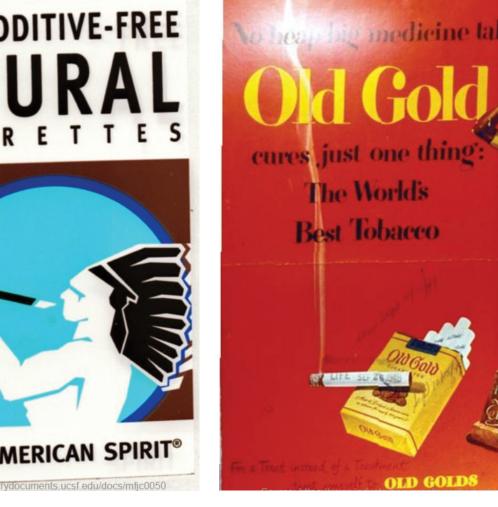
Upcoming Tobacco Where You Live supplements

NATIVE COMMUNITIES SUPPLEMENT

American Indians and Alaska Natives have among the highest use of commercial tobacco of all U.S. racial and ethnic groups. Native adults also have some of the highest rates of tobacco-related diseases, and Native youth start smoking at an earlier age than non-Natives. Identifying and implementing more effective ways to reduce commercial tobacco use among Native people can help narrow these health gaps.

The Native Communities supplement focuses on how comprehensive tobacco control programs and partners can work with Native communities to reduce disparities and support their efforts to reduce commercial tobacco use by:







Many tribes of the Upper Plains and GreatLakes use

ceremonies and as medicine

Kinnikinnickas a tobacco substitute,a mixture of leaves

and bark from red willow, bearberry, and other plants, in

The tobacco industry has used Native cultural imagery to promote their products since the 1930s. Source: UCSF Industry

- Developing strong relationships with Native leaders and members to earn trust and effectively support the tribe's goals
- Respecting tribal sovereignty by supporting community-driven approaches
- Using a culturally focused approach and investing time to understand a tribe's unique history, commercial tobacco use patterns, and cultural practices
- Working with tribes to tailor strategies that reflect their unique cultures, capacities, and challenges
- Respecting the use of traditional tobacco while communicating the harms of commercial tobacco

What's in the Native Communities Supplement

The supplement includes the following sections to support efforts to reduce commercial tobacco use in Native communities:

- Make the case for investing in culturally focused approaches to reducing commercial tobacco among American Indian/Alaska Native populations
- Learn the basics including what is traditional tobacco, how the tobacco industry has targeted Native communities, and what is tribal sovereignty
- Get ready by developing relationships with tribes, creating shared goals, building cultural humility, and learning about local Native communities
- **Take action** by supporting Native communities in promoting smokefree environments, reducing tobacco industry influence in tribal retail environments, supporting tribal efforts to increase tobacco product prices, and increasing cessation among tribal populations
- Communicate with Native audiences the harms of commercial tobacco use while respecting traditional tobacco and reflecting local tribal culture
- Monitor and evaluate tribal efforts to reduce commercial tobacco use by working with tribal community members to adapt monitoring tools and align evaluation with Native values
- Sustain tobacco prevention and cessation in tribal communities by building capacity and supporting community-driven strategies
- **Explore community examples** about how two tribal nations worked with state and local partners to reduce commercial tobacco use

Where to Learn More

The Native Communities supplement is expected to be published this summer. Find all the User Guides and the future Native Communities supplement at https://www.cdc.gov/tobacco/stateandcommunity/guides.

EXPLORE COMMUNITY EXAMPLES

Lower Sioux Nation—Minnesota restores traditional tobacco

After recieving feedback from tribal grantees that evidence-based practices from mainstream tobacco prevention and control would not work, MDH shifted its Tribal Grants Program focus to restoring traditional tobacco use, alongside addressing secondhand smoke exposure and commercial tobacco use. Working with the Lower Sioux's Tribal Health Coordinator and program partners, MDH connected the tribe to culturally relevant resources to help develop a commercial tobacco prevention program that works for the Lower Sioux. The Lower Sioux:



- Tailored a set of commercial tobacco prevention strategies for their tribe
- Involved youth in traditional outdoor activities, including harvesting cansasa, the tribe's sacred tobacco, in place of commercial tobacco use
- Educated on the differences between this traditional medicine and harmful commercial tobacco

Ho-Chunk Nation—Wisconsin goes smokefree

The Ho-Chunk Nation has operated gaming facilities in Wisconsin since the late 1980s. The idea to go smokefree began in 2013 after cigarette smoke became a common complaint among patrons. Ho-Chunk Gaming Madison partnered with the Wisconsin Native American Tobacco Network to lead the smokefree effort. With staff support, the casino prepared customers for the policy with newsletters, promotional items, and advertising, including a TV ad highlighting the facility as "the cleanest casino air in Wisconsin." Ho-Chunk Gaming Madison became Wisconsin's first 100% smokefree casino on August 1, 2015.



The policy has received overwhelmingly positive customer feedback. Since implementing the policy, the casino has:

- Set attendance and revenue records
- Improved staff recruitment and retention
- Helped employees to quit smoking commercial tobacco

Zara Petković, MA <u>zara@wustl.edu</u> cphss.wustl.edu 💆 @cphsswustl



