



Tobacco Cessation & Prevention Program

**New Mexico Indian
Affairs Department**

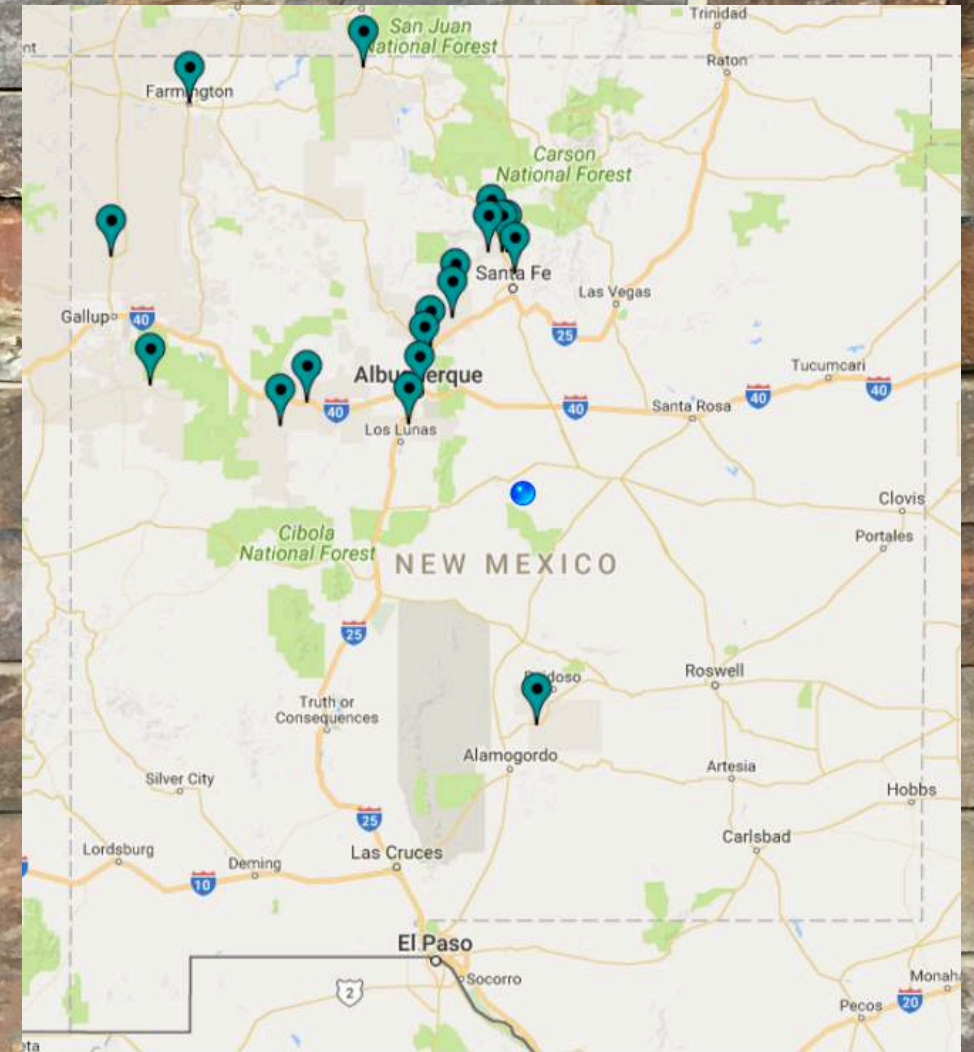
August 20, 2018

Presentation Topics

- Overview, need and approach of the IAD Tobacco Cessation and Prevention Program (TCPP)
- Review FY18 grant recipients
- Program outcomes
- FY19 plans

IAD TCPP Overview

- In July 2008, IAD received its first allocation from the Tobacco Settlement Revenue Oversight Committee (TSROC), thereby initiating IAD administration of 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 FY18, NM Indian Affairs Department received a \$249,300 allocation from the TSROC



Program Need

Tobacco-related findings among American Indian middle school students in New Mexico:

Citation: 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 (NM YRRS), June 2017.

Middle School

- American Indian middle school students reported a higher prevalence of smoking cigarettes during the past 30 days compared to the all-race NM middle school student population, 7.7% and 4.5%, respectively.
- American Indian middle students reported a higher prevalence of ever smoking cigarettes compared to all NM middle school students, 23.6% and 16.3% respectively.
- Approximately 1 in 8 American Indian middle school students (13.1%) used an electronic vapor product, such as an e-cigarette, during the past 30 days.
- Almost 3/4 of American Indian middle school students who currently smoke, tried to quit during the past year (72.4%).

Program Need

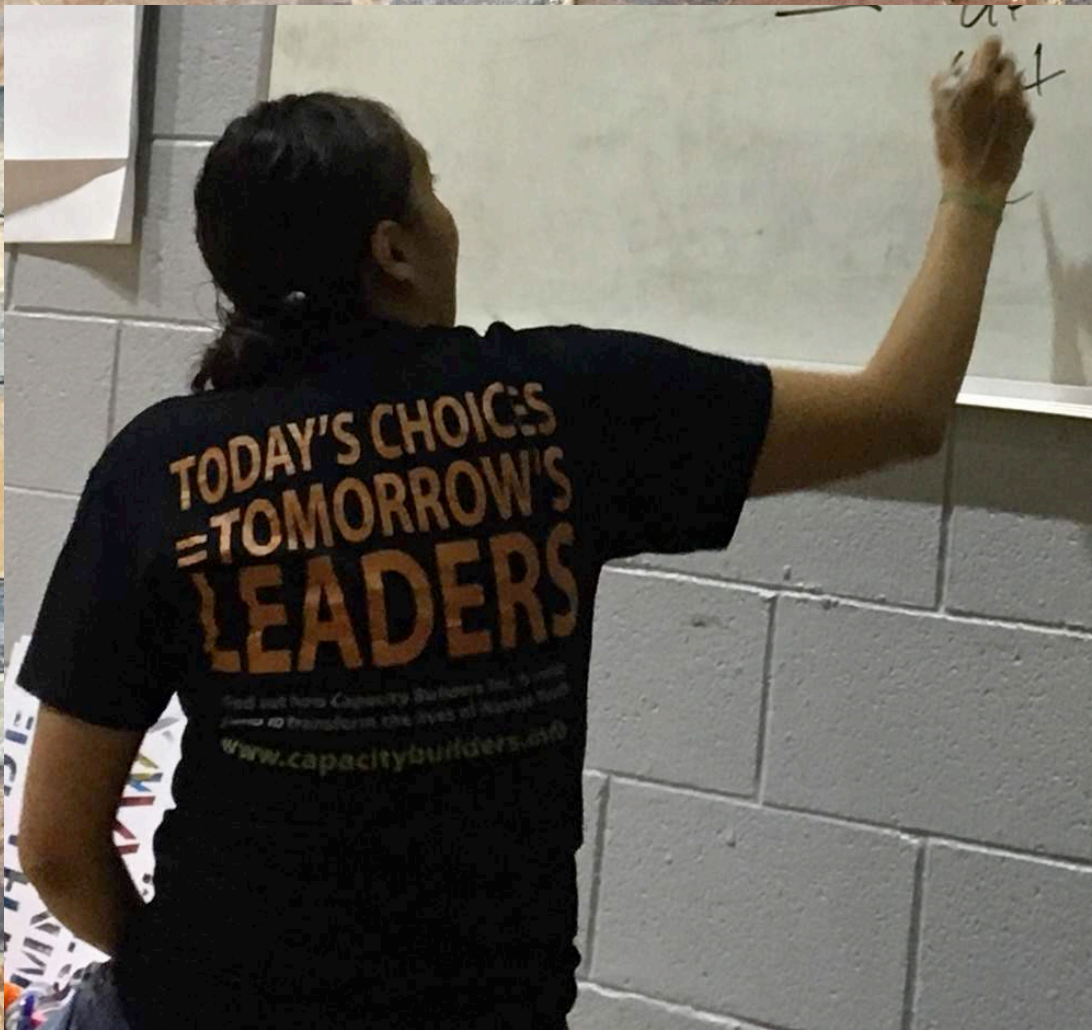
Tobacco-related findings among American Indian high school students in New Mexico:

Citation: 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 (NM YRRS), June 2017.

High School

- More than 1 in 3 American Indian high school students (35.9%) currently used at least one type of tobacco product (cigarettes, electronic vapor product, hookah, cigars, or spit tobacco) in the past 30 days.
- 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%).
- American Indian male high school students were approximately three times more likely to currently use chewing/spit tobacco than American Indian female students (14.0% vs. 5.1%), and about two times more likely to use cigars or cigarillos (15.2% vs. 8.4%).
- About one-quarter of American Indian high school students (26.0%) were in the same room with someone who was smoking cigarettes in the past 7 days, increasing their exposure to second-hand smoke.
- More than half of American Indian high school students who currently smoke (57.8%), tried to quit in the past 12 months. Assisting youth in successfully quitting commercial tobacco use may therefore be an important public health intervention.

Program Goals



- 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**

Program Approach

100% of TSROC Allocation Applied to a Grant Program for Community-Based Prevention & Cessation

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

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

FY18 Funding

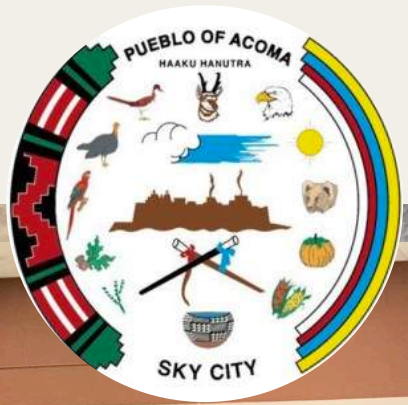
Grant Recipients	FY18 Awarded Funds	FY18 Reverted Funds	FY18 Program Funds
Acoma Pueblo	\$28,538	\$0	\$28,538
Albuquerque Area Southwest Tribal Epidemiology Center	\$29,850	\$0	\$29,850
Albuquerque Indian Center	\$17,000	\$2,129	\$14,871
Capacity Builders (Navajo Nation)	\$28,944	\$676	\$28,268
Keres (statewide)	\$42,530	\$0	\$42,530
Mescalero Apache Tribe	\$29,900	\$295	\$29,605
Nambe Pueblo	\$17,992	\$0	\$17,992
Pojoaque Pueblo	\$24,546	\$14,152	\$10,394
Oso Vista Ranch Project (Navajo Nation)	\$30,000	\$0	\$30,000
TOTAL	\$249,300	(\$17,252)	\$232,048



FY18 Tribal Community Programs

**New Mexico Indian
Affairs Department**

August 20, 2018



Pueblo of Acoma

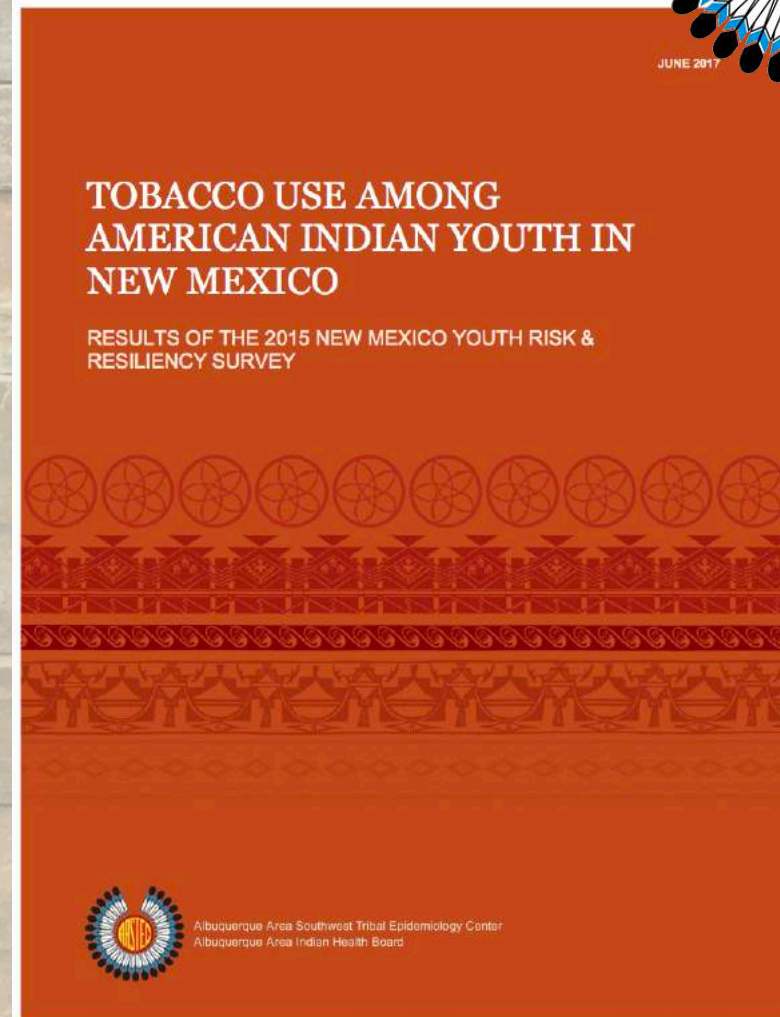


- Commercial tobacco education series provided to community
- Tribal Court mandates completion of tobacco education program
- New digital stories touching on traditional tobacco and casino environment
- Behavioral Health Department & Youth Coalition presentation to Tribal Council

Albuquerque Area Southwest Tribal Epidemiology Center



- AASTEC oversample included 41 middle and high schools with high American Indian student enrollment.
- Sponsored trainings for basic tobacco intervention skills, digital storytelling, instructor training for basic tobacco intervention skills
 - 15 communities/agencies participated in these trainings





Albuquerque Indian Center



- The AIC Chronic Disease Work Group developed an education series for AIC members
- Utilized Center events to provide prevention and cessation education
- Provided quit counseling and referrals to AIC members wanting to quit

Capacity Builders (NW New Mexico)

- Conducted tobacco-free workshops for 190 youth in after-school programs
 - Survey to demonstrate improved competency
- Youth poster contest
- Youth public service announcement contest
- Education at 10 community events



Keres (statewide)



- Reviewed YRRS data against SYNAR retail violation data
- Developed an “Emerging Tobacco Products” education guide for youth (6 presentations and 242 students)
- Hosted a Tribal Community Health Summit
- Technical assistance to tribes and programs developing a tobacco control initiative



PRE-ASSESSMENT

Name: _____
Section: _____
Date: _____
Score: _____

 **"I SPY A LIE!"**
Questions: Read what you see. Write down the statements that are true and the ones that are false. Can you spy the lie?



Write True or False:

1. Smoking is the most preventable cause of death in America.
2. Smoking slows down or depresses the nervous system.
3. Smoking is a drug problem.
4. Nicotine is an addictive substance in tobacco.
5. Nicotine changes the chemical make-up of the brain.
6. Nicotine is not as addictive as heroin and cocaine.
7. If a person quits smoking, they will always gain weight.
8. If a person quits smoking, they will lose weight.
9. If a person quits smoking, they can stay the same weight.
10. People start smoking because they are stressed out and need to calm down.
11. People start smoking because they are curious about it.
12. People start smoking because they have friends and/or family members who smoke.

POST-ASSESSMENT


Use the key below and fill in the blank.

Cigarette Smoker Cancer Nicotine


1. The amount of _____ absorbed in one 30-minute "dip" is equivalent to the amount in 3 cigarettes.
2. Smokeless tobacco contains at least 28 _____ causing chemicals.
3. Teen guys who use smokeless tobacco products such as chew, dip and snuff have a higher chance of becoming _____ within just 4 years.

Choose one correct answer for each question


4. A typical hookah session involves _____, while an average cigarette is 20 puffs.
a. 50-100 puffs
b. 100-200 puffs
c. 200-500 puffs
d. None of the above



5. Hookah smoke contains at least 82 _____ and cancer-causing chemicals.
a. Healthy
b. Fruity
c. Toxic
d. Safe



6. Use of flavored tobacco is _____ for youth hookah users than for any other tobacco product.
a. The same
b. Lower
c. Higher
d. Average



Mescalero Apache Tribe



PLEDGE

OUR TOP REASONS TO HAVE
A SMOKE-FREE HOME AND VEHICLE

I PLEDGE TO PROTECT MYSELF AND MY HOUSEHOLD FROM THE
DANGERS OF SECONDHAND SMOKE

- ✦ For children who are counting on me to keep them healthy
- ✦ For the health and comfort of our family and friends
- ✦ For the safety and the appearance of our home and vehicle
- ✦ For the health of our pets

I WILL MAKE MY HOME AND VEHICLE
100% SMOKE FREE BEGINNING TODAY

SIGNED BY *[Signature]*

10/27/17
DATE



- Reduce the youth initiation of smoking and smokeless tobacco products by using an evidence-based curriculum, Towards No Tobacco Use (TNT)
- Increase youth knowledge of traditional tobacco by gathering herbs for the making of ceremonial tobacco.
- Increase the knowledge of secondhand smoke through smoke-free home and vehicle pledges
- Tobacco educational sessions to tribal programs and other neighboring programs
- Social marketing/social media on tobacco awareness, cessation, & prevention efforts that are culturally appropriate

Nambe Pueblo



- Prevention and cessation services through the Healthy Family Services Department, Wellness Center, Senior Center, Teen Coalition
- Conducted a digital storytelling workshop for community members
- Prevention education series to the community

Pojoaque Pueblo

- Leveraged the tribe's "Weekly Memo" that is distributed to all community members to share about:
 - The harms of commercial tobacco use
 - Resources available for cessation and quitting
 - Free counseling for quitting
 - Project prevention events
- Boys & Girls Club presentations
- Youth Summer Camp tobacco control education
- Leveraged the "weatherization distribution" to distribute and collect surveys, adapted from the National Youth Tobacco Survey





Oso Vista Ranch Project



- Leverage humor and “star power” to deliver an important message
- Navajo Nation-wide prevention education for Navajo Housing Authority tenants
- Navajo Nation-wide media literacy education for Diné youth and adults
- 3,599 Diné people laughed and learned



Project Outcomes

- Community-based programs addressing risk and protective factors
 - Reached **18,360 youth and adults** in tribal communities in New Mexico
 - Reduced commercial tobacco use among American Indian adults and youth in New Mexico by **34 people**
 - Strengthened cultural identity with **nine community-based programs** delivering culturally relevant work
 - Improved health outcomes

Tribes: Policies and Programs

Taxes & Pricing

Federal, State & Local: Mass Media Campaigns

DOH: Cessation Services, Secondhand Smoke Protections, Point of Sale education

IAD: Community-Based Programs Prevention & Cessation

Synar: Retailer Violations

FDA: Point-of-Sale Compliance

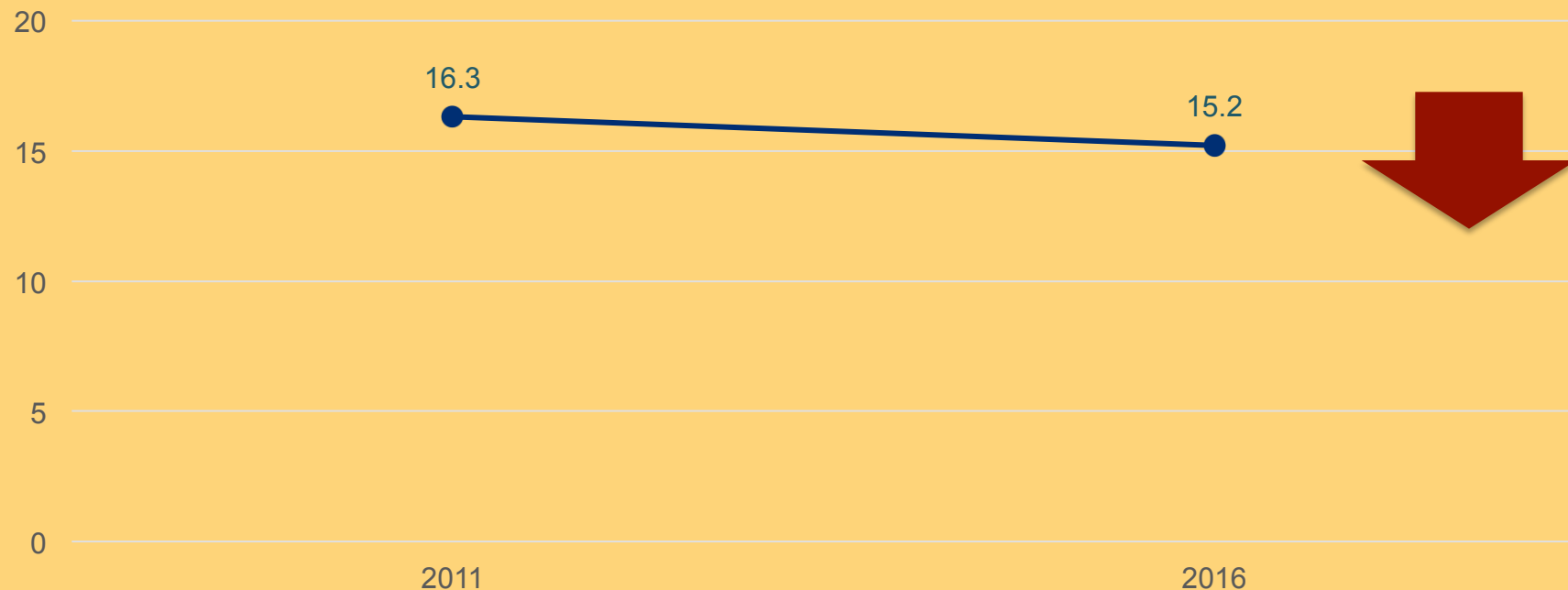
IHS: Cessation Services

Tobacco control is a comprehensive effort

Programs benefiting Native American communities in NM

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

Current Smoking (%) among American Indian Adults, NM, 2011-2016



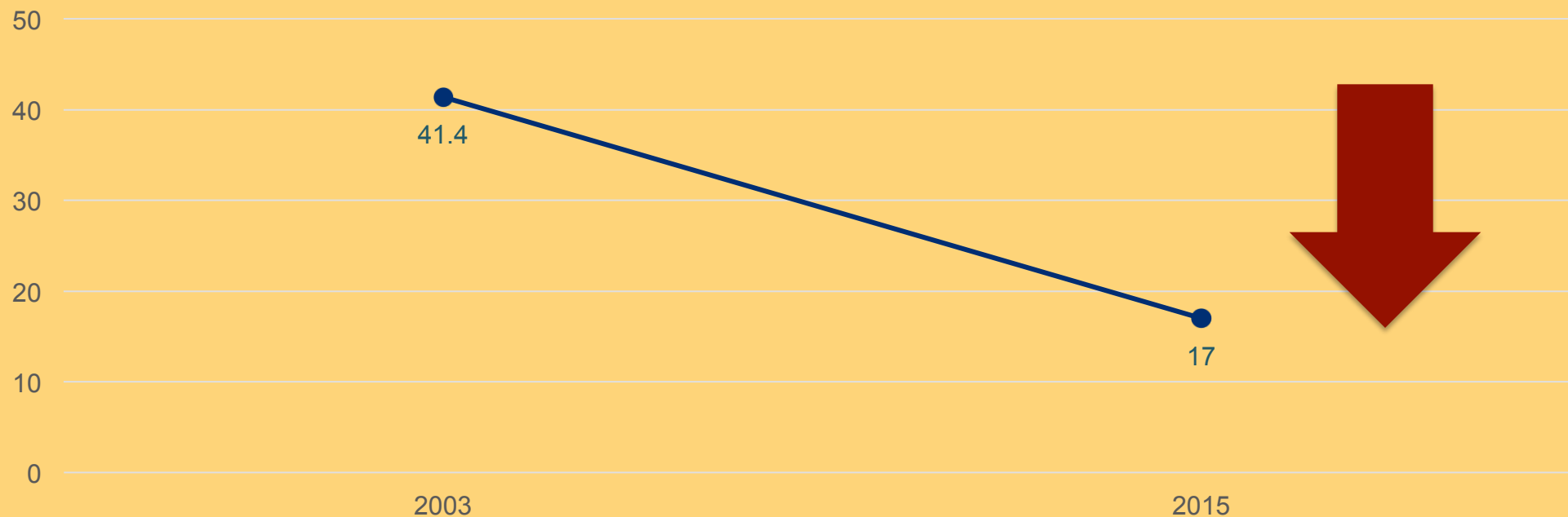
Declining Tobacco Use Rates: Adults

American Indian Adult Tobacco Use

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

Source: 2011-2016 NM Behavioral Risk Factor Surveillance System

Current Smoking (%) among American Indian HS Youth, NM, 2003-2015



Declining Tobacco Use Rates: Youth

American Indian Youth Tobacco Use

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

Source: 2003-2016 NM Youth Risk and Resiliency Survey

Opportunities to Improve

- Efficiency in getting funds to communities
- Reducing the reversion of funds
- Improving training and technical assistance for Request for Payment



Tobacco Cessation & Prevention Program

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