



## Secondhand Smoke Protections in Tribal Communities

### Mission and Core Values

To provide commercial tobacco secondhand smoke awareness and resources to New Mexico tribal communities, improving health outcomes.

Respect, Culture, Family Responsibility to Community, Humility, Health, Love, Empowerment, Sustainability, and Community

## Community Health Leadership Program Application Now Open! \$2,500 stipend-based program

Is community health important to you? Do you want to make a difference in your community? Consider applying for the Community Health Leadership Program!

Smoke Free Signals will select and mentor up to 12 Community Health Leaders with the vision to protect tribal community members from the harms of secondhand smoke. The Community Health Leaders will design and implement a policy action plan unique to their communities to reduce the acceptability of secondhand smoke in a specific community space.

Learn more and download the application [here](#).

Applications are due by Thursday, October 18, 2018 at 5:00 PM local time.

Questions may be directed to Lesley Stephens at [lstephens@keresnm.com](mailto:lstephens@keresnm.com) or 505-314-5467.



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## Tobacco in the News

### FDA Launches "The Real Cost" Youth E-Cigarette Prevention Campaign

Given the devastating consequences of cigarette addiction, FDA launched its first tobacco prevention campaign, "The Real Cost" in 2014, to educate at-risk teens on the harmful effects of cigarette smoking. In 2018, the campaign expanded to educate teens on the dangers of e-cigarette use and had previously expanded to educate rural boys on the harms of smokeless tobacco in 2016.



E-cigarettes surpassed combustible cigarettes as the most commonly used tobacco product among U.S. middle and high school students in 2014. By 2017, 2.1 million middle and high school students reported they currently use e-cigarettes, with many parents, teachers, and school administrators [raising alarm about pervasive vaping in schools](#). Additional research shows that about 80 percent of youth do not see great risk of harm from regular use of e-cigarettes, particularly alarming considering that harm perceptions can influence tobacco use behaviors.

To address this "cost-free" mentality, FDA expanded its award-winning "The Real Cost" campaign to educate the nearly 10.7 million youth aged 12-17 who have ever used e-cigarettes or are open to trying them about the potential risks of e-cigarette use. Campaign messages focus on educating youth that using e-cigarettes, just like cigarettes, puts them at risk for addiction and other health consequences.

Read more [here](#).

## Event Calendar

### 9th National Summit on Smokeless Tobacco Prevention

**When:** October 16-18, 2018

**Where:** Sacramento, California



Smokeless and non-combustible tobacco use is a rapidly-evolving public health threat requiring greater leadership, a shift in research and funding priorities, and local public action. Although many of the same public health interventions found to reduce cigarette use may also work to reduce smokeless and non-combustible tobacco use, no coherent strategy exists to help states and municipalities frame and address this important issue with confidence and success.

In recent years, smokeless and non-combustible tobacco has undergone a worrisome transformation through the introduction and marketing of "dissolvable tobacco" products - appealing to both smokers and children. Unfortunately, little is known about the health implications of these products already introduced to the public. Furthermore - research, knowledge and public awareness of the health implications of smokeless and non-combustible tobacco use lags, while the known dangers of these products continue to increase.

The Summit will allow attendees a variety of opportunities to connect with necessary resources; communicate with national, state and local leaders; and to act with greater confidence and success upon the unique challenges brought forth by smokeless and non-combustible tobacco use. It will serve as a motivating force for community action on this important, contemporary public health challenge.

Learn more and register [here](#).

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## What now?

We encourage you to read all the articles in this and upcoming newsletters, and to share and forward these emails to people within your network to help keep everyone up to date!



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*This is a free notification service that provides the latest on commercial and traditional tobacco news, events, topics and successes.*

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View an archive of past newsletters [here](#). Sign up to receive future newsletters [here](#).

Smoke Free Signals | 505-837-2104 | [smokefreesignals@gmail.com](mailto:smokefreesignals@gmail.com)  
[www.SmokeFreeSignals.com](http://www.SmokeFreeSignals.com)

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