



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

Tobacco in the News

Why Smoking in Films Harms Children

Article shortened for brevity.

One little letter  will save a million lives.

Research shows that when it comes to smoking, children are heavily influenced by some of the folks they consider "coolest of the cool": actors in movies.

Evidence shows that smoking in movies is the largest single stimulus when it comes to youth adopting the habit. "It overpowers good parental role modeling, it's more powerful than peer influence or even cigarette advertising," said Dr. Stanton Glantz, a professor and director at the University of California, San Francisco, Center for Tobacco Control Research and Education.

He said that epidemiological studies have shown that if you control for all the other risk factors of smoking (whether parents smoke, attitudes toward risk taking, socioeconomic status, and so on), younger adolescents who are more heavily exposed to smoking on film are two to three times as likely to start smoking, compared with the kids who are more lightly exposed.

The Centers for Disease Control and Prevention's (CDC) [fact sheet on smoking in the movies](#) estimates that taking smoking out of films rated for children would save 18 percent of the 5.6 million young people alive today who will otherwise die of tobacco-related diseases - a million lives.

One out of every four movies rated for youth today continues to feature tobacco use, Michael Tynan, public health analyst in the office on smoking and health at the CDC said, "and we know this is harmful to youth and causes youth to start using tobacco."

"The frequency of tobacco use in PG-13 movies is a public health concern." So what should be done? "One change is to rate movies with tobacco use with an R rating," Mr. Tynan suggested. Other steps that might help would be to have studios certify that there was no paid product placement, and to end the use of any actual tobacco brands on the screen.

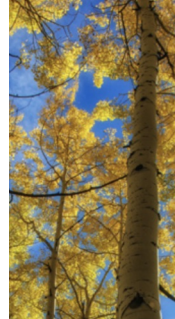
You can read the full article and effects of smoking in movies on youth's health [here](#).

Smoke Free Spaces

In this tobacco-free policy toolkit, you will learn:

- Why tobacco-free policies are important, and the cost of tobacco use in healthcare and community

- organizations
- How to assess a community/organization's level of readiness for policy change, and explore beliefs and values that contribute to a lack of readiness or ambivalence to change and to determine the next steps
- Draft, launch, and enforce your tobacco-free policy
- Communicate your plan, build community support, provide education



DIMENSIONS: Tobacco-Free Policy Toolkit

Read the Tobacco-Free Policy Toolkit [here](#).

Event Calendar

Are you looking for a fun way to get healthy? Running Medicine could be just the group for you! Running Medicine is based on the understanding that running and exercise is a beautiful and potent medicine for mind, body, and spirit. Formed as a program of the Native Health Initiative, its vision is to create a culture of wellness through a supportive, loving community.



RUNNINGMEDICINE
P R O G R A M

The free running group meets five days a week (come to as many or as few as you'd like), is friendly towards all fitness levels. You can keep up to date on all of Running Medicine's practices and events on their [Facebook page](#).

Upcoming Running Medicine Calendar is as follows:

October (Weekdays begin at 5:30pm; Sat runs begin at 9am)

- Tues, Oct 3rd - 5:30pm at Netherwood Park (Indian School and Princeton)
- Thurs, Oct 5th - 5:30pm at UNM North Golf Course
- Sat, Oct 7th - USATF afternoon cross country meet (Volcano Vista High School, RM circle at 1:45pm with 1st race at 3p) and Taos Pueblo Crossroads
- Tues, Oct 10th - 5:30pm at UNM North Golf Course
- Thurs, Oct 12th - 5:30pm at UNM North Golf Course

*Monday and Wednesday runs/walks at 6:30am at UNM North Golf Course

*You can also join RM Rio Rancho/Westside Monday and Wednesday evenings at 5:30pm, Alameda Open Space

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!



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

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