



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 Free Advocate

Casper Baca & Casper Baca Rodeo Co.

From a very humble beginning like many other cowboys and cowgirls who follow the rodeo trail, Casper Baca grew up competing in rodeos as a young boy. Casper also helped his father manage his rodeo business, Baca Brothers Rodeo Co., from 1975 until 1986 when he felt it was time to start his own business. Since those humble beginnings, the [Casper Baca Rodeo Co.](#) has grown to be one of rodeo's finest world class rodeo companies, promoting and producing more than 50 rodeos per year throughout the southwest.



Casper Baca Rodeo Co., in collaboration with the New Mexico Department of Health, began the "[Tobacco Free Rodeo](#)" Series eight years ago, the only tobacco free rodeo series of its kind in the United States. Casper Baca does not accept any sponsorship from the tobacco industry. Having never smoked cigarettes or used tobacco in his life, promoting the healthy, family-friendly environment was a perfect fit.

In alignment with the family-friendly atmosphere of a tobacco-free event, rodeos continue to be a family tradition in the Baca family. Casper's son and daughters help run the business with behind-the-scenes assistance in putting on events, and his grandkids ride in the events.

Cowboys have long been associated with tobacco starting with the first iconic image of the "Marlboro man." Today the athleticism of a bull or bronco rider requires the body to be in peak form. Casper Baca Rodeo Co. encourages all riders and spectators to pursue a tobacco-free lifestyle.

Where is secondhand smoke a problem?

Be on the lookout for ways to protect your health and the health of those around you by steering clear of secondhand smoke

[The American Cancer Society](#) warns individuals to be especially concerned about exposure to secondhand smoke in the following places:

At work

The workplace is a major source of SHS exposure for many adults.

At home

Making your home smoke-free may be one of the most important things you can do for the health of your family.

The Occupational Safety and Health Administration (OSHA) and the National Institute for Occupational Safety and Health (NIOSH), federal agencies responsible for health and safety in the workplace, recognize there are no known safe levels of SHS and recommend that exposures be reduced to the lowest possible levels.

The Surgeon General has said that smoke-free workplace policies are the only way to prevent SHS exposure at work. Separating smokers from non-smokers, cleaning the air, and ventilating the building cannot prevent exposure if people still smoke inside the building. An extra bonus of workplace smoking restrictions, other than protecting non-smokers, is that they may also encourage smokers to smoke less, or even quit.

In public places

Everyone can be exposed to SHS in public places where smoking is allowed, such as some restaurants, shopping centers, public transportation, parks, and schools. The Surgeon General has suggested people choose smoke-free restaurants and businesses, and let owners of businesses that are not smoke-free know that SHS is harmful to your family's health.

Public places where children go are a special area of concern. Make sure that your children's daycare centers and schools are smoke-free.

Some businesses might be afraid to ban smoking, but there's no strong evidence that going smoke-free is bad for business.

Any family member can develop health problems related to SHS. Children's growing bodies are especially sensitive to the toxins in SHS. And think about it: we spend more time at home than anywhere else. A smoke-free home protects your family, your guests, and even your pets.

Multi-unit housing where smoking is allowed is a special concern and a subject of research. Tobacco smoke can move through air ducts, wall and floor cracks, elevator shafts, and along crawl spaces to contaminate units on other floors, even those that are far from the smoke. SHS cannot be controlled with ventilation, air cleaning, or by separating smokers from non-smokers.

In the car

Americans spend a great deal of time in cars, and if someone smokes there, the toxins can build up quickly - even when the windows are open or the air-conditioner is on. Again, this can be especially harmful to children.

In response to this fact, many medical expert groups have been working to encourage people to make their cars, as well as their homes, smoke-free. Some states and cities even have laws that ban smoking in the car if carrying passengers under a certain age or weight. And many facilities such as city buildings, malls, schools, colleges, and hospitals ban smoking on their grounds, including their parking lots.

Event Calendar

The Good Road of Life (GRL) 3-Day Training Conference
December 18-20th from 8:00-4:30 PM at the DOI Training Center

Training Themes: The "The Good Road of Life (GRL)" curriculum is a culture and resilience-based program endorsed by tribal and federal agencies. The topics include domestic violence prevention, men's and women's wellness, suicide prevention, substance abuse prevention, and strengthening facilitation and action planning skills.

Who should attend: prevention specialists, domestic violence advocates, social workers, mental health professionals, substance abuse counselors, MSPI-DVPI workers, school-youth workers, etc.

CEU's have been requested through the University of New Mexico Continuing Education

Registration: www.nativeprideus.org

Contact Maha Small, PhD at 505-897-7968 or Clayton Small, PhD at 505-321-2808.

Cost: \$200 per person. Includes a copy of the GRL curriculum. Group rate = 3 or more at \$150 each. Pre-registration ends 11/24. Late registration is \$250.

Hotel: Holiday Inn Express, 2300 12th Street NW, ABQ, NM 87104. Phone: 505-842-5000. Single/Double: \$113.49 including tax and breakfast. Mention rate code, Native Pride.

View the [event flyer here](#).



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.

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