



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

Tribal Smoke Free Policies Endorsed

National Congress of American Indians urges tribal communities to implement smoke free policies

The National Congress of American Indians (NCAI)

passed a resolution in support of policies to reduce commercial tobacco use, secondhand smoke exposure and tobacco-related disease among American Indians and Alaska Natives. The NCAI works to enlighten the public toward a better understanding of Indian people, to preserve Indian cultural values, and otherwise promote the health, safety and welfare of the Indian people. Passed in 2016, the resolution "endorse(s) policies for the protection of tribal community members from tobacco use and secondhand smoke exposure through comprehensive tribal commercial tobacco-free air policies (including all forms of commercial tobacco products) in indoor workplaces and public places (including tribal casinos), providing access to high quality tobacco cessation services, and promotes the creation of policy to disincentivize individuals from purchasing and using commercial tobacco products."



Implementing policies that substantially limit or eliminate commercial tobacco use in tribally-controlled spaces is an effective way of reducing the health risks associated with secondhand smoke exposure. Despite common misconceptions about non-smoking sections and expensive ventilation systems, 100% smoke-free policies remain the only proven method of protecting tribal members, employees, and tribal business patrons from the dangers of secondhand smoke.

As states and local municipal governments move toward securing smoke-free public spaces for their citizens, smoke-free policies are becoming the global trend. Tribal governments have a unique opportunity to protect those individuals residing, working, or visiting sovereign tribal lands. Everyone should have the right to breathe clean air.

Establishing commercial tobacco-free spaces is one of the most important things that can be done to protect the health of tribal nations. Cigarette, e-cigarette/vape, and chew-free spaces provide five significant benefits to the community:

1. **Commercial tobacco-free spaces protect community members from the deadly effects of secondhand smoke.**
2. **Commercial tobacco-free spaces reduce children's exposure to adults modeling unhealthy behaviors.**
3. **Commercial tobacco-free spaces provide support to those who are choosing to quit.**
4. **Commercial tobacco-free spaces save limited tribal dollars.** The Indian Health Service estimates that it spends about \$200 million dollars annually to treat tobacco related diseases.
5. **Commercial tobacco-free spaces protect the environment.** Tobacco use is not just a health issue; it is also an environmental issue. Cultivation of tobacco for commercial products rapidly depletes nutrients from the soil and requires extensive use of herbicides, pesticides and other chemicals. Commercial tobacco use also

contributes to air pollution, deforestation, and increases in landfill. Globally, more than nine million acres of forests are cut down each year to make cigarettes.

[View the resolution](#) (referenced in the article) passed by NCAI. Also included is sample language for communities looking to enact commercial tobacco-free air acts.

View a [PDF version](#) of this article.

Tobacco in the News

Tobacco industry misappropriation of American Indian culture and traditional tobacco

The first national company to take advantage of American Indian culture was Red Man chewing tobacco in 1904. Since then, American Indian imagery has appeared on an extensive amount of products with one purpose - to sell more harmful products and make more money, by whatever means necessary.

"Findings demonstrate that the tobacco industry used American Indian imagery and symbols in its branding, portrayed harmful stereotypes in advertising, and exploited relationships with sacred tobacco, thereby misappropriating tradition and culture," the study reads.

Learn the truth about 'Big Tobacco,' get wise to its tricks, and read the full article [here](#).



Figure 4 California example of counter-marketing strategy against tobacco industry misappropriation of American Indian tradition.⁵⁸

Event Calendar

[Rio Rancho Powwow](#)

WHEN: Saturday, March 17, 2018. 1:00 to 10 PM. Grand Entries at 1:00 and 6:00 PM.

WHERE: V. Sue Cleveland High School, 4800 Laban Rd NE, Rio Rancho, NM 87144

Visit the event Facebook page [here](#).



This is a family-friendly event. Drugs, alcohol, and tobacco are prohibited.

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](#).

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