

# N SMOKE FREE SIGNALS NEWSLETTER

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

Friday, April 29, 2022



## MISSION AND CORE VALUES

TO PROVIDE COMMERCIAL TOBACCO SECONDHAND SMOKE AWARENESS AND RESOURCES TO NEW MEXICO TRIBAL COMMUNITIES, IMPROVING HEALTH OUTCOMES

## WELCOME TO OUR BIWEEKLY NEWSLETTER

Smoke Free Signals would like to welcome you to our April biweekly newsletter. We strive to provide content about secondhand smoke prevention and free resources that will support your smoke-free and vape-free initiatives.

## HIGHLIGHTS

**2** Commercial Tobacco is a Racial Justice Issue

**3** Kids for Smoke-Free Air Challenge

**4** Upcoming Opportunities

**5** **FREE RESOURCES!**

## Commercial Tobacco is a Racial Justice Issue

Did you know that for decades the tobacco industry has been strategically targeting minority communities? Within the past few decades, people from minority communities have been aggressively targeted to use tobacco products. Some of these targeting methods, include sponsored events, extensive promotions, and advertising campaigns. The tobacco industry determines these communities as “easy to reach” and “undermarketed.”

On April 29, 2022, the Food & Drug Administration announced its commitment to remove menthol cigarettes and all flavored cigars from the market. While this announcement is encouraging, it will be a long uphill battle and it’s essential for tribal communities and leadership to continue the progression to protect their youngest tribal members. Every day there are thousands who uses their first commercial tobacco product and that’s an issue. As life-saving decisions are made, younger generations are less at risk to develop nicotine addiction. In addition, as change continues there is a reduction in health inequities.

**For more information visit:**

<https://truthinitiative.org/research-resources/targeted-communities/why-tobacco-racial-justice-issue>



## Kids for Smoke-Free Air Challenge

The [Kids for Smoke-Free Air Challenge](#) (KFSFC) is a four (4) week program geared to educate youth in third through sixth grade about the dangers of secondhand smoke exposure in homes and vehicles. The program teaches the youth about the dangers of smoking in homes and vehicles pose, while presenting them with the challenge of collecting signatures of adults who pledge to keep their homes and cars smoke-free. By keeping these spaces smoke-free, the youth, their family, and friends are all able to breathe, clean air, safe from the dangers of second- and thirdhand smoke.

Youth organizations and clubs who participate have an opportunity to earn money for their programs as well. When the challenge has concludes, the youth program is thrown an award presentation to recognize the children's hard work and important members of the community are invited to help celebrate.

The challenge is to bring awareness of the dangers associated with secondhand smoke. There is no safe level of exposure to secondhand smoke. Those dangers include, but are not limited to:

- ◇ Increased risk of illness, as lung growth is impacted from secondhand smoke inhalation, and cases of ear infections, bronchitis and pneumonia occur more often.
- ◇ Irritation of the eyes and lungs; leading to watery eyes and sever coughing or wheezing.
- ◇ Risk of frequent and more serious asthma attacks.
- ◇ Increased likelihood of Sudden Infant Death Syndrome (SIDS).

Smoke Free Signals has partnered with the Nicotine Use Prevention and Control program to host the KFSFAC for the Isleta Youth Wellness Program. The youth of the program are ecstatic to participate and raise money for thier program. Smoke Free Signals is interested in hosting the KFSFAC with another group/program in hopes of continuing to spread awareness of secondhand smoke exposure and engaging the youth of New Mexico communities. **If you are interested in participating please contact Anthony Saavedra at [asaavedra@keresnm.com](mailto:asaavedra@keresnm.com).**

For more information visit:

<https://www.areyoudoingenoughnm.com/kids-for-smoke-free-air-challenge/#:~:text=What%20is%20Kids%20for%20Smoke,the%20dangers%20of%20secondhand%20smoke.>

# Upcoming Opportunities



## Become a Truth Ambassador!

Truth Initiative is looking for 10 leaders to join the team to make an impact by taking on commercial tobacco. By engaging on a local level, the ambassadors will not only take on tobacco and vaping, but will also address mental health, social justice, and the environment! This year-long, paid-leadership program will allow ambassadors to engage one-on-one sessions, organize small local events, promote Truth campaigns, and uplift previous leaders' work. [CLICK HERE](#) to take action and apply today!

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CENTER FOR AMERICAN  
INDIAN HEALTH

2022  
**SEEKING INDIGENOUS  
CHANGE AGENTS**

EARN A MASTERS IN PUBLIC HEALTH  
FOR FREE  
AT JOHNS HOPKINS BLOOMBERG  
SCHOOL OF PUBLIC HEALTH

**NO  
GRE REQUIRED**

Five Focus Areas:

- Addiction and Overdose
- Environmental Challenges
- Obesity and the Food System
- Adolescent Health
- Violence

## The Bloomberg Fellows Program

Are you ready to earn your Masters in Public Health? The John Hopkins Bloomberg School of Public Health is seeking Indigenous Scholars to apply and be considered to earn their degree for FREE! The Bloomberg School of Public Health is offering scholars to join the front lines of social change in the following focus areas: addiction and overdose, environmental changes, obesity and the food system, adolescent health, and violence. The application opens August 2022. [CLICK HERE](#) for more information.

# FREE Resources

## FREE Window Decals

Everyone shares the same air. Why not share the Smoke-Free and Vape-Free cause with others! Keep your home and vehicle safe by letting others know that your home and vehicle are Smoke-Free and Vape-Free. Request your **FREE** window decal at [\*\*SmokeFreeSignals@gmail.com\*\*](mailto:SmokeFreeSignals@gmail.com)



This is a  
Smoke-Free and  
Vape-Free Vehicle



This is a  
Smoke-Free and  
Vape-Free Home

## Smoke Free Signals Education Videos

The Smoke Free Signals Secondhand Smoke and Tobacco Education Video Series is available on the Smoke Free Signals website. The videos can be shared with students, friends, and family, and community members. If you would like to request a USB-drive of all Secondhand Smoke and Tobacco Education videos, please email [SmokeFreeSignals@gmail.com](mailto:SmokeFreeSignals@gmail.com).

To watch Smoke Free Signals' Education Video visit:  
<https://www.smokefreesignals.com/education-videos>

## FOLLOW US ON SOCIAL MEDIA!



Stay active with Smoke Free Signals by following us on our Social Media platform! We keep our page current with the latest news, activities, and initiatives. We also share prevention tips and facts about the dangers of secondhand smoke. Stay up-to-date with Smoke Free Signals TODAY and follow us on Facebook **@Smoke Free Signals!**

If you would like to unsubscribe from the Smoke Free Signals' biweekly newsletter, please email [JConcho@keresnm.com](mailto:JConcho@keresnm.com) to be removed from the listserv directory.