



## COMMERCIAL TOBACCO

### COMMERCIAL TOBACCO USE AND CHRONIC DISEASE

While tobacco plays an important cultural role in many American Indian communities, commercial tobacco use is associated with an increased risk of developing diseases such as cancer, heart disease, and stroke.<sup>1</sup> American Indian and Alaska Native (AI/AN) smoking rates vary widely by region with low smoking rates in the Southwest and high rates in Alaska and the Midwest.<sup>2</sup> On average, however, AI/ANs disproportionately smoke commercial tobacco: 21.5% of AI/ANs compared to 15.8% of Whites.<sup>3</sup>

### MEASURING GHWIC IMPACT

Through the Good Health and Wellness in Indian Country (GHWIC) initiative, AI/AN communities are promoting commercial tobacco cessation and have limited the effects of second-hand smoke on their communities. GHWIC grantees are implementing culturally relevant policies which reclaim the role of traditional tobacco while ensuring healthy, smoke-free environments.

**“We are educating the community on the dangers of commercial tobacco while continuing to promote the cultural legacy of traditional tobacco in prayer and offering.”** - *Sault Sainte Marie Tribe*

12

2017



**Number of tribal settings with commercial tobacco cessation programs, from 3 at baseline in 2014\***

165

2017



**Number of tribal policies implemented prohibiting smoking in public places, from 25 at baseline in 2014\***

**For example, the Sault Ste. Marie Tribe of Chippewa Indians saw 1,243 tobacco cessation initiation visits over three years after implementing a tobacco health-risk education campaign and a tribal resolution for commercial tobacco control.**

331 Visits  
Baseline 2014



1,243  
Cumulative Visits  
2016

\*Under GHWIC, grantees choose which health interventions to report data on. Thus, aggregated counts may not represent the totality of work being done by all grantees

## GHWIC IN ACTION



The Red Cliff Band of Lake Superior Chippewa established smoke-free housing policies and a tobacco cessation referral program. These efforts have been strengthened by a culturally-focused information campaign which reaffirms the difference between traditional and commercial tobacco.



Two Tribal Health Organizations supporting **more than 4,000 tribal members** created new tobacco screening and referral process policies. The new policies require all tribal members to be screened for tobacco use. Tribal members who use tobacco are advised to quit and provided options for evidence-based treatments.

## GHWIC IS SUCCESSFUL THROUGH A NETWORK OF TRIBAL PARTNERSHIPS

### 12 Tribes

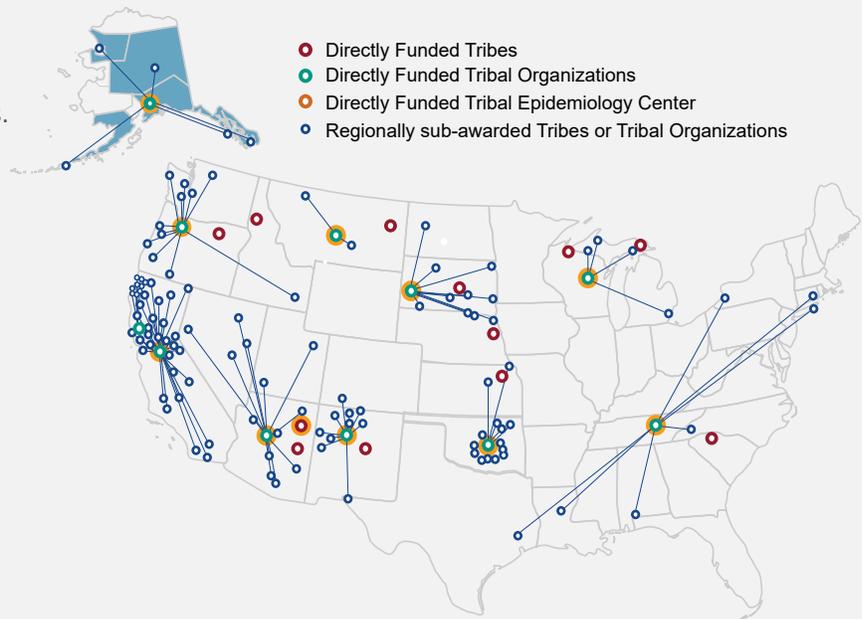
address health disparities through policy, systems, and environmental change activities.

### 11 Tribal Organizations

provide sub-awards, technical assistance, and resources to 113 regional AI/AN partners. Even more tribal organizations receive trainings and resources through GHWIC efforts.

### 11 Tribal Epidemiology Centers

coordinate regional evaluations of the GHWIC initiative.



## LESSONS LEARNED

- Policies prohibiting smoking commercial tobacco in public spaces improve long-term health outcomes
- Combining individual and community level health interventions supports lasting behavior-change



### Citations

1. United States Surgeon General. (2014). The Health Consequences of Smoking -- 50 Years of progress: A Report of the Surgeon General. Rockville, MD: U.S. Department of Health and Human Services. <https://doi.org/10.1037/e510072014-001>
2. Cobb, N., Espey, D., & King, J. (2014). Health Behaviors and Risk Factors Among American Indians and Alaska Natives, 2000–2010. American Journal of Public Health, 104(S3), S481–S489. <https://doi.org/10.2105/AJPH.2014.301879>
3. CDC. (2016). Summary Health Statistics: National Health Interview Survey, 2016. Retrieved from [https://ftp.cdc.gov/pub/Health\\_Statistics/NCHS/NHIS/SHS/2016\\_SHS\\_Table\\_A-12.pdf](https://ftp.cdc.gov/pub/Health_Statistics/NCHS/NHIS/SHS/2016_SHS_Table_A-12.pdf)



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