

Culturally Rooted Health:

Empowering Native Communities through
Tobacco Prevention and Diabetes Awareness

CoCo Villaluz

September 4, 2024



American Indian
Cancer Foundation.



American Indian Cancer Foundation (AICAF)

A national non-profit established to address tremendous cancer inequities faced by American Indian and Alaska Natives.

Mission:

To eliminate cancer burdens on American Indian families through education and improved access to prevention, early detection, treatment and survivor support.

Objectives



Apply a culturally based tobacco framework intervention strategy, that addresses awareness of the link between traditional tobacco use and diabetes risk within Native American communities.

Explore targeted programs rooted in a framework of restorative cultural tobacco practices.

Examine the integration of diabetes management and culturally sensitive tobacco cessation services to provide comprehensive health support for Native American populations.

IN CONGRESS, July 4, 1776.

The unanimous Declaration of the thirteen united States of America.

When in the course of these events, a certain number of prudent men, who were distinguished by their wisdom and their courage, were called together, to deliberate on the means of redressing the wrongs which were done to the Colonies. They met at the City of Philadelphia, on the 5th of September, 1774. They were authorized by the British Parliament to meet, and to deliberate on the means of redressing the wrongs which were done to the Colonies. They met at the City of Philadelphia, on the 5th of September, 1774. They were authorized by the British Parliament to meet, and to deliberate on the means of redressing the wrongs which were done to the Colonies.

The merciless Indian Savages,

...and the merciless Indian Savages, who have not only committed the most horrid crimes against a few defenceless women and children, but have also perpetrated the most barbarous and unchristianlike murders on the whole. They have also committed the most horrid crimes against a few defenceless women and children, but have also perpetrated the most barbarous and unchristianlike murders on the whole. They have also committed the most horrid crimes against a few defenceless women and children, but have also perpetrated the most barbarous and unchristianlike murders on the whole.

John Hancock	John Adams	Samuel Adams	James Otis	John Jay	Benjamin Franklin
George Washington	Thomas Jefferson	Richard Henry Lee	Patrick Henry	John Adams	Samuel Adams
John Jay	John Adams	Samuel Adams	James Otis	John Jay	Benjamin Franklin
George Washington	Thomas Jefferson	Richard Henry Lee	Patrick Henry	John Adams	Samuel Adams
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John Jay	John Adams	Samuel Adams	James Otis	John Jay	Benjamin Franklin
George Washington	Thomas Jefferson	Richard Henry Lee	Patrick Henry	John Adams	Samuel Adams

Declaration of independence

Dawes act of 1887

INDIAN LAND FOR SALE

GET A HOME
OF
YOUR OWN
EASY PAYMENTS



PERFECT TITLE
POSSESSION
WITHIN
THIRTY DAYS

FINE LANDS IN THE WEST

IRRIGATED IRRIGABLE GRAZING AGRICULTURAL DRY FARMING

IN 1910 THE DEPARTMENT OF THE INTERIOR SOLD UNDER SEALED BIDS ALLOTTED INDIAN LAND AS FOLLOWS:

States.	Acres.	Average Price per Acre.	States.	Acres.	Average Price per Acre.
Colorado	5,211.21	\$7.27	Oklahoma	34,664.00	\$19.14
Idaho	17,013.00	24.85	Oregon	1,020.00	15.43
Kansas	1,684.50	31.45	South Dakota	120,445.00	16.53
Montana	11,034.00	9.86	Washington	4,879.00	41.37
Nebraska	5,641.00	36.65	Wisconsin	1,069.00	17.00
North Dakota	22,610.70	9.93	Wyoming	865.00	20.64

FOR THE YEAR 1911 IT IS ESTIMATED THAT 350,000 ACRES WILL BE OFFERED FOR SALE

For information as to the character of the land write for booklet, "INDIAN LANDS FOR SALE," to the Superintendent U. S. Indian School at any one of the following places:

- | | | | | | |
|---|--|---|---|--|---|
| CALIFORNIA:
Boya
Colton
Huron
Imperial
Laredo
Kerman
Merced
Redden | MINNESOTA:
Bellevue
MONTANA:
Crow Agency
NEBRASKA:
Morrison
Seward
Wadsworth | SOUTH DAKOTA:
Fort Totten
Fort Union
OKLAHOMA:
Ardmore
Cottontown
Culver
Dallam
Duncan
Haskell
Muskogee | OREGON:
Basin
Bend
Gresham
Hillsboro
Medford
Newberg
Salem
Tillamook
Waldport | WASHINGTON:
Chelan Agency
Cove Creek
Gorham
Lower Waiilatpu
Pine Ridge
Shelton
Wenatchee | WISCONSIN:
Fort Hancock
Fort Snodgrass
Talia
Tulalia
WYOMING:
Hanna |
|---|--|---|---|--|---|

WALTER L. FISHER,
Secretary of the Interior

ROBERT G. VALENTINE,
Commissioner of Indian Affairs

Raising Awareness. Building Capacity. Identifying Solutions.



American Indian
Cancer Foundation.

“Kill the Indian, save the man”

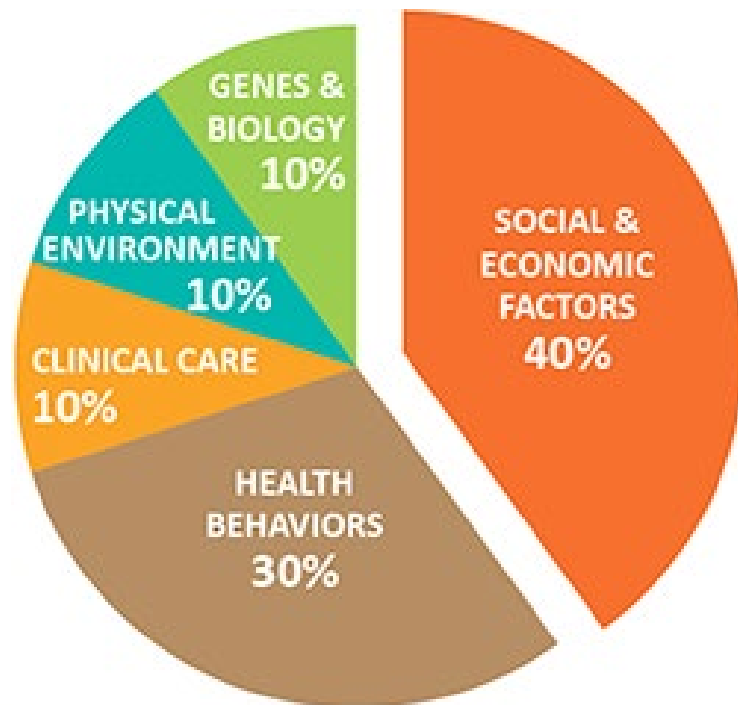


Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education		Stress	
Support	Walkability				
	Zip code / geography				

Health Outcomes
Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

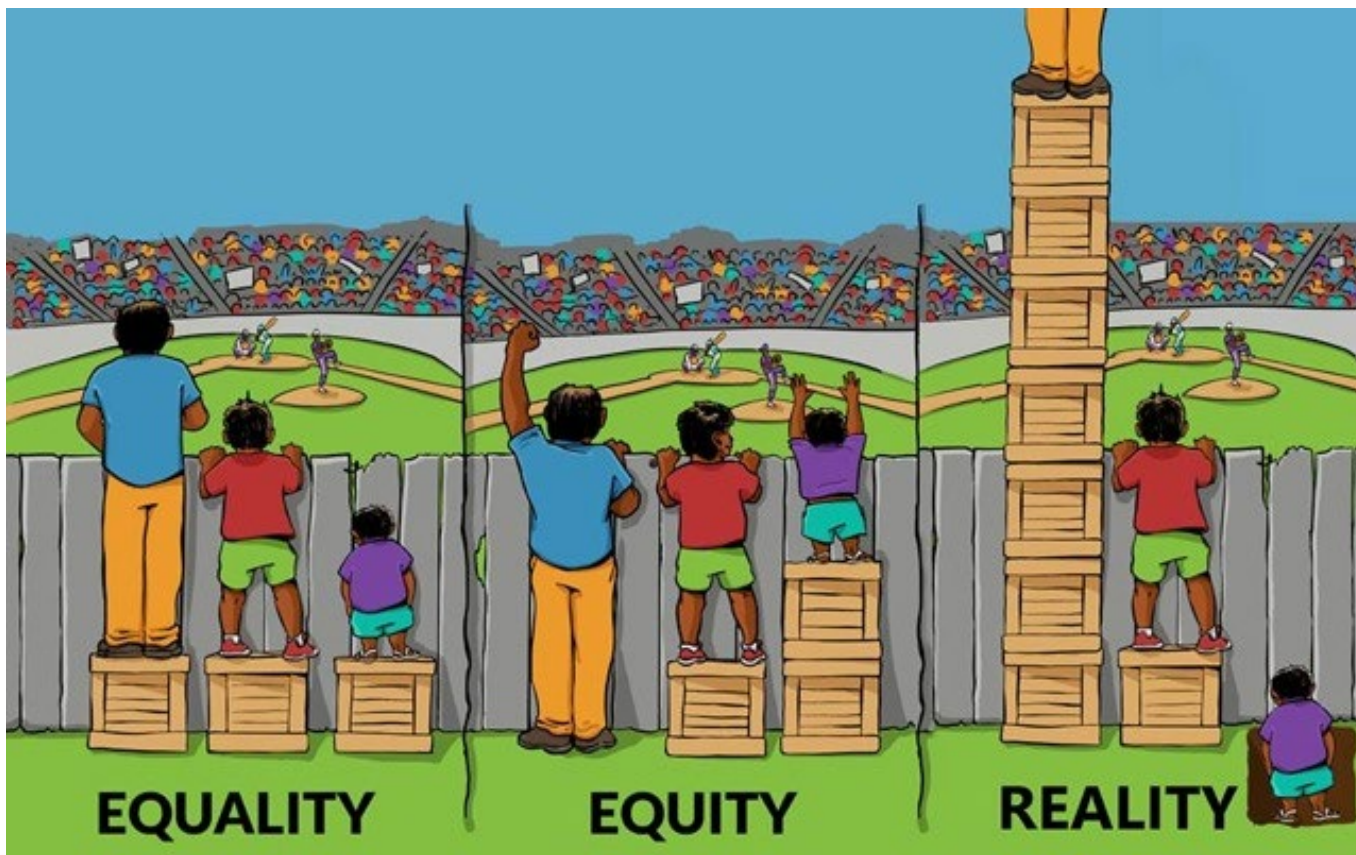
How do these contribute to health?



What is health?

“A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

– World Health Organization, 1948



Commercial Tobacco's Impact

- Leading cause of preventable death and disease
- ~500,000 Americans die every year from smoking-related causes
- ~16 million Americans currently suffer from a smoking-related illness
- Smoking costs the U.S. economy nearly \$300 billion annually
 - \$130 billion in direct medical costs
 - \$150 billion in lost productivity

Source: U.S. Surgeon General's Report: The Health Consequences of Smoking – 50 years of progress. (2014)

Disparities in Commercial Tobacco Use

- American Indians
- Africans and African Americans
- Chicanos/Latinos
- Asians, Asian Americans and Pacific Islanders
- Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) communities
- Veterans
- Groups of low socio-economic status
- Blue-collar workers
- Pregnant women
- 18-24 year olds
- Individuals with mental health and/or substance abuse diagnoses
- Individuals with disabilities

Facts

Cigarette smoking is more common among AI/AN than almost any other racial group.

(AI/AN) have a higher risk of tobacco-related disease and death due to higher rates of cigarette smoking and other commercial tobacco use.

Read more about smoking and tobacco use from [CDC's Office on Smoking and Health](#).

- Cardiovascular disease is the leading cause of death among AI/AN.
- Lung cancer is the leading cause of cancer deaths among AI/AN.
- Diabetes is the fourth leading cause of death among AI/AN. The risk of developing diabetes is 30%–40% higher for smokers than nonsmokers.

Culturally Based Framework

- Cultural practices, community involvement, and holistic health.
- **Goal:** Support healthy lifestyles and address diabetes risk.



Two Tobacco Ways



Traditional Tobacco

Traditional tobacco use honors the Creator and is governed by cultural protocols for spiritual, ceremonial and cultural uses.

Commercial tobacco use causes sickness, disease and death in our communities and is governed by marketing protocols of addiction.

Commercial Tobacco

Traditional Tobacco



Red Willow Can-sa-sa



Cultural Lifeways

Some protective factors for diabetes include:

- Using tobacco for spiritual or ceremonial reasons
- Working with a quit coach and using quit medications
- Eating lean meat like wild game and buffalo
- Increasing use of leafy vegetables like dandelion greens and spinach
- Being physically active every day

<https://dphhs.mt.gov/assets/publichealth/Tobacco/FactSheet/aidiabetesandtobacco.pdf>

Reclaiming Ancestral Foods



Tanned Hide
 Backrests
 Bags
 Beds
 Belts
 Blankets
 Bridles
 Caps
 Cradles
 Doll Mittens
 Dresses
 Leggings
 Moccasin Tops
 Pillows
 Pouches
 Ropes
 Shirts
 Sweat lodge
 Cover
 Tapestries
 Tipi Liners
 Tipi Covers
 Winter Robes

Meat
 Immediate use
 Dried
 Meat/Jerky
 Pomnican
 Sausages

Bladder
 Food Pouches
 Medicine Bags
 Water Container

Gall
 Yellow Paint

Tendons & Muscles
 Arrow Ties
 Bowstrings
 Cinches
 Sinew

Liver
 Food
 Tanning Agent

Brains
 Food
 Hide Preparation

Skull
 Altar
 Dehairing Tool
 Sun Dance

Blood
 Paints
 Puddings
 Soups

Horns
 Arrow Points
 Cups
 Fire Carrier
 Headaddresses
 Ladles
 Medication
 Ornaments
 Powderhorn
 Signals
 Spoons
 Toys

Beard
 Ornaments

Tongue
 Choice Meat
 Comb
 (Rough Side)

Bones
 Arrowheads
 Awls
 Eating utensils
 Flething Tools
 Game Dice
 Jewelry
 Knives
 Painting tools
 Pipes
 Quirts
 Saddle Trees
 Scrapers
 Shovels
 Sticks
 Splints
 Toys
 War Clubs

Hair
 Braçolets
 Braided Ropes
 Doll Stuffing
 Hair Pieces
 Headaddresses
 Horse Halters
 Medicine Balls
 Moccasin Lining
 Ornaments
 Paw Fillers
 Pillow Fillers

Hoof Sheath
 Containers
 Glue
 Rattles
 Spoons
 Wind Chimes

Scrotum
 Containers
 Rattles

Stomach Liner
 Cooking Vessels
 Water Container

Foot Bones
 Teething Toys
 Toy Buffalo or Horse

Teeth
 Ornaments

Fat
 Soaps
 Tallow
 Tanning
 Hair Grease
 Filled Pipe Sealer
 Cosmetic Aids

Stomach Contents
 Medicines
 Paints

Dew Claws
 Glue
 Rattles
 Wind Chimes

Rawhide
 "Par fleche"
 Masks
 Cinches
 Ornaments
 Rattles
 Sheaths
 Snowshoes
 Trunks
 Horse-water Trough
 Moccasin Soles
 Containers
 Quivers
 Ropes
 Shields
 Splints
 Lariats
 Buckets
 Caps
 Drums
 Rafts
 Saddles
 Shrouds
 Straps



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What has worked in your communities?

Evidence based
vs. Practice
Based



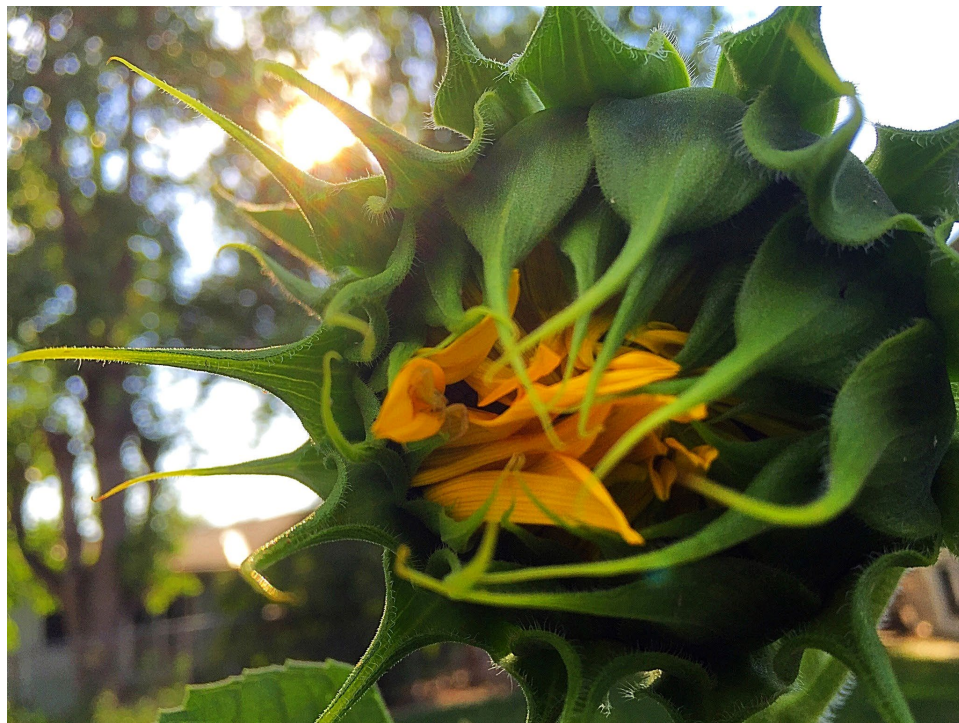
What does a healthy community look like to you?



Language Matters

Inclusion of all generations when working towards education, policy, and systems change.

Be Creative.



Collaboration



We are the seeds of our ancestors

#KeepTobaccoSacred
www.traditionaltobacco.org



Wisdom Keepers

			
Plant	Carry	Honor	Cultivate
			
Grow	Know	Heal	
			
Harvest	Connect		

#KeepTobaccoSacred
www.traditionaltobacco.org





SUSTAINABLE



INTERRELATED



NON-LINEAR



RESPECT FOR ALL LIVING THINGS

Indigenous Worldview

*an understanding of
the world*



LIFEWAYS ROOTED
IN CULTURE



RESPECT



BALANCE

Findings: Cultural Symbols & Imagery

- American Indian imagery served to **bond people with America's origins.**
 - Philp Morris (1995)
- “Your cigarettes with the **Indian/volcano image** on the pack and the **small golden thunderbird** on each cigarette help him to use his smoke breaks as a kind of **"personal communion"** so to speak.”
 - Santa Fe Natural Tobacco Company customer testimonial (1994)



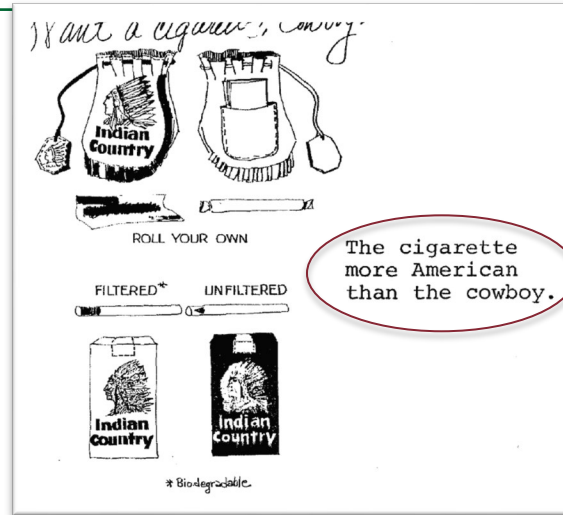

SANTA FE NATURAL TOBACCO COMPANY

ClearWay[™]
MINNESOTA

Findings: Cultural & Historical Significance

"The first Americans to smoke were Indians. It's time they took back the credit for inventing the cigarette and got back the country the cowboys took away."

- American Tobacco (1980)



The cigarette more American than the cowboy.

OTHER PRODUCTS AVAILABLE FROM SANTA FE NATURAL TOBACCO COMPANY

PRODUCT	QTY	\$ AMOUNT
NATURAL AMERICAN SPIRIT MATCHES (50 books per box)		
Black with Red Thunderbird Logo.	@ 3.50	\$
Turquoise with Tobacco Chief Logo. (Filter pack)	@ 3.50	\$
Dark Green with Tobacco Chief Logo. (Non-filter pack)	@ 3.50	\$
Dark Tan with Tobacco Chief Logo. (Non-filter pack)	@ 3.50	\$
<small>(Please see reverse for additional products.)</small>		
THUNDERBIRD ASHTRAY (3-1/2" diameter)	@ 3.50	\$
Black ceramic with Red Thunderbird Logo.		
THUNDERBIRD CIGARETTE CASE	@ 2.00	\$
Black, high-density, injection-molded polypropylene two-piece case with Red Thunderbird Logo.		
SAGE SMUDGE STICKS (14" x 18" long, 1-1/2" diameter)	@ 4.50	\$
Incense in the Native American tradition. Each stick is made of pure sage. Very aromatic and long-burning.		
SMOKERS GUM		
A refreshing gum with all natural ingredients, including fiber from the branches of the Peahu tree which have been used by Asian peoples for centuries as chewing sticks. The makers of Smokers Gum believe Peahu not only leaves the breath fresh, but also reduces plaque and is beneficial to the teeth and gums.		
Travel Size (20 pieces)	@ 2.00	\$
Family Size (100 pieces)	@ 9.95	\$
Economy Size (200 pieces, wrapped in 2 place-packs)	@ 15.95	\$
THE BOOK OF ELDERS	@ 16.00	\$
A collection of interviews with thirty-one elders from American Indian nations across the U.S. and Canada. Recorded by author Sandy Johnson with photographs by Dan Budzisz. This book is written entirely in the elders' own words. 237 pages, softcover. (20% off cover price of \$20.00)		
HUICHOL COPAL-INCENSE	@ 5.00	\$
Rare, Huichol Indian ceremonial incense. Available in cooperation with the Huichol Center for Cultural Survival and Traditional Arts. (Replaces incense burning charcoal, available in health food stores). 1/4 ounce.		
100% COTTON T-SHIRTS		
Logos shown in bottom left corner appear on front of shirt. Logo shown in bottom right corner appears on back of all T-shirts.		
SHORT SLEEVE	<small>Please circle size order.</small>	
White with Red Thunderbird Logo.	L XL @10.95	\$
Black with Red Thunderbird Logo.	L XL @13.95	\$
Turquoise with Tobacco Chief Logo. (Filter pack)	L XL @14.95	\$
LONG SLEEVE		
White with Red Thunderbird Logo.	L XL @13.95	\$
Black with Red Thunderbird Logo.	L XL @17.95	\$
Turquoise with Tobacco Chief Logo. (Filter pack)	L XL @16.95	\$

3065693381

Call toll free and charge your order:
1 (800) 332-5595
 See reverse for additional products.

Please total your order on reverse.

SANTA FE NATURAL TOBACCO COMPANY
 POB 25140, SANTA FE, NM 87504-5140

Natural American Spirit Logo

Sage smudge sticks

Book of Elders

Huichol Indian Ceremonial Incense

Emphasizing Tobacco as “Natural”

- *“The initial thought had to do with American Indian use of tobacco in its natural state, honoring tradition, the respectful nature surrounding the American Indian use of tobacco. Inherent in that concept was tobacco without additives.” – Robin Sommers (former) CEO of SFNTC*



SmokefreeNATIVE

smokefree.gov

Explore the
Smokefree Family

MENU



[Tools & Tips](#) / [Smokefree Text Messaging Programs](#) / [Quit for Good Programs](#) / SmokefreeNATIVE

SmokefreeNATIVE

Who is this program for?

American Indian and Alaska Native adults and teens in the United States who are ready to quit smoking commercial tobacco. This program is offered through a collaboration between the National Cancer Institute's Smokefree.gov Initiative (SFGI) and the Indian Health Service (IHS). SFGI and IHS worked with experts from the School of Public Health, University of Minnesota and the American Indian Cancer Foundation to develop a program that is aligned with the culture and needs of American Indian and Alaska Native communities and honors the significance of traditional tobacco.

How does it work?

Sign up with the form below or text **NATIVE** to **47848**.

After you confirm your enrollment, you will receive daily text messages to support you in quitting smoking commercial tobacco from the short code **47848** (message and data rates may apply). The program lasts for 6-8 weeks.

You can opt out at any time by texting **STOP**. Text **HELP** at any time for information on the program. Learn more about the program, its unique, on-demand keywords for support, and find answers to Frequently Asked Questions [here](#). Read our [privacy policy](#) and [terms and conditions](#).

American Indian Quit Line



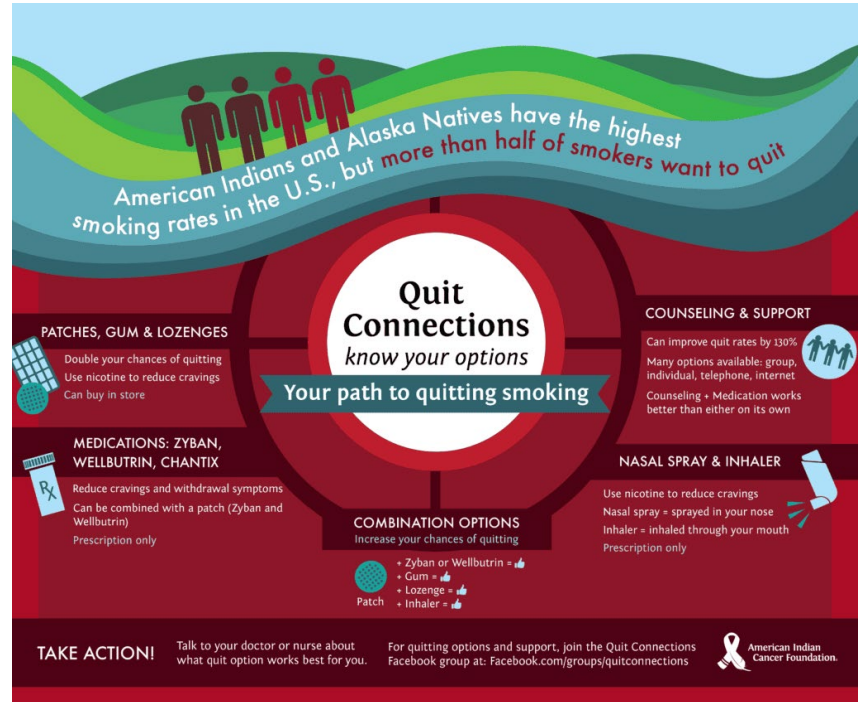
**OUR WAY
TO QUIT
COMMERCIAL
TOBACCO**

— THE —
**AMERICAN INDIAN
QUITLINE**

CALL 1-888-7AI-QUIT

— AIQUIT.COM —


QUITPLAN



American Indians and Alaska Natives have the highest smoking rates in the U.S., but more than half of smokers want to quit

Quit Connections
know your options

Your path to quitting smoking

PATCHES, GUM & LOZENGES
 Double your chances of quitting
 Use nicotine to reduce cravings
 Can buy in store

MEDICATIONS: ZYBAN, WELLBUTRIN, CHANTIX
 Reduce cravings and withdrawal symptoms
 Can be combined with a patch (Zyban and Wellbutrin)
 Prescription only

COMBINATION OPTIONS
 Increase your chances of quitting

- + Zyban or Wellbutrin = 🍎
- + Gum = 🍎
- + Lozenge = 🍎
- + Inhaler = 🍎


COUNSELING & SUPPORT
 Can improve quit rates by 130%
 Many options available: group, individual, telephone, internet
 Counseling + Medication works better than either on its own

NASAL SPRAY & INHALER
 Use nicotine to reduce cravings
 Nasal spray = sprayed in your nose
 Inhaler = inhaled through your mouth
 Prescription only

TAKE ACTION!

Talk to your doctor or nurse about what quit option works best for you.

For quitting options and support, join the Quit Connections Facebook group at: [Facebook.com/groups/quitconnections](https://www.facebook.com/groups/quitconnections)

 American Indian Cancer Foundation.

HEALTHY EATING FOR STRONG NATIVE COMMUNITIES

PROMOTING INDIGENOUS HEALTH

- ▶ Healthy Options: water, fruits, vegetables, whole grains, lean proteins, unprocessed foods.
- ▶ Unhealthy Options: sugary drinks and processed foods high in sugar, sodium and saturated fat.
- ▶ Indigenous Foods: foods native to local area.



SACRED TRADITIONAL TOBACCO FOR HEALTHY NATIVE COMMUNITIES

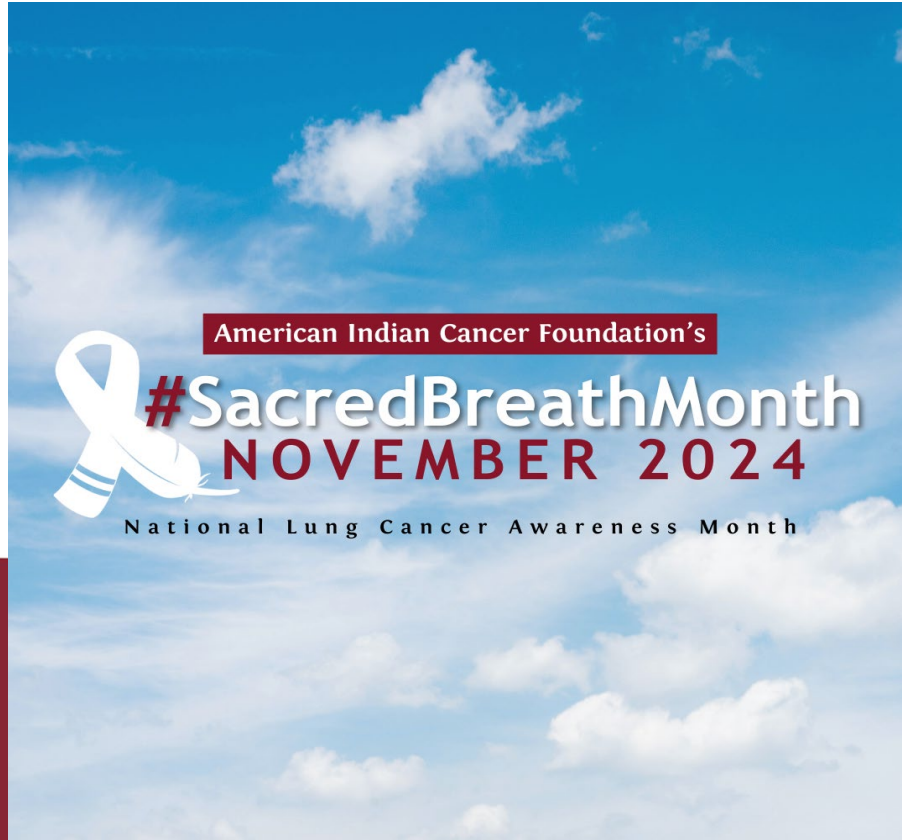
A BALANCED COMMUNITY FOR HEALTH

- ▶ Tribal leadership support & engagement
- ▶ Cultural connectedness & healing
- ▶ Community engagement
- ▶ Youth leadership & youthfied advocacy



Raising Awareness. Building Capacity. Identifying Solutions.

Sacred Breath Month



American Indian Cancer Foundation's

 #SacredBreathMonth

NOVEMBER 2024

National Lung Cancer Awareness Month

Tailored Primary Library Text Message Examples

SFTXT: Try this: Take 10 deep breaths when you feel stressed or emotional this week. Check in with your craving level when you're done.
STOP to end



SFNATIVE: Your breath is sacred. Take 10 deep breaths when you feel stressed or emotional this week. Check in with your craving level when you're done. **STOP2end**

I See Generations.



Recommendations

- Respect the sovereignty of Tribal Communities
- Fund Long-term community generated strategies
- Spend the time to assess community priorities
- Place value on on community outreach and relationship building
- Hire representative staff from communities being served
- Support relevant and culturally appropriate messaging and strategies
- Value culture competency
- Look to leverage both youth and elder leadership
- Be open to creative coalitions
- Research and assessments must be led by Native researchers
- Place value on Native insights
- Address historical trauma and normative shifts in a holistic manner
- Value and support the cultivation of traditional practice



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Pinamiya.

CoCo Villaluz

cvillaluz@aicaf.org

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