Mobilizing Tribal Communities to Support Tobacco Use Prevention, Reduction Policy and System Changes

36th Annual NTHC 2019
Presenters

Narinder Dhaliwal | Director ATOD

Gary Hayward | Win River General Manager
Redding Rancheria Tribal Member
Our Mission:
Improve health and increase opportunities for youth, families and communities.
Number of Tribal Nations

Approximately 573 federally recognized Indian Nations in the United States

Approximately 229 located in Alaska

109 located in California
Population Size Variances

2.9 million people or 0.9 percent American Indian and Alaska Native alone

2.3 million people or 0.7 percent in combination with one or more other races

California 14 percent alone or in combination

2010 Census data
Health Issues

6 of top 8 causes of death linked to smoking

LUNG CANCER
Leading cause of cancer death

ASTHMA 20% HIGHER IN AI/AN CHILDREN

National Native Network data
Adult Cigarette Smoking Rates
2017 CDPH study

19.1% USAGE RATE
19.7% Youth Tobacco Use
11% California Adult smoking rate
3.2 MILLION ADULT SMOKERS

250 CARCINOGENS KNOWN TO BE HARMFUL
Building relationships with California Tribes

Where we began

CDPH – California Tobacco Control Program Funding
Top Down Approach vs Grass Roots Advocacy

- Research
- Collaboration
- Insider "Champion"
- Follow through
Why engagement is needed on a broader perspective

- Respect
- Traditions
- Health views
- Youth
- Uptake in e-devices
Successful relationships – successful outcomes

- Redding Rancheria
- Sycuan Band of Kumeyaay Nation
- Susanville Rancheria
- California Nations Indian Gaming Association
- Nevada California Indian Housing Association
Gary Hayward
Win River General Manager
Redding Rancheria Tribal Member
Vision Statement

The strength of our Tribe

Lies in honoring our elders, building healthy families and promoting self-reliance in our members.

We invest in our youth and adults, knowing that they will create the future with the strength of our ancestors. We empower them with knowledge and skills for a changing world.
Data and Tribal Council

Side Pak  air monitoring

Surveys

Reports

Presentations  to Tribal Council and General Membership
Example Smoke-Free Patron PM$_{2.5}$ Exposure - March 28, 2014

Viviana

PM$_{2.5}$ Particle Mass Concentration, [µg m$^{-3}$]

EPA 24-Hour Standard

00:40PM 00:50PM 10:00PM 10:10PM 10:20PM 10:30PM 10:40PM 10:50PM

Time of Day
Outcomes & Change

100% smoke-free policy March 2014

70% smoke-free policy February 2015

100% nonsmoking hotel policy remains intact

Future expansion plans
Partnerships | Trust | Information

Gary Hayward
General Manager
Win-River Casino & Resort
Partnerships | Trust | Information
CONGRATULATIONS!
Sycuan Band of
The Kumeyaay Nation

by opening their 500,000 square-foot casino and resort expansion that is 100% non-smoking, non-vaping.

For their commitment to Public Health and Business Vision

Sponsored by CCAP | A project of ETR
La Jolla Trading Post Casino

76 on Hwy 76: Completely smoke-free and vape-free

Interest in health

Interest in applying for tobacco funding

Interest in entryway policy

Interest in campground policy
Gaming Tribes Vulnerability

- Misconceptions

- Especially Youth/Young Adults

- Why?

- How?

- What still needs to be done?
Tribal Youth Campout raw video interviews footage
CTCP American Indian Initiative
2017 Tribal Consultation Site Visits

Tribal Consultation Process
In-Person Sites + Online Survey Option

- Humboldt/Del Norte/Siskiyou Area (population: 18,497)
- Redding/Butte Area (population: 18,448)
- Sonoma/Mendocino Area (population: 20,852)
- Fresno/Madera Area (population: 31,655)
- San Diego Area (population: 52,749)
- Riverside/San Bernardino Area (population: 87,583)

Initiative Goals

- Build Capacity
- Mobilize and Engage
- Implement, Support and Evaluate
Understand the Differences
Commercial Tobacco vs. Sacred/Traditional Tobacco

This is the problem

..... Not this
American Indian Initiative - Timeline

Dates in the circles below are the contract execution/start dates
*AICC already executed/started in January 2019
*all are 5 year contracts

- November 2019: Tribal Grant RFA 1
- June 2019: AI Evaluation - UCSD
- March 2020: Tribal Grant RFA 2
- July 2020: AI Serving Organizations
- September 2020: Tribal Grant RFA 3
“Providing culturally appropriate guidance and assistance to California Indian Tribes to access and implement tobacco related programs”
Tribal Advisory Council

The Tribal Community Coordinating Center is California’s Statewide Coordinating Center for the American Indian Initiative to Reduce Tobacco-Related Health Disparities.

The Center’s work is guided by a Tribal Advisory Council (TAC) comprising of California Tribal Members

Advocating for equity by addressing the impact of commercial tobacco on health disparities in California Tribal communities.
Steeped in Health Equity

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<thead>
<tr>
<th>TCCC</th>
<th>Determinants /Conditions</th>
<th>Equity Spheres</th>
<th>Impact</th>
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<tbody>
<tr>
<td>Coordinate/Link</td>
<td>Opportunities, Linkages</td>
<td>Individual Action</td>
<td>Heightened strength to bring about health equity and minimize disparities through maximizing impact of tobacco control work.</td>
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<td>Equip</td>
<td>Knowledge, Skill</td>
<td>Systemic Change, Relationship Building, Mind, Body, Spirit Transformation</td>
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<td>Advocate</td>
<td>Motivation, Resources</td>
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Future Engagement – TCCC

Relationships

California Tribes
Local Community
Public Health
Community Based Organizations
Local Government entities

Working on improving health in tribal nations
thank you.

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