Tribal Tobacco Policy Toolkit
Post-Secondary

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Winnebago Tribe of Nebraska

Yankton Sioux Tribe

Anpetu Waste Tribal Advocate:

The SD Tribal Tobacco Policy Toolkits were developed to assist tribal community advocates in the important conversations they have with their community members, tribal health, and tribal leadership on commercial tobacco policies. Commercial tobacco policies are very important and will help ensure that our children are not the first generation of children that will die younger than their parents.

The U.S. Surgeon General's report, "The Health Consequences of Involuntary Exposure to Tobacco Smoke," shows indisputable scientific evidence that secondhand smoke causes premature death and serious disease in non-smokers. Secondhand smoke is a serious health hazard and there is no risk-free level of exposure.

Commercial tobacco use is the number one cause of all cancers and emphysema, and is a leading preventable cause of heart disease and stroke among American Indians in South Dakota. Secondhand smoke exposure to infants and children is a major contributor to sudden infant death syndrome, asthma, ear infections and upper respiratory illnesses.

In 2009, in South Dakota the median age of death for American Indians was 58 years compared to the rest of the population at 81 years of age. This is a 22 year difference! You might be wondering, why is there such a difference in age of death? Many of the leading causes of death among South Dakota tribal people are due to tobacco related illnesses like cancer, heart disease, complications of diabetes and SIDS.

The best way to protect our youth, elders and loved ones from tobacco-related diseases is for our tribes to adopt policies that prohibit smoking commercial tobacco in schools, tribal buildings, restaurants, parks, casinos and public places. We must advocate for our tribes to keep tobacco sacred to honor health and eliminate commercial tobacco use.

As a community advocate you already realize the importance of empowering communities to make decisions that promote personal health and well-being. It is our hope that you will turn to the *SD Tribal Tobacco Policy Toolkits* as a concise and helpful resource in addressing commercial tobacco policy changes in your community. *Wopila (Thank you) for all your hard work on this very important and sacred issue!*

Respectfully,

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The South Dakota Tobacco Control Program acknowledges the spiritual and ceremonial value that tobacco has in American Indian culture. We want to be perfectly clear that whenever the phrase tobacco-free is mentioned in these toolkits, we are referring to commercially produced tobacco products only and never the traditional tobacco of our Northern Plains American Indians.

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TABLE OF CONTENTS – POST-SECONDARY

Introduction i

Acknowledgements:
SD American Indian Toolkits and Training Project Advisory Committee v

Section 1:
Use of Sacred Tobacco 1-1

Section 2:
The Big Picture 2-1

Section 3:
Strategies That Work 3-1

Section 4:
Lay of the Land – Assessing the Current Status
of Commercial Tobacco Policies 4-1

Section 5:
Overview of Tribal Governance Systems 5-1

Section 6:
Organizing for Success and Partnership Development
for Healthy Tribal Communities 6-1

Section 7:
Taking Action – Advocacy & Policy Promotion 7-1

Section 8:
Resources 8-1

Appendices

Section 1:

USE OF SACRED TOBACCO

USE OF SACRED TOBACCO

Stories of tobacco's origins are as varied as the Tribes that used tobacco, but these stories all have a single common theme: Tobacco is sacred and ought to be used with respect.

For tribes throughout North America, the use of traditional tobacco for spiritual, ceremonial, and medicinal purposes goes back thousands of years. There are many types of what is called "tobacco." The most commonly known form is tobacco derived from the tobacco plant *(Nicotiana tabacum)*. This type of tobacco is commercially grown in the Southern United States (as well as in Africa and South America) and used to make commercial tobacco products. Commercial tobacco products are known to have many added chemicals that are harmful. There are also types of tobacco known as natural tobacco, wild tobacco, or mountain smoke which were used by traditional Indian people. Because of the increased accessibility and marketing of commercial tobacco, many tribes are losing the practice of planting, harvesting and preparing tobacco for traditional or spiritual purposes. There are now fewer people who know the proper way and attitude to care for true natural tobacco.

"It has no chemicals, there's nothing in there that a person can get addicted to other than prayer."

– Jess Taken Alive
Standing Rock Sioux Tribe

"The equivalent of Christian sin in the Indian traditional sense is breaking ones commitment to the Pipe. When one prays with the Pipe, he is obliged to do it in a good way, not for evil purposes. The Pipe brings harmony between men when they smoke it. You can't lie through the Pipe. To go against these things is a sin."

– Richard Moves Camp
(Lakota) - Pine Ridge

Traditional tobacco among the Northern Plains tribes is not the same as commercial tobacco such as cigarettes or spit tobacco. South Dakota tribes use ċanśaśa which comes from red willow bark. Growing along creek beds, these red willow trees have a deep red bark that makes them easy to find during winter harvest. Larger branches are cut and the outer bark is shaved off exposing a green film which is stripped off, and the green shavings are then dried. Ċanśaśa may contain a mixture of herbs and berries and can be mixed with kinnikinnik, bear root, berries, rosehips and petals, grape leaves or white ash.

Among South Dakota tribes, tobacco is an important part of spiritual life. Tobacco helps connect the human experience by providing a means of communicating with the spirit world and the Creator. Traditional uses of tobacco include:

- Helping in the journey back to the spirit world
- Offerings and gifts to Elders and others
- Offerings to Mother Earth
- Blessings
- Ceremonial pipe
- Prayer
- Bug repellant
- Keeping evil spirits away

Tobacco is also used for healing and medicinal purposes. Some uses include relieving chills and fevers, headaches, toothaches, healing cuts or burns, muscle soreness, and ear infections.

Traditional tobacco is smoked using ceremonial pipes and the smoke is not inhaled. Pipe design varies among the different tribes, with pipe stems often made of ash or sumac and pipe bowls carved from various types of stone and clay.

Ċanśaśa is used to pray to the 4 directions and the Creator. It also is used in tobacco ties as an offering to the spirits. A tobacco tie is a small sacred bundle to hold the tobacco. Making a tie for the tobacco makes it easier to carry, to make an offering of tobacco to another person, and to hold on to for longer periods of time. Offerings of loose tobacco are made as well, in particular to the Sacred Fire. The ties are also burned so that spirits can receive the ċanśaśa. When ċanśaśa is smoked, prayers are carried up in the form of smoke. Ċanśaśa is sacred and the smoke is not inhaled. There are no known health risks when native tobacco is used in a sacred and respectful manner.

The age at which sacred tobacco is typically introduced to children and when adolescents start to use ċanśaśa varies. Children who are involved in Lakota traditional customs are introduced to sacred tobacco at a very young age through prayer offerings and tobacco ties. As for actually smoking ċanśaśa with the sacred pipe – this is usually done after the child completes their man and/or womanhood ceremony (when the child reaches puberty) or if the traditional healer sees that the child has reached a certain maturity level. If the child is too young to smoke the sacred pipe, the pipe holder will touch the child on the head with the pipe to receive those prayers.

Seven Uses of Ċanśaśa *(Sacred Red Willow)*

1. Ceremonial

- Opaġi *(fill a pipe with tobacco)*
- Offering as a gift to the spirits
- Strengthening the house or Tipi
- A form of binding a contract
- Marriage ceremonies
- Naming ceremonies
- Wopila *(thanks, joy, gladness)*
- Vision Quest
- Seven Sacred Rights
- Sundances

2. Social

- Intertribal and interpersonal gatherings (i.e. enemy tribes or for trading)
- Marriage counseling
- Binder of contract with treaties (i.e. 1860 Treaty)
- As a means of forming relationships or bonding with families and peers
- Political or diplomatic gatherings
- Source of social cohesion for the Lakota people

"The importance of pipes throughout the Americas speaks to the symbolism of ritual smoking. This sharing of a pipe affirms peaceful relations among individuals and between nations. Smoking has also always been seen as a way for human prayers to reach spirit beings."

National Museum
of the American Indian

"I started smoking Ċanśaśa with my Father on Crow Creek reservation. The first time I smoked it with my father there was a strong presence of my grandfather being there with us. After I quit smoking and drinking about 30 years ago, a young man gave me Ċanśaśa and I smoked it. Since then I smoke Ċanśaśa regularly and it keeps my relationship with loved ones that have passed on."

– Melvin Grey Owl

"My son came home from Iraq. He went to the VA doctors and here they found cancer below his knee. It was devastating news and they were going to cut off his leg. He said, 'What do you think'?' I said, 'We have prayers. We have a way of life.' So we went to ceremony and gave medicine (tobacco ties). We made them. We hung them up and everybody knew, all the friends that went to sweat and Sundance. They started praying and then I went to the Sundance tree and offered tobacco. And a week later, the doctor calls him and said you're cancer free."

– Bryant High Horse
Oglala Sioux Tribe

South Dakota Cansasa Coalition

American Indians, like people of other origins, have vast experiences in their physical, behavioral, and societal development. These experiences in turn can affect the individual to various degrees and at various levels. The information, considerations and tips contained herein, will not always be applicable to working with all American Indians but will assist in the basic overall understanding of the culture.

3. Prayer

Ċanśaśa is used to pray to the 4 directions and Ťuŋkaśila *(God, the Supreme Being or Great Spirit)*. It is used in tobacco ties as an offering for the spirits for asking them to do something for whoever is praying. They are burned so that the spirits can receive the ċanśaśa. When ċanśaśa is smoked, whoever is smoking should think about their prayers and when they exhale, their prayers are carried up in the form of smoke. What makes the ċanśaśa sacred is when it is smoked, the smoke is NOT inhaled.

4. Smudge

When burned, ċanśaśa gives off a really pleasant aroma. But it is also used to smudge or purify oneself and it cleanses the spirit and body.

5. Medicinal

- Cut, wound or burn: ċanśaśa cleanses the wound
- Headache
- Flu
- Soreness, ear infection or muscle ailments
- Helps individuals to stay sober, happy, to be stronger spiritually and put them on the ċaŋku luta *(Red Road; to be on a good path)*

6. Gift

A way of saying thank you and exchanging ċanśaśa for what is being asked:

- Wamakaśkaŋ oyate *(the animal kingdom in general; all things that move on the earth)*
- Spirits
- Medicine Man
- Drum
- Seven Directions
- Ťuŋkaśila *(God, the Supreme Being or Great Spirit)*

7. Trade

In earlier years, a handful of ċanśaśa would be traded for a horse. It is seen as gold to indigenous peoples because of its scarcity.

Source: Sacred Willow: Keeping Tobacco Traditional

Most Indigenous nations have traditional stories explaining how tobacco was introduced to their communities, many of which emphasized the sacred properties of the plant, which holds both the power to heal if used properly and the power to cause harm if used improperly. An example of one of these traditional stories is the Lakota creation story from Chief Arvol Looking Horse of the Cheyenne River Sioux Tribe, keeper of the sacred caŋnuŋpa (pipe).

At that time, not long after the Flood, the People still followed the buffalo, but they had forgotten the Creator and the teachings of the buffalo. They were trying to control one another, be more than who they are. The buffalo disappeared and the People were starving and crying. They grew too weak even to move camp, and so they sent out scouts to look for buffalo or other game. But always they returned empty-handed.

Then one day they sent out two scouts, who saw not even a rabbit the whole day. Dejected, they started back to camp from their failed hunt, traveling through the woods and rolling hills, northeast of the sacred Black Hills.

It was a beautiful day, the sky blue with few white clouds. As the two scouts were returning to the camp, they saw a woman come over a hill, and they watched in awe, wondering what a woman alone could be doing out here in the middle of nowhere. Dressed in a beautiful white buckskin dress, this woman approached them carrying a bundle in her arms. One of the scouts, seeing the beauty of the woman, felt lust for her. He said, "She's so beautiful. I think I'll take her for a wife."

As they were talking, she came closer and she pointed to the one with the bad thoughts, as if beckoning him. He went towards her, thinking to take her.

The other scout tried to stop him saying, "She's sent by the Great Spirit. She's the answer to the People's prayers for help. She must be a Spirit-woman. Don't approach her with such thoughts on your mind." But the lustful scout refused to listen.

As he reached for the woman, a swirling cloud suddenly came down and enveloped him. When the cloud lifted, he was laying there at her feet all bones, a skeleton with snakes crawling from his head.

Then the Spirit-woman pointed to the other scout, who trembled before her, and she said, "Go, tell your People what you have seen here. Tell them to build an altar of sage and cherry branches, and also to put up a great tipi, and I will come tomorrow from where the sun sets. Tell them I have a great gift to give them, a gift kept in this sacred bundle. And she told him, "Tell them just what I have said. Don't make more than what it is and don't make less than what it is!"

The scout thanked her for the Message. Still filled with fear, he backed slowly away from the woman, then ran back to the camp and told the People what had happened and what the Spirit-woman had told them – no more, no less.

White Buffalo Calf Woman
Rogue Guirey Simpson, 1992

In the camp, the Buffalo People followed the instructions given by the scout and put up their tipi and prepared the altar with sage and cherry branches to each cardinal direction. Behold- the very next day, as she had promised, she returned out of the sunset. As she moved toward them, carrying the Bundle in her outstretched arms, she sang a beautiful song that we still sing today. Walking clockwise around the altar of sage and cherry branches, she set down the Sacred Bundle in the altar, then opened it to reveal the sacred caŋnuŋpa. She told them, "This caŋnuŋpa, you will make direct personal contact with Wakaŋ Taŋkaŋ."

She said, "Following the way of this sacred caŋnuŋpa, you will walk in a sacred way upon the Earth, for the Earth is your grandmother and your mother and she is sacred." She told them, "The red stone of the caŋnuŋpa's bowl represents the blood of the People, and it also represents the female. And the wooden stem represents the Tree of Life, and it also represents the male. The Tree of Life also represents the root of our ancestors, and as this Tree grows so does the spirit of the people." She said "When you put the caŋnuŋpa's bowl and stem together, you connect the world above and the world below. The only time the caŋnuŋpa is put together is when you are in prayer. And when you pray with the caŋnuŋpa, humble yourself. Present your prayers to all 4 Sacred Directions, and then pray to the Great Spirit above and Mother Earth below. Sing your songs and pray for life, peace, harmony and happiness."

She warned, "You must have a good heart and a good mind to go to the ceremonies. Honor the Sacred Places, the Sacred Ceremonies and the Sacred Sites. Each Sacred Site is an altar to the Great Spirit. Gather there often and pray the prayers and sing the songs I have taught you. In time, you will understand the meaning of the Seven Sacred Rites that come with this sacred bundle."

She left in a clockwise motion returning to where the sun sets. On top of the hill, she stopped and looked back, then rolled over and became a young beautiful black buffalo. The second time she was a red buffalo, then a yellow buckskin buffalo, and finally a white buffalo. This is where she received her name Pte Saŋ Wiŋ and our Seven Rites were given.

Source: Sacred Willow: Keeping Tobacco Traditional

Historically, Northern Plains tribal culture includes the use of traditional tobacco, which is not the same as tobacco found on the commercial market. However, the distinction between traditional and commercial tobacco uses has become blurred over time which contributes to the misunderstanding, normalization, and addiction to commercial tobacco.

TRADITIONAL TOBACCO VS COMMERCIAL TOBACCO	
Traditional	***Commercial***
Not inhaled	Inhaled
Sacred	Not sacred
Not easy to get or convenient, scarce	Easy & convenient
Simple, humble, common, not flashy	Fast/rushed
Spiritual	For profit
Not addictive	Addictive
Natural / Ikċe *(wild, in a state of nature)*	Unnatural, processed, has additives, harmful
No additives & absence of negative health consequences	Diseases related to product include cancer, emphysema, heart disease, breathing problems, pre-term birth, mouth cancer, SIDS
Used in a respectful manner	Not used with respect
Red	Brown
Deliberative, thoughtful	Broad consumption by general population
Appropriateness	Recreational
With awareness	For pleasure
Used in moderation	Casual
Generosity	Wakaŋ siċa *(Satan, a devil, the bad spirit)*
Used in community and social context	Used individually as a personal choice

Source: Sacred Willow: Keeping Tobacco Traditional

Section 2:
THE BIG PICTURE

Tobacco companies have tied themselves and their fortunes to American Indians for over two centuries.

This started with the first known tobacco advertisement which ran in a New York newspaper in 1789. This ad for Lorillard's Snuff & Tobacco featured a drawing of an American Indian holding a pipe alongside a barrel of tobacco. The Lorillard family made the first American tobacco company fortune and became one of the earliest millionaires in the history of the country.

Throughout the 1800's and 1900's, tobacco companies often used images of American Indians in their advertising. The "Prince Albert" ads developed by the R.J. Reynolds Tobacco Company usually featured American Indian warriors and were especially offensive. One such Prince Albert Tobacco advertisement from 1913 showed an American Indian smoking a pipe in the foreground with a war scene in the background between Plains Indians and settlers in a covered wagon. Here is the text of the ad:

"Prince Albert, the national joy smoke, just everlastingly buries the hatchet over pipe-grouches. You sheath your scalping knife, old scout. Pack that favorite jimmy pipe tight with P.A. Tease it with a little fire and watch the old dream stuff come back in clouds of fragrant, cool smoke. No bite, no sore tongue – that's removed by our patented process."

Another Prince Albert ad from 1915 featured an Indian warrior smoking a pipe. The ad compared the "joy of smoking Prince Albert" commercial tobacco to that of those who have gone on before to the spirit world.

WOODEN INDIAN
TOBACCO SHOP

The images of the wooden Indians and product images are demeaning portrayals of American Indians and culture. Brand names like "Red Man" chewing tobacco have been around for a long time. The terms "red skin" and "red man" are offensive to American Indians. And it is equally offensive that tobacco companies use that term for their tobacco products.

Wooden Indian carvings were created to advertise tobacco companies in shops in the early 1600's. They began as countertop-size carvings to advertise a particular tobacco company. The carvings then grew to be used as a figurehead on the bow of trading ships and then for larger wooden statues outside a tobacco store. They are somewhat like barber poles that advertise for barber shops. However, the images often exaggerate or distort American Indian features, feathers, ceremonial items and culture. They are offensive and dehumanizing to American Indians and misrepresent tribal peoples and culture. An interesting thing to note is that feathers, ceremonial items, etc. were illegal for American Indians to use until 1978 (The American Indian Religious Freedom Act passed on August 11, 1978 to protect traditional and religious rights and cultural practices of American Indians, Alaska Natives and Native Hawaiians). But it was legal for tobacco companies to use those images to sell their deadly products long before tribal members could use them openly. The tobacco companies' use of these images do not respect or honor American Indians or sacred tobacco and are only used to promote unhealthy products.

It seems that the tobacco companies have used increasingly offensive images of American Indians over the years. However, some recent efforts are of greater concern to American Indian communities. Tobacco companies are focusing even more on American Indians as a target of their marketing campaigns – not just as symbols to use in their advertisements. Tobacco companies are more deliberately exploiting American Indian images and cultural symbols such as warriors, feathers, regalia and words like "natural" in the brand names. Some companies have even used copies of religious artifacts to sell more tobacco. Tobacco companies have even sought to manipulate the sacred use of tobacco and to imply that their commercial cigarette and smokeless tobacco products are easily obtained substitutes for tobacco approved by elders for ceremonial use.

One of the most barefaced examples of commercial tobacco company misrepresentation of their products comes from Santa Fe Natural Tobacco Company (SFNTC). This company manufactures Natural American Spirit brand cigarettes which are marketed as a natural tobacco product. This is not a small company that produces an additive-free, tobacco-only product. SFNTC is a large-scale manufacturer of cancer-causing commercial cigarettes – which is now a division of Reynolds American, Inc. (formerly RJ Reynolds Tobacco Company).

Many consumers think that SFNTC is owned by American Indians. But as the company notes on its website, "we are not an American Indian enterprise and we're not affiliated with any American Indian groups, but a portion of our sales of every pack, pouch and tin is donated to support American Indian causes." It appears that they are trying to buy the support of tribal groups with donations from their foundation.

The "Indian" and "Natural" advertising campaigns used by SFNTC are designed to make people think that their products are somehow safer and more enjoyable to smoke. A company spokesman noted in a letter to a potential retailer that "This unique combination of 'Indian' and 'Natural' gives us, and you, a solid competitive edge, creates intense media interest, and reinforces our basic message – The Smoke Speaks for Itself!" The company even developed a marketing campaign that included "an exclusive line of authentic reproductions of American Indian pipes, snuff containers, tobacco pouches, and other natural tobacco implements...." Another promotion that they used was a series of "Spirit of the Old West pack cards" that had different images and facts about the American frontier. Some of these cards used images of American

Indian spiritual leaders – such images are very disrespectful to tribes. Would you want a picture of your tribe's spiritual leader to be used to sell commercial tobacco and to help make a rich company even richer?

In addition to promoting their commercial tobacco products using Native imagery, tobacco companies have actively worked to target American Indians and gaming patrons through promotions at casinos, bingo and tribal tobacco outlets. Heavy discounting of commercial tobacco products is a common strategy that the industry uses.

American Indians are also targeted heavily by the smokeless or chew tobacco industry. The industry sponsors American Indian events such as Pow-wows and rodeos where they provide product samples and other giveaways.

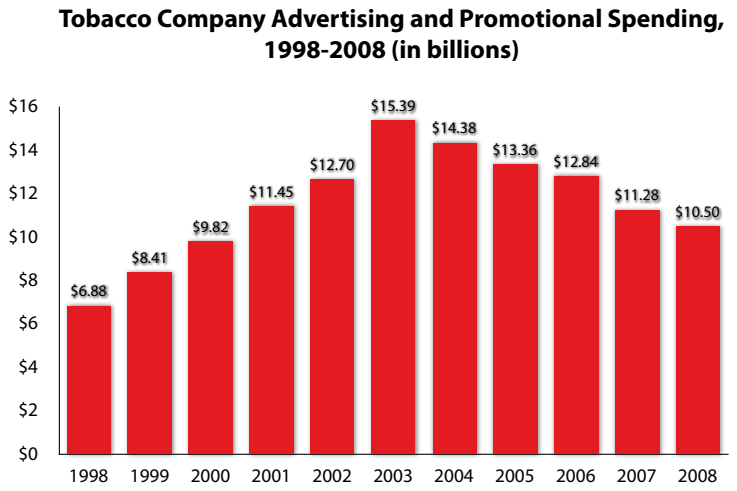
The tobacco industry also particularly targets male adolescents with its aggressive advertising. Ads associate smokeless tobacco with rodeos, rock stars, and sports heroes. These companies also sponsor rock concerts, rodeos, auto racing and tractor pulls.

So it seems that American Indians have moved from being an image that is exploited in tobacco industry advertising to being a target of their advertising. Why does the industry continue to advertise so aggressively to bring in new customers – especially American Indians? Because it works.

Advertising is essential for the tobacco industry because it brings in new smokers.

Every day the tobacco industry loses customers who quit using their products. Many of these customers die as a result of using commercial tobacco products. So the tobacco industry is always trying to find new customers. In fact, the tobacco industry calls these new customers "replacement smokers." Most of these new customers are young people. Research shows that more than 80% of all smokers begin before age 18. Much of the tobacco industry's advertising efforts are targeted at youth. Tobacco advertising includes Pow-wow give-aways and promotional items, magazine ads for cigarettes or spit tobacco, rodeo and other sport sponsorships, free samples, store signs and displays (many are placed at a child's eye level), coupons, events, movies in which people are smoking, entertainment sponsorships, internet marketing and more. The tobacco industry is always thinking of new and creative ways to market its products and addict a new generation.

> *"Why, then, are younger adult smokers important to RJR [R.J. Reynolds Tobacco Company]? Younger adult smokers are the only source of replacement smokers."*
>
> – RJ Reynolds Tobacco Company Internal Analysis, 1984



Source: Federal Trade Commission, Cigarette and Smokeless Tobacco Report for 2007 and 2008 (2011).

There are many efforts underway across the country where states and communities are trying to counteract the tobacco industry's advertising campaigns but it is very difficult to do. Despite all of these efforts to counter pro-tobacco influences, the tobacco industry continues to heavily market its products with 2008 annual spending of $10.5 billion nationwide and an estimated $23.4 million in South Dakota alone (Campaign for Tobacco-Free Kids, 2011).

Their huge investment in advertising pays off. The tobacco industry brings in billions of dollars in profits every year. The money that they make comes at the expense of those that buy their product and those that are exposed to secondhand smoke. American Indians bear a large share of the burden of health effects from tobacco use. One way that American Indians can fight back is by not buying or using commercial tobacco products.

American Indians Are Far Less Healthy Than Other Populations

Reducing and eliminating commercial tobacco-related health disparities poses a major challenge to the country. Use of commercial tobacco is the single most preventable cause of death in the United States, killing more than 443,000 people each year. Unfortunately, certain groups including racial and ethnic minorities, workers exposed to occupational hazards, blue-collar and service workers, and others with low levels of education remain at high risk for commercial tobacco use and exposure. They also bear a greater burden of commercial tobacco-related illnesses and deaths. These differences in health outcomes – or "disparities" – are a growing concern among health advocates. Tobacco-related health disparities have been defined as follows:

> *Differences in patterns, prevention, and treatment of tobacco use; the risk, incidence, morbidity, mortality, and burden of tobacco-related illness that exist among specific population groups in the United States; and related differences in capacity and infrastructure, access to resources, and environmental tobacco smoke (ETS) exposure (also known as secondhand smoke). Disparate populations may be defined by race and ethnicity, gender, age, geography, sexual orientation, disability, religion, occupation, mental illness, income, social class, education, and institutionalization. (HHS, 2002)*

Cigarette smoking remains the single most important behavioral risk factor for cancer. This is especially true for the American Indian and Alaska Native population, in which the use of both cigarettes and smokeless tobacco are much higher than in any other racial or ethnic population

in the U.S. Although American Indians have cultivated and used tobacco since pre-Columbian times, the recreational, daily or addicted use of commercial tobacco products is fairly new.

By many measures, American Indians have much worse health statistics than other population groups. If you just look at the age of death in South Dakota, **American Indians die 22 years earlier** than the overall population of the state:

MEDIAN AGE OF DEATH IN SOUTH DAKOTA (2007)
General Population = 81 years
American Indian Population = 59 years

According to the Indian Health Service, cardiovascular disease is the leading cause of death among American Indians and Alaska Natives, and commercial tobacco use is an important risk factor. Cancer is the second leading cause of death for those ages 45 and older, and is the 3rd leading cause of death for all age groups. Lung cancer is the leading cause of cancer death. American Indians and Alaska Natives (AI/AN) were the only population group to experience an increase in respiratory cancer death rates between 1990 and 1995. Northern Plains tribal members, who have the highest smoking rates, additionally have the highest rates of lung cancer and heart disease. Also in the Northern Plains, the rate of lung cancer among AI/AN women was nearly double that among White women.

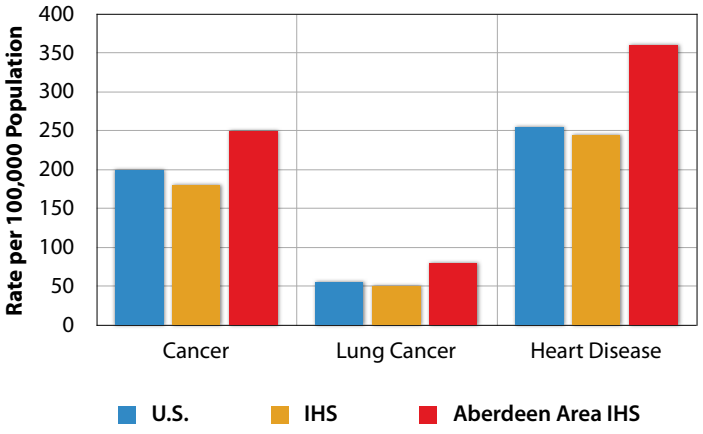
TOP TEN CAUSES OF DEATH FOR AMERICAN INDIANS IN SOUTH DAKOTA (2004-2009)	
1.	Heart Disease
2.	Accidents
3.	Cancer
4.	Diabetes
5.	Liver Disease
6.	Suicide
7.	Chronic Respiratory Disease
8.	Stroke
9.	Flu/Pneumonia
10.	Assault

Source: South Dakota Department of Health, 2011

Studies have shown that AI/AN populations have been diagnosed with cancer later and have relatively poor 5-year survival compared with other populations. These studies show that AI/AN populations may not have benefited from available screening technologies and generally are diagnosed with cancer later than White populations.

COMPARISON OF DEATH RATES FOR CANCER AND HEART DISEASE

Calendar Years 1999-2001



Note: Rates are age-adjusted and IHS data is adjusted to compensate for misreporting of American Indian/Alaska Native race on the state death certificate.

Source: Indian Health Service, Regional Differences in Indian Health 2002-2003.

The low household incomes of American Indians also put them at risk. In the annual report issued on cancer in the United States, it was noted that poverty among the AI/AN population was 3 times that of the White population. The most recent US Census data on per capita income in the US show that of the 25 poorest counties in the US, eight of those counties are in South Dakota and all of them are predominately found within American Indian reservation boundaries.

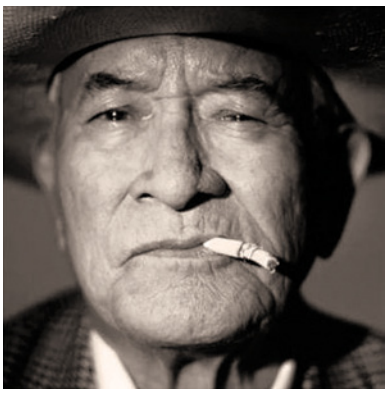
A few other factors have also been shown to affect health outcomes: AI/AN adults were less likely to graduate from high school and were more likely to have less than a ninth grade education than White adults. The percentage of AI/AN persons under 65 years with no health coverage was twice that of White adults. More AI/AN 18 to 64 years had no usual source of health care, and men were more likely than women to have no usual source of medical care.

Commercial Tobacco as a Social Justice Issue

Combating commercial tobacco use is clearly a matter of social justice – which means that a society values and understands the meaning of human rights and recognizes the dignity of every human being.

"Tobacco is not an equal opportunity killer."

Dr. Cheryl Healton, President and Chief Executive Officer of the American Legacy Foundation, was one of the first to raise the issue of commercial tobacco use as being one of social justice. Her comments in 2001 at the National Conference on Tobacco or Health are still as on target today as they were 10 years ago:

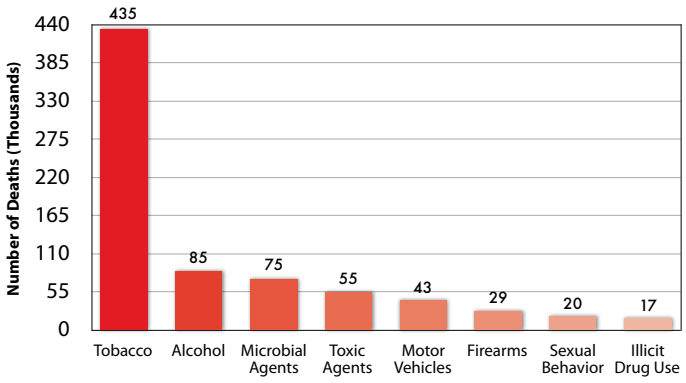


The tobacco industry has succeeded in addicting those who have the least information about the health risks of smoking, the fewest resources, the fewest social supports, and the least access to cessation services. The link between smoking and low income and lower levels of education cannot be overemphasized. Tobacco is not an equal-opportunity killer. Americans below the poverty line are over 40 percent more likely to smoke than those at or above the poverty line. The poor are not only more likely to smoke, they are less likely to quit. The link between smoking and heart disease and cancers has serious health implications for the poor, women, and minorities. Multiple researchers have found that women, minorities, and those of lower income are diagnosed later for heart disease and cancer than well-off white men and receive fewer interventions. The pattern is clear: these groups are more likely to start to smoke; more likely to continue; less likely to receive timely intervention; more likely to die younger. (Legacy, 2001)

The Human and Financial Toll of Commercial Tobacco

Commercial tobacco use remains an important public health problem nationwide, in South Dakota, and especially among South Dakota's tribal communities. Commercial tobacco use continues to be the single largest preventable cause of death and disease across the United States. The health consequences of commercial tobacco use include heart disease, multiple types of cancer, lung and respiratory disease, negative reproductive effects, and the worsening of chronic health conditions such as diabetes and asthma.

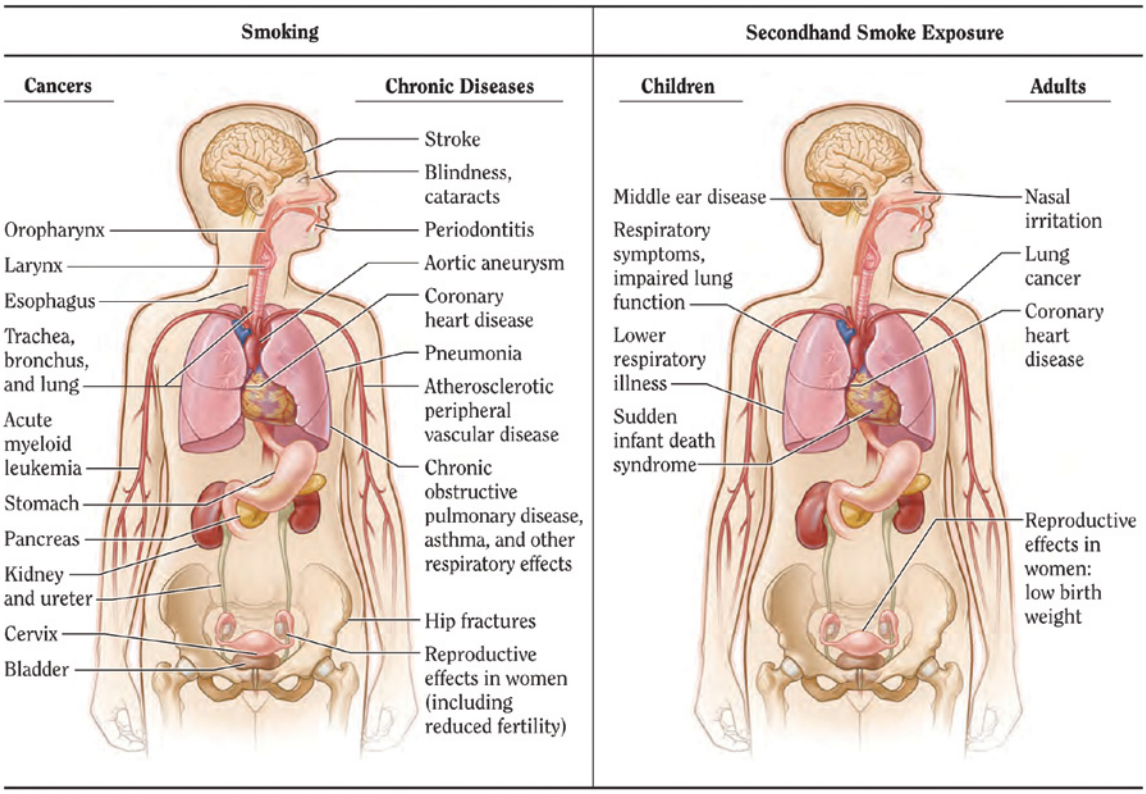
Cigarette smoking kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. Thousands more die from other commercial tobacco-related causes such as fires started by cigarettes (more than 1,000 deaths per year nationwide) and smokeless tobacco use.



Mokdad et al., 2004

Heart disease is the leading cause of death among American Indian and Alaskan Native populations in the US. Evidence shows that smokers who smoke a pack or more of cigarettes each day are twice as likely to die of heart disease as nonsmokers. Lung cancer is the leading cause of cancer death among American Indians (IHS, 2009) with 80% of lung cancer being linked to cigarette smoking. It is clear how both of these diseases are directly linked to commercial tobacco use.

Figure 1. The health consequences causally linked to smoking and exposure to secondhand smoke



Source: U.S. Department of Health and Human Services 2004, 2006.

Each year, approximately 443,000 persons in the United States die from smoking-related illnesses. South Dakota loses more than 1,000 residents each year as a result of their own smoking. This number includes American Indians. That means that nearly 3 people die each day in the state as a result

of commercial tobacco use. Unfortunately the news gets worse – at the current rate of commercial tobacco use, 18,000 kids now under age 18 and alive in South Dakota will ultimately die prematurely from smoking.

Commercial tobacco takes a very large toll in this country both in human terms and in dollars. Smoking has been estimated to cost the United States $193 billion in direct healthcare expenses and in productivity losses each year. Productivity losses come from when a person dies when they are still young enough to be working. Men who smoke lose an average of 13.2 years of life. Women who smoke lose an average of 14.5 years of life.

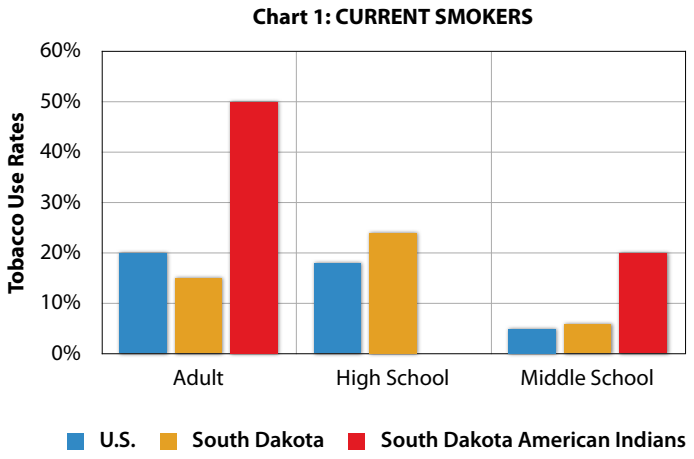
This huge cost is all due to premature death. South Dakota is faced with nearly $275 million in health care costs directly caused by smoking. One out of every five dollars spent comes from us – the taxpayers – covering these costs through Medicaid. Here's a breakdown of some of the smoking-caused costs for the state:

TABLE 1: THE COST OF SMOKING IN SOUTH DAKOTA	
Annual health care costs in South Dakota directly caused by smoking • Portion covered by the state Medicaid program	$274 million $58 million
Residents' state and federal tax burden from smoking-caused government expenditures	$567 per household
Smoking-caused productivity losses in South Dakota	$233 million

Source: Campaign for Tobacco Free Kids, 2011

Current Commercial Tobacco Use

Despite these negative health effects and huge costs, many people still use commercial tobacco. Among adults in the U.S., 19.3% of the population smokes (CDC, 2011). South Dakota's rate is lower – 15.4% – which is an all-time low (SD DOH, 2011). However, among the state's American Indian population, the rates are much higher. Estimates range from just over half (50.5%) of South Dakota's American Indian adult population currently smokes (CDC 2011) to more than 60% (AIATS, 2011).

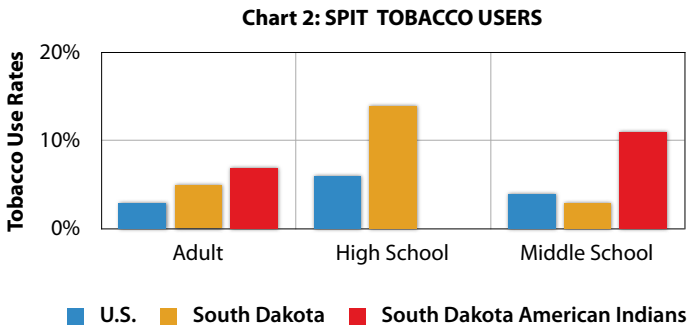


One thing to bear in mind is that some of these estimates of the number of smokers or the smoking rates could be low. Many American Indians smoke but do not consider themselves to be "smokers" because they only smoke when they are stressed, they don't buy their own cigarettes, they only smoke with friends, they only smoke when they are being social or when they gamble. We know that they are stressed and are with friends a lot – so they really are smokers but they may not

admit it in a survey. In addition to not identifying as a "smoker" in a survey, many American Indians do not see the need to try to quit. Unfortunately this is not the case – science has shown that there is no safe level of tobacco use or exposure to secondhand smoke, and any commercial tobacco use or exposure to secondhand smoke causes immediate damage to the body.

Chart 1 compares the smoking rates by age group in the U.S., South Dakota overall and South Dakota American Indians. Note that data is not available for high school age American Indians.

Spit tobacco use in the state is higher than the national average – 3.5% of the US adult population uses spit tobacco compared with 5.3% of South Dakota adults. Among American Indian adults in South Dakota, 7.2% use spit tobacco – double the national rate. Chart 2 compares spit tobacco use rates by age group in the U.S., South Dakota overall and South Dakota American Indians. Note that data is not available for high school age American Indians.



For youth, the problem is also troubling. According to the Centers for Disease Control and Prevention, among high school students nationwide, 17.2% smoke and in South Dakota, the rate is much higher at 23.9% (CDC, 2011). Commercial tobacco use among American Indian youth in South Dakota is much higher than the general population of the state or the nation as a whole. More than 3 times as many American Indian South Dakota youth are smokers and 6 times as many American Indian middle-school students use spit tobacco than the national average for the same age. Information for both Charts 1 and 2 is found on Table 2 below.

Helpful Definitions Used in Surveys

Current smoker: An adult who has smoked 100 cigarettes in his or her lifetime and who has smoked cigarettes in the past 30 days. This group is divided into "everyday" smokers or "some days" smokers.

Some days smoker: An adult who has smoked at least 100 cigarettes in his or her lifetime, who smokes now, but does not smoke every day.

Every day smoker: An adult who has smoked at least 100 cigarettes in his or her lifetime, and who now smokes every day.

Never smoker: An adult who has never smoked, or who has smoked less than 100 cigarettes in his or her lifetime.

Former smoker: An adult who has smoked at least 100 cigarettes in his or her lifetime but who had quit smoking at the time of interview.

Source: Centers for Disease Control and Prevention

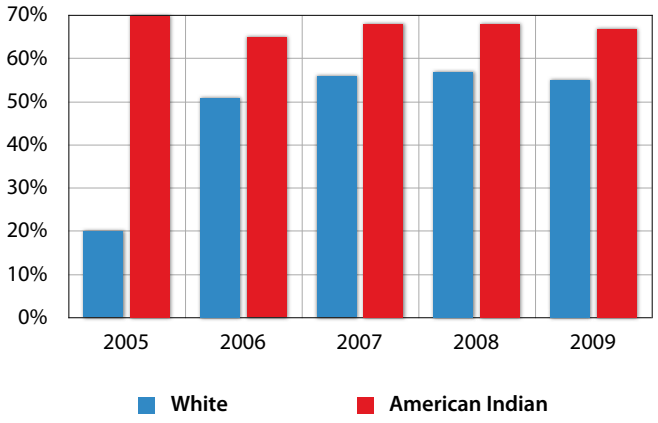
TABLE 2: COMPARING COMMERCIAL TOBACCO USE RATES			
	U.S.	South Dakota	South Dakota American Indians
Smokers			
Adult	19.3%	15.4%	50.5% - 60.8%
High School	17.2%	23.9%	not available
Middle School	5.2%	6%	19%
Spit Tobacco Users			
Adult	3.5%	5.3%	7.2%
High School	6.1%	15%	not available
Middle School	2.6%	4%	12%

Sources: CDC, 2011; South Dakota Department of Health, 2011; Great Plains Tribal Chairmen's Health Board, 2011

Some Good News! American Indians Quit Smoking More Than Other Groups!

There is a bit of good news though. Despite the higher rate of cigarette smoking among American Indians in the state, the desire to quit among this population is much stronger than it is among Whites in South Dakota. Based on the Behavioral Risk Factor Surveillance Survey, a health survey conducted by the South Dakota Department of Health and the Centers for Disease Control and Prevention, American Indians are much more likely to have tried to quit smoking than Whites in the past year. Chart 3 shows the difference between the two groups.

Chart 3: TRIED TO QUIT IN THE PAST YEAR IN SOUTH DAKOTA



Why Do American Indians Smoke More?

There are many possible explanations for the reasons American Indians in South Dakota have a higher rate of commercial tobacco use. It is a very complex issue with many factors coming together at one place. The list provided here offers some reasons why dealing with commercial tobacco issues are so complicated. One very important factor is that many American Indians have lost the understanding of traditions involving the use of sacred tobacco in a traditional way. More information on traditional tobacco can be found in Section 1.

What Is Secondhand Smoke and What's So Bad About It?

Secondhand smoke is the combination of smoke from the burning end of the cigarette and the smoke breathed out by smokers. When a person smokes near you, you breathe secondhand smoke. When you breathe secondhand smoke, it is like you are smoking. When you are around a person who is smoking, you inhale the same dangerous chemicals as he or she does. Breathing secondhand smoke can make you sick. Some of the diseases that secondhand smoke causes can kill you.

The U.S. Surgeon General has issued two reports on secondhand smoke – in 2006 and 2010. In these reports, the message was very clear – secondhand smoke is dangerous. Here are a few of the important points from the reports:

- There is NO safe level of exposure to tobacco smoke. Any exposure to tobacco smoke is harmful.
- Whether you are young or old, healthy or sick, secondhand smoke is dangerous. We now know that:
  - There is no safe amount of secondhand smoke. Breathing even a little secondhand smoke can be dangerous. Secondhand smoke has been designated as a known human cancer-causing agent by the US Environmental Protection Agency and other federal safety regulators.
  - Breathing secondhand smoke is a known risk factor for sudden infant death syndrome (SIDS). Children are also more likely to have lung problems, ear infections, and severe asthma from being around smoke. Even brief exposure to secondhand smoke can trigger an immediate and severe asthma attack in children.
  - Secondhand smoke causes lung cancer.
  - Secondhand smoke causes heart disease in non smokers.
  - People who already have heart disease are at especially high risk of having immediate health problems from breathing secondhand smoke, and should take care to avoid even brief exposure. Secondhand smoke can cause heart attacks and stroke.
  - Separate "no smoking" sections DO NOT protect you from secondhand smoke. Neither does filtering the air, ventilating buildings or opening a window.

There is no safe amount of secondhand smoke. Children, pregnant women, older people, and people with heart or breathing problems should be especially careful. Even being around secondhand smoke for a short time can hurt your health. Some effects are temporary. But others are permanent.

Why are American Indian Tobacco Issues So Complex?

- US government policies restricted American Indian/Alaska Native religious freedom until 1978
- Historical trauma ⇨ Current issues (alcoholism, suicide, addiction)
- Boarding schools ⇨ Loss of culture
- Economic Issues
  - Poverty
  - Tribal profits: Smoke shops and casinos
- Identity
  - American Indian imagery on commercial tobacco products
  - Smokeless tobacco tied to rodeo culture
- Social Norms
- Commercial use in cultural practices and ceremonies
  - Funerals
  - Limited access to traditional tobacco
- Sovereignty = government to government relationship with states and the Federal government

Source: Steven Fu, Minneapolis Veterans Affairs Medical Center and the University of Minnesota (2008) and Kris Rhodes, American Indian Cancer Foundation (2011)

I believe that people should be tobacco free because it hurts loved ones, by giving them cancer. I am exposed to secondhand smoke everyday and with my asthma it makes me even more vulnerable to attacks.

– Kiaunna
Student, Red Cloud Indian School

Protect yourself: do not breathe secondhand smoke. But completely avoiding secondhand smoke is very hard to do. Most of us breathe it whether we know it or not. You can breathe secondhand smoke in restaurants, around the doorways of buildings, and at work. When someone smokes inside a home, everyone inside breathes secondhand smoke. Some children even breathe smoke in day care.

Many states and communities have passed laws making workplaces, public places, restaurants, and bars smoke-free. But millions of children and adults still breathe secondhand smoke in their homes, cars, workplaces, and in public places.

The Personal Impact of Commercial Tobacco Use

Life is very precious and sacred. In our tribal communities we have lost so many of our loved ones—our grandmothers, our grandfathers, our mothers, our fathers, our sisters, our brothers, our aunts, our uncles and our friends too early to diseases caused by smoking commercial tobacco. The statistics of commercial tobacco abuse and tobacco-related diseases in tribal communities are shocking. But it is even more shocking to see how diseases such as lung cancer destroys the human body and to witness how much pain our loved ones endure as a result of commercial tobacco addiction. This is the Big Picture of commercial tobacco in South Dakota. The loss of our family members due to a product that when used as directed will kill 30% of its customers.

The pain of losing a loved one is overwhelming and devastating. It is made even harder to bear by the fact that tobacco-related death and disease is completely preventable. It is not just the ones who have smoked cigarettes or have used other commercial tobacco products that are at risk. There are those that we have lost that did not smoke but had been exposed to secondhand smoke. Workers and people with breathing problems are also at risk of heart disease, cancer and lung disease even if they are only around secondhand smoke for short periods of time.

Sadly even our children are at risk. Infants are at risk for Sudden Infant Death Syndrome (SIDS) when they are exposed to secondhand smoke. In South Dakota an average of 79 babies die each year before their first birthday, many of them being Native babies. American Indians have infant death mortality rates that are twice that of the White population in South Dakota. South Dakota also ranks the fifth highest in the United States for mothers who smoked during pregnancy – 30% of American Indian women smoked during pregnancy vs. 16.6% for White population.

Despite the challenges that face American Indians and the large burden that the addiction to commercial tobacco places on the community, there are many opportunities to make a difference. This toolkit will describe ways that you and your community can come together to tackle the problem

> *"I think everyone has a defining moment that gives them motivation to quit. For me and several of my family members it was the day we found out that my grandmother was diagnosed with lung cancer. She was never much of a smoker, but did tell us that in her younger years they would smoke when they played cards with friends, and was often around smoke at public places and different workplaces…. No one associated smoking with the possibility of lung cancer…. It has been almost 3 years since my grandmother passed away, and not a day goes by that I don't miss her and wish that I could have done something to prevent it."*
>
> – Michelle Powers
> Physician Assistant,
> Wagner Health Clinic
> Yankton Sioux Tribe

of commercial tobacco by creating policies to help reduce how many people abuse it. When we think of tribal tobacco policy development, we are directly affecting the health of our children and the health of our future generations. This is what our ancestors did. They taught us to think seven generations ahead and to plan for the welfare of our people. When we develop policies at the tribal level that decrease exposure to secondhand smoke this truly is in step with traditional philosophy and it will have a positive impact on the health of future generations. The toolkit will also describe ways that you can work to protect our loved ones from deadly secondhand smoke. In the next section we'll talk about some of the best practices or proven methods that have worked in other places to help your community reduce the harm that commercial tobacco causes.

"Good things do come out of bad things. It was after 40+ years of smoking and six weeks before my uncle died of lung cancer, that I quit smoking. I always told myself I could never quit but, with determination, changing my way of thinking and the support of the Sisseton-Wahpeton Oyate Second Wind Smoking Cessation Program, I am proud to say I am still smoke-free today after almost two years."

– Linda Crawford
Member, Sisseton-Wahpeton Oyate

Section 3:

STRATEGIES THAT WORK – POST-SECONDARY

COMMERCIAL TOBACCO USE AMONG 18 TO 24 YEAR OLDS

Commercial tobacco use remains the leading cause of preventable death in South Dakota killing more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined.

Each year, South Dakota loses more than 1,000 residents as a result of their own cigarette smoking.

Cigarette smoking rates among many groups have declined in South Dakota but smoking among young adults (18 to 24) continues to increase. While the state's overall rate decreased, the smoking rate for 18 to 24 year olds actually increased from 22.2% in 2009 to 24.1% in 2010! This age group has the highest smoking rate of any other age bracket in the state.

Every day about 1,600 young adults ages 18 to 25 become daily smokers.

2010 National Survey on Drug Use and Health: Summary of National Findings

Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle.

-RJ Reynolds, 1984

Post-secondary students are the youngest legal targets of tobacco industry marketing.

South Dakota does not face this challenge alone. Nationwide, this age group is experiencing some of the largest increases in cigarette smoking. But there is a reason why these increases are occurring – following the 1998 Master Settlement Agreement, the tobacco industry was no longer as free to target children with its advertising in youth-oriented magazines and other avenues. As a result, they focused on a new target audience – 18 to 24 year olds.

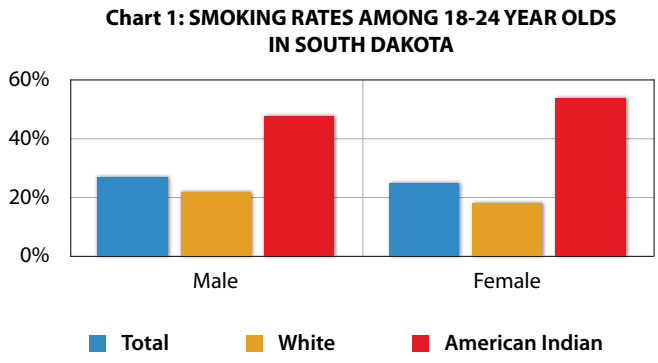
College students are heavily targeted by the tobacco industry as potential, young "replacement" customers. One need only look at promotions held in bars near college campuses all over the country to realize that 18 to 24 year olds are important to the tobacco industry. Commercial tobacco products of all forms remain the most widely used lethal substance on campus and these products affect both cigarette smokers and non-smokers.

For the tobacco industry to use bars to promote its products is no stretch of the imagination. Alcohol consumption and smoking are frequently related. Based on a recent survey, the more one drinks, the more likely one is to smoke cigarettes. More than half of heavy drinkers (age 12 and older) are current smokers. However, for non-binge drinkers or non-drinkers, only one out of five are smokers.

The most recent data from the Behavioral Risk Factor Surveillance Survey for South Dakota show that American Indian young adults smoke cigarettes at a substantially greater rate than Whites. The chart (Chart 1) shows that more than twice as many 18 to 24 year old American Indian males smoke cigarettes than Whites. ***The smoking rate for young American Indian women is nearly 3 times that of White women in South Dakota.***

American Indian-specific data on spit tobacco and other tobacco product use is not available. Since American Indians tend to use these products at a higher rate, it is likely that they use these other tobacco products more than Whites in this age category as well. This is disturbing because information from the most recent National Survey on Drug Use and Health (2010) raises concerns regarding young adult commercial tobacco users overall:

- 11.2% of young adults (18 to 25) smoke cigars
- 6.4% of young adults (18 to 25) use smokeless tobacco, the highest rate of any age group
- 24.8% of full-time college students smoke
- 39.9% part-time college students smoke
- 12.0% college-aged males (18 to 22) enrolled in school full-time used smokeless tobacco, compared with 12.7% of those not enrolled full-time.



At-Risk Student Populations

Students that are most likely to use commercial tobacco and are heavily targeted by tobacco industry marketing and advertising include these groups:

- **First Year Students**
  Away from home and exploring their new freedom, first year students may represent the most at-risk population to start smoking on college. The lack of parental control or adult supervision, combined with a desire to fit in, may turn students who rarely smoked before college into addicted users. Smoking is also seen as a way to socialize with others who are clustered together outside.

- **Fraternity and Sorority Members**
  Fraternity and Sorority members are highly social and may combine smoking with their party behavior. Studies from Virginia Commonwealth University and the University of Maryland (unpublished data) found approximately 60% of sorority women smoke. We also know that smokeless tobacco companies have targeted fraternities with their promotions. [NOTE: We realize that this is more of an issue at state or private colleges and universities than it is at tribal colleges but we wanted to include it so that others would be aware of this at-risk group.]

- **College Baseball Players and Other Men's Teams**
  Athletes, especially baseball players and rodeo club members, may use spit tobacco more frequently than others. On many campuses, spit tobacco use is highest in these groups. Athletes may also smoke cigarettes while not in training.

- **Art Students/Theater Students**
  Smoking is often subconsciously reinforced for art students. While in long studio classes, instructors may dismiss students for regular breaks. When the entire class takes a break, it can turn into one large smoking club. For theater students, what's more dramatic than a tortured character puffing on a smoke? Whether used as a prop or as a symbol for artistic freedom, theater students often have a much higher rate of commercial tobacco use.

"It's important for us to serve as role models for younger students – it's one of the most important things we can do."

– Georgianne Larvie
Member of Teens Against Tobacco Use at White River High School

She is also the current Miss Teen Rosebud, an honor bestowed to her during the Rosebud Sioux Tribe's annual Fair.

- **GLBT Students**
  Among the gay, lesbian, bisexual, transgender (GLBT) community, there is evidence that suggests commercial tobacco use is much greater than that of the general population. In fact, early studies show that lesbians and gay men are 40-70% more likely to smoke than heterosexuals. Smoking is often a stress management tool, particularly for those in the process of beginning to openly expressing their homosexuality.

- **Women (Especially those in majors where weight is an issue)**
  Smoking is often associated with maintaining a lower weight. So for women students in majors where body weight is an issue, such as performance, fashion or even health-related fields, smoking may become common.

The consequences of commercial tobacco use are significant for both health and academic performance. College students who smoke have higher rates of respiratory infections and asthma as well as a higher rate of bacterial meningitis, especially among freshman living in dorms. Smokers have lower grade point averages (GPA) than nonsmokers. The Harvard College Alcohol Study found that smokers are 27.0% less likely than nonsmokers to have an above B grade average. Daily smokers had even lower GPAs than high-risk drinkers. As a result, smoking can lower a school's reputation in terms of academic performance and possibly detract from its ability to raise student achievement and attract top students.

Best Practices in Commercial Tobacco Use Prevention in Post-Secondary Institutions

Over the past 20 years, much has been learned about what works to keep young people from using commercial tobacco. States such as California and Massachusetts led the way in figuring out what really works. The results of their programs along with other progressive states have been carefully studied and several best practices have come from this research. The Centers for Disease Control and Prevention (CDC) recommends comprehensive tobacco control programs that are evidence-based, sustainable and accountable and has developed specific guidelines for states and tribes to use. CDC has recommended four key areas for states to focus on in their commercial tobacco control efforts. These areas are as follows: 1) preventing initiation of tobacco use among youth and young adults, 2) promoting quitting among adults and youth, 3) eliminating exposure to secondhand smoke, and 4) identifying and eliminating tobacco-related disparities among population groups. These major goals can apply directly to campus interventions. A powerful underpinning strategy for all four of these is policy to support smoke-free places.

The BACCHUS Network, an international association of college and university peer education programs, has developed an excellent guide to help colleges develop a tobacco-free campus. *Journey of a Lifetime: One Step at a Time to a Tobacco-Free Campus* outlines how these goals can serve as the foundation for campus commercial tobacco policies. Much of the following information is drawn from this publication and a link to this guide will be found in Section 8: Resources.

Using Social Norms to Support Policy Change

Most college students overestimate the number of their peers who participate in high risk health behaviors such as cigarette smoking. Surveys show that college-age smokers feel that they are in the majority and if they didn't smoke that they would be left out and would have to find new friends. Based upon this misperception, students accept smoking as the norm and may actually begin or continue smoking cigarettes because of this misperception. In many cases, students would rather fit in with their peers than be healthy. The good news is that research looking at actual student behavior shows that most students are making healthy choices. Most college students choose not to smoke. "Social norm marketing" attacks the misperception of cigarette smokers being in the majority by using positive, credible, norm-based data, which inform students of the actual behavior of their peers. The result of this approach has been that students start to believe and move towards the true norm (most students don't smoke), which results in positive, healthy behavior change.

Unfortunately many of the typical actions that are taken with cigarette smokers may tend to reinforce those misperceptions – so care is needed. For example, when students, staff or faculty are sent outside of campus buildings to smoke and are allowed to smoke next to or in front of building entrances, it may look like large numbers of people are using commercial tobacco. Some may incorrectly perceive it as being that a majority of the campus are smokers. This is an issue that needs careful attention when designing and enforcing campus tobacco-free policies. This kind of misperception highlights the need to make an entire campus smoke-free instead of just buildings.

Another caution with campus policies is that they need to focus on all commercial tobacco products, not just cigarettes. The tobacco industry has been very aggressive in developing and marketing smokeless tobacco products (spit tobacco, chew, snus, spitless tobacco, dissolvable tobacco products, e-cigarettes, etc.) as an alternative to cigarettes "when you can't smoke indoors." By focusing a campus policy totally on cigarettes, it may inadvertently shift use to these smokeless products.

> Avoid making your campus appear to have more smokers than you do by creating huddles of smokers outside a building. Policies that consist of only smoke-free buildings can create that misperception.

How Tobacco Use Prevention and Control Best Practices and Social Norms Work Together

Goal One: Prevent Initiation of Use

For years, prevention efforts have been aimed at youth under the age of 18 because research showed that if people reached the age of 18 and had not smoked it was unlikely that they would begin. This is still mostly true but there is a trend showing that students are beginning to use tobacco after they come to campus. This new trend has been attributed to an increase in tobacco industry targeting following the 1998 Master Settlement Agreement which does not allow tobacco companies to market to youth (under 18 years old).

Social norm marketing has the potential to play a role in addressing this trend. The true norm on campus and in communities is that most students do not smoke. By using this as your basic message, there is reinforcement for those who do not smoke and a possible deterrent for those who are considering starting to use tobacco. This positive social norm holds true for other forms of tobacco as well, such as cigars, bidis and smokeless tobacco.

Goal Two: Promote Cessation

While prevention is the foundation for developing a tobacco-free campus, cessation also needs to be a concern. The social norm theory can also be used to reach out to those who smoke and encourage quit attempts. Strong norms have been discovered in adult populations that most smokers would like to quit – more than 70% of South Dakota adults say they want to quit smoking cigarettes. These norms have also been reported with college students when asked if they would like to quit by the time they graduate. Most students say that they will quit by the time they graduate because they won't have as much stress in their lives. A message that focuses in on most smokers' desire to quit is very useful and may help quit attempts among smokers.

The desire to quit is even higher among American Indians in South Dakota. ***In 2009, 2 out of 3 American Indian cigarette smokers said that they actually tried to quit smoking – which is higher than White smokers.*** There are two cessation programs that are tailored for American Indians – "Second Wind" and "All Nations Breath of Life" in addition to the free South Dakota QuitLine service. Information on all of these programs will be found in Section 8.

Goal Three: Eliminate Exposure to Secondhand Smoke

Many campuses have started to recognize the importance of creating smoke-free environments based on the Surgeon General's report on secondhand smoke which determined that there is no safe level of exposure to secondhand smoke. As campuses are looking to change policy to address the issue of smoke-free buildings and housing and to create tobacco-free campuses, it is important to remember that the majority of the campus community does not smoke. Additionally, other studies have noted that most students say they prefer to be in a smoke-free environment. This information may provide supporters the leverage needed to create and pass stronger tobacco-free policies.

Goal Four: Eliminate Disparities Among Populations

It is necessary to eliminate the disproportionate burden tobacco has on certain population groups in terms of risk, disease and death. Historically, American Indian and other minority populations have been heavily targeted by the tobacco industry. Tribal colleges are in a unique position to directly work with students and staff to address commercial tobacco. Tribal colleges also need to work with the community near the campus to create opportunities to address tobacco control.

It is clear that the burden of commercial tobacco use weighs heavily on the American Indian population in the Northern Plains and South Dakota. According to the Indian Health Service, cardiovascular disease is the leading cause of death among American Indians and Alaska Natives, and commercial tobacco use is an important risk factor. Cancer is the second leading cause of death for those age 45 and older, and is the 3rd leading cause of death for all age groups. Thirty percent of all cancer deaths are a result of commercial tobacco use. Lung cancer is the leading cause of cancer death – 80% of lung cancer is a result of smoking cigarettes. American Indians and Alaska Natives were the <u>only</u> population group to experience an increase in respiratory cancer death rates between 1990 and 1995. Northern Plains tribal members, who have the highest smoking rates, also have the highest rates of lung cancer and heart disease. Also in the Northern Plains, the rate of lung cancer among AI/AN women was nearly double that among White women. The evidence

is unmistakable – the reason that so much of the death and disease is found among American Indians is commercial tobacco use.

As with any approach, social norm marketing certainly has a useful place as one piece of a comprehensive tobacco control program on campus. It is not the only message that is effective.

Tobacco Use Prevention Media Campaigns: Lessons Learned from Youth in Nine Countries

The Office on Smoking and Health of the Centers for Disease Control and Prevention (CDC) reviewed evaluation data on tobacco use prevention media campaigns from Australia, Canada, England, Finland, the Netherlands, Norway, Poland, Scotland, and the United States. The research looked at message content and classified the effectiveness of each message theme into one of four categories:

1. Effective
2. Effective but with limited research data
3. Inconclusive
4. Not effective

The following information is from the report and summarizes the effectiveness of message themes. Even though colleges and universities are not likely to create a paid mass media campaign, some of these lessons can be useful in crafting your message on campus.

In general, successful youth tobacco use prevention mass media campaigns:

- Are most effective when they are part of broader, comprehensive tobacco control programs designed to change a community's prevailing attitudes concerning tobacco use.
- Include ads with strong negative emotional appeal that produce, for example, a sense of loss, disgust, or fear.
- Introduce persuasive new information or new perspectives about health risks to smokers and non-smokers.
- Use personal testimony or graphic depiction formats that youth find emotionally engaging but not authoritarian.
- Feature multiple message strategies, types of advertising, and media channels to consistently attract, engage, and influence diverse youth with varying levels of being at-risk to smoking.
- Provide adequate exposure to media messages over significant periods of time.

"I smoked for about 15 years and quit because of a television commercial. The commercial was on the ingredients in tobacco products. I did not know there was rat poison, pee, battery acid, other chemicals, poisons, and metals. I believe that health education materials are very important, and they do work."

– Leroy "J.R." LaPlante
Cheyenne River Sioux Tribe

EFFECTIVE MESSAGE

Theme: Health Effects
Media campaign and message evaluation research has consistently shown that portraying the serious negative consequences of smoking in a credible manner is effective. In some instances, these messages were shown to have a positive influence on attitudes or behaviors concerning not using tobacco. Simply presenting health information is not enough. New information or new perspectives need to be presented in ways that engage viewers emotionally.

Theme: Deceptions of the Tobacco Industry
The effectiveness of messages in a mass media campaign emphasizing the deceptive practices of the tobacco industry have been reviewed mainly in the United States. Many, but not all, of the studies find that this message can successfully influence youth knowledge about the tobacco industry, attitudes toward smoking and the tobacco industry and, in some cases, smoking behaviors.

EFFECTIVE BUT WITH LIMITED RESEARCH

Theme: Social Approval/Disapproval
Messages addressing social approval of not smoking or social disapproval of smoking or that introduce refusal skills have been found to be effective in increasing awareness of tobacco prevention issues among youth and reducing intentions to smoke. Results on the effectiveness of secondhand smoke message content are positive, but the secondhand smoke message has rarely been used as a sole or major focus in a youth tobacco use prevention campaign.

INCONCLUSIVE MESSAGE

Theme: Cosmetic
Findings on cosmetic, short-term effects, addiction, and athletic performance ad content are limited and results were inconclusive.

NOT EFFECTIVE MESSAGE

Theme: Individual Choice
Research indicates that the individual choice message is not effective in preventing youth from using tobacco.

Standards for a Tobacco-Free Campus Policy

A tobacco-free campus policy should be comprehensive and include more than just having smoke-free buildings. A group of colleges and universities in New England worked with the American Cancer Society to come up with a list of essential elements for a campus policy. The elements are as follows:

- Prohibit smoking within all college/university-affiliated buildings and at all university sponsored events – both indoor and outdoor. Classrooms, student housing, offices, living rooms, etc. should all be explicitly stated.
- Prohibit the sale of commercial tobacco products on campus. The availability of commercial tobacco products in campus stores serves only to reinforce the notion that cigarette smoking is a normal, sanctioned adult behavior.
- Prohibit the free distribution of tobacco products on campus, including at fraternities and sororities or at sports events. Tobacco companies are attempting to lure would-be smokers by providing free "samples" of tobacco products at functions sponsored by college social groups like fraternities and sororities, as well as at nearby clubs and bars. These giveaways are especially prevalent in settings where alcohol is being used because smoking experimentation is more likely when one's judgment is impaired.
- Prohibit tobacco advertisements in college-run publications.
- Provide free, accessible tobacco treatment on campus and advertise it. Encourage students and staff who smoke to get help quitting, and make it easy for them to access free services. As noted earlier, there are two cessation programs that are tailored for American Indians – "Second Wind" and "All Nations Breath of Life" in addition to the free South Dakota QuitLine service. Information on all of these programs will be found in Section 8. If existing services aren't being used, conduct research to find out why. Then adapt the program accordingly. Make sure that tobacco treatment is included in college health plans as a covered benefit. Having help quitting commercial tobacco is very important. The evidence shows that less than 5% of smokers trying to quit "cold turkey" (with no help) will be successful. Smokers who use either tobacco cessation medication or coaching increase the likelihood of success to approximately 10%. But smokers who use both coaching and medications are about 20% likely to quit successfully. The SD QuitLine has a success rate of 50%.
- Prohibit campus organizations from accepting money from tobacco companies. For example, do not allow organizations receiving money from the university – such as rodeo clubs – to hold events sponsored by tobacco companies at which they give out free samples and gear. Although the Food and Drug Administration's new regulations on tobacco product advertising and marketing prohibits brand sponsorships (i.e. Skoal or Copenhagen) at these activities, there is still a possibility that they could continue the practice especially at small rural colleges. By the college prohibiting any tobacco company advertising or sponsorships, there would be no gray areas of interpretation.
- Prohibit the university from holding stock in or accepting donations from the tobacco industry. Divest all institutional stock holdings in tobacco companies. Educational institutions should prohibit the practice of profiting from investments in tobacco companies as those investments are

directly tied to the intentional addiction of individuals, ultimately leading to premature illness and death for many consumers. In addition, colleges and universities should enact policies prohibiting the acceptance of any donations or grants from the tobacco industry, whether the money is intended for scholarships, research funding, or other university-sponsored programs.

Experience has shown that it is actually easier to approve a new comprehensive policy than it is to try and improve a badly written but current policy. The best guidance for colleges and universities is to do it right the first time, and not settle for anything less than a comprehensive policy.

Policy Enforcement is Essential

It has been said that a policy without enforcement is not worth the paper it is written on. An essential element for any smoke-free policy implementation is enforcement. Sometimes people shy away from enforcement because they don't want to become the "smoking police." Many years of experience with tobacco-free policy implementation has clearly shown that most policies are self-enforcing especially when people are aware of the policy. Here are a few helpful hints for things to remember when developing your tobacco-free campus policy:

Notify everyone of the policy well in advance.

- Get information about the policy into all campus newspapers and newsletters. Encourage the administration to include information about the policy in preparation materials sent to students and faculty at the start of the term.
- Set a date, which will allow sufficient time for people to prepare for implementation. Many colleges have used the beginning of a school year or a semester to implement a policy. This gives ample time to inform the public about the new policy before it's actually implemented.
- Inform the surrounding community about the upcoming policy change.
- Encourage students, faculty and staff to take pride in the new policy.
- Enlist support of community law enforcement agencies that work sporting events and other events on campus to support and help enforce the policy.

Post signs.

This is a major component of compliance. Frame the message in a positive way. People are more likely to obey the policy when they understand why it's in place and what is required of them to comply. One message that works is "Keep Tobacco Sacred — Welcome to our commercial tobacco-free campus."

- Prominently post tobacco-free signs/decals at all entrances to school buildings, school grounds, parking lots, athletic facilities, and in vehicles, in addition to postings near high-traffic areas like restrooms, loading areas, stairwells, and lounges.

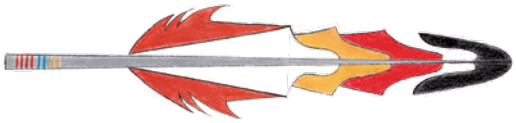
Establish a complaint procedure and enforce the policy in a non-discriminatory way. Compliance with smoke-free policies is generally not a problem if you are well prepared but there may be a short period of adjustment as people become aware of the new policy and how to comply.

- Place policy details in student and staff handbooks.
- Make announcements over loud-speaker systems at all school related events, including athletic events, meetings, concerts, plays, etc.
- Request support from school-related and community organizations.
- Ask students, staff, and community volunteers to assist in distributing informational flyers at school sponsored events.
- Empower students and staff to ask community members to comply with new policy.

The next section will discuss what policies actually exist in South Dakota tribal colleges and universities. Sections 6 and 7 will provide guidance on how to bring about a commercial tobacco-free campus at your college.

Section 4:

LAY OF THE LAND – ASSESSING THE CURRENT STATUS OF COMMERCIAL TOBACCO POLICIES POST-SECONDARY INSTITUTIONS



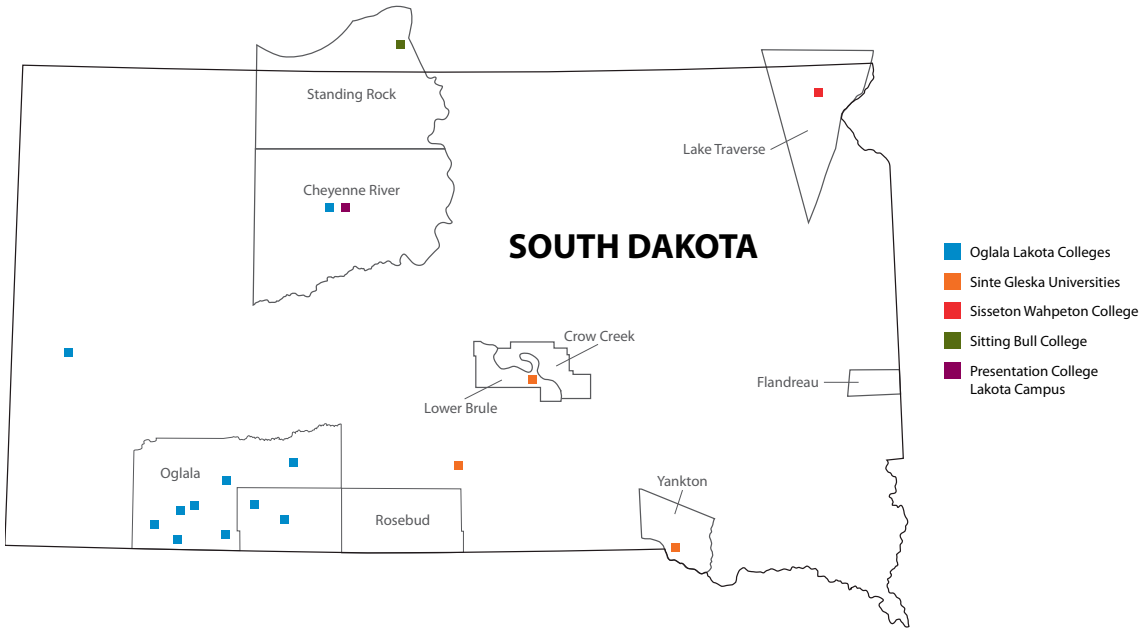
There are three tribal colleges in South Dakota: Oglala Lakota College (OLC), Sinte Gleska University (SGU) and Sisseton Wahpeton College (SWC).

The largest college is OLC which has nearly 1500 students on 11 campuses across the state but mostly on the Pine Ridge Reservation. SGU has a student body of over 800 full- and part-time students and has two satellite campuses. SWC has nearly 250 students at one campus.

In addition to the tribal colleges, Presentation College, a private Catholic specialty health science baccalaureate institution has a campus in Lakota and in Spring 2012, Sitting Bull College is projected to open a new campus in Mobridge. Many South Dakota American Indian students attend college at Sitting Bull's Ft. Yates campus in North Dakota.

OLC's tobacco-free policy took effect January 1, 2008 and SGU was effective January 1, 2009. It is not known when the SWC policy was adopted. The tobacco-free policies at these institutions vary somewhat. Both OLC and SGU's policies cover buildings and grounds and cover all commercial tobacco products. SWC's applies to smoking only and covers smoking in buildings. Requirements for signage or enforcement are not stated in any of the schools' policies.

The table to the right provides the text of the five schools' policies:



Oglala Lakota College, Kyle, SD

- Allen, SD
- East Wakpamni, SD
- Eagle Butte, SD
- Manderson, SD
- Porcupine, SD
- Martin, SD
- Oglala, SD
- Pine Ridge, SD
- Wambli, SD
- Rapid City, SD

Sinte Gleska University, Mission, SD

- Lower Brule, SD
- Marty, SD

Sisseton Wahpeton College, Sisseton, SD

Sitting Bull College, Ft. Yates, ND

Presentation College, Eagle Butte, SD

COLLEGE	COMMERCIAL TOBACCO POLICY
Oglala Lakota College	**Smoke and Tobacco Free Campus Policy** Effective January 1, 2008, Oglala Lakota College will become a smoke and tobacco free campus. Smoking and tobacco products will not be permitted anywhere on the campus; this includes all College facilities, including buildings, sidewalks, parking lots, building entrances, and common areas. The Administration shall fully implement this policy, and all applicable laws, regulations, and local ordinances related to smoking and tobacco products. No sale or "give away" or other promotion of tobacco products is allowed on campus. Oglala Lakota College and its student organizations will not allow distribution of materials with tobacco products and/or company images. Ceremonial tobacco use for American Indian religious practices will be excluded from this policy.
Presentation College	**Tobacco-Free Campus Policy** Tobacco use of any kind is prohibited on Presentation Campus including parking lots, college vehicles, and personal vehicles. No exceptions are allowed for tobacco use in prohibited areas, and there are no designated smoking facilities or locations on campus. No sale or "give away" or other promotion of tobacco products is allowed on campus. Presentation College will not allow distribution of materials with tobacco products and/or company images.
Sinte Gleska University	**Non-smoking Policy: (Effective January 1, 2009)** Sinte Gleska University recognizes the need to provide an environment free of tobacco and to protect and promote the health and well-being of all employees, students and visitors. Therefore, effective January 1, 2009, Sinte Gleska University will become a smoke and tobacco-free campus. Smoking and tobacco products will not be permitted anywhere on campus, including all buildings owned by the university, classrooms, sidewalks, doorways/entryways, the Multipurpose Building or the Commons Area of the Multipurpose Building. There will be no provisions made available to build any type of "smoking hut" on campus. The university respects the rights of employees and students who choose to smoke and to make personal decisions without interference as long as those decisions do not interfere with the rights of other persons; therefore, smoking and tobacco use is only allowed in privately-owned vehicles. The Administration shall fully implement this policy and all applicable laws, regulations and local ordinances related to smoking and tobacco products. No sale or any type of advertisements that promote smoking or tobacco usage, or that promote tobacco companies, will be distributed on campus. In addition, Sinte Gleska University will implement a revised smoke and tobacco-free campus policy on January 1, 2010, where smoking will be prohibited anywhere within the campus buildings and grounds, including all vehicles parked on Sinte Gleska University property.
Sisseton Wahpeton College	**Smoking: (From 2011-2012 Student Handbook)** SWC is designated as a smoke free facility. There is no smoking permitted in the building.

Assessing Tobacco-Free Policies

A careful review of a college's smoke-free/tobacco-free policy (or proposed policy) is an important step to ensure that the policy contains all of the critical elements in order to be effective. Periodic review of existing policies is also a good idea to determine if the policy reflects current best practices and if it could be strengthened by adding a few additional elements such as signage requirements or how the policy will be enforced. The American College Health Association (ACHA) has issued guidance on how to develop a strongly worded commercial tobacco policy that reflects the best practices in tobacco prevention, cessation, and control. They recommend the following elements should be included in any college or university's policy:

a. Commercial tobacco is defined as "all tobacco-derived or containing products, including, but not limited to, cigarettes (clove, bidis, kreteks), electronic cigarettes, cigars and cigarillos, hookah- smoked products, and oral tobacco (spit and spitless, smokeless, chew, snuff)."
b. Tobacco use is prohibited on all college and university grounds, college/university owned or leased properties, and in campus-owned, leased, or rented vehicles.
c. All tobacco industry promotions, advertising, marketing, and distribution are prohibited on campus properties.
d. The sale of tobacco products and tobacco- related merchandise (including logo containing items) is prohibited on all university property and at university- sponsored events, regardless of the operating vendor.
e. The distribution or sampling of tobacco and associated products is prohibited on all university owned or leased property and at university-sponsored events, regardless of the location.
f. Tobacco industry and related company sponsorship of athletic events and athletes is prohibited.
g. The college/university does not permit tobacco companies on campus to conduct student recruitment or employment activities.
h. The college/university does not accept any direct or indirect funding from tobacco companies.
i. The campus provides and/or promotes cessation services/resources for all members of the college/university community.

An additional element that should be included in a tribal college policy is a provision that provides for any form of traditional tobacco used for ceremonial or sacred purposes is exempt from the policy.

The ACHA recommends a few other important steps that the college/university should also take:

1. Inform all members of the campus community by widely distributing the campus tobacco policy on an annual basis. The tobacco policy is clearly posted in employee and student handbooks, on the college/university website, and in other relevant publications. Key components of the policy are also shared with parents, alumni, and visitors. The general policy should be included in prospective student materials in both printed and electronic formats.

2. Offer and promote prevention and education initiatives that actively support non-use and address the risks of all forms of tobacco use.
3. Offer and promote programs and services that include practical, evidence- and theory-informed approaches to end tobacco use, including screenings through health and counseling services, free/reduced-cost tobacco-cessation counseling, free/reduced-cost nicotine replacement therapy, and medication options on campus. The South Dakota QuitLine services would be important for the college/university to promote.

4. Encourage the inclusion of tobacco use cessation products, medications, and services in student health insurance plans.
5. Provide a comprehensive marketing and signage effort to ensure that all college/university visitors, vendors, guests, and others arriving on property owned or leased by the institution are aware of the tobacco-free policy.
6. Plan, maintain, and support effective and timely implementation, administration, and consistent enforcement of all college/university tobacco-related policies, rules, regulations, and practices. Provide a well-publicized reporting system for violations.
7. Collaborate with local, state, and national organizations in support of maintaining a healthy tobacco-free environment.
8. Develop and maintain a tobacco task force or coalition on campus to identify and address needs and concerns related to tobacco policy, compliance, enforcement, and cessation. Key individuals and departments to invite/include:
   - Undergraduate and graduate students (particularly from student-elected/representative organizations)
   - Health and counseling center professionals
   - Faculty (including faculty senate or other faculty governing bodies)
   - Residence life/housing
   - Judicial affairs
   - Campus safety/police
   - Human resources
   - Neighborhood liaisons
   - Facilities
   - Other important stakeholders specific to your campus

A complete copy of the ACHA Guidelines can be found in Appendix A.

The Michigan Department of Health has developed an excellent assessment tool that steps interested parties through elements of a comprehensive smoke-free/tobacco-free college campus policy. A copy of the tool can be found in Appendix B.

"I am proud to attend a tobacco-free college that promotes a safe, clean and healthy environment for me and all of the students, staff and visitors.

Colleges with smoke-free policies have a great impact on the students because it makes them begin to reflect on the effect smoking has on their health and the health of other people around them.

I am trying to quit smoking, which is a very stressful thing to do during college. Attending a smoke-free college has made it easier for me to continue my recovery of addiction with tobacco use."

– Tammy Clark
Student, Medical Assisting
Presentation College- Lakota Campus
Member of Rosebud Sioux Tribe

Section 5:

OVERVIEW OF TRIBAL GOVERNANCE SYSTEMS

OVERVIEW OF TRIBAL GOVERNMENTS

Traditional tribal governments existed in the United States long before European contact and have evolved over time.

Today, the 564 federally recognized tribes have governments that are diverse in structure and in decision-making processes. Because some tribal constitutions were patterned after the model constitution developed by the Bureau of Indian Affairs – in response to the Indian Reorganization Act (IRA) of 1934 – some similarities exist among tribal governments.

These standard tribal constitutions include sections that describe tribal territory, specify eligibility for citizenship, and establish tribal governing bodies and their powers. About 60 percent of tribal governments are based on IRA constitutions. Tribes that have chosen other structures and constitutions frequently have made the decision to do so in favor of a governance structure that is more traditional to the tribe. Within South Dakota, eight of the nine tribes have an IRA constitution.

> *"The United States Constitution recognizes that Indian Nations are sovereign governments just like Canada and California...The essence of tribal sovereignty is the ability to govern and to protect the health, safety, and welfare of tribal citizens within tribal territory."*
>
> – National Congress of American Indians

Most tribes give legislative or law-making authority to a Tribal Council. In some tribes, the Tribal Council members are elected by district; in others, they are elected at large. The council generally has authority to write tribal laws, and in some tribes the council members have administrative duties. Most tribal constitutions also provide for an executive officer, called a Tribal Chairman, president, governor, or chief. In some tribes, the Tribal Council elects the chief executive, while in others the voting citizens directly elect him or her. In most cases, the duties and powers of the chief executive are not specified in the constitution, but are set in the bylaws. Consequently, the role of the chief executive varies greatly among tribes. Many tribes also have created their own court systems that administer codes and laws passed by the Tribal Council. In many tribes, judges are elected by popular vote; in others, judges are appointed by the Tribal Council.

> **Passing policy varies from tribe to tribe just as it varies from state to state. Just like states, legislative bodies have committees that focus on various issues (health, housing, etc.) within a particular committee's jurisdiction. Recommendations that come out of those committees will then go to the full legislative body (Tribal Council) for consideration.**
>
> – Ron His Horse Is Thunder
> Former Tribal Chairman of the Standing Rock Sioux Tribe

Tribal Governments in South Dakota

Figuring out how to navigate your tribal government system can be confusing and frustrating, so here are some suggestions to make the process easier. South Dakota tribes are sovereign nations defined by a government-to-government relationship with the United States. Most Tribal Councils or executive committees in South Dakota are made up of 4-20 elected Council members or trustees. There is also a president or chairman, a vice president or vice chairman, and a secretary and/or treasurer. Depending on the tribe, some of these positions are elected at large and some are appointed from within the members of Tribal Council. In addition to the Tribal Council members, there are also support and/or administrative staff to assist the Council. The Council members often choose or are appointed to sit on several committees that focus on specific areas such as health, budget/finance, judiciary, education, land, gaming, etc. In order for any committee meeting or Tribal Council meeting to be held, they must reach quorum, which usually means about 2/3 of the members must be present. If quorum is not met, the meeting will not be held. Typically

any legislation, budget or major decision must first be passed by the appropriate committee(s), and then has to be reviewed and approved by the entire Council. In order to pass, there must be a majority vote by members present.

Legislative Process

Each tribe has its own process, language, and format for passing legislation or making big decisions. Often times, tribal governments will ask that new legislation be reviewed and approved by the tribe's legal department before they will consider it.

There are two main types of legislation your tribe may use: resolutions and ordinances. Here is a brief description of the differences between the two:

- **Resolution –** this is a written motion that usually begins with standard language from the tribe. Supporting statements on the background of what is being proposed follow this standard introduction with "WHEREAS" and the actual proposed change begins on a new line with "BE IT FURTHER RESOLVED." It is a good idea to ask for an example of a resolution that has been passed by your tribe and follow the same format. Refer to Appendix C for an example of a tribal resolution. Here is an example of the standard introduction of a Resolution from the Oglala Sioux Tribe:

> **RESOLUTION OF THE EXECUTIVE COMMITTEE OF THE OGLALA SIOUX TRIBE**
> *(An Unincorporated Tribe)*
>
> WHEREAS, the Executive Committee has the authority under Article I, Section 5 of the Tribal By-Laws, to decide on "routine matters" when the Oglala Sioux Tribal Council is not in session, and
>
> WHEREAS, the Oglala Sioux Tribe, in order to establish its Tribal Organization; to conserve its tribal property; to develop its common resources and to promote the general welfare of its people; has ordained and established a Constitution and By-Laws, and…

- **Ordinance –** this is a written document to change tribal law. They usually begin with a title of the proposed law and the statement "BE IT ENACTED." Then there are standard sections that outline what the law does. These sections typically include the following:

  - Background
  - Intent
  - Definitions of terms
  - Enforcement
  - Violations
  - Effective dates

An example of a tribal ordinance can be found in Appendix D.

Because every tribe is unique, it is important to talk to someone who has successfully worked with your tribal government in the past. If you are unable to make a connection, contact someone within your tribal government administrative office to answer your questions. Tribal governments have immense responsibilities, so they appreciate it if you save them time by coming prepared and showing that you have done research on how to correctly follow their process for passing legislation.

In addition, by using local data that shows what is happening with your tribe, you will likely have more of an impact with Tribal leaders. This data can be found either through the Great Plains Tribal Chairman's Health Board or from the South Dakota Department of Health Tobacco Control Program (see Section 8 for contact information).

Simply said, the Tribal Council identifies the needs of the tribe and its members, selects and approves programs to meet the identified needs, and allocates the required resources to provide needed services to tribal members. The Tribal Council is the policy-making body for the tribe.

Presentation to Tribal Council

All things considered, how does one make a presentation to the Council? Claire Miller, Council Member from the Salt River Pima-Maricopa Indian Community provided these recommendations at a presentation for the Corporation for National and Community Service. She offered the following steps when making a presentation to a Tribal Council. These steps have been useful to South Dakota Tribes and are recommended for communities' use.

- Determine the steps for getting material to the Council. Contact the tribal secretary to ask for information on when to get the materials to her for distribution to the Council. The Council may receive a document one week and act on it in the next week or two depending on whether or not additional information is required. Sometimes action on a request is delayed because the information provided to the Council is incomplete.
- Remember that the Council receives mountains of documents and information on a weekly basis, so develop a summary of the information packet or a simple fact sheet. This is most helpful to a Council member who would prefer this over reading an entire document or report.
- Is there additional information which would help convey your request? It may help to include a map, previous language if requesting an amendment, a clean copy of a resolution (having used the spell-check function), and a brief background on the issue.
- There is formality in addressing the Council. Usually the protocol is to greet the Council in this manner: "Good evening, [afternoon, morning] President _____ , Vice- president _____ and members of the Council. Thank you for this opportunity to come before you today to present..." or words to that effect. Introduce yourself and relax! It can be nerve-wracking for some people to be in front of the Council and the audience. A lot of people get nervous but remember there is no need to be concerned that the Council is judging you and your presentation. If your information was complete and included all the points that needed to be covered, they most likely will ask questions or may feel comfortable enough to entertain a motion to approve your request.

What should people expect?

- Presenters should have factual data on why the policy is necessary and/or being considered;
- Presenters should show how the policy will benefit the tribe;
- It is important to remember that protocols vary from tribe to tribe – for example, some tribes will not let women present, a man will have to present on behalf of the group/organization and some Tribal Councils will require you to speak their language.

– Ron His Horse Is Thunder
Former Tribal Chairman of the Standing Rock Sioux Tribe

- Justify your request briefly. Speaking at a Council meeting is a good opportunity to highlight your program and its successes to the Council and to the community members in the audience. While it is a great opportunity, it is wise to keep your presentation short and conclude long before the members of the Council get that glazed look in their eyes. You want to be remembered for having great ideas and not for being that "long-winded" person. If you have to go before Council again in the future or on a regular basis, this makes a big difference!

Getting any form of legislation passed by your Tribal Council can take a significant amount of time and may take several attempts before you are successful. As you plan your presentation to the Tribal Council, consider who the most effective spokesperson is for your group. This may be someone with experience speaking to this group, someone who is an expert in the field such as a health care provider, or maybe a young person or an elder who has an interest in improving the health of all tribal members by making their reservation smoke-free.

Other expectations you should be prepared for when working with South Dakota tribes include:

- Gather together a planning committee who will provide input and support. It is important the committee support you with their attendance at important presentations and meetings.
- Plan to spend around 1-6 months (or more) to complete the Council approval process.
- Attend several committee and/or Council meetings prior to your presentation to become comfortable with the process.
- Speak in front of an audience. It is important to practice your speech. The more you practice, the more the information is familiar and you feel more comfortable with it. Preparation is the key to success and will help wipe away any nerves.
- Read your entire proposal out loud.
- Present your idea to at least one committee and the entire Council.
- Anticipate concerns the policy makers will have and address those prior to being asked. Answer questions respectfully and provide information requested right away.
- Have a brief summary of your proposal – no more than one sheet – that you can leave with Council members.
- Reply to opposition from Council members or the public in a respectful way.
- Be patient – understand that your tribal government has many issues it must consider.
- Make changes and do the approval process again if your proposal does not pass.
- Be persistent – it may take several attempts before you reach success.

> **In the CRST Council Chambers I have been asked to read my entire proposal/resolution/ordinance into the microphone. They do this because each meeting is recorded so they have whatever is being proposed on record.**
>
> – Rae O'Leary
> Cheyenne River Sioux Tribe

All in all, a tribe is grateful that its members are concerned about community issues. Your presence shows your dedication and willingness to assist the tribal members in some way. The members of each Tribal Council are elected from the membership of their own communities and are individuals committed to improving the lives of the people of the tribe. Their efforts to do this are made easier by people like you.

South Dakota Tribes – Information Sheets and Websites

In the Appendix (see Appendix E), you will find profiles of South Dakota's nine tribes which provide a brief summary of the tribe's size (land area and enrolled members), employers, language, government structure (governing body, election and meeting schedule), as well as information about education and media in the area and a brief list of tribal leaders past and present. These profiles are developed by the South Dakota Department of Tribal Relations.

In addition to the profiles, here is a list of the tribes' websites:

- Cheyenne River Sioux Tribe - **http://www.sioux.org/index.php/main/static**
- Crow Creek Sioux Tribe - **http://www.sdtribalrelations.com/crowcreek.aspx**
- Flandreau Santee Sioux Tribe - **http://www.fsst.org/fsst_tribalgov.html**
- Lower Brule Sioux Tribe - **http://www.lbst.org/newsite/files/tribalgovernment.htm**
- Oglala Sioux Tribe - **http://www.oglalalakotanation.org/OLN/Home.html**
- Rosebud Sioux Tribe - **http://www.rosebudsiouxtribe-nsn.gov/index.php?option=com_content&view=article&id=48&Itemid=55**
- Sisseton Wahpeton Oyate - **http://www.swo-nsn.gov/Government.aspx**
- Standing Rock Sioux Tribe - **http://www.standingrock.org/government/**
- Yankton Sioux Tribe - **http://www.sdtribalrelations.com/yankton.aspx**

A listing of current Tribal Council members and chairmen for each tribe can be obtained from South Dakota Tribal Relations, 711 E. Wells Ave., Suite 250, Pierre, SD 57501 or by calling (605) 773-3415. The website for the department is **www.sdtribalrelations.com**.

Section 6:

ORGANIZING FOR SUCCESS AND PARTNERSHIP DEVELOPMENT FOR HEALTHY TRIBAL COMMUNITIES – POST-SECONDARY

BUILDING PARTNERSHIPS TO CREATE CHANGE

Developing a commercial tobacco-free policy for your campus cannot effectively be done by just one person.

If a policy is viewed as being just one person's idea, then it is likely not to be supported or followed. In order to develop a truly effective policy, it will take the involvement of people both within and outside of the college. It takes the backing of faculty, staff and students in order to create a strong policy that will be supported by the campus community and the community at large. These partnerships will help you reach your desired goal – a healthier college and community.

Forming a work group, committee, task force or coalition is a great way to formalize these partnerships and is the best approach to make policy change on your campus. A coalition brings together individuals and organizations with a variety of skills and experience in order to address a specific issue. Communities and institutions need to work together to change the way commercial tobacco is perceived, promoted, sold, and used. Through advocacy and education, coalitions play important roles:

- exposing the tobacco industry's predatory marketing tactics,
- returning traditional tobacco back to its sacred place, and
- helping communities develop and implement policies and programs.

These efforts help create the view that a tobacco-free campus or community is the norm, making commercial tobacco less desirable, less acceptable, and less accessible on your campus and in your community.

Working on commercial tobacco issues on a college campus can be very inspiring and motivating to many students. This issue presents an opportunity to fight against an industry that targets their generation and has caused so much disease and death to their families and communities. Working on this issue is an opportunity to work on social justice by holding a multi-billion dollar industry accountable for over 50 years of illegal and harmful practices. Working on this issue helps achieve social justice by holding an industry accountable for deceiving the public about the health risks of smoking, the addictive nature of nicotine and marketing to children while they have produced billions in profits. And working on this issue especially helps to hold the tobacco industry accountable for targeting American Indians and other minority groups with a deadly product which has created huge health disparities among these populations.

Building a coalition, core group or committee to work on your policy takes some time – but don't worry, you are not alone. There are many groups on campus that may take a special interest in the commercial tobacco issue. The issue of social justice may motivate some groups to join your efforts. Other groups may respond to the fact that the tobacco industry has targeted 18 to 24 year olds or women as one of its primary marketing groups. Concerns about environmental issues may motivate some groups to get involved with your cause.

Some potential allies include:

- Health education groups
- Networks of people with disabilities (i.e. respiratory diseases, asthma)
- Sports teams or athletic organizations
- Environmental organizations
- Groups educating the campus about addictions
- Organizations that promote traditional American Indian culture
- Service clubs
- Organizations for students interested in careers in health professions
- Student government

Building partnerships with campus groups will give your effort strength and voice. Campus groups can be active at varying levels of commitment. Some ways that these groups can be involved include:

- Lending their names by agreeing to be listed as signers of letters to the administration, letters to the editor, etc.
- Giving you their membership list so you can distribute information to their members
- Allowing you to use their meeting time as an opportunity to speak about your efforts
- Serving as actively working members of the group to get petitions signed, visit administrators, write letters as individual members, etc.

There is a lot of information available about establishing, working with and maintaining coalitions. Section 8 will describe some of these resources in more detail.

What if College Administrators Are Leading the Effort?

On some college campuses, the effort to promote a commercial tobacco-free environment comes from the administration instead of from the student body. That's great! If this is the case on your campus then you don't have to do all of the labor-intensive work to build and maintain a coalition but you still need to follow many of the steps outlined in this section in order to build a broad base of support for the policy. Buy-in from all corners of campus is important in order for the policy change to be successful. Remember you are doing more than just enacting a new rule – you are contributing to a wider system of social change and development of social norms in your community. You'll need help to get this done.

Steps for Developing a Commercial Tobacco-Free Campus Policy

Whether the move to a completely tobacco-free campus is started by administration or by students, it is essential that you allow plenty of time for your coalition or committee to learn about the issues, discuss

> *"Oglala Lakota College (OLC) adopted a commercial tobacco-free policy about 4 years ago because smoking is not good for your health. I felt it was important to promote good health for the students and staff of OLC. I also thought that having a smoke-free policy in place might lead to fewer people smoking and less cigarette butts littering our campus'. Nationwide, there is a movement to become tobacco-free because there is a benefit to your own life and the other people around you. I introduced the initiative because I thought it was important for our college. From there it had to be approved by the board and was then printed in the student handbook."*
>
> – Tom Shortbull
> President of Oglala Lakota College

the solutions and the benefits, and prepare for this change. The process will take time. National organizations such as Americans for Nonsmokers' Rights (ANR), American Cancer Society's Smoke-Free New England Initiative, American Lung Association, the California Youth Action Network and the BACCHUS Network have worked with many colleges across the country to help them develop a strong tobacco-free or smoke-free campus policy.

Momentum for commercial tobacco-free campuses is building. According to Americans for Nonsmokers' Rights, a national leader in smoke-free policies, there are over 600 campuses across the nation that are 100% smoke-free indoors and out (i.e. no designated smoking areas on campus). In addition, the California Youth Advocacy Network reports there are nearly 250 campuses across the US that are 100% tobacco-free which prohibit smoking and all forms of commercial tobacco use everywhere on campus. More information about these resources will be found in Section 8.

There are basically three stages to the process of developing and enacting your campus policy. Section 3 provided you some information about best practices to consider when developing your tobacco-free campus. This section will help you with more of the practical considerations of actually getting your policy passed. Here are some tips from ANR and Smoke-Free New England to guide you through these steps:

Stage 1: Beginning Stage

Goals:

1. Organize a work group, committee or coalition (call it whatever you want!).
2. Assess the status of the campus regarding commercial tobacco use on campus.

- ***Determine who makes the decisions on campus.*** If your policy effort is coming from students, find out who in the college administration has the power to pass a tobacco-free campus policy. Who is the chief administrator? Which other administrators would be involved in the decision-making process?
- ***Decide on policy goals and deal-breakers.*** Develop a written policy to present to the decision makers. Several examples of model policy for a tobacco-free/smoke-free university are included in the Resource list in Section 8. Be sure to choose a common-sense start date like the beginning of the year or term. Think about what kind of policy would not be acceptable to your coalition and that you would not support such as designated smoking areas or a building-only smoke-free policy ("the deal-breaker").
- ***Survey students, faculty, and staff*** to determine the level of support, both from smokers and nonsmokers that exists on campus. A simple online survey tool would provide adequate information. Identify any areas of particular concern and work on ways of addressing it. Understanding what people are worried about will help with implementation of the policy as well. Sample surveys can be found in Appendix F.

Stage 2: Interim Stage

Goals:

1. Campus has a basic understanding about commercial tobacco use and secondhand smoke.
2. Campus has a basic understanding about tobacco industry targeting.
3. Campus has a basic understanding about the need for a strong commercial tobacco policy.
4. Students begin to demonstrate support for policy.

- *Educate the entire campus early* about the dangers of secondhand smoke, benefits of smoke-free air, tobacco use, litter problems, and cessation options.
  - Educating the campus is essential in order to pass a strong policy and to help enforce it once it is passed.
- *Start collecting signatures for petition.* Widespread support from students, faculty, and staff will help convince administrators that the policy is wanted and needed. A sample petition is included in Appendix G.
- *Keep gathering organizational support.*
  - If possible, get written endorsements from the student government and other student, faculty, and employee organizations. Support from outside organizations such as the Great Plains Tribal Chairmen's Health Board can help as well. An example of a letter of support is found in Appendix H.
  - Approach other student groups or associations who may be supportive of a tobacco-free campus. Make presentations and see who jumps on board.
- *Get information into the campus newspaper.*
  - Articles about secondhand smoke and tobacco-free policies can increase awareness on campus, leading to stronger support for a new policy.
  - Results of your survey could make a good article.
- *Hold preliminary meeting with administration (the ones who can make the decision and those that influence that decision).*
  - Meet with the health services or student wellness director.
  - Provide copy of draft policy and information about secondhand smoke and tobacco-free policies on other campuses.
  - Find out how the decision making process works. Will there be a public vote? A hearing? Can students and others provide written or verbal testimony? If so, you will want to pack the room and prepare your talking points well.
- Get supporters to *send emails and letters of support to the appropriate administrators.* Personal stories with accounts of problems with the current smoking policy are best.
- *Use social networking to get the word out.* Use all the online tools in your arsenal (Facebook, Twitter, Google+, etc.) to recruit supporters and to let them know when to take action (send emails, letters to the editor, attend meetings or rallies, etc.).

Stage 3: Final Stage

Goals:

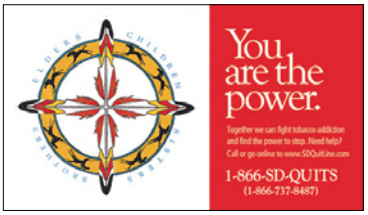
1. Administration commits to passing (or passes) strong commercial tobacco-free campus policy.
2. Coalition or work group representatives are appointed to work with administration to ensure effective policy implementation.

- Finalize collection of signatures for petition.
- Hold event/rally to demonstrate widespread support for policy.
- Meet with administration to negotiate passage of policy.
- *Count your votes.* Determine how close you are to passing a 100% commercial tobacco-free campus policy. If you don't have widespread support, continue educating your decision makers and building your grassroots power base until you are ready to ask for a vote!

Once Your Tobacco-Free Campus Policy Passes:

- *Congratulations!* Now it is time to prepare your campus for implementation and ensure people follow the new policy.
- Work with the school officials to *help notify everyone of the policy in advance.*
  - Get information about the policy into your student newspapers and on the college website. Encourage the administration to include information about the policy in materials sent to students and faculty before or at the start of the term.

  - *Post signs.* This is a major component of compliance. Frame the message in a positive way. People are much more likely to follow the policy when they understand why it's in place and what is required of them to obey it.
  - *Make sure there is plenty of information available regarding quitting resources.* The South Dakota QuitLine provides free services for residents. This is a great resource that is available by phone or online. Share information about this service broadly! Posters and other materials are free.
- *Establish a complaint procedure and enforce the policy* in a non-discriminatory way.
  - Compliance with tobacco-free policies is generally not a problem if you are well prepared but there may be a short period of adjustment as people become aware of the new policy and how to comply.
  - A common complaint on the tribal tobacco policy survey done by the Great Plains Tribal Chairman's Health Board was that policies on tribal campuses were not enforced.



- Free telephone quit coach support
- Free medication is available with the telephone program.
- QuitLine coaches receive cultural competency training so they understand traditional use of tobacco.

Online support is also available. SDQuitLine.com offers South Dakota residents free access to online quit tools, support from other tobacco users who are trying to quit, and other information to make quit attempts easier.

www.SDQuitLine.com

The team at the American Cancer Society's Smoke-Free New England's Colleges and University Initiative developed five important "Lessons Learned" in their work with colleges and universities in the Northeast. These lessons can be helpful here in South Dakota as well. Here's what they found out:

Work with student government and other interested student organizations.
Make sure that students are involved in all stages of policy change. This ensures that the changes are relevant to the students, understood that they benefit the student body and are, for the most part, student-driven. These groups do not all have to be health-focused. For example, campus women's groups may be enlisted to support commercial tobacco bans, environmental groups for smoke-free air campaigns, and social justice groups for the rights of college employees (especially lower-paid food service employees) to work in a healthy environment. All of these groups have a potential link to a tobacco-free campus policy campaign. Working on these issues gives students real-life opportunities to research, present, and promote healthy policies within the institution's system.

Educate, educate, educate before beginning process.
Before enacting a policy and implementing it, make sure staff, faculty, and students understand the reasons behind the change. For example, explaining that smoking in campus housing may trigger a housemate's asthma attack gives a tobacco-free/smoke-free housing policy fairness and social support.

Determine enforcement before implementing policy.
Before implementing the policy, make sure all parties have an agreement on enforcement. Without clear enforcement, a tobacco-free policy will exist on paper only. A simple way that has worked with other campus policies was to have business cards printed which said something like:

_____ College/University
is proud to be a commercial tobacco-free campus,
please help us to **Keep Tobacco Sacred**
by respecting this policy.

Students, faculty and staff can hand those cards out to anyone violating the policy. This provides a great way to enforce the policy in a non-confrontational and respectful way.

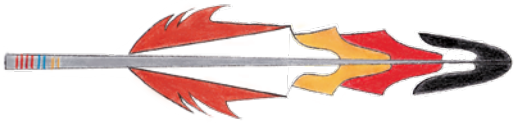
Engage existing tobacco control advocates.
There may be students who were involved with tobacco control activism programs in high school such as Teens Against Tobacco Use (TATU). Make sure there's an avenue for these students. Also make sure that you tap resources such as the South Dakota Department of Health Regional Tobacco Prevention Coordinator and local coalitions. These are tremendous assets that can help you find additional support in your community.

A way to help engage student involvement is to let them know how important it will be to potential employers. Working on smoke-free campaigns is a great way to get experience for a real job and will be viewed favorably by potential employers. Encourage students to continue working in tobacco control after leaving the college atmosphere. There are many job opportunities with state, tribal or non-profit organizations that involve tobacco control such as the state Departments of Health, Tribal Health Education or Environmental Health Departments, American Cancer Society, American Lung Association, American Heart Association or Great Plains Tribal Chairmen's Health Board. Be sure to include experience with the college coalition or club in their resume and application.

Hopefully you have gotten a better idea of how to organize your commercial tobacco-free campus efforts. The most important message is that you need to get support and buy-in in order to implement effective change – no matter if you are a student activist or a college president. Perhaps the suggestions offered in this section will trigger all kinds of ideas for your own college campus. In the next section, we will discuss a variety of activities that help support your efforts to make your campus commercial tobacco-free.

Section 7:

TAKING ACTION – ADVOCACY & POLICY PROMOTION – POST-SECONDARY



LETTING OUR VOICES BE HEARD

Now that you have a better understanding of what it takes to develop a commercial tobacco free policy for your college campus, you might be wondering about what kinds of activities can help your efforts be a success.

You are in luck because there are many activities that will help raise the visibility of your policy efforts! These activities will also help improve the likelihood of your policy being adopted by the administration.

Another advantage that you have in working on a campus policy is that young adults are great partners in these efforts. Young adults get fired up about an issue – especially one where a corporation is targeting them and trying to get them to do things. The energy that you can get from their outrage can really help your efforts take off.

Well thought-out and planned activities are a part of a comprehensive approach to commercial tobacco use prevention and control. The activities described in this section offer a variety of ways to conduct effective activities in your community. These are effective activities that impact long-term tobacco control goals such as commercial tobacco-free campuses or smoke-free policies. When activities are implemented consistently and correctly, they help bring lasting change to your community. Know that by your work in your community, you are helping your tribe achieve real change in its health related to commercial tobacco use.

This section gives you a list of several activities that can be done on your campus to raise the profile of what commercial tobacco is doing in your community. Use these as a guide and encourage students, faculty and staff to personalize the activity to make it their own. Several of these activities can be done with the broader community. These activities raise awareness and give young adults a way to positively channel their outrage at what the tobacco industry is doing to addict and kill tens of thousands of American Indians every year.

Action Planning Guide/Checklist

Having trouble getting started?

We understand that there is a lot of work in getting your commercial tobacco policy activities off the ground. It doesn't matter whether you are holding a large or small event, this guide can help you. Just follow these simple steps and you'll be ready to accomplish anything!

Where do I begin?

There are several things to consider as you start planning for your campus activity or event. As you sit down with your group, answer these questions and you'll be well on your way to being event planning pros.

What issue/cause are you tackling?

- Commercial Tobacco-Free Campus
- Tobacco Industry Marketing
- Hollywood and the Commercial Tobacco Connection, etc.

Why are you tackling this issue? How do you know it is an issue?

- Smoking is a problem at your college or university.
- You want young adults in your community to know that the tobacco industry is targeting them ($23.4 million spent each year in South Dakota alone).
- You want to spread awareness about Hollywood's relationship with the tobacco industry.

What do you want to accomplish? What is your ultimate goal?

- Increase awareness among your peers.
- Recruit more members to your group.
- Implement a commercial tobacco-free campus policy for your college or university.
- Offer resources to help young adult tobacco users quit.

What are you going to do?

- Find out if there are local people or groups who would be willing to get involved in your efforts. Your local commercial tobacco prevention coalition, campus health organizations, American Cancer Society chapter are a few of the groups that can help spread your message.
- Do you think your group can realistically pull it off? If not, modify your plan to ensure success.
- Be aware that different actions and messages influence different audiences.

What's Next?

Now that you've figured out what it is that you want to do, who you want to reach, and what message you want to send, it's time to figure out how you're going to pull it off! With your group, answer these questions and split up these tasks to make sure your event is a huge success.

Who will be doing what? What are the tasks that need to be accomplished in order to succeed?

- Choose a leader for your group.
- Make assignments for specific tasks (get supplies, schedule date, find location, etc.).
- Determine due dates for tasks. Set realistic deadlines that you will be able to accomplish.
- Decide how you will hold the group members accountable for their assigned tasks/responsibilities.

When do you want to hold your event?

- Find out what other activities are taking place on your campus or in your community at that time (homecoming, state tournaments, pow-wows, etc.).
- Decide if the people at these events are part of the target audience that you identified.
- Attach your event/activity to those campus/community events if possible.

What supplies or materials do you need for your activity?

- Make a budget for these supplies/materials and decide who is responsible for making sure you stay within your budget.
- Are there items that could be donated? Make a list of businesses, organizations or individuals you can ask for donations.

If you are seeking donations, here are a few tips:

- Be aware that businesses often would like a letter explaining the event, what their donation will be used for, how it will benefit the group and community and what kind of recognition they will receive.
- Write a letter explaining your activity or event.
- Call and ask for the name of the business manager/owner and ask when would be the best time to reach them. You never want to go to a business or restaurant when they are busiest.
- Dress appropriately! You don't have to wear your Sunday suits or dresses, but make sure you are not wearing anything that might be offensive to some people (clothes that are too revealing or show tattoos, etc.).
- Ask for donations in person and be respectful. This allows the business manager or owner to associate a face with the group.
- Take along two copies of your letter: one for you and one for the manager. This way you can use your copy as a reference when explaining your activity.
- Follow up your meeting with a thank-you note.

Media Advocacy

Getting media coverage for your activity is very important. It helps you reach so many more people than just those who attend the event. When people hear about your efforts on the radio or read about it in the newspaper, it seems to make what you are working on so much more important. Your issue becomes a bigger issue than it would if there were no media coverage at all. This section will give you a few pointers on how to score the best coverage for your commercial tobacco-free activities and to help move your policy efforts forward.

To get your point across to your school's administration, you'll use many types of communication. As part of your overall strategy, you may meet with your administrators face-to-face, write them letters, call them, and email them. Media advocacy is simply another form of communication—but this time, it's indirect.

Media advocacy means communicating with your target audience—in this case, your school's administration is the target —through the media. Newspapers, television, radio, and online news services are great ways to get attention for your point of view. Media advocacy also involves gaining public support and gathering more volunteers for your effort.

Effective media advocacy requires that you know your audience. Each time you pitch a story or write a letter to the editor, think about who will read it and what their concerns would be. Your arguments for the faculty's newsletter will be very different than arguments you would use in a press conference at a sports rally.

Media stories need to grab attention. If you send a press release about secondhand smoke that's merely a written lecture on health consequences, it probably won't get printed. If you send a press release that starts out with a story about an asthmatic at your school who suffered a severe attack because a housemate was smoking cigarettes—and then gives some quick facts and quotes different people on campus—you've got a much better chance of being printed.

Remember, whether it's CNN or your campus newspaper, news is the same all over: make it personal, local, fresh, and timely—and people will listen.

Why Is Getting Media Coverage So Important?

Media coverage can:

- Publicize your event beforehand, so more people will be there to support it.
- Educate lots of people about your issue and your message.
- Inspire more people to follow your lead and get involved in taking on tobacco companies.
- Attract the attention of public officials who determine commercial tobacco-control policies.

Where To Begin?

The first step is to let the media know about your event.

- Develop your message.
- Choose your media contacts and get in touch with them.
- Grab reporters' attention with tools such as media advisories, press releases, and more.
- Make your activity so eye-catching that you'll be sure to attract crowds and cameras.
- Offer to send photos of your event and to write an article about what you did.

Photo submitted for the Cheyenne River Sioux Tribe's Labor Day Parade.

Develop A Strong Message

Before you contact any media, you must have a clear, convincing message. Think about what you will say so that reporters will understand what you are trying to accomplish, and their coverage will help your cause. Here is some advice on how to develop an effective message:

As a group, think about the two or three most important pieces of information you would want people to gain. These are usually referred to as key messages.

Key messages should:

- Be very short and easy to understand.
  - For your three key messages, they should be no more than 27 words (total) and take no more than 9 seconds to say!
- Spread the facts, such as, "2 out of 5 American Indian deaths are related to commercial tobacco use" or "Smoking in public is like peeing in a pool."
- Inspire people to take some action, like, "We are doing this to restore the health of our family and friends by supporting commercial tobacco-free workplaces in our community."

Your key messages should be specific. Anyone who hears them should understand why your group is taking action.

- A more specific message helps the media give more effective coverage.
  A specific message would be, ***"We want our college administration to protect our right to breathe clean air by enforcing our existing commercial tobacco-free policy."***

A less specific (and less effective) message might be, ***"We are here because we hate commercial tobacco."***

Here is an example of some key messages used by the CDC Office of Smoking and Health:

- Damage from tobacco smoke is immediate.
- The chemicals in tobacco smoke pose a danger right away.
- There is no safe level of exposure to tobacco smoke.

Looking at this example, you can see that there are 26 words in these three messages and you can say all three of the messages in less than 9 seconds. It takes work to boil down your thoughts but it can be done – and is important to effective communication!

Once you have developed your key messages, make sure everyone in your group knows what they are and can explain them in their own words. You want to make sure that everyone is speaking from the same page.

Develop Your Media List

After you've decided on your key messages, the next thing to do is make a list of media you will contact. Start by making a list of all local TV stations (if any – and don't forget community access TV), radio stations and newspapers. Each station and newspaper may have reporters who cover different types of news. Think about which ones would want to cover your story. A list of radio stations and newspapers along with their contact information can be found in Section 8. Also, don't forget to send information to your tribal newsletter editor as well. This is a great way to get the word out in the community.

Don't forget about groups that might be interested in what you are doing, such as environmental groups, health organizations and various youth groups that might be in your community. Some of these may have newsletters that go to their members or their own list of press contacts. Sending these groups a news release or advisory could be a great way to get your message out to others.

Write down all the contact information you can collect for everyone in the media that you have decided to contact, including name, title, complete address, email, phone and fax numbers. Start building your own media list!

Develop The Tools

There are several media tools that are important to use in your efforts to support a commercial tobacco-free campus. They are as follows: letters to the editor, op-ed, media advisory, and press release. Here are some pointers for each:

1. Letter to the Editor
   Letters to the editor are a powerful way to communicate with your administrators and school community. Letters to the editor can be found in your local paper as well as in your campus newspaper.
   - Check the paper's guidelines for writing letters. This should be on the editorial page or on the website.
   - Include your name, address, email address and daytime telephone number. The contact information is not published but it gives the newspaper a way to contact you to make sure that you actually wrote the letter.

- Letters should generally be 150 words or less, but check specific newspaper's policy – short and sweet is best. (Letters are usually subject to editing by newspaper.)
- Write letters about current issues, and respond promptly to stories and editorials.
- Include all relevant information about the issue—most importantly, why it's important to you personally.
- Papers may print letters to the editor each day or once weekly. Check your paper for its policy.
- Letters to the editor may be published right away, can take weeks, or may never appear in print.

2. Op-Ed

   Op-Eds are issue-oriented opinion pieces written by local readers, usually appearing opposite the editorial page (which is where the name came from). Op-Eds are not the same as columns that are written by syndicated columnists or the editorials written by the newspaper itself.

   - Read the newspaper to determine if the paper runs Op-Eds and who is writing them.
   - Identify the correct person to send your Op-Ed to—it's usually the newspaper editor or the editorial page editor, if there is one.
   - Contact that person to make sure that they accept Op-Eds and, if so, what are the guidelines. Here are a few things that are frequently requested for Op-Eds:
     - Include your name, organization, address and daytime telephone number. The contact information is not published but it gives the newspaper a way to contact you in case of questions.
     - Include all relevant information about the issue, including background.
     - Op Eds should generally be 600 words or less, but check for your newspaper's policy.
   - Op Eds are usually published in a timely manner, as most are related to a current issue.
   - The piece is subject to editing by the newspaper.
   - Attach a picture of the author to make it more personal. Many newspapers will request this if a picture is not included.

3. Media Advisory

   A media advisory is an alert to the media to be aware of an upcoming event. It's an urgent invitation to a press conference or special event. It's sent 3 or 4 days prior to the event and must be newsworthy!

   Write up a simple media advisory that lists the basic information about your event: Who, What, When, Where and Why. This should be a very simple one-page description that talks about:

   - what your event is
   - who is sponsoring it
   - who is going to be there
   - when it is going to be held
   - where it is going to be held
   - why it is happening

Some tips:

- Double space your media advisory and leave ample margins.
- Keep to one page.
- Include contact name/position/telephone number in upper right hand corner. List all phone numbers where you can be reached (office, home, cell) as well as an email address if you have one. Make sure they can reach you when they try to follow up!
- Under contact name, put release date.
- Use a short, catchy headline, in bold letters.
- Include who, what, when, where, why.
- Include special photo note at the end for specific photo opportunities (Example: Will you have Kills Many or Mr. Butts there? Children doing things? Parade?, etc.).
- Signal the end with three pound signs (###), centered.

4. Press Release

A press release is used to announce new information, new facts or milestone accomplishments of your program/agenda. A press release gives a bit more information about the event or program. It will include background information, quotes from participants, and more detail about what happened at the event. Press releases can be written before the event so they anticipate what will happen. Press releases can also be written after the event and sent to the media to encourage follow-up coverage.

- Double space your press release and leave ample margins.
- Include contact name/position/telephone number in upper right hand corner. List all phone numbers where you can be reached (office, home, cell) as well as an email address if you have one. Make sure they can reach you when they try to follow up!
- Under contact name, put release date: (For Immediate Release: Date)
- Your headline should be short, catchy and in bold letters. If you use a sub-headline, it should be in upper and lower case and underlined.
- Include all pertinent information. If you're talking about an event, include specifics.
- Include quotes from relevant parties. Make sure the speaker approves the quote. Note that you can make up a witty quote and then ask someone to accept responsibility for saying it (sort of like speechwriting!).
- Signal the end of the release with three pound signs, centered. (###)
- After sending/faxing press release, follow up with reporters to see if they will be able to cover the event or if they have questions.
- Some tips for writing a successful press release:
  - Shorter is better. Don't take 5 pages to write a press release. A press release should be no more than 1-1 ½ pages long. Be picky when choosing what is important and what isn't.
  - Make it easy to read – aim for a 3rd grade reading level. Write a few short paragraphs rather than one long paragraph.
  - Use punchy sentences. Make them memorable: "Help us kick butts!"
  - Use active voice. Active voice sounds strong and holds interest. Say, "Cigarettes kill people" (active voice) rather than "People are killed by cigarettes" (passive voice).
  - Don't use jargon. Use phrases that people understand—your goal is to communicate, not to wow them with your big dictionary words!

- In the first paragraph or two, make sure you state the Five W's: Who, What, Where, When, and Why. People often don't read the entire article, so you need to give them all the information quickly.

If you have a budget for running some paid advertisements, focus on tribal newspapers and radio stations. Many will "match" the number of paid advertising spots (i.e. for every ad you purchase, they will run one – or possibly more – for free). Local newspapers and radio will also frequently run community announcements for free if you explain that it's for a good cause.

Posters and Flyers

Community bulletin boards are an excellent and low cost way to help get out the word in tribal communities. Develop a colorful poster or flyer and get lots of copies made. In addition to plastering your campus with them, put the posters up wherever possible – tribal offices, community center, library, stores, gas stations – you name it! If you've seen a poster there, then go there and put one up to highlight your event!

Deliver The Goods

Get the information into the hands of the media as many ways as possible. One of the best ways to communicate is in person. Take a copy of the media advisory to the radio station or newspaper. That way they are able to associate your face with the issue and event. Personal contact is essential. Usually folks at newspapers and radio stations are very busy. Unlike big city locations, our local tribal media tend to have very few staff and sometimes the staff is volunteer. Be aware of the time you spend with them but be polite and get your message across quickly.

In addition to hand-delivering the information, sending it via fax or email is also an option. Mailing is not the best way to get the advisory or release in their hands.

SUMMARY OF ACTIVITIES *(in this section)*

Type of Activity	Name of Activity	Page Number
Event	Great American Smokeout	7-10
Event	Great American Spit Out	7-11
Event	Kick Butts Day	7-12
Event	Bag o' Butts for a Tobacco-Free Campus	7-13
Event	Campus-Wide Health Carnival (includes several activities)	7-15
Event	Graffiti Wall	7-22
Event	Numbers Campaign/Chalk Outlines	7-23
Event	Wall of Remembrance and Memorial Service (including BB Demonstration)	7-25
Classroom Activity	BB Demonstration	7-27

Great American Smokeout

Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

Description:

For over 35 years, the Great American Smokeout (GASO) has maintained an annual tradition of encouraging people to try to stop smoking for just one day. The Great American Smokeout, and the American Cancer Society continues its legacy of providing free resources to help smokers quit. The Great American Smokeout was inaugurated in 1976 to inspire and encourage smokers to quit for one day. Now, 39.8% of the 43.4 million Americans who smoke have attempted to quit for at least one day in the past year, and the Great American Smokeout remains a great opportunity to encourage people to commit to making a long-term plan to quit for good.

As part of GASO, a college or university campus could sponsor an event such as the Campus Carnival or the Graffiti Wall to draw attention to the topic of commercial tobacco use.

Target Population:

- Adults
- Young Adults

Cost:

$0 and up – depends on types of activities planned

What's Needed:

A large number of materials are available from the American Cancer Society **http://www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/**

Time of Year or Linkage to Special Event:

Third Thursday in November

2-3 Months before event:

- Contact your local/regional American Cancer Society office to get the most up-to-date information on GASO materials.
- Recruit local businesses, colleges, and other local organizations to participate in GASO.
- Contact Tribal Chairman to issue proclamation for GASO (see CDC information below for sample).

6 weeks before event:

Order materials from the American Cancer Society.

3 weeks before event:

- Send out e-mails to participating organizations. These e-mails can be forwarded to employees (see ACS information noted below).
- Send out notice to your local radio station and tribal newsletter and newspaper on the GASO events happening in your community.
- Develop public service announcement for your radio station to let community know about GASO.

1 week before event:

- Get materials out to participating organizations.
- Finalize event preparations.

Resources:

- Centers for Disease Control & Prevention: **http://www.cdc.gov/tobacco/calendar/index.htm**
- American Cancer Society: **http://www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/ToolsandResources/resources**

Great American Spit Out (Through with Chew Week)

Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

Description:

Through With Chew Week (TWCW) and the Great American Spit Out were designed to raise awareness about the negative effects of spit tobacco use. Through With Chew Week is held the third full week of February each year. The Great American Spit Out (GASpO) is held on the Thursday of Through With Chew Week. It gives spit tobacco users the inspiration to quit for a day or even longer.

Target Population:

- Adults
- Youth (all ages)

Cost:

$0 and up – depends on the types of activities planned

What's Needed:

The Through With Chew Week Toolkit (**http://www.throughwithchew.com/**) has a wealth of information regarding events that can be done in your community.

Time of Year or Linkage to Special Event:
Through With Chew Week is held on the third full week of February each year and the Great American Spit Out is held on the Thursday of that week.

2-3 Months before event:
Pull together a planning team to determine what activities you will do for TWCW. The TWCW Toolkit has a list of over 20 activities that can be done in your community with complete information for planning.

Resources:

- Through With Chew program website: **http://www.throughwithchew.com/home.aspx**
- "How to Conduct a Through With Chew Week" brochure: **http://www.throughwithchew.com/cms_uploaded/pdfs/TWCWbroFINALweb.pdf**
- My Last Dip – an interactive website that helps young spit tobacco users quit: **www.mylastdip.com** (for tobacco users) or **http://info.mylastdip.com/index.jsp** (information about the program)

Kick Butts Day

Type of Activity:

- Community Education and Organizing
- Opportunity for Earned Media

Description:
Kick Butts Day is a national day of youth activism that helps youth and young adults to speak up and take action against commercial tobacco use at more than 1,000 events from coast to coast. Students from college campuses across the country hold hundreds of different events and activities that call attention to the problems caused by Big Tobacco and its attempts to market to youth and young adults. Thousands of youth in every state and around the world will let Big Tobacco know that they will not be controlled by the industry.

These events will help mobilize students to raise awareness about the problems of commercial tobacco use on your campus and in the community. The event will help empower young adults to stand out, speak up and seize control against Big Tobacco with fun, educational activities and events

Target Population:

- Adults
- Youth (all ages)

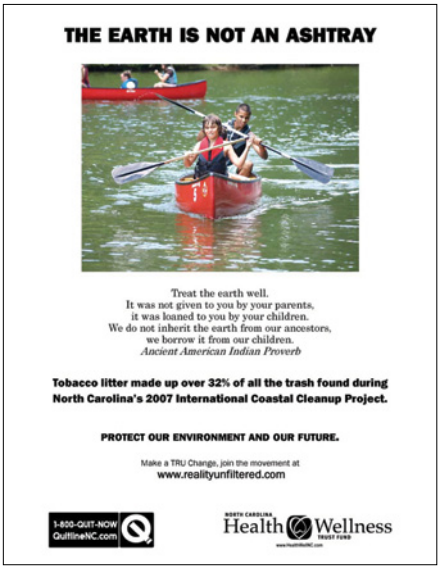
Cost:
$0 and up – depends on the types of activities planned

What's Needed:

http://www.kickbuttsday.org/resources/downloads.php has a wealth of information regarding events that can be done in your community.

Time of Year or Linkage to Special Event:

Kick Butts Day is always held in March.



Bag o' Butts for a Tobacco-Free Campus

Time:

1 hour to 1 day activity; takes about 2 weeks to plan

Goals and Objectives:

- Increase commercial tobacco awareness
- Increase support for commercial tobacco-free campus

Cost:

Less than $30

Materials:

gloves, clear trash bags

Description:

Just like you can tell a lot about a person by walking into his or her home, you can tell a lot about what is valued and supported at a college or university by looking around. Do cigarette butts litter the grounds? College campuses should promote health and wellness. Unfortunately many campuses can be quite unhealthy due to the large number of cigarette butts found all over the ground. This activity will showcase how many cigarette butts there are at a given location and will help publicize the need or college campuses to be commercial tobacco-free.

Target Population:

- Adults
- Youth (all ages)

Time of Year or Linkage to Special Event:

Can be done at any time but late spring, summer or fall are best. This event is great to do in conjunction with Earth Day (April) or it can be linked to the Great American Smokeout.

3 weeks before event:

Line up volunteers to help. Many hands make light work!

1 week before event:

Confirm volunteers.

Day of the event:

- Have some food available for volunteers.
- Pick up all trash on campus. Separate the cigarette butts into a separate clear trash bag. Dispose of other garbage but keep the bag of cigarette butts.

After the event:

- You should probably have a pretty large number of cigarette butts. Depending on how many cigarette butts were collected – if you would like to have more – schedule another clean-up day soon.
- After you have collected a large number of butts, schedule a time to meet with your college administrator to show the members what you have collected. Let them know over what period of time these butts were collected. Share with them the facts about the dangers of cigarette litter and the need for smoke-free outdoor recreation facilities. Some suggested talking points:

    - Colleges and universities should promote healthy activities. Colleges need to model healthy behaviors, and commercial tobacco-free policies fit with this idea.
    - Secondhand smoke harms everyone. The Surgeon General has determined that secondhand smoke is a human carcinogen for which there is no safe level of exposure. Exposure to secondhand smoke has immediate health consequences on the cardiovascular and respiratory systems.
    - Secondhand smoke is harmful in outdoor settings. According to Repace Associates, secondhand smoke levels in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted.
    - Cigarette litter is dangerous. Discarded cigarettes pollute the land and water and may be ingested by toddlers, pets, birds, or fish.
    - Commercial tobacco-free policies help change community norms. Tobacco-free policies establish the community norm that commercial tobacco use is not an acceptable behavior for young people or adults within the entire community.
    - Commercial tobacco-free environments promote positive community role modeling and protect the health, safety, and welfare of community members.

- Let your campus newspaper, local newspaper, tribal newsletter and radio station know that you are going to present your findings (literally) to the administration. At the meeting you should have a fact sheet that outlines what you found and what action you want taken – this can be given to the local media. Take pictures of the "Bag o' Butts" and send them to your local newspaper and tribal newsletter.

Resources:

The Billions of Butts (BOB) project of Forget Tobacco (**http://forgettobacco.com/portfolio/butts/**) provides a free butts clean-up kit with gloves and plastic bags.

Source: South Dakota Community Tobacco Use Prevention Toolkit and Kick Butts Day, Campaign for Tobacco Free Kids

Campus-Wide Health Carnival

Type of Activity:
Event

Time:
Takes about 2-3 months to plan

Goals and Objectives:
- Increase commercial tobacco awareness
- Increase support for commercial tobacco-free campus
- Create change in individual behavior

Cost:
$50 or more – depends on what kinds of booths you have.

Materials:
tables, chairs, posters, markers, paper, banners, food – whatever it takes to build a fun health carnival.

Description:
A Health Carnival can be a great and fun way to give people important information about commercial tobacco use and how to quit. It's like a health fair but so much more fun! It is also a great way for youth advocates to lead the fight for policies, programs and practices that protect people from commercial tobacco use and secondhand smoke. A health carnival lets you combine several different "mini-event" ideas into one!

It is very important to note that the "traditional" health fair is not an effective activity. The traditional health fairs are where organizations have a table and hand out lots of brochures. People pick up brochures and never really make any change in their behavior. Frequently you will even see the brochures in the trash just outside the doors to the event. They can be a waste of time and resources. This event is much more interactive, focuses on both policy and individual behavior and gives people the opportunity to get involved in policy change.

Planning Your Event:
- Partner with other tobacco control groups, public health organizations, health care and student groups to reach a larger audience. Give each organization a table at your event and ask them to bring materials like posters, brochures, banners, gear and other giveaways to their table. Ask every organization that participates to make sure that they have at least one interactive element to their display (using a teaching model, guess the number of cigarette butts, etc.). For example you could invite:
  - A local tobacco coalition
  - A representative from the Great Plains Tribal Chairmen's Health Board and their Northern Plains Tribal Tobacco Technical Assistance Center
  - Your regional coordinator from the South Dakota Tobacco Control Program

- A neighboring college or tribal program that is working on commercial tobacco issues
- Local health clinic or health care provider – ask them to provide free services such as blood pressure screening on-site
- Your tribal substance abuse prevention counselor or coordinator
- Your local chapter of the American Cancer Society and other health-related groups

- Ask a tribal elder to be present to bless the event and to provide information on the difference between traditional, sacred tobacco and commercial tobacco products.
- Invite the community to participate. Spread the word broadly through local radio, tribal newsletters, and local newspapers. Posters and signs around the community will also help get the word out.

Booth/Station Ideas:

Mr. Butts and Quit Kits

- For this station, have someone dress up as Mr. Butts and hand out Quit Kits (kits designed to help commercial tobacco users quit) and other giveaways to adults and youth. Your Quit Kits can include information on the SD QuitLine and other resources to help people quit, chewing gum, sugar free lollipops, cinnamon stick, toothpicks, commercial tobacco facts and notes of support from the students organizing the event (a hand-written note saying something like: *"I know it will be hard to quit using commercial tobacco but I believe in you and have faith that you can. Sincerely, Kara T."* Such a message would be very inspirational to someone who is trying to quit. Your message could actually give someone the boost they need to get over a tough time!

  A Mr. Butts costume is available on loan from Youth and Family Services in Rapid City (Phone: 605-342-4195 or 800-YFS (937)-9832). Mr. Butts has been renamed "Kills Many" by our colleagues at the Northern Plains Tribal Tobacco Technical Assistance Center.

They Put What *in a Cigarette?! Station*

Create an interactive display on a table that tells others about what's really in a cigarette.

Time:

3-4 weeks to plan

Goals and Objectives:

Increase commercial tobacco awareness

Cost:

Less than $20 (should be able to find most household items at your home, from friends or neighbors or on campus)

Materials:

See list that follows

Description:

Almost every product has a list of ingredients somewhere on the label. So isn't it strange that there isn't a list of ingredients on a pack of cigarettes? If there were, it would be a really, really long list! Seriously. There are over 7,000 chemicals in a single puff of cigarette smoke, and 69 of them are known carcinogens (that means they cause cancer)! No wonder Big Tobacco is ashamed to show what they put in their products. If customers knew the kinds of things they were inhaling every day, they probably wouldn't smoke anymore. It is definitely time to expose the truth behind these ingredients! You can check **http://quitsmoking.about.com/cs/nicotineinhaler/a/cigingredients.htm** for a more complete list of cigarette ingredients and their alternative uses.

Use the list below to explain some of the chemicals that are in commercial tobacco products and secondhand smoke:

- **Arsenic:** used in rat poison and pesticides
- **Acetic Acid:** found in vinegar, hair dye, and photo developing fluid
- **Acetone:** a main ingredient in paint thinner and fingernail polish remover
- **Ammonia:** a typical household cleaning fluid
- **Benzene:** found in gasoline
- **Butane:** chemical found in lighter fluid, pesticides and paints
- **Cadmium:** found in batteries and artist's paints
- **Carbon Monoxide:** a poisonous gas found in car exhaust, as well as from other sources
- **DDT:** a chemical formerly used as an insecticide
- **Formaldehyde:** used to embalm dead bodies (This embalming fluid is often used to preserve small animals in biology classes, so check with your science teacher to find this one.)
- **Hydrazine:** used in rocket fuel
- **Hydrogen Cyanide:** used as a poison in gas chambers and chemical weapons
- **Lead:** a toxic metal that used to be found in some paints
- **Naphthalene:** used in mothballs and some paints
- **Nitrobenzene:** used as a solvent in petroleum refining
- **Phenol:** used in disinfectants and plastics
- **Polonium-210:** a highly radioactive element

So, now that you know all the nasty things mixed into cigarettes, spit tobacco and secondhand smoke, what can you do? Tell everyone else!

Day of event:

- Set up your materials. These should be household products that you have found contain the ingredients from the list above. You should have collected these from your house, from friends and/or neighbors. Keep in mind that you can use an empty container too (since all you really need is the ingredients list!).
- Keep these products tightly sealed at all times. After the event, return them to the people who let you borrow them.
- Explain each product to your audience, including the chemicals in it that are also in commercial tobacco products. If you are at a health fair or similar event, set the products on a table with a list of other ingredients that can be found in cigarettes.

- Be prepared to answer questions and back up your research. Most of the items are things you find in your house, so it shouldn't be too hard to describe them.
- Point out that the labels on many of the products have distinct warnings that advise emergency assistance if the product somehow enters the body. Isn't it odd that these poisonous ingredients are inhaled by smokers, ingested by commercial tobacco users and inhaled by those exposed to secondhand smoke every day?

Cold Turkey Trade

- At this station, you will give participants a cold turkey sandwich in exchange for a pack of cigarettes or a can of dip or other commercial tobacco product. If the participant does not use commercial tobacco, ask him or her to sign a commercial tobacco-free pledge instead.
- To cut your costs, see if you can get donations of the sandwiches or sandwich ingredients. By making the sandwiches yourself, you will be able to save money instead of buying them if you cannot get them donated. Don't forget to have a sign at your table which thanks the donor(s) of the food!
- Design and print materials to hand out with your turkey sandwiches. Let participants know that quitting commercial tobacco "cold turkey" is not recommended by health experts. It has been proven that using nicotine replacement therapy (NRT) and counseling really increase the success rate of quitting commercial tobacco. See the Resources section (Section 8) for more information on quitting tobacco.
- If you have someone in your community that works with people to help them stop smoking, invite him or her to participate and to be available to answer questions.

Petition Station

- Before your campus carnival, pick a policy issue as your target. Here are some suggestions:
  - Ask the college administration to adopt a policy to require the campus to be commercial tobacco-free 24/7, or if there is a policy in place, to ensure that it is enforced.
  - Ask the Tribal Council to adopt a resolution to make all tribal property and businesses to be commercial tobacco-free and smoke-free.
  - Other policies may be under discussion in your community, so use your judgment regarding which issue(s) to choose for a petition.
- At your campus carnival, make sure one of your tables is a petition station. Encourage all participants to sign a petition. Have a sticker that you give the person after they sign – it could say something like "I'm 4 Smoke-Free Air!".
- After the event, you can present the petition to the appropriate policymakers.

Lungs Exposed

- Set up a display for students to see the lung damage caused by smoking. You could use anything – photographs, chest x-rays, or an educational model. The South Dakota Tobacco Control Program has lung models available in each region which can be sent for use. Just contact your regional Tobacco Prevention Coordinator to arrange to borrow them.
- See if there is a respiratory therapist in your town that could help you get additional information for this display table.

Guess the Number of Cigarette Butts

- Use the cigarette butts you collected from the "Bag o' Butts for a Tobacco-Free Campus" activity. Count the number of butts and then put them in a jar or clear bag. At the health carnival, ask people to guess how many cigarette butts there are in the jar. You could have them write their answer on a slip of paper along with their name and announce the winner at the end of the day (or throughout the day, if you wish).

Got Spit?

Time:
Less than 1 week to plan

Goals and Objectives:
Increase commercial tobacco awareness

Cost:
Less than $20

Description:
In this activity, students give a presentation of what is in spit tobacco. A blender and the various ingredients (all household items, mocked up to look like hazardous items) are used in this presentation. Make Your Own Spit can be done on campus or at any community event (at the entrance to a rodeo). Make Your Own Spit can even be done outside a Wal-Mart in the parking lot.

Time:
About 10-15 minutes

Materials:
Obviously we don't want you to use any of the "real" ingredients in your demonstration. ONLY USE THE ALTERNATIVE INGREDIENTS SUGGESTED BELOW.

- Water (formaldehyde)
- 7-Up (benzene)
- Brown sugar (arsenic)
- Gray/Silver cake-decorating balls (lead)
- Shredded beef jerky (commercial tobacco leaves)
- Blender and extension cord (if you are not close to an electrical outlet)
- Table
- 5 containers (to hold all 5 ingredients)
- Labels for the containers: "Formaldehyde," "Benzene," "Arsenic," "Lead," "Commercial Tobacco." (Remember, you'll only use harmless substitutes for these products.)
- Empty "spit" container to present the final product after blending

Set up

Put the five harmless ingredients into each of their own containers with labels on them. Place the ingredients to the left and right of the blender, which should be in the middle of the table. If you have a banner or sign for your group, place it either on the table front (if small sign) or behind your head on the side of a building or some other structure.

Suggested Script

Step right up and see what ingredients are in spit tobacco. Big Tobacco calls it "smokeless tobacco" so it sounds like it's harmless. Guess again!

This is the story Big Tobacco doesn't want you to hear. Look at these ingredients.

First, you start with commercial tobacco. We've picked a beauty, "Copenhagen." *(Put beef jerky in blender.)*

But, Big Tobacco doesn't stop there.

You've got lead. That's right; lead is in spit tobacco. How many of you read every day about the dangers of lead poisoning? It can lead to brain damage and even death if taken in large quantities or over a long period of time. *(Put cake-decorating balls into blender.)*

But, Big Tobacco doesn't stop there.

Spit tobacco also contains benzene. Never heard of benzene? Well, it is a highly flammable substance that is used in gasoline and paints...and long-term exposure is linked to leukemia. It can cause vomiting, rapid heart rate and red blood cells reduction in your body. *(Add 7-Up to blender.)*

But, Big Tobacco doesn't stop there.

Did you know that arsenic is also in spit tobacco? Arsenic. The chemical of choice for murderers and mystery writers. It's used in rat poison and can cause vomiting, abnormal heart rate and death. *(Add brown sugar to blender.)*

But, Big Tobacco doesn't stop there.

You've got formaldehyde. This stuff is used to preserve dead animals. It's an embalming fluid and, you guessed it, it's in "spit" and "chew" products. *(Add water to your blender.)*

Big Tobacco doesn't stop there. They add another 15 to 20 ingredients. Some we know about and some we don't, because they refuse to tell anyone what other ingredients are included in spit tobacco.

But, you wouldn't have a commercial tobacco product if you didn't have this one last ingredient. What do you think it is? Nicotine. It's not bad enough that all those dangerous chemicals are in

spit tobacco. No, Big Tobacco has to hook you on it so they can slowly rot out your gums, throat, cheeks and mouth. *(Blend ingredients and put concoction into a "spit" container.)*

So, why does Big Tobacco include so much bad stuff in "spit?" Why don't you ask them?

And if you don't think it's a problem among American Indians in South Dakota ...think about this although we don't have information on spit tobacco use for college-age young adults, we do know that 6 times as many American Indian middle-school students use spit tobacco than the national average for the same age.

Source: Through With Chew Week & The Great American Spit Out 2012 Activity Toolkit

You're Paying How Much? The Cost of Commercial Tobacco Use

Time:
Less than 1 week to plan

Goals and Objectives:
Increase commercial tobacco awareness

Cost:
Less than $15

Materials:
Paper, pens, calculators, poster paper, markers

Description:
Everyone knows that paying for cigarettes can add up. As commercial tobacco products get more and more expensive, people's money is going up in smoke or out in spit! This activity raises awareness that smoking not only costs you your health, but also hurts your wallet!

Doing the activity:

- **Do your research:** You need accurate information, so find out what the average price of a pack of cigarettes or tin of chew or spit tobacco is in your community.
- **Add it up:** Figure out how much it would cost someone to smoke a pack-a-day for one week, one month, one year, or longer! For example, if a pack costs $5, that comes to $1,825 a year!!!
- **Spread the word:** Now that you know how much smokers spend on cigarettes and chewers spend on spit tobacco, find a creative way to spread your message. You could include ideas for what that money could buy instead (like 365 movie tickets, 20 iPods, etc.). Make posters or flyers to hand out on campus or in the community. Get permission, if you need, from an appropriate adult.

Sources: Kick Butts Day, Campaign for Tobacco Free Kids and The 84

Other Ideas?

- Be creative and think of as many interactive displays as you can – you'll want to keep people doing interesting, engaging activities! Table after table of brochures can be very boring to participants.

Day of the Event:

- Make sure you have plenty of helpers to assist exhibitors in putting their displays together.
- Assign someone (or a couple!) to be the designated photographer. The photos can be posted to your Facebook page and also sent to the tribal newspaper or newsletter for additional coverage of the event.

After the Event:

- Send a few photos and a brief description of the event to your tribal newspaper and/or newsletter. Make sure you identify who is in the photo.
- Follow-up with a thank you letter to the college administrator to express appreciation for use of the campus gym (or whatever space you used) for the event.

Source: Kick Butts Day, Campaign for Tobacco Free Kids

This Graffiti Wall was done by students who attended the Lakota Nation Invitational Basketball Tournament.

Graffiti Wall

Time:

Takes about 2-3 weeks to plan

Goals and Objectives:

- Increase commercial tobacco awareness
- Increase support for commercial tobacco-free campus

Cost:

Less than $30

Materials:

Long poster paper roll or banner paper, markers

Description:

Are you sick of Big Tobacco's lies and manipulation? Get your thoughts out on paper... lots of paper! Create a long paper banner and cover it with anti-tobacco graffiti. A variation on this is to make the wall an opportunity for students to show support for a commercial tobacco-free campus policy. Show your college administration that you want your campus to be commercial tobacco-free 24/7 and for that policy to be enforced!

Day of Event:

- Set up paper banner and markers and other art supplies. Have the banner in a central location.
- On the Graffiti Wall, write a large phrase such as, "Hello, Big Tobacco from **[insert your college name here]**".
- If you are focusing on showing support for a commercial tobacco-free campus policy, write a phrase such as, "The Students and Faculty of **[insert college or university name here]** Support a Commercial Tobacco-Free Campus Policy."
- Ask everyone to write their personal feelings or personal stories about commercial tobacco on the Wall. If doing a policy-focused wall, students and faculty can just sign their names.
- Have commercial tobacco facts available in case someone can't come up with a personal feeling or something to say.
- Take LOTS of pictures of the event – maybe even a video that you can upload to YouTube. Send pictures to your local newspaper or tribal newsletter along with a brief description of what you did and why you did it. Post pictures on your Facebook page!
- If your wall supports a campus policy effort, take the banner to your meeting with college administrators to show campus support for the policy change.
- Ask if you can leave the banner up for a week or more to highlight your school's efforts to reduce commercial tobacco use and to demonstrate support for policy change.

Source: Kick Butts Day, Campaign for Tobacco Free Kids

Numbers Campaign or Chalk Outlines

Time:

Takes about 2 months to plan

Goals and Objectives:

- Increase commercial tobacco awareness
- Increase support for commercial tobacco-free campus

Cost:

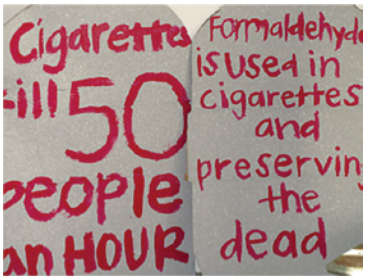
Depends on what kinds of props you use.

Materials:

Markers, paper, cardboard, sidewalk chalk; may need stickers, t-shirts, lunch boxes, shoes, etc.

Description:

How do you get people to realize just how deadly commercial tobacco use is? By coming up with a creative way to show the statistics of commercial tobacco use for your community. Translate these "fatal figures" into things that people can understand – use props like t-shirts, shoes, lunchboxes, tombstones, chalk outlines of bodies, etc. to illustrate the numbers. Gruesome, perhaps. Sad, definitely. Effective? Absolutely. This is a great way to get buzz going on campus about the effects of commercial tobacco and the need for strong policies to prevent premature death.



In California, the Class of 2013 at St. Mary's College initiated a movement to become the next tobacco-free campus in California. They created a student survey to gauge support for change on campus. By participating in the student survey, students were asked to give their opinions regarding policy implementation and smoking behavior. In conjunction with the Smoke Free Campus survey, peer leaders and the Class of 2013 created an awareness display to educate their peers regarding the dangers of tobacco use.

6-8 Weeks Before the Event:

- Determine what statistic you want to use. Will you use the number of deaths every year in South Dakota? The number of American Indians that die as a result of commercial tobacco use each year? The number of youth that start smoking each day? The choice is up to you. You can get more information in Section 2: The Big Picture or by checking out the Resources listed in Section 8. Make sure you pick a statistic that is big enough to be memorable and have an impact.
- Develop your message – what do you want people to remember about the event and about your number? This key message will be used throughout the event in the things that you say and signs and flyers that you will make.
- Determine how you want to illustrate your statistic. Will it be t-shirts, shoes, lunch boxes, body bags, tombstones...? Do you want to use chalk outlines of bodies, like the ones you would see at a murder scene? Be creative! Start collecting the items you will need.
- Talk with the administration to get permission to do this event on campus.

2 Weeks Before the Event:

- Design a simple handout (1/2 sheet of paper is best) that contains your key message as well as some kind of graphic that makes people want to read about it.
- Plan how you will set-up your props. Identify the exact location(s) and make sure that you have all of the things that you need. Determine how long you will have the display visible (in the morning, before a game, at lunch, all day, etc.) If you will have people standing with the props, determine who will be there and when. Also decide whether you will be handing out your flyer at that time.
- Contact your campus newspaper and tribal newspaper to let them know about the event. Ask them to run an announcement before the event. Offer to write an article afterwards and to provide photos.

1 Week Before the Event:

- Find ways to post your statistic around campus. Hand out flyers or stickers with the number on it, hang posters – whatever you can do to get your message out. Make sure you keep the meaning of the number a secret but tell people you will reveal the number on your chosen day (Great American SmokeOut, Kick Butts Day, etc.). This helps build the excitement and anticipation for your event.
- If you are doing chalk outlines, you will need a clear night with no rain or heavy dew predicted. Determine whether you will be putting any information within or next to the drawings.
- Contact your local radio station to see if a representative from your group can go on the air to talk about what you did on campus.
- Consider developing a petition to have available by the display for people to sign in support of a commercial tobacco-free campus.

Day Before Event

It's the night to make chalk drawings! Don't forget that this is weather dependent. Go around campus at night in pairs and either use a cardboard cutout of a body or take turns tracing each other!

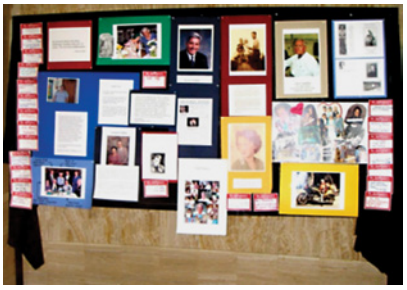
Day of Event

- Set up the display as soon as you can get on campus (or the night before) so that people will see it when they arrive on campus.
- Have people stationed by the display to hand out information.
- Take lots of pictures!

After the Event:

- Write up an article and send it along with photos to your campus newspaper, tribal newspaper or newsletter.
- Follow-up with the radio station to arrange having someone describe your event on the air.

Sources: Kick Butts Day, Campaign for Tobacco Free Kids, The American Cancer Society's Smoke-Free New England Initiative's College and University Project and Saint Mary's College of California.



Wall of Remembrance and Memorial Service

Time:

Takes about 2-3 months to plan

Goals and Objectives:

- Increase commercial tobacco awareness
- Increase support for commercial tobacco-free campus
- Create change in individual behavior

Description:

The Wall of Remembrance and Memorial Service is a powerful way to put a face on the impact that commercial tobacco has on our communities. The event is designed to memorialize and honor those who have died or have been made ill as a result of commercial tobacco use. The event is like a funeral or memorial service. Ministers or religious leaders can offer prayers and their own stories of congregation members who have died from commercial tobacco use. Speakers can include people who have lost a loved one or someone who has suffered the effects of their own commercial tobacco use (e.g. laryngectomy). The BB Demonstration (instructions follow right after this description) is a powerful tool to use as part of the program.

Cost:

$50 and up

What's Needed:

- Display Board (4'x6' bulletin boards work great)
- Photos
- Tape or other adhesive, push pins
- Construction paper or other material for photo backing
- Fabric to cover "wall"

Time of Year or Linkage to Special Event:

Event can be done any time of year. It is a good activity to tie to Kick Butts Day (March) and/or World No Tobacco Day (May 31).

2-3 Months before event:

Make presentations to groups to collect photographs and remembrances of those who have lost a loved one as a result of commercial tobacco use. Civic, church and community groups as well as school and youth groups are great resources. Health care providers can also provide links to folks who would contribute stories or photos. Develop a flyer to publicize effort and provide contact information for people to send in photos.

6 weeks before event:

- Find location for event – visible, public place is best. A gymnasium or auditorium is perfect.
- Recruit speakers – ministers and faith community leaders, health care providers, people touched by commercial tobacco use, youth.

4 weeks before event:

- Arrange for large poster boards (4' x 6') or some other large way to display photos and remembrances.
- Continue the call for photos.

3 weeks before event:

- Send a community calendar item to your local radio station.
- Send a media advisory to your campus newspaper and local newspaper (TV if you have). Let them know that this is a very visual event and would be worthy of coverage.
- Confirm speakers.

1 week before event:

- Send another media advisory to newspaper and radio.
- Confirm speakers.
- Make signs and other materials necessary for the event.
- Assemble photographs – enlarge those that need to be enlarged, place individual photos on larger sheet of construction paper as a "frame."

Day of the Event:

- Be at location 2-3 hours before the event is to start to set-up Wall of Remembrance. Need 3-4 people for set-up.
- Take pictures of people at the event. Photos of people looking at the pictures are usually very powerful.

After the Event:

Write up a brief description of the event and send it to your local tribal newspaper or newsletter along with a few photographs.

Source: South Dakota Community Tobacco Use Prevention Toolkit

BB* Demonstration

Time:

Less than 1 week to plan

Goals and Objectives:

Increase commercial tobacco awareness

Cost:

Less than $10

Description:

This demonstration provides an auditory (listening) learning experience for the audience. It demonstrates how deadly commercial tobacco use is compared to other substances that are abused.

Time:

About 5-10 minutes

Materials:

Metal bowl or metal coffee can

Popcorn kernels or BBs*

Split the popcorn kernels or BBs* into three separate containers and label them:

- 38 representing death from drug use
- 222 representing deaths from alcohol
- 1,200 representing deaths from commercial tobacco use

How it works:

Read the following script aloud to the group, following the italicized script as you go. Rehearse this several times before you put it into action, so you're not relying heavily on the script for the words, and so the exercise goes smoothly.

Steps:

Ask: *"How can people can die? What are some causes of death?"* (Make sure that suicide, homicide, accidents, AIDS, illegal drugs and alcohol are mentioned. After naming these, let them know that commercial tobacco kills more than all of these combined.)
Pick up one popcorn kernel or BB.

Say: *"Each one of these represents a person with a family, friends, and a life."*

Drop the kernel or BB into the bowl.

Say: *"Listen to the sound it makes when I drop it into the bowl. Let the sound of each one represent a person's death."*

Say: *"Close your eyes and listen."* (You may want to turn down the lights if possible.)

Say: *"First, let's think for a minute about hard drugs. Cocaine, including crack and heroin. You think they are dangerous? They are! They will kill you. Here is how many people will die from a drug overdose every day in this country."*

Pour 38 popcorn kernels or BBs slowly into the bowl.

Say: *"That represents 38 people who will die in one day from hard drugs; that is about 13,870 people each year."*

Pour the 38 popcorn kernels or BBs back into its individual container before moving onto the next step.

Say: *"Now, let's think about alcohol. You think alcohol is bad for you? It is. It will kill you too. Usually not right away, but slowly, over time. Here's how many people die."*

Pour the 222 popcorn kernels or BBs slowly into the bowl.

Say: *"That's 222 people every day and 81,030 people every year."*

Pour the 222 popcorn kernels or BBs back into its individual container before moving onto the next step.

Say: *"Now, let's think about commercial tobacco. Listen and think about how many people commercial tobacco will kill today and every day in the United States."*

Pour the 1,200 popcorn kernels or BBs slowly into the bowl.

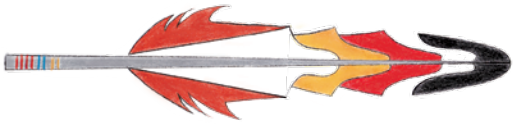
Say: *"That's 1,200 people who will die every day, who are dying right now. That's 440,000 people every year. If you add people who die from secondhand smoke, that would be another 150 people each day and another 53,000 people each year. Commercial tobacco kills! You can start to use commercial tobacco and it won't kill*

you today or tomorrow or maybe even next year. But think about this, the tobacco industry has to recruit 5,000 new smokers every day to replace the ones who quit or die. For every person who dies, there are two new smokers – young people – who start to smoke. They even try to recruit young kids to get them hooked early. Don't let them hook you!"

***Note: We highly recommend that you use popcorn kernels instead of BBs.**

Source: American Lung Association TATU Teen Teacher Manual

Section 8:
RESOURCES



RESOURCES

The following list of resources is provided to help continue your work in commercial tobacco control and prevention.

In this list you will find South Dakota resources, national resources, smoking cessation resources, coalition building resources, and activity resources to enhance your coalition and programming efforts. Many resources located in the National Resources category also include information about activities that can be planned in your community.

South Dakota Resources

South Dakota Department of Health Tobacco Control Program

http://doh.sd.gov/Tobacco/Default.aspx

Provides information on the Tobacco Control Program mission, strategic plan, grant and training opportunities, and resources to support local commercial tobacco use prevention work.

Free educational material available at:

https://apps.sd.gov/applications/PH18Publications/secure/Puborder.asp

Click on the "Tobacco Prevention" category on the left side of the page to be directed to the Program's materials page.

South Dakota Department of Health Tobacco Control Program, Regional Tobacco Prevention Coordinators

http://doh.sd.gov/Tobacco/Contacts.aspx

Tobacco Prevention Coordinators deliver services in four regions across the state. A map, along with contact information for each region and for the statewide office is provided on this site.

Tobacco Rethink It – South Dakota website for youth

http://www.rethinktobacco.com

Provides information on tobacco from a youth perspective and includes a variety of resources to provide teens with the tools they need to understand how the tobacco industry is targeting them and how to fight back. Includes links to a variety of resources including videos, posters and more, all geared toward teens.

Be Free South Dakota

http://www.befreesd.com

Be Free South Dakota is a continuously updated resource that state residents and visitors can use to find tobacco-free places to live, work, and play. And if you're a business owner in South Dakota, this site shows the many benefits of having a tobacco-free workplace!

Great Plains Tribal Chairmen's Health Board
(formerly known as the Aberdeen Area Tribal Chairmen's Health Board)

http://gptchb.org/

The Health Board provides public health technical assistance, supports research needs and provides advocacy for the 17 federally recognized tribes in the Aberdeen Area, representing the Cheyenne River Sioux Tribe, Crow Creek Sioux Tribe, Flandreau Santee Sioux Nation, Lower Brule Sioux Tribe, Oglala Sioux Tribe, Rosebud Sioux Tribe, the Santee Sioux Nation, Sisseton-Wahpeton Oyate, Spirit Lake Nation, Standing Rock Sioux Tribe, Yankton Sioux Tribe, Three Affiliated Tribes (Mandan, Hidatsa, and Arikara), the Turtle Mountain Band of Chippewa, the Winnebago Tribe of Nebraska, the Omaha Tribe of Nebraska, the Ponca Tribe of Nebraska, the Sac and Fox Tribe of the Mississippi in Iowa, and one Indian Service Area – Trenton Indian Service Area, with an estimated enrolled membership of nearly 170,000 in the four-state region of SD, ND, NE and IA.

Northern Plains Tribal Tobacco Technical Assistance Center (NPTTTAC)

http://www.sacred-life.org

This site includes fact sheets, newsletters, Comprehensive Tobacco Educator (CTE) training modules, services, and other downloadable items.
Phone: (605) 721-1922

NPTTTAC is a program under the umbrella of the Northern Plains Health Promotion Programs which is a program of the Great Plains Tribal Chairmen's Health Board. Services are designed to strengthen commercial tobacco and control efforts with tribal leadership, tribal health professionals, tobacco stakeholders, tribal schools, Indian Health Service leadership and staff, and other tribally-based organizations and organizations that serve American Indian populations. NPTTTAC honors the difference between sacred tobacco and commercial tobacco; provides culturally relevant health education materials; and recognizes the importance of networking and building close relationships to share limited resources. The booklet *Sacred Willow: Keeping Tobacco Sacred* is available through this office.

National Resources

American Cancer Society

http://www.cancer.org

In the Stay Healthy/Stay Away from Tobacco section of the American Cancer Society's website, a variety of information related to smoking and its effects is available. Information for cessation, creating smoke-free communities, and the Great American Smokeout are also provided at this site.

American Heart Association

http://www.heart.org

The American Heart Association is a national voluntary health agency whose mission is to build healthier lives, free of cardiovascular diseases and stroke. AHA encourages Americans to adopt healthier lifestyles, and advocates for health issues and research funding to support its mission.

American Lung Association

http://www.lung.org

The American Lung Association provides many tobacco control resources and in-depth information that emphasizes the risk of smoking to health especially with regard to developing lung conditions related to smoking or secondhand smoke.

Americans for Nonsmokers' Rights

http://www.no-smoke.org

Founded in 1976, this organization works to promote the rights of nonsmokers. Smoke-free facts and information on how to be protected from secondhand smoke exposure in a variety of venues are provided on the website.

California Rural Indian Health Board

http://www.crihb.org/health-resources/tobacco-control.html

The California Rural Indian Heath Board, Inc. (CRIHB) was formed in 1969 to enable the provision of healthcare to member Tribes in California. CRIHB develops and delivers policies, plans, programs, and services that elevate Indians' health status. CRHIB offers several trainings on tobacco and cultural competency.

Campaign for Tobacco-Free Kids

http://www.tobaccofreekids.org

The Campaign for Tobacco-Free Kids provides a variety of resources that include international, national, and state level statistics and reports. The Campaign also has many special reports and other free resources available on its website.

Centers for Disease Control and Prevention, Office on Smoking and Health

http://www.cdc.gov/tobacco

The Centers for Disease Control and Prevention (CDC), through its Office on Smoking and Health (OSH), is the lead federal agency for comprehensive tobacco prevention and control. The OSH website provides information on a variety of tobacco control and prevention topics including data, health effects, quit smoking information, youth prevention, program information, disparities, and media communications. Information is available both online and in print form when ordered through the website.

Center for Tobacco Products, US Food and Drug Administration

http://www.fda.gov/TobaccoProducts/default.htm

The Center for Tobacco Products (CTP) oversees the implementation of the Family Smoking Prevention and Tobacco Control Act. Some of the Agency's responsibilities under the law include setting performance standards, reviewing premarket applications for new and modified risk tobacco products, requiring new warning labels, and establishing and enforcing advertising and promotion restrictions.

ClearWay Minnesota

http://www.clearwaymn.org

ClearWay is an independent, Minnesota-based nonprofit organization that works to improve health by reducing tobacco use and exposure to secondhand smoke through research, action, and collaboration. Provides information on secondhand smoke, smoking cessation, and tobacco-related research.

Indian Health Service Tobacco Control and Prevention Program

http://www.ihs.gov/Epi/index.cfm?module=epi_tobacco_main

The mission of the Indian Health Service Tobacco Control and Prevention Program in partnership with American Indian and Alaska Native (AI/AN) people is to raise their physical, mental, social, and spiritual health to the highest level possible through prevention and reduction of tobacco-related disease.

Keep It Sacred

http://www.keepitsacred.org

This site is an online resource for the National Native Network, which is funded by the CDC. This website provides a large collection of culturally tailored, Native-specific resources, including The Tribal Policy Tool Kit which contains information to help plan and carry out efforts to implement an effective smoke-free policy appropriate for your tribal community (including talking points, community readiness assessments, sample resolutions and ordinances); a media center (print, audio, video) with tools that can be adapted for your community; data on the health impact of commercial tobacco in Indian Country; information regarding the traditional use of tobacco; national and local events; links to publications regarding tobacco in American Indian communities.

Keep Tobacco Sacred

http://www.keeptobaccosacred.org

This is the website for the Indigenous Cultural Wellness & Native American Tobacco Coalition of Montana. Information on policies as well as articles and photographs are available at this site. The coalition provides training on a variety of topics including youth organizing and mobilizing, community organizing, strategic planning, policy, prevention, coalition building, traditional tobacco, and more.

Kick Butts Day

http://www.kickbuttsday.org

Provides detailed planning guides and other information on how to plan a Kick Butts Day event as well as other youth-oriented programming and activities that can be done throughout the year.

Legacy Foundation

http://www.legacyforhealth.org

Founded through the 1998 Tobacco Master Settlement Agreement, the Legacy Foundation provides comprehensive information on a variety of tobacco-related topics including current sponsored campaigns, research, and news updates.

National Cancer Institute

http://cancercontrol.cancer.gov

http://cancercontrol.cancer.gov/tcrb

The National Cancer Institute coordinates the National Cancer Program, which conducts and supports research, training, health information dissemination, and other programs related to cancer treatment and prevention. NCI's Tobacco Control Research Branch (TCRB) seeks to reduce cancer incidence and mortality caused by tobacco use through a comprehensive research program. To do this, TCRB provides recommendations to the scientific and public health communities by summarizing and publicizing research, and providing information on funding opportunities and other key initiatives.

National Congress of American Indians

http://www.ncai.org

Founded in 1944, the National Congress of American Indians is the oldest, largest, and most representative American Indian and Alaska Native organization serving the broad interests of tribal governments and communities.

Northwest Portland Area Indian Health Board

http://www.npaihb.org/health_issues/tobacco_abuse/

Established in 1972, the Northwest Portland Area Indian Health Board (NPAIHB or the Board) is a non-profit tribal advisory organization serving the forty-three federally recognized tribes of Oregon, Washington, and Idaho. The webpage for the Board's Tobacco Prevention Project contains data, reports, publications, and media.

Through With Chew – Wyoming Department of Health

http://www.throughwithchew.com

The Wyoming Department of Health created this website to provide information about tobacco prevention, education, activities, and cessation about tobacco chew or spit tobacco. There are activity suggestions, multicultural materials, and other information that will assist you in planning chew-related activities.

Tobacco Technical Assistance Consortium

http://www.ttac.org

The Tobacco Technical Assistance Consortium (TTAC) provides training, technical assistance, and products in all areas of tobacco prevention and control. TTAC maintains an excellent resource section on its website which links you to a broad network of resources across the country. The following TTAC tools are free and downloadable so you can easily share them or use them in your own training activities:

- Basics of Tobacco Control (BOTC) – Pathway to Change
  http://www.ttac.org/services/botc/TTACindex.htm
- Tobacco 101 Version 3 Training Kit: A comprehensive guide to training public health practitioners on the basics of tobacco control
  http://www.ttac.org/services/Tobacco_101/index.html

U.S. Department of Health and Human Services, Office of the Surgeon General

http://www.surgeongeneral.gov/library/reports/tobaccosmoke/titlepage.pdf

How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease: A Report of the Surgeon General. (2010)

This is the 30th tobacco-related Surgeon General's report issued since 1964. It describes in detail the specific pathways by which tobacco smoke damages the human body. The scientific evidence supports the following conclusions:

- There is no safe level of exposure to tobacco smoke. Any exposure to tobacco smoke – even an occasional cigarette or exposure to secondhand smoke – is harmful.
- Damage from tobacco smoke is immediate.
- Smoking longer means more damage.
- Cigarettes are designed for addiction.
- There is no safe cigarette.
- The only proven strategy for reducing the risk of tobacco-related disease and death is to never smoke, and if you do smoke to quit.

Coalition Building Resources

The Community Toolbox – University of Kansas

http://ctb.ku.edu

The Community Toolbox, provided by the University of Kansas, contains more than 7,000 pages of information to help build a healthy community. Example topic areas include developing and maintaining a coalition, creating a strategic plan, recruitment, media relations and leadership.

***From the Ground Up! A Workbook on Coalition Building and Community Development,* 2002 edition – Gillian Kaye and Tom Wolff, Editors**

Order online; perform a book search through an online book retailer.
This book provides information on coalition building and community development. Many worksheets and activities are provided that you can use to help build your coalition and create a healthy community.

Learning Center - TTAC

http://learningcenter.ttac.org

The Learning Center, provided by TTAC, consists of six modules that will help build your tobacco control advocacy skills. Modules include: Build a Coalition, Policy Advocacy, Media Advocacy, Tobacco Basics, Program Planning and Evaluation, and Eliminating Disparities.

***Organizing for Social Change: Midwest Academy Manual for Activists,* 2001 – Kim Bobo, Jackie Kendall, and Steve Max of the Midwest Academy**

Order online: **http://www.midwestacademy.com/midwest-academy-manual**
This manual provides in-depth knowledge and how-to knowledge in order to create effective change within the community.

***Reaching Higher Ground: A guide for preventing, preparing for, and transforming conflict for tobacco control coalitions* – TTAC, E. Franklin Dukes and Madeleine Solomon (editor)**

http://ttac.org/services/pdfs/Higher_Ground.pdf

This TTAC guide provides coalition-related information especially with regard to preparing for and dealing with conflict. Packed with information, tools, and resources, this guide is an asset to coalition work.

Volunteering in America – Corporation for National and Community Service

http://www.volunteeringinamerica.gov

This national government website provides national, regional, and state level data and statistics about volunteerism. There is also a tools and training section that provides information on recruitment, retention, and other relevant topics when working with volunteers.

CDC Best Practices User Guide for Communities

http://www.cdc.gov/tobacco/stateandcommunity/bp_user_guide/index.htm

Quitting Smoking or Spit Tobacco (Cessation) Resources

South Dakota QuitLine - Phone Service: 1-866-SD-QUITS (1-866-737-8487)

The SD QuitLine provides telephone-based tobacco cessation services to help tobacco users in SD quit. The QuitLine offers:

- Free written materials to assist tobacco users who are ready to quit or trying to stay quit
- Free telephone counseling delivered by culturally competent, trained health coaches
- Access to free cessation medication
- Referrals to other cessation services (if interested)

www.SDQuitLine.com

Offers SD residents free access to the following resources to make your quit attempt easier:

- Latest information & research-based tools
- Tailored motivational messages
- Links to other resources

All Nations Breath of Life

http://www.anbl.org

Developed by the University of Kansas Medical Center and the American Lung Association, it is the first culturally tailored internet website site devoted to Native American lung health and smoking cessation.

Second Wind

Smoking cessation program created by Cynthia Coachman of the Muskogee (Creek) Nation. The Second Wind curriculum is a modification of Freedom From Smoking, and was designed especially for American Indian and Alaska Native people. Second Wind incorporates issues relevant to help American Indian people successfully quit tobacco and presents a program that is easily understood. Information on this program and training opportunities can be obtained from the **Northern Plains Tribal Tobacco Technical Assistance Center.**

Smokefree.gov

http://www.smokefree.gov

Online materials, including info on state telephone-based programs.
Links with 1-800-QUITNOW (1-800-784-8669).

My Last Dip

http://mylastdip.com (for tobacco users)
http://info.mylastdip.com/index.jsp (information about the program)
An interactive website that helps young spit tobacco users quit.

Become an EX

http://www.becomeanex.org

The **EX** Plan is a free quit smoking program that helps you re-learn your life without cigarettes. Before you actually stop smoking, the program will show you how to deal with the very things that trip up so many people when they try to quit smoking, so you'll be more prepared to quit and stay quit.

Policy Resources

Americans for Nonsmokers' Rights (ANR)

http://www.no-smoke.org/learnmore.php?id=738

Located within the "Native Communities" section of the ANR website, there is a link to order the new smoke-free tribal gaming brochure. As countries, states, and municipal governments move toward securing smoke-free workplaces and public spaces for their citizens, smoke-free policies are becoming the norm. Tribal governments also have a unique opportunity to protect those individuals residing, working, or visiting in sovereign tribal lands. In a collaborative project with the National Native Network and the ANR Foundation, a new publication, Smoke-free Tribal Gaming - Breathe Easy, can now assist Native Communities as they advance toward smoke-free gambling.

Indigenous People's Task Force, Creating Healthier Policies in Tribal Casinos (2007)

http://www.indigenouspeoplestf.org/pdfs/CasinoTribalReportfinal_8_2007b.pdf

This report aims at providing tribal leaders background information to the complex issue of smoke-free policies in tribal casinos in order to generate dialogue and action among themselves and the communities they represent.

Northwest Portland Area Indian Health Board, Tribal Tobacco Policy Handbook (2005)

http://www.npaihb.org/images/projects_docs/WTPP//Final%20Policy%20Workbook.pdf

Since 1995, the Tribal Tobacco Policy Workbook has remained among the most comprehensive guides for achieving tobacco policy change in Tribal communities. With step-by-step guidance, this workbook has served as a resource for tribes throughout North America to write, pass, and enforce tobacco-related policies.

Tribal Tobacco Policy Toolkit

http://www.keepitsacred.org/toolkit/

Will assist your efforts to plan and implement an effective smoke-free policy that is appropriate for your tribal community. The toolkit contains the benefits of smoke-free policies, community readiness assessments, and sample resolutions and ordinances that can be adapted to meet your needs.

Smoke-Free Casinos

http://www.keepitsacred.org/network/index.php?option=com_content&view=article&id=377:list-of-smoke-free-casinos&catid=947:smoke-free-casinos&Itemid=114

Provides an updated list of smoke-free tribal casinos.

Tobacco Control Legal Consortium

http://www.publichealthlawcenter.org/programs/tobacco-control-legal-consortium

The Tobacco Control Legal Consortium is America's award-winning legal network for tobacco control policy. Drawing on experts in its eight affiliated legal centers, the Consortium works to assist communities with tobacco law-related issues, ranging from smoke-free policies to tobacco control funding laws to regulation of flavored cigarettes. The Consortium's team of legal and policy specialists provides legislative drafting and policy assistance to community leaders and public health organizations. We are experts in designing, enacting and implementing laws that are evidence-based, workable, effective and legally sound.

Tobacco-Free Air

http://www.tobaccofreeair.org/index.php

Valid air monitoring studies have proven to have a profound effect on educating the public and policy makers on the dangers of secondhand smoke exposure and informing the debate around smoke-free policy initiatives. This project can provide information on how to conduct these studies as well as how to obtain air monitors through the Roswell Park Cancer Institute to conduct air monitoring research in their community.

Tobacco-Free Parks

http://www.cherokee.org/Docs/Org2010/2012/1/31664 Tobacco_Free_Park_Implementation_Guide.pdf

The Cherokee Nation in Oklahoma developed a comprehensive guide to developing a tobacco-free policy for their city parks. Useful step-by-step approach to assist communities in creating their own policies.

Tobacco-Free Public Housing

http://healthysaulttribe.com/tobacco/smoke-free-housing

This implementation guide, developed by the Sault Saint Marie Tribe of Chippewa Indians Strategic Alliance for Health Program, provides information on the resources and key steps in working with a Tribal Housing Authority to develop, adopt, and implement a policy for smoke-free housing. The guide focuses on a specific approach for implementation of a smoke-free housing policy with a Tribal Housing Authority, but it is intended to be useful for public and affordable housing in all communities. It may even be useful when implementing a smoke-free policy with market-rate housing.

Post-Secondary & Young Adult Resources

ATTACK Tobacco

http://attacktobacco.net/index.html

The ATTACK website serves as a resource for organizations, agencies, college campuses, etc. wanting to create an ATTACK plan to counter tobacco industry targeting tactics aimed at young adults. The ATTACK toolkit focuses on adult only venues (bars, nightclubs, etc.); fraternities/Greek organizations; Internet marketing; and any other emerging tobacco industry promotional tactics.

BACCHUS Network

http://www.bacchusnetwork.org/tobacco.html

The BACCHUS Network™ is a university and community based network focusing on comprehensive health and safety initiatives. It is the mission of this 501(C)(3) non-profit organization to promote student and young adult based, campus and community-wide leadership on health and safety issues. The BACCHUS Network™ has supported tobacco control with campuses and young adults throughout its history by providing campuses with best practices, materials, and trainings to address this crucial health topic.

California Youth Advocacy Network

http://cyanonline.org/

The California Youth Advocacy Network (CYAN) is dedicated to supporting youth and young adults by advocating for a tobacco-free California. We provide tobacco control professionals and young people with the tangible tools for action to mobilize a powerful statewide movement. Our staff is committed to changing the tobacco use culture in California's high schools, colleges and universities, military bases, and all levels of the young adult community.

Journey of a Lifetime: One Step at a Time to a Tobacco-Free Campus

http://www.tobaccofreeu.org/pdf/Collegiate/journey.pdf

This guide was developed by the BACCHUS and GAMMA Peer Education network to help campuses address tobacco issues ranging from policy development, to awareness campaigns, to encouraging students who smoke to quit.

U.S. Department of Health and Human Services, Office of the Surgeon General

http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf

Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General

This is the 31st tobacco-related Surgeon General's report issued since 1964. It describes the epidemic of tobacco use among youth ages 12 through 17 and young adults ages 18 through 25, including the epidemiology, causes, and health effects of this tobacco use and interventions proven to prevent it. Scientific evidence contained in this report supports the following facts:

- We have made progress in reducing tobacco use among youth; however, far too many young people are still using tobacco. Today, more than 600,000 middle school students and 3 million high school students smoke cigarettes. Rates of decline for cigarette smoking have slowed in the last decade and rates of decline for smokeless tobacco use have stalled completely.
- Tobacco use by youth and young adults causes both immediate and long-term damage. One of the most serious health effects is nicotine addiction, which prolongs tobacco use and can lead to severe health consequences. The younger youth are when they start using tobacco, the more likely they'll be addicted.
- Youth are vulnerable to social and environmental influences to use tobacco; messages and images that make tobacco use appealing to them are everywhere.
- Tobacco companies spend more than a million dollars an hour in this country alone to market their products. This report concludes that tobacco product advertising and promotions still entice far too many young people to start using tobacco.
- Comprehensive, sustained, multi-component programs can cut youth tobacco use in half in 6 years.

Tobacco-Free Oregon: Making Your College Campus Tobacco-Free

http://www.smokefreeoregon.com/wp-content/uploads/2010/11/ComColl_bro2011.pdf

An excellent guide developed for community colleges. It walks you through the rationale for a tobacco-free policy as well as how to implement one on your campus.

Tobacco-Free U

http://www.tobaccofreeu.org/index.asp

Provides information focused on efforts that colleges and universities can take to create tobacco-free environments on their campuses. An updated version of the Journey of a Lifetime guide is S.T.E.P. (Student Tobacco Education Program) by STEP: Building a Comprehensive Campus Tobacco Prevention Program. This guide is available for order on www.tobaccofreeu.org. It provides resources for programming, stakeholder identification, creating your campus resource sheet, and training and educating your campus about the importance of tobacco control.

University of California Smoke-Free Policy Report

http://www.ucop.edu/riskmgt/documents/smoke-free_policy.pdf

Extensively researched guide which summarizes the rationale for considering a change to a smoke-free policy for all UC locations, a proposed timeline, implementation plan, and proposed policy language.

Youth (K-12) Resources

Buck Tobacco

http://www.bmsg.org/about/projects/buck-tobacco-sponsorship

- **Media advocacy planning and training.**
  The project developed a media advocacy plan to counter the aggressive marketing by the tobacco industry at family sporting events, and to shift the focus from arguments that frame tobacco marketing as a children's issue back to an issue of irresponsible industry marketing: Bucking Tobacco Sponsorship at Rodeos: Strategies for Media Advocacy and Public Engagement.
  http://bmsg.org/sites/default/files/bmsg_report_buck_tobacco_sponsorship.pdf

CDC Best Practices User Guide: Youth Engagement—State and Community Interventions

http://www.cdc.gov/tobacco/stateandcommunity/bp_userguide_youth/index.htm

This guide focuses on the role youth play in advancing policy as part of a comprehensive tobacco control program. The youth perspective and voice is important, because the initiation of tobacco use most often occurs before age 18. In addition, the tobacco industry spends millions of dollars every day targeting youth to develop its next generation of smokers. Youth have the passion and creativity to fight back and to protect themselves from this formidable opponent.

CDC Guidelines for school health programs to prevent tobacco use and addiction (1994).

http://www.cdc.gov/mmwr/preview/mmwrhtml/00026213.htm

This report provides the basis for how tobacco use prevention policies and programs should be established in school settings.

Fit, Healthy, and Ready to Learn: A school health policy guide.
***Chapter F: Policies to Prevent Tobacco Use.* (2007)**

http://doh.sd.gov/Tobacco/PDF/NASBE.pdf

This chapter from a publication of the National Association of State Boards of Education provides guidance on developing policies and programs aimed at preventing young people from taking up tobacco use and helping current tobacco users to quit.

Oklahoma State Department of Health, Tobacco Use Prevention Service.
24/7 Tobacco-Free School Policy Guide

http://www.ok.gov/strongandhealthy/documents/247tobaccofreeschoolspolicyguidefinaldraft.pdf

The purpose of this guide is to assist schools in establishing a 24/7 tobacco-free environment for students, staff and visitors. The guide is a resource for concerned boards of education, superintendents, safe and drug free school coordinators, safe school committees, healthy and fit school advisory committees, students, parents, community, and coalition members –anyone willing and interested in collaborating together in creating an environment that supports health.

Preventing Tobacco Use Among Young People: A Report of the Surgeon General. (1994)

http://profiles.nlm.nih.gov/NN/B/C/F/T/_/nnbcft.pdf

This significant report laid the groundwork for the importance of keeping youth away from tobacco products.

South Dakota Department of Education – Youth Risk Behavior Survey

http://doe.sd.gov/schoolhealth/documents/YRBS_tobaccoUse.pdf

The YRBS is a questionnaire consisting of items that assess the six priority health-risk behaviors that result in the greatest amount of morbidity, mortality, and social problems among youth. These behaviors fall into six categories: behaviors that result in unintentional and intentional injuries; tobacco use; alcohol and other drug use; sexual behaviors that result in HIV infection, other sexually transmitted diseases and unintended pregnancies; dietary behavior; and physical activity. The link above takes you to the tobacco use report for 2009.

South Dakota Department of Health – Youth Tobacco Survey

http://doh.sd.gov/Tobacco/PDF/2009YouthReport.pdf

In 2009, the South Dakota Tobacco Control Program conducted a youth tobacco survey among middle school students in the state. This survey has been conducted in odd numbered years since 1999 and can track changes in tobacco related behavior, priorities and policy over time. The South Dakota Youth Tobacco Survey (SDYTS) is a comprehensive survey of tobacco use, access to tobacco, cessation, knowledge and attitudes about tobacco, and exposure to secondhand tobacco smoke among South Dakota youth. The SDYTS provides useful information to guide youth tobacco prevention, cessation, and control efforts in the state. It also provides valuable data that can be used to track trends in South Dakota over time.

truth

http://www.thetruth.com

truth is the largest youth smoking prevention campaign in the country – and the only national campaign not directed by the tobacco industry. The campaign exposes the tactics of the tobacco industry, the truth about addiction, and the health effects and social consequences of smoking. It doesn't preach. It doesn't judge. Instead it works by allowing teens to make their own informed choices about tobacco use.
The campaign includes:

- Educational advertising on television, social networking sites and increasing grassroots outreach through a summer tour.
- Facts and information about tobacco and the industry, giving teens tools to take control and make informed decisions.
- A highly interactive Web site offers important information about tobacco use.

U.S. Department of Health and Human Services, Office of the Surgeon General

http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf

Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General (2012).

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Youth Tobacco Cessation: A Guide for Making Informed Decisions

http://www.cdc.gov/tobacco/quit_smoking/cessation/youth_tobacco_cessation/index.htm

This document from the Centers for Disease Control and Prevention is intended to help organizations decide whether to undertake youth tobacco-use cessation as a specific tobacco control activity. The publication covers topics such as the quality of the evidence base for youth intervention, the importance of conducting a needs assessment for the population your organization serves, and the need to evaluate your chosen intervention.

Media Resources

The Health Communicator's Social Media Toolkit

http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf

A guide developed by the CDC to assist in using social media to improve reach of health messages, increase access to your content, further participation with audiences and advance transparency to improve health communication efforts. Useful tools and information but is focused more on state-level communications.

South Dakota Newspapers/Magazines

Aberdeen American News
124 S 2nd St - PO Box 4430
Aberdeen, SD 57402
605-225-4100 or 800-925-4100
Newsroom: 605-622-2318
Circulation Type: Daily

(Bowdle) The Pride of the Prairie
1096 4th Ave - PO Box 514
Bowdle, South Dakota 57428
Telephone: 605-285-6161 or 605-281-0421
Circulation Type: Weekly

(Eagle Butte) West River Eagle
P.O Box 210
Eagle Butte, SD 57625-0210
Telephone: 605-964-2100
Fax: 605-964-2110
Circulation Type: Weekly
www.westrivereagle.com

Faith Independent
106 Main Street - P.O Box 38
Faith, SD 57626-0038
Telephone: 605-967-2161
Fax: 605-967-2160
Circulation Type: Weekly

(Flandreau) Moody Co. Enterprise
107 W 2nd Ave. - P.O. Box 71
Flandreau, SD 57028-0071
Telephone: 605-997-3725
Fax: 605-997-3194
Circulation Type: Weekly
www.moodycountyenterprise.com

(Gettysburg) Potter Co. News
110 S. Exene St.
Gettysburg, SD 57442-1520
Telephone: 605-765-2464
Fax: 605-765-2465
Circulation Type: Weekly
www.pottercountynews.com

Highmore Herald
211 Iowa Ave. S. - P.O. Box 435
Highmore, SD 57345-0435
Telephone: 605-852-2927
Fax: 605-852-2927
Circulation Type: Weekly

Hoven Review
P.O. Box 37 - 69 2nd Ave. E.
Hoven, SD 57450
Telephone: 605-948-2110
Fax: 605-948-2578
Circulation Type: Weekly

Isabel Dakotan
403 N. Main Street - P.O. Box 207
Isabel, SD 57633-0207
Telephone: 605-466-2258
Fax: 605-446-2258
Circulation Type: Weekly

(Martin) Lakota Country Times
316 Main Street - P.O. Box 386
Martin, SD 57551
Telephone: 605-685-1868
Fax: 605-685-1870
Circulation Type: Weekly
www.lakotacountrytimes.com

Mobridge Teton Times
411 3rd Ave E
Mobridge, South Dakota 57601
(605) 823-4806

Mobridge Tribune
1413 E. Grand Crossing - P.O. Box 250
Mobridge, SD 57601-0250
Telephone: 605-845-3646 or 800-
Fax: 605-845-7659
Circulation Type: Weekly
www.mobridgetribune.com

(Pierre) Capital Journal
333 W. Dakota - P.O. Box 878
Pierre, SD 57501-0878
Telephone: 605-224-7301
Fax: 605-224-9210
Email: news@capjournal.com
Circulation Type: Daily
www.capjournal.com

(Rapid City) Native Sun News
Mr. Jesse Abernathy Filcaske, BSW
Editor
4447 S. Canyon Rd., Suite 5
Rapid City, SD 57702
Telephone: 605-721-1266
Fax: 605-721-1387
Circulation Type: Weekly
www.nsweekly.com

Selby Record
4411 Main Street - P.O. Box 421
Selby, SD 57472-0421
Telephone: 605-649-7866
Fax: 605-649-1126
Circulation Type: Weekly

Sicangu Sun Times
Gregg-Bear, Chief Editor/Publisher
BIA Route 1 - Box 750
Rosebud, South Dakota 57570
http://www.sicangusuntimes.com/contact

Sisseton Courier
117 East Oak - P.O. Box 169
Sisseton, SD 57262-0169
Telephone: 605-698-7642
Fax: 605-698-3641
Circulation Type: Weekly
www.sissetoncourier.com

Timber Lake Topic
806 Main Street - P.O. Box 10
Timber Lake, SD 57656-0010
Telephone: 605-865-3546
Fax: 605-865-3787
Circulation Type: Weekly
www.timberlakesouthdakota.com

(Webster) Reporter & Farmer
516 Main Ave.
Webster, SD 57274-0030
Telephone: 605-345-3356
Fax: 605-345-3739
Circulation Type: Weekly
www.reporterandfarmer.com

Wilmot Sota Iya Ye Yapi
P.O. Box 5
Wilmot, SD 57279
Telephone: 605-938-4452
Fax: 605-938-4676

South Dakota Radio Stations

Aberdeen (KBFO-FM; KSDN-FM; KGIM-FM)
Hub City Radio
3304 South Highway 281
PO Box 1930
Aberdeen, SD 57401
Telephone: 605-229-3632

Watertown (KSDR-FM; KIXX-FM)
92.9 KSDR-FM and KIXX 96, The Best Mix
921 9th Avenue SE - PO Box 950
Watertown, SD 57201
Telephone: 605-886-8444

KLXS-FM (Jack-FM)
106 West Capitol Avenue
Pierre, SD 57501-2018
Telephone: 605-224-0095
Fax: 605-945-4270

KRCS-FM
New Rushmore Radio, Inc.
660 Flormann Street, Suite 100
PO Box 2480
Rapid City, SD 57709-2480
Telephone: 605-343-6161
Fax: 605-343-9012

KFXS-FM
New Rushmore Radio, Inc.
660 Flormann Street, Suite 100
PO Box 2480
Rapid City, SD 57709-2480
Telephone: 605-343-6161
Fax: 605-343-9012

KDDX-FM
Duhamel Broadcasting Enterprises
2827 East Colorado Boulevard
Spearfish, SD 57783-9759
Telephone: 605-642-5747
Fax: 605-642-7849
Or
Box 1760
Rapid City, SD 57709
Telephone: 605-342-2000
Fax: 605-721-5732

KILI-FM
PO Box 150
Porcupine SD 57772
Telephone: 605-867-5002
Fax: 605-867-5634

KKLS-FM
Hot 104.7
Results Radio - Cumulus
5100 S. Tennis Lane
Sioux Falls, SD 57108
Telephone: 605-361-0300

KINI-FM
St. Francis Mission
350 South Oak Street
P.O. Box 499
St. Francis, SD 57572-0499
Telephone: 605-747-2361
Fax: 605-747-5057

KLND-FM
11420 SD Hwy 63
McLaughlin, South Dakota, 57642
Telephone: 605-823-4661
Fax: 605-823-4660

KWYR-FM
346 Main Street
PO Box 491
Winner, SD 57580
Telephone: 605-842-3333
Fax: 605-842-3875

KKYA-FM
202 West 2nd Street
P.O. Box 628
Yankton, SD 57078-4317
Telephone: 605-665-7892
Fax: 605-665-7892

WNAX-FM
1609 East Hwy. 50
Yankton, SD 57078
Telephone: 605-665-7442
Fax: 605-665-8788

KVHT-FM
210 West 3rd Street
Yankton, SD 57078
Telephone: 605-665-2600

KZMX-AM/FM
Hot Springs, SD

Dakota Radio Group
KGFX, KMLO, KPLO (94 Country),
KOLY, 100.1 The Eagle, River 92.7, STAR 99
Pierre Office
214 W. Pleasant Dr.
or PO Box 1197
Pierre, SD 57501
Telephone: 800-658-5439 or 605-224-8686
Fax: 605-224-8984

Chamberlain Office
115 W. Lawler
or PO Box 317
Chamberlain, SD 57325
Telephone: 800-866-0094 or 605-734-4000
Fax: 605-734-6634

Mobridge Office
118 3rd St. East
or PO Box 400
Mobridge, SD 57601
Telephone: 800- 658-3451 or 605-845-3654
Fax: 605-845-5094

DIVISION OF HEALTH AND MEDICAL SERVICES

Community Health Services
Disease Prevention
Family Health
Health Promotion
State Epidemiologist

SOUTH DAKOTA DEPARTMENT OF HEALTH
FOR IMMEDIATE RELEASE: Monday, April 09, 2012
CONTACT: Dr. Gail Gray (605) 773-3737

Celebrate a Smoke-Free Mothers Day

PIERRE, S.D. – For many kids, Mother's Day means taking mom out to breakfast, giving her a gift or just saying thanks. On this special day, the South Dakota Department of Health would like to remind mothers of the free support available through the South Dakota QuitLine to help them be tobacco-free by Mother's Day 2009. Moms can enroll in the program by calling 1-866 SD-QUITS (1-866-737-8487).

"Lung cancer is the leading cancer killer among women, and smoking is attributable to 90 percent of those deaths," said Gail Gray, Director of Health and Medical Services. "Women in South Dakota need to know that support is available to help them quit smoking."

When women quit smoking, they improve their own health as well as the health of the people around them. Secondhand smoke contains 69 known or probable cancer-causing substances. Babies exposed to secondhand smoke face a higher risk of sudden infant death syndrome (SIDS) and a range of other serious health and developmental problems, and exposed older children have increased rates of lower respiratory infections, ear infections, and asthma.

In addition to the numerous health benefits for women and children, mothers who give up smoking improve the likelihood that their children will grow-up to be tobacco-free and lead much longer and much healthier lives. A recent British study also concluded that women who quit smoking during pregnancy may be more likely to have an "easygoing" child.

The Department of Health's Tobacco Control Program coordinates state efforts to reduce death and disease caused by tobacco use, South Dakota's leading cause of preventable death. The program works to prevent people from starting to use tobacco products, help current tobacco users quit, and reduce nonsmokers' exposure to secondhand smoke. The programs efforts include: providing technical assistance and support to individuals, businesses, healthcare providers, and educational institutions; offering funding and support to local entities; conducting statewide public education campaigns; operating the state's tobacco QuitLine; and conducting surveillance and program evaluation.

Reducing tobacco use and improving birth outcomes and improving the health of infants, children, and adolescents are a key objectives of the department's Health 2010 Initiative.

###

OFFICE OF THE SECRETARY

600 East Capitol Avenue
Pierre, South Dakota 57501-2536
605/773-3361 FAX: 605/773-5683
www.state.sd.us/doh

NEWS ADVISORY: Sept. 6, 2007
CONTACT: Barb Buhler, (605) 773-3361 or barb.buhler@state.sd.us

Sec. Hollingsworth Unveils QuitLine

PIERRE, S.D. – Doneen Hollingsworth, secretary of the Department of Health, will unveil the expansion of South Dakota's QuitLine during a media briefing Tuesday, Sept. 11 at 11 a.m. (CDT) in Sioux Falls. The press conference will be held in the Schulte Room of the Washington Pavilion at 301 S. Main Ave.

Joining the secretary will be Dr. Gail Gray, director of Health and Medical Services for the Department of Health.

###

Important Dates with Opportunities to Support Tobacco-Related Activities

Be sure and check with sponsoring organizations, South Dakota Tobacco Control Program, or other tobacco programs for exact dates from year to year. Dates are listed in parentheses after the event.

January

- National Birth Defects Prevention Month
- Tobacco-Free Awareness Month
- New Years Day (1st)

February

- American Heart Month
- National Cancer Prevention Month
- National Wear Red Day (1st Friday)
- National Burn Awareness Week (1st full week)
- Valentines Day (14th)
- Through With Chew Week (3rd full week)
- Great American Spit Out (Thursday of Through With Chew Week)
- Academy Awards

March

- Lesbian, Gay, Bisexual & Transgender Health Awareness Month
- Brain Awareness Week (2nd full week)
- National Poison Prevention Week (3rd full week)
- Kick Butts Day

April

- National Cancer Control Month
- World Health Day
- Earth Day (22nd)

May

- Clean Air Month
- Asthma Awareness Month
- World Asthma Day (1st Tuesday)
- Mother's Day (2nd Sunday)
- World No Tobacco Day (31st)

June

- National Cancer Survivors Day
- National Men's Health Week (week before Father's Day)
- Father's Day (3rd Sunday)

July

- Independence Day (4th)

August

- Friendship Day
- Equality Day (Women's Right to Vote)

September

- World Heart Day

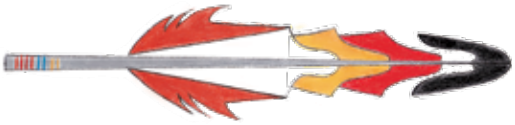
October

- Healthy Lung Month
- Youth Against Tobacco Month
- Native American Day (2nd Monday)
- National Red Ribbon Week
- Lung Health Day

November

- Lung Cancer Awareness Month
- Chronic Obstructive Lung Disease (COPD) Awareness Month
- Great American Smokeout (3rd Thursday)

Appendix A



ACHA Guidelines

Position Statement on Tobacco on College and University Campuses

The American College Health Association (ACHA) acknowledges and supports the findings of the Surgeon General that tobacco use in any form, active and/or passive, is a significant health hazard. ACHA further recognizes that environmental tobacco smoke has been classified as a Class-A carcinogen and that there is no safe level of exposure to environmental tobacco smoke (ETS), a recognized toxic air contaminant. In light of these health risks, ACHA has adopted a NO TOBACCO USE policy and encourages colleges and universities to be diligent in their efforts to achieve a 100% indoor and outdoor campus-wide tobacco-free environment. *This position statement reflects the viewpoint of ACHA and serves only as a guide*[*] to assist colleges and universities with evaluating progress toward becoming or maintaining tobacco-free living and learning environments that support the achievement of personal and academic goals.

ACHA joins with other professional health associations in promoting tobacco-free environments. According to the ACHA-National College Health Assessment (ACHA-NCHA) conducted in spring 2011, 85% of college students described themselves as non-smokers (never smoked or have not smoked cigarettes in the last 30 days); 92% reported being non-smokers for hookah/water pipes (never used or have not used in the last 30 days); and 96% described themselves as non-users of smokeless tobacco (never used or have not used in the last 30 days). ACHA supports the health goals of the U.S. Department of Health and Human Services' Healthy People 2020 initiative to reduce the proportion of adults who smoke to below 12% by the year 2020 and to positively influence America's college students to help them remain or become tobacco-free. Additionally, ACHA actively supports the Healthy Campus 2020 goals to reduce cigarette use (within the last 30 days) by college students to below 14% and smokeless tobacco use (within the last 30 days) to below 3% by the year 2020.

Efforts to promote tobacco-free environments have led to substantial reductions in the number of people who smoke, the amount of tobacco products consumed, and the number of people exposed to environmental tobacco hazards. ACHA acknowledges that achieving a tobacco-free environment requires strong leadership and support from all members of the college/university community. Because the improvements to health can be so significant, ACHA recommends the following positions be taken to address policy, prevention, and cessation as it pertains to tobacco issues:

1. Develop a strongly worded tobacco policy that reflects the best practices in tobacco prevention, cessation, and control. These include the following recommendations:
   a. Tobacco is defined as all tobacco-derived or containing products, including, but not limited to, cigarettes (clove, bidis, kreteks), electronic cigarettes, cigars and cigarillos, hookah-smoked products, and oral tobacco (spit and spitless, smokeless, chew, snuff).
   b. Tobacco use is prohibited on all college and university grounds, college/university owned or leased properties, and in campus-owned, leased, or rented vehicles.
   c. All tobacco industry promotions, advertising, marketing, and distribution are prohibited on campus properties.
   d. The sale of tobacco products and tobacco-related merchandise (including logo

[*] Compliance with the elements of this position statement is not and cannot be mandated by ACHA; nor is compliance a condition for institutional membership in ACHA.

containing items) is prohibited on all university property and at university-sponsored events, regardless of the operating vendor.

e. The distribution or sampling of tobacco and associated products is prohibited on all university owned or leased property and at university-sponsored events, regardless of the venue.

f. Tobacco industry and related company sponsorship of athletic events and athletes is prohibited.

g. The college/university does not permit tobacco companies on campus to conduct student recruitment or employment activities.

h. The college/university does not accept any direct or indirect funding from tobacco companies.

i. The campus provides and/or promotes cessation services/resources for all members of the college/university community.

2. Inform all members of the campus community by widely distributing the campus tobacco policy on an annual basis. The tobacco policy is clearly posted in employee and student handbooks, on the college/university website, and in other relevant publications. Key components of the policy are also shared with parents, alumni/ae, and visitors. The general policy should be included in prospective student materials in both printed and electronic formats.

3. Offer and promote prevention and education initiatives that actively support non-use and address the risks of all forms of tobacco use.

4. Offer and promote programs and services that include practical, evidence- and theory-informed approaches to end tobacco use, including screenings through health and counseling services, free/reduced-cost tobacco-cessation counseling, free/reduced-cost nicotine replacement therapy, and medication options on campus.

5. Advocate for requiring the inclusion of tobacco use cessation products, medications, and services in student health insurance plans.

6. Provide a comprehensive marketing and signage effort to ensure that all college/university visitors, vendors, guests, and others arriving on property owned or leased by the institution are aware of the tobacco-free policy.

7. Plan, maintain, and support effective and timely implementation, administration, and consistent enforcement of all college/university tobacco-related policies, rules, regulations, and practices. Provide a well-publicized reporting system for violations.

8. Collaborate with local, state, and national public health entities and tobacco prevention and control public, private, and national non-profit tobacco-related organizations in support of maintaining a healthy tobacco-free environment.

9. Develop and maintain a tobacco task force on campus to identify and address needs and concerns related to tobacco policy, compliance, enforcement, and cessation. Key individuals and departments to invite/include:

   a. Undergraduate and graduate students (particularly from student-elected/ representative organizations)

   b. Health and counseling center professionals

   c. Faculty (including faculty senate or other faculty governing bodies)

   d. Residence life/housing

   e. Judicial affairs

   f. Campus safety/police

   g. Human resources

   h. Neighborhood liaisons

   i. Facilities

   j. Other important stakeholders specific to your campus

American College Health Association
1362 Mellon Road, Suite 180
Hanover, MD 21076
(410) 859-1500
(410) 859-1510 fax
www.acha.org

11/11

Appendix B

Smoke-Free Community Assessment Tool (SFCAT)

Background:

This assessment is for communities that want to increase smoke-free environments in schools, college campuses, multi-unit housing facilities, outdoor venues and other localities. The purpose of this assessment is to determine the smoke-free policy status of any Michigan community, including municipalities (cities, villages, townships), schools, multi-unit housing facilities, outdoor environments, and support for smoke-free environments by local public officials. A college campus assessment is included if a local university/college campus is located in the community. Depending on what type of smoke-free policy a community is interested in, and who they want to target, a community can use this entire assessment as a comprehensive tool or use individual sections included in the assessment, if they are only interested in assessing one entity, such as surveying local outdoor venues about whether they have smoke-free policies. There is evidence that the implementation of smoke-free policies at schools and other public places can prevent youth from starting to smoke and motivate smokers to quit.

Communities should start with the Municipalities section to define the municipality (ies) they are assessing and for which they are collecting data. Communities are advised to complete the Treatment Services section in conjunction with other sections that users choose to work with or before – this section helps identify the tobacco use and dependence treatment services that exist before the implementation of local smoke-free policies, so that you can direct community entities (such as schools, colleges, outdoor venues) to resources that can help their students and employees with smoking cessation.

Local tobacco reduction coalitions across the State of Michigan are also involved in conducting these assessments. Community organizations and individuals will be encouraged to collaborate with a local tobacco reduction coalition or another type of community health coalition to complete this assessment. The Michigan Department of Community Health, Tobacco Section, at 517-335-8376, will serve as the contact point for a listing of local tobacco reduction coalitions and assistance.

College Campuses

College is a time period when many young adults to start smoking. Campus-based policies and programs that support smoke-free environments and tobacco-free lifestyles can help prevent college students from starting to smoke, and can encourage those who smoke to quit and remain smoke-free for their college years and their lifetime. In addition to smoke-free policies, the implementation of on-campus tobaccos use and dependence treatment services is needed to assist students and staff to quit and stay tobacco-free.

You can complete a college campus assessment for as many colleges in your community as you wish and you can return and edit information on any college campus as often as you wish. Please print or copy a new form for each college campus.

1. **Name of College/University _____**

2. **City _____**

3. Check any of the following tobacco-related policies that are currently being implemented on campus. For those you check, please provide information about who enforces them, how they are enforced, and how students and staff are informed.

Policy	Enforced by Whom	How Enforced	When were students and staff informed about the policy? (Check all that apply.)
❑ Smoke-free campus (smoking is not permitted anywhere on campus, including residence halls)			❑ At the time the policy was passed ❑ At freshman orientation ❑ At the beginning of each school year ❑ Other (DESCRIBE):_____ ❑ No routine notification about the policy
❑ Foot rule (for example., smoking is not permitted 25 ft. or more of building entrances)			❑ At the time the policy was passed ❑ At freshman orientation ❑ At the beginning of each school year ❑ Other (DESCRIBE):_____ ❑ No routine notification about the policy
❑ Smoke-free residence halls			❑ At the time the policy was passed ❑ At freshman orientation ❑ At the beginning of each school year ❑ Other (DESCRIBE):_____ ❑ No routine notification about the policy
❑ Sale of tobacco is not permitted anywhere on campus.			❑ At the time the policy was passed ❑ At freshman orientation ❑ At the beginning of each school year ❑ Other (DESCRIBE):_____ ❑ No routine notification about the policy
❑ Tobacco advertising is not allowed on-campus.			❑ At the time the policy was passed ❑ At freshman orientation ❑ At the beginning of each school year ❑ Other (DESCRIBE):_____ ❑ No routine notification about the policy
❑ Tobacco industry sponsorship of on-campus events, including sporting events, is not permitted.			❑ At the time the policy was passed ❑ At freshman orientation ❑ At the beginning of each school year ❑ Other (DESCRIBE):_____ ❑ No routine notification about the policy

❑ Check here if none of the above tobacco-related policies are currently being implemented.

4. Does the college/university have a policy in regards to not accepting tobacco industry funding, such as in the form of donations or payments, for student organization events or health promotion programming?

- ❍ Yes
- ❍ No

5. Indicate which of the following types of tobacco use & dependence treatment are offered on campus?

	Offered	Not Offered
On-campus treatment programs	❍	❍
One-on-one counseling	❍	❍
Internet support (online program)	❍	❍
On-campus support groups	❍	❍
Tobacco use & dependence treatment brochure	❍	❍
Off campus referrals	❍	❍
Treatment aids, such as nicotine gum, patches, nasal spray, inhaler, lozenge, and Zyban™	❍	❍
Other, DESCRIBE _____		

6. Are any tobacco prevention or tobacco use & dependence treatment marketing campaigns currently being implemented on campus?

❍ Yes	**Please describe:**	
❍ No		

7. Have any tobacco prevention or tobacco use & dependence treatment marketing campaigns been implemented on campus during the past year (in addition to those noted in Question 6)?

❍ Yes	**Please describe:**	
❍ No		

8. Notes: (Use this area for notes related to making this campus tobacco-free.)

Date Started:

Last Updated on:

Appendix C

RESOLUTION NO. XXX-XX-XX
(Tribe)

WHEREAS, the (tribe) of (state) is an unincorporated Tribe of Indians, having accepted the provisions of the Act of June 18, 1934 (48 Stat. 984); and

WHEREAS, the Tribe, in order to establish its tribal organization; to conserve its tribal property; to develop its common resources; and to promote the general welfare of its people, has ordained and established a Constitution and By-laws; and

WHEREAS, the (tribal council) is committed to improving the Health and Welfare of all tribal members, and to promote a healthy environment; and

WHEREAS, smoking has been identified by the U.S. Surgeon General as the nation's single most important preventable cause of disease and premature death; and

WHEREAS, statistics prove that smoking during pregnancy has a significant adverse effect upon the well-being of the fetus and the health of the newborn; and

WHEREAS, children of parents who smoke have an increased prevalence of respiratory symptoms, bronchitis and pneumonia; and

WHEREAS, the U.S. Surgeon General's 2006 Report confirms an increase in lung cancer, heart disease and hypertension due to smoking; and

WHEREAS, this amendment has repealed and omitted any and all references to "designated smoking areas" mentioned in previously approved resolutions, policies, ordinances, and

WHEREAS, the (tribe) Tribal Council at the recommendation of the (health) Committee does hereby adopt the following:

I. No person may smoke tobacco or carry any lighted tobacco product in the following places:

   A. Any hospital or medical or dental clinic,
   B. Any office of any (tribe) Tribal Program,
   C. Any nursing facility,
   D. Any public library, museum or indoor theater,
   E. Any elementary or secondary school building,
   F. Any public conveyance,
   G. Any jury room,
   H. Any elevator,

I. Any registered or unregistered day care program, day care center, day care cooperative or family day care home governed by the Child Welfare Act, during the time in which children who are not family members of the day care provider are receiving care.

II. This section allows for the smoking of tobacco products in buildings such as bingo halls or casinos only if, that area, designated for smoking, is clearly enclosed as to prohibit the exposure of environmental tobacco smoke to the population at large.

III. This section does not prohibit the use of tobacco for ceremonial purposes.

IV. Sign are required to be posted in all tribal buildings to advise persons of the "No Smoking" policy.

The following terms used in this resolution have the following meanings unless the context clearly indicates otherwise:

Ceremonial purposes means when in a formal setting an individual or individuals offer tobacco to carry the message of prayer.

And,

WHEREAS, there is a need to protect the health of employees and Tribal members; now

THEREFORE BE IT RESOLVED, that in view of the findings of adverse health effects and the decreased well being of individuals exposed to environmental tobacco smoke, the (tribe) Council supports the enforcement of the ban of smoking in all Tribal offices and buildings aforementioned.

BE IT FURTHER RESOLVED, that the smoke-free building policy shall go into the (tribe) Tribal Personnel Policies & Procedures Manual, and offenses sha11 read as follows:

For (tribe) Tribal Personnel:

Offense	1st	2nd	3rd	4 OR MORE
Smoking in any tribal building or smoking in any facility for personal rather than ceremonial purposes.	Verbal warning	written warning	1-10 day suspension Without pay	2 week suspension Without Pay

For the General Public:	Verbal directive to leave facility,	Removal from facility.

BE IT FURTHER RESOLVED, that the (Tribe) Tribal Council Sergeant-at-Arms, Security Guards and District Building Security and Tribal Police shall enforce this resolution.

CERTIFICATION

I, the undersigned, as Secretary of the (Tribe), certify that the Tribal Council is composed of (X) members, of whom (X), constituting a quorum were present at a meeting, duly and regularly called, noticed, convened and held this (day and year) Regular Session; and that the foregoing resolution was duly adopted at such meeting by an affirmative vote of (X) for, (X) against, (X) not voting and (X) absent.

_____ _____

Tribe/ Chairman Tribe/ Secretary

Appendix D

Sec. 1000. Title

This Article shall be known as the _____ [*Tribe*] Smokefree Air Act of _____ [*year*].

Sec. 1001. Findings and Intent

The _____ [*Tribe or Governing Body*] does hereby find that:

The 2006 U.S. Surgeon General's Report, *The Health Consequences of Involuntary Exposure to Tobacco Smoke*, has concluded that (1) secondhand smoke exposure causes disease and premature death in children and adults who do not smoke; (2) children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory problems, ear infections, and asthma attacks, and that. smoking by parents causes respiratory symptoms and slows lung growth in their children; (3) exposure of adults to secondhand smoke has immediate adverse effects on the cardiovascular system and causes coronary heart disease and lung cancer; (4) there is no risk-free level of exposure to secondhand smoke; (5) establishing smokefree workplaces is the only effective way to ensure that secondhand smoke exposure does not occur in the workplace, because ventilation and other air cleaning technologies cannot completely control for exposure of nonsmokers to secondhand smoke; and (6) evidence from peer-reviewed studies shows that smokefree policies and laws do not have an adverse economic impact on the hospitality industry. (U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General.* U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.)

Numerous studies have found that tobacco smoke is a major contributor to indoor air pollution, and that breathing secondhand smoke (also known as environmental tobacco smoke) is a cause of disease in healthy nonsmokers, including heart disease, stroke, respiratory disease, and lung cancer. The National Cancer Institute determined in 1999 that secondhand smoke is responsible for the early deaths of approximately 53,000 Americans annually. (National Cancer Institute (NCI), "Health effects of exposure to environmental tobacco smoke: the report of the California Environmental Protection Agency. Smoking and Tobacco Control Monograph 10," *Bethesda, MD: National Institutes of Health, National Cancer Institute (NCI)*, August 1999.)

The Public Health Service's National Toxicology Program (NTP) has listed secondhand smoke as a known carcinogen. (Environmental Health Information Service (EHIS), "Environmental tobacco smoke: first listed in the Ninth Report on Carcinogens," *U.S. Department of Health and Human Services (DHHS), Public Health Service, NTP*, 2000; reaffirmed by the NTP in subsequent reports on carcinogens, 2003, 2005.)

There is no safe level of exposure to secondhand smoke. (Environmental Protection Agency (EPA), "Respiratory health effects of passive smoking: lung cancer and other disorders, the report of the U.S. Environmental Protection Agency. Smoking and Tobacco Control Monograph 4," *Bethesda, MD: National Institutes of Health, National Cancer Institute (NCI); Environmental Protection Agency (EPA)*, August 1993; California Environmental Protection Agency, "Health Effects of Exposure to Environmental Tobacco Smoke," 1997; California Air Resources Board, "Proposed identification of environmental tobacco smoke as a toxic air contaminant," *Sacramento: California Environmental Protection Agency (Cal-EPA), Air Resources Board, Stationary Source Division, Air Quality Measures Branch, Office of Environmental Health Hazard Assessment (OEHHA)*, September 29, 2005.)

Secondhand smoke is particularly hazardous to elderly people, individuals with cardiovascular disease, and individuals with impaired respiratory function, including asthmatics and those with obstructive airway disease. (California Environmental Protection Agency (Cal EPA), "Health effects of exposure to environmental tobacco smoke", *Tobacco Control* 6(4): 346-353, Winter, 1997.) The Americans With Disabilities Act, which requires that disabled persons have access to public places and workplaces, deems impaired respiratory function to be a disability. (Daynard, R.A., "Environmental tobacco smoke and the Americans with Disabilities Act," *Nonsmokers' Voice* 15(1): 8-9.)

The U.S. Surgeon General has determined that the simple separation of smokers and nonsmokers within the same air space may reduce, but does not eliminate, the exposure of nonsmokers to secondhand smoke. (Department of Health and Human Services. *The Health Consequences of Involuntary Smoking: A Report of the Surgeon General*. Public Health Service, Centers for Disease Control, 1986.)

The U.S. Centers for Disease Control and Prevention has determined that the risk of acute myocardial infarction and coronary heart disease associated with exposure to tobacco smoke is non-linear at low doses, increasing rapidly with relatively small doses such as those received from secondhand smoke or actively smoking one or two cigarettes a day, and has warned that all patients at increased risk of coronary heart disease or with known coronary artery disease should avoid all indoor environments that permit smoking. (Pechacek, Terry F.; Babb, Stephen, "Commentary: How acute and reversible are the cardiovascular risks of secondhand smoke?" *British Medical Journal* 328: 980-983, April 24, 2004.)

Given the fact that there is no safe level of exposure to secondhand smoke, the American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE) bases its ventilation standards on totally smokefree environments. ASHRAE has determined that there is currently no air filtration or other ventilation technology that can completely eliminate all the carcinogenic components in secondhand smoke and the health risks caused by secondhand smoke exposure, and recommends that indoor environments be smokefree in their entirety. (Samet, J.; Bohanon, Jr., H.R.; Coultas, D.B.; Houston, T.P.; Persily, A.K.; Schoen, L.J.; Spengler, J.; Callaway, C.A., "ASHRAE position document on environmental tobacco smoke," *American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE)*, 2005.)

A significant amount of secondhand smoke exposure occurs in the workplace. Employees who work in smoke-filled businesses suffer a 25-50% higher risk of heart attack and higher rates of death from cardiovascular disease and cancer, as well as increased acute respiratory disease and measurable decrease in lung function. (Pitsavos, C.; Panagiotakos, D.B.; Chrysohoou, C.; Skoumas, J.; Tzioumis, K.; Stefanadis, C.; Toutouzas, P., "Association between exposure to environmental tobacco smoke and the development of acute coronary syndromes: the CARDIO2000 case-control study," *Tobacco Control* 11(3): 220-225, September 2002.)

The Society of Actuaries has determined that secondhand smoke costs the U.S. economy roughly $10 billion a year: $5 billion in estimated medical costs associated with secondhand smoke exposure, and $4.6 billion in lost productivity. (Behan, D.F.; Eriksen, M.P.; Lin, Y., "Economic Effects of Environmental Tobacco Smoke," *Society of Actuaries*, March 31, 2005.)

Numerous economic analyses examining restaurant and hotel receipts and controlling for economic variables have shown either no difference or a positive economic impact after enactment of laws requiring workplaces to be smokefree. Creation of smokefree workplaces is sound economic policy and provides the maximum level of employee health and safety. (Glantz, S.A. & Smith, L. The effect

of ordinances requiring smokefree restaurants on restaurant sales in the United States. *American Journal of Public Health*, 87:1687-1693, 1997; Colman, R.; Urbonas, C.M., "The economic impact of smoke-free workplaces: an assessment for Nova Scotia, prepared for Tobacco Control Unit, Nova Scotia Department of Health," *GPI Atlantic*, September 2001.)

Hundreds of communities in the U.S., plus numerous states, including California, Delaware, Florida, Massachusetts, Montana, New Jersey, New York, and Washington, have enacted laws requiring workplaces, restaurants, bars, and other public places to be smokefree, as have numerous countries, including Ireland, New Zealand, Norway, Scotland, Sweden, Uganda, and Uruguay.

There is no legal or constitutional "right to smoke." Business owners have no legal or constitutional right to expose their employees and customers to the toxic chemicals in secondhand smoke. On the contrary, employers have a common law duty to provide their workers with a workplace that is not unreasonably dangerous.

Smoking is a potential cause of fires; cigarette and cigar burns and ash stains on merchandise and fixtures causes economic damage to businesses. ("The high price of cigarette smoking," *Business & Health* 15(8), Supplement A: 6-9, August 1997.)

The smoking of tobacco is a form of air pollution, a positive danger to health, and a material public nuisance.

Accordingly, the _____ [*Tribe or Governing Body*] finds and declares that the purposes of this ordinance are (1) to protect the public health and welfare by prohibiting smoking in public places and places of employment; and (2) to guarantee the right of nonsmokers to breathe smokefree air, and to recognize that the need to breathe smokefree air shall have priority over the desire to smoke.

Sec. 1002. Definitions

The following words and phrases, whenever used in this Article, shall be construed as defined in this Section:

A. "Business" means a sole proprietorship, partnership, joint venture, corporation, or other business entity, either for-profit or not-for-profit, including retail establishments where goods or services are sold; professional corporations and other entities where legal, medical, dental, engineering, architectural, or other professional services are delivered; and private clubs.

B. "Employee" means a person who is employed by an employer in consideration for direct or indirect monetary wages or profit, and a person who volunteers his or her services for a non-profit entity.

C. "Employer" means a person, business, partnership, association, corporation, including a municipal corporation, trust, or non-profit entity that employs the services of one or more individual persons.

D. "Enclosed Area" means all space between a floor and ceiling that is enclosed on all sides by solid walls or windows (exclusive of doorways), which extend from the floor to the ceiling.

E. "Health Care Facility" means an office or institution providing care or treatment of diseases, whether physical, mental, or emotional, or other medical, physiological, or psychological conditions, including but not limited to, hospitals, rehabilitation hospitals or other clinics, including weight control clinics, nursing homes, homes for the aging or chronically ill, laboratories, and offices of surgeons, chiropractors, physical therapists, physicians, dentists, and all specialists within these professions. This definition shall include all waiting rooms, hallways, private rooms, semiprivate rooms, and wards within health care facilities.

F. "Place of Employment" means an area under the control of a public or private employer that employees normally frequent during the course of employment, including, but not limited to, work areas, private offices, employee lounges, restrooms, conference rooms, meeting rooms, classrooms, employee cafeterias, hallways, and vehicles. A private residence is not a "place of employment" unless it is used as a child care, adult day care, or health care facility.

G. "Private Club" means an organization, whether incorporated or not, which is the owner, lessee, or occupant of a building or portion thereof used exclusively for club purposes at all times, which is operated solely for a recreational, fraternal, social, patriotic, political, benevolent, or athletic purpose, but not for pecuniary gain, and which only sells alcoholic beverages incidental to its operation. The affairs and management of the organization are conducted by a board of directors, executive committee, or similar body chosen by the members at an annual meeting. The organization has established bylaws and/or a constitution to govern its activities. The organization has been granted an exemption from the payment of federal income tax as a club under 26 U.S.C. Section 501.

H. "Public Place" means an enclosed area to which the public is invited or in which the public is permitted, including but not limited to, banks, bars, educational facilities, gaming facilities, health care facilities, hotels and motels, Laundromats, public transportation facilities, reception areas, restaurants, retail food production and marketing establishments, retail service establishments, retail stores, shopping malls, sports arenas, theaters, and waiting rooms. A private club is a "public place" when being used for a function to which the general public is invited. A private residence is not a "public place" unless it is used as a child care, adult day care, or health care facility.

I. "Restaurant" means an eating establishment, including but not limited to, coffee shops, cafeterias, sandwich stands, and private and public school cafeterias, which gives or offers for sale food to the public, guests, or employees, as well as kitchens and catering facilities in which food is prepared on the premises for serving elsewhere. The term "restaurant" shall include a bar area within the restaurant.

J. "Service Line" means an indoor line in which one (1) or more persons are waiting for or receiving service of any kind, whether or not the service involves the exchange of money.

K. "Shopping Mall" means an enclosed public walkway or hall area that serves to connect retail or professional establishments.

L. "Smoking" means inhaling, exhaling, burning, or carrying any lighted cigar, cigarette, pipe, or other lighted tobacco product in any manner or in any form.

M. "Sports Arena" means sports pavilions, stadiums, gymnasiums, health spas, boxing arenas, swimming pools, roller and ice rinks, bowling alleys, and other similar places where members of the general public assemble to engage in physical exercise, participate in athletic competition, or witness sports or other events.

Sec. 1003. Application of Article to [Tribally Owned] Facilities

All enclosed facilities, including buildings and vehicles owned, leased, or operated by the _____ [Tribe or governing body] of _____, shall be subject to the provisions of this Article.

Sec. 1004. Prohibition of Smoking in Enclosed Public Places

Smoking shall be prohibited in all enclosed public places within the _____ [Tribe or Governing Body] of _____, including but not limited to, the following places:

A. Areas available to and customarily used by the general public in businesses and non-profit entities patronized by the public, including but not limited to, banks, Laundromats, professional offices, and retail service establishments.

B. Bars. Aquariums, galleries, libraries, and museums.

C. Bingo facilities.

D. Child care and adult day care facilities.

E. Convention facilities.

F. Educational facilities, both public and private.

G. Elevators.

H. Gaming facilities.

I. Health care facilities.

J. Hotels and motels.

K. Lobbies, hallways, and other common areas in apartment buildings, condominiums, trailer parks, retirement facilities, nursing homes, and other multiple-unit residential facilities.

L. Polling places.

M. Private clubs when being used for a function to which the general public is invited.

N. Public transportation facilities, including buses and taxicabs, under the authority of the _____ [Tribe] of _____, and ticket, boarding, and waiting areas of public transit depots.

O. Restaurants.

P. Restrooms, lobbies, reception areas, hallways, and other common-use areas.

Q. Retail stores.

R. Rooms, chambers, places of meeting or public assembly, including school buildings, under the control of an agency, board, commission, committee or council of the _____ [Tribe] or a political subdivision of the Tribe, to the extent the place is subject to the jurisdiction of the _____ [Tribe].

S. Service lines.

T. Shopping malls.

U. Sports arenas, including enclosed places in outdoor arenas.

V. Theaters and other facilities primarily used for exhibiting motion pictures, stage dramas, lectures, musical recitals, or other similar performances.

Sec. 1005. Prohibition of Smoking in Places of Employment

A. Smoking shall be prohibited in all enclosed facilities within places of employment without exception. This includes common work areas, auditoriums, classrooms, conference and meeting rooms, private offices, elevators, hallways, medical facilities, cafeterias, employee lounges, stairs, restrooms, vehicles, and all other enclosed facilities.

B. This prohibition on smoking shall be communicated to all existing employees by the effective date of this Article and to all prospective employees upon their application for employment.

Sec. 1006. Prohibition of Smoking in Seating Areas at Outdoor Events

Smoking shall be prohibited in the seating areas of all outdoor arenas, stadiums, and amphitheaters, as well as in bleachers and grandstands for use by spectators at sporting and other public events.

Sec. 1007. Reasonable Distance

Smoking is prohibited within a reasonable distance of _____ [*recommended 50-100*] feet outside entrances, operable windows, and ventilation systems of enclosed areas where smoking is prohibited, so as to insure that tobacco smoke does not enter those areas.

Sec. 1008. Where Smoking Not Regulated

Notwithstanding any other provision of this Article to the contrary, the following areas shall be exempt from the provisions of Sections 1004 and 1005:

A. Private residences, <u>except</u> when used as a childcare, adult day care, or health care facility.

B. Hotel and motel rooms that are rented to guests and are designated as smoking rooms; provided, however, that not more than twenty percent (20%) of rooms rented to guests in a hotel or motel may be so designated. All smoking rooms on the same floor must be contiguous and smoke from these rooms must not infiltrate into areas where smoking is prohibited under the provisions of this Article. The status of rooms as smoking or nonsmoking may not be changed, except to add additional nonsmoking rooms.

C. Private and semiprivate rooms in nursing homes and long-term care facilities that are occupied by one (1) or more persons, all of whom are smokers and have requested in writing to be placed in a room where smoking is permitted; provided that smoke from these places does not infiltrate into areas where smoking is prohibited under the provisions of this Article.

D. Private clubs that have no employees, except when being used for a function to which the general public is invited. This exemption shall not apply to any organization that is established for the purpose of avoiding compliance with this Article.

E. Outdoor areas of places of employment except those covered by the provisions of Sections 1006, 1007.

Sec. 1009. Declaration of Establishment as Nonsmoking

Notwithstanding any other provision of this Article, an owner, operator, manager, or other person in control of an establishment, facility, or outdoor area may declare that entire establishment, facility, or outdoor area as a nonsmoking place. Smoking shall be prohibited in any place in which a sign conforming to the requirements of Section 1010(A) is posted.

Sec. 1010. Posting of Signs

A. "No Smoking" signs or the international "No Smoking" symbol (consisting of a pictorial representation of a burning cigarette enclosed in a red circle with a red bar across it) shall be clearly and conspicuously posted in every public place and place of employment where smoking is prohibited by this Article, by the owner, operator, manager, or other person in control of that place.

B. Every public place and place of employment where smoking is prohibited by this Article shall have posted at every entrance a conspicuous sign clearly stating that smoking is prohibited.

C. All ashtrays shall be removed from any area where smoking is prohibited by this Article by the owner, operator, manager, or other person having control of the area.

Sec. 1011. Nonretaliation; Nonwaiver of Rights

A. No person or employer shall discharge, refuse to hire, or in any manner retaliate against an employee, applicant for employment, or customer because that employee, applicant, or customer

exercises any rights afforded by this Article or reports or attempts to prosecute a violation of this Article.

B. An employee who works in a setting where an employer allows smoking does not waive or otherwise surrender any legal rights the employee may have against the employer or any other party.

Sec. 1012. Enforcement

A. This Article shall be enforced by the _____ [Tribal Department of Health] or an authorized designee.

B. Notice of the provisions of this Article shall be given to all applicants for a business license in the _____ [Tribe] of _____.

C. Any citizen who desires to register a complaint under this Article may initiate enforcement with the _____ [Tribal Department of Health].

D. The Health Department, Fire Department, or their designees shall, while an establishment is undergoing otherwise mandated inspections, inspect for compliance with this Article.

E. An owner, manager, operator, or employee of an establishment regulated by this Article shall inform persons violating this Article of the appropriate provisions thereof.

F. Notwithstanding any other provision of this Article, an employee or private citizen may bring legal action to enforce this Article.

G. In addition to the remedies provided by the provisions of this Section, the _____ [Tribal Department of Health] or any person aggrieved by the failure of the owner, operator, manager, or other person in control of a public place or a place of employment to comply with the provisions of this Article may apply for injunctive relief to enforce those provisions in any court of competent jurisdiction.

Sec. 1013. Violations and Penalties

A. A person who smokes in an area where smoking is prohibited by the provisions of this Article shall be guilty of an infraction, punishable by a fine not exceeding fifty dollars ($50).

B. A person who owns, manages, operates, or otherwise controls a public place or place of employment and who fails to comply with the provisions of this Article shall be guilty of an infraction, punishable by:

1. A fine not exceeding one hundred dollars ($100) for a first violation.

C. In addition to the fines established by this Section, violation of this Article by a person who owns, manages, operates, or otherwise controls a public place or place of employment may result in the suspension or revocation of any permit or license issued to the person for the premises on which the violation occurred.

D. Violation of this Article is hereby declared to be a public nuisance, which may be abated by the _____ [Tribal Department of Health] by restraining order, preliminary and permanent injunction, or other means provided for by law, and the _____ [Tribe] may take action to recover the costs of the nuisance abatement.

E. Each day on which a violation of this Article occurs shall be considered a separate and distinct violation.

Sec. 1014. Public Education

The _____ [Tribal Department of Health] shall engage in a continuing program to explain and clarify the purposes and requirements of this Article to citizens affected by it, and to guide owners, operators, and managers in their compliance with it. The program may include publication of a brochure for affected businesses and individuals explaining the provisions of this ordinance.

Sec. 1015. Governmental Agency Cooperation

The _____ [Tribal Health Director] shall annually request other governmental and educational agencies having facilities within the _____ [Tribe] to establish local operating procedures in cooperation and compliance with this Article. This includes urging all Federal, State, _____ [Tribe], and School District agencies to update their existing smoking control regulations to be consistent with the current health findings regarding secondhand smoke.

Sec. 1016. Other Applicable Laws

This Article shall not be interpreted or construed to permit smoking where it is otherwise restricted by other applicable laws.

Sec. 1017. Liberal Construction

This Article shall be liberally construed so as to further its purposes.

Sec. 1018. Severability

If any provision, clause, sentence, or paragraph of this Article or the application thereof to any person or circumstances shall be held invalid, that invalidity shall not affect the other provisions of this Article which can be given effect without the invalid provision or application, and to this end the provisions of this Article are declared to be severable.

Sec. 1019. Effective Date

This Article shall be effective thirty (30) days from and after the date of its adoption.

Appendix E

South Dakota
DEPARTMENT OF TRIBAL RELATIONS

Cheyenne River Sioux Tribe

clicking map will open larger version

Government | Elections | Meetings | Education & Media | Leaders | Tribal Contact Information

Reservation: Cheyenne River Reservation; Dewey and Ziebach Counties
Division: Teton
Bands: Minnecoujou, Two Kettle (Oohenunpa), Sans Arc (Itazipco) and Blackfoot (Si Sapa)
Land Area: 1.4 million acres
Tribal Headquarters: Eagle Butte, SD
Time Zone: Mountain
Traditional Language: Lakota
Enrolled members living on reservation: 8,000
Major Employers: Cheyenne River Sioux Tribe
Cheyenne River Sioux Tribe's 2010 Statistical Profile (pdf)

Government
Charter: None; Constitution and Bylaws: Yes - IRA
Date Approved: December 17, 1935
Name of Governing Body: Cheyenne River Sioux Tribal Council
Number of Council members: (15) fifteen council members
Dates of Constitutional amendments: February 11, 1966, June 18, 1980, July 17, 1992
Number of Executive Officers: (4) Chairman, Vice-Chairman, Secretary, and Treasurer

Elections
Primary election is the second Tuesday of August and General is first Tuesday in November (coincides with National Elections)
The Tribal Chairman, Secretary, and Treasurer are elected at large for 4 year terms. The Vice- Chairman is elected from the Council membership for a 2-year term. Council members are elected from each district every two years.
Terms of office are staggered, every two years an election for Council members is held.
Number of Election districts or communities: 13

Meetings
Meetings held: The first Tuesday of each month
Quorum number: 2/3 of the members

Education and Media
Tribal College: Cheyenne River Community College, Eagle Butte, SD
Radio: KLNM 89.5 FM, McLaughlin, SD

Newspapers: Eagle Butte News, Eagle Butte, SD; West River Progress, Dupree, SD

Leaders: Past and Present
Big Foot, a Minnecoujou chief, remained true to the "old ways" throughout his life. He was regarded as a wise leader, who respected the individual rights of his people. Big Foot, who had settled on the Cheyenne River Reservation, was killed during the 1890 Wounded Knee massacre. He died under the white flag of truce.

Arvol Looking Horse is a 19th generation keeper of the Sacred Pipe of the Great Sioux Nation. In this position, he cares for the Sacred Pipe, presented by the White Buffalo Calf Woman many years ago. Looking Horse leads the annual "Sacred Pipestone Run," the purpose of which is to stop the sale of sacred pipestone. He holds an honorary doctoral degree from the University of South Dakota.

Chairman: Kevin Keckler
PO Box 590
Eagle Butte, SD 57625-0590
Phone (605) 964-4155
Fax (605) 964-4151

- View Cheyenne River Sioux Tribe Constitution (PDF)
- Visit the Cheyenne River Sioux Tribe Web site

Cheyenne River Sioux Tribe
P.O. Box 590
Eagle Butte, SD 57625
Phone (605) 964-4000
Fax (605) 964-1180

Crow Creek Sioux Tribe

clicking map will open larger version

Government | Elections | Meetings | Leaders | Tribal Contact Information

Reservation: Crow Creek Reservation; Buffalo, Hyde, and Hughes Counties
Division: Santee, Yankton
Bands: Mdewakanton (People of Spirit Lake), Ihanktonwan (People of the End)
Land Area: 125,591 acres
Tribal Headquarters: Ft. Thompson, SD
Time Zone: Central
Traditional Language: Dakota
Enrolled members living on reservation: 1,230
Major Industry: Agriculture
Crow Creek Sioux Tribe's 2010 Statistical Profile (pdf)

Government
Charter: None; Constitution and Bylaws: Yes
Date Approved: April 26, 1949
Name of Governing Body: Crow Creek Sioux Tribal Council
Number of members: six (6) council members
Dates of Constitutional amendments: February 25, 1963, June 23, 1980, February 4, 1986
Number of Executive Officers: (1) Chairman

Elections
Election of all six council members and the Chair are held every two years on the third Tuesday in April. Chairman is elected at large by all districts. Tribal Council elects from within a Vice-Chairman, Treasurer and Secretary.
If terms of office are staggered: No
Number of Election districts or communities: 3

Meetings
Regular meetings are held once a month.
Quorum number: 4 members

Leaders: Past and Present
Oscar Howe, a Yanktonai, pioneered a new era in Indian art. Howe was born on the Crow Creek Reservation in 1915. Throughout his life, he received many honors, including the title Artist Laureate of South Dakota. When he died in 1983, Howe left behind a legacy of cultural heritage and pride. More than 20 Oscar Howe originals are on display at the Oscar Howe Art Center in Mitchell.

Elizabeth Cook-Lynn taught native studies for 20 years before becoming a full-time writer. She is the author of two novels and a collections short stories. She edits the "Wicazo Sa (Red Pencil) Review," an international Native American studies journal. She's also a traditional dancer on the powwow circuit. Cook-Lynn grew up on the Crow Creek Reservation.

Chairman: Wilfred Keeble
PO Box 50
Ft. Thompson, SD 57339-0050
Phone (605) 245-2221
Fax (605) 245-2470

View Crow Creek Sioux Tribe Constitution (PDF)

Crow Creek Sioux Tribe
P.O. Box 50
Fort Thompson, SD 57339-0050
Phone (605) 245-2221
Fax (605) 245-5470

South Dakota
DEPARTMENT OF TRIBAL RELATIONS

Flandreau Santee Sioux Tribe

clicking map will open larger version

Government | Elections | Meetings | Education & Media | Leaders | Tribal Contact Information

Reservation: Flandreau Reservation; in Moody County
Division: Santee
Bands: Mdewakanton, Wahpekute
Land Area: 2,356 acres (without boundaries)
Tribal Headquarters: Flandreau, SD
Time Zone: Central
Traditional Language: Dakota
Enrolled members living on reservation: 726
Major Employers: Flandreau Indian School, Flandreau Santee Sioux Tribe, Royal River Casino
Flandreau Santee Sioux Tribe's 2010 Statistical Profile (pdf)

Government
Charter: Yes; Constitution and Bylaws: Yes - IRA
Date Approved: April 24, 1936
Name of Governing Body: Flandreau Santee Sioux Tribal Council
Executive Committee: (4) President, Vice-President, Secretary, Treasurer and 4 additional Trustees who are elected by the tribal members. Tribal Treasurer is appointed.
Dates of Constitutional amendments: October 16, 1967, November 14, 1984, May 23, 1990, May 13, 1997

Elections
Primary Election is at least forty-five days prior to the general election and General Election is held in conjunction with the August General Council meeting.
Number of Election districts or communities: 1
Executive Officers and Trustees serve four year terms.
Trustee terms of office are staggered.

Meetings
Quorum number: Executive Committee: 4 Executive members. General Council meetings must have fifty percent of qualified voters.
General Council meeting are the first Saturday of February, May, August, and November of each year. Executive Committee holds meetings at least once a month established by the President.

Education and Media
Newspaper: Moody County Enterprise, Flandreau, SD

Leaders: Past and Present
Chief Little Crow spent much of his life in Minnesota, where he was the head of a Santee band. Little Crow, a bold and passionate orator, established himself as a spokesman for his people. After becoming chief around 1834, he sought justice for his people, but also tried to maintain relations with the whites. In 1862, he led the fight now known as the Minnesota Santee Conflict. In fact, this war was launched only in the face of starvation and only after the federal government didn't present land payments as promised. Little Crow was killed the following year. He is buried near Flandreau.

President: Anthony Reider
PO Box 283
Flandreau, SD 57028-0283
Phone (605) 997-3512
Fax (605) 997-3878

View Flandreau Santee Sioux Tribe Constitution (PDF)
Visit the Flandreau Santee Sioux Tribe Web site

Flandreau Santee Sioux Tribe
603 West Broad
P.O. Box 283
Flandreau, SD 57028
Phone (605) 997-3512
Fax (605) 997-3878

Lower Brule Sioux Tribe

clicking map will open larger version

Government | Elections | Meetings | Education & Media | Leaders | Tribal Contact Information

Reservation: Lower Brule Reservation; Lyman and Stanley Counties
Division: Teton
Bands: Sicangu (Brule or Burnt Thigh)
Land Area: 132,601 acres
Tribal Headquarters: Lower Brule, SD
Time Zone: Central
Traditional Language: Lakota
Enrolled members living on reservation: 1,308
Major Employers: Lower Brule Sioux Tribe, Lower Brule Sioux Tribe Golden Buffalo Casino, Bureau of Indian Affairs, Indian Health Service. The Lower Brule Farm Corp. is the nation's number-one popcorn producer.
Lower Brule Sioux Tribe's 2010 Statistical Profile (pdf)

Government
Charter: Yes; Constitution and Bylaws: Yes - IRA
Date Approved: October 5, 1935
Name of Governing Body: Lower Brule Sioux Tribal Council
Number of council members: (3) three Councilmen
Dates of Constitutional amendments: June 17, 1974; September 2, 1986
Number of Executive Officers: (4) Chairman, Vice-Chairman, Treasurer, and Secretary

Elections
General Election is First Tuesday of September in even numbered years
Chairman, Vice-Chairman, and Treasurer are elected at large. The tribal council appoints a Secretary, a Sergeant at Arms, a Chaplain, and other officers as necessary. Offices are held for two years.
Number of Election districts or communities: One

Meetings
Meetings are held the first Wednesday of each month.
Quorum number: five members

Education and Media
Tribal College: Lower Brule Community College, Lower Brule SD

Leaders: Past and Present
Chief Iron Nation (1815-1894) led the Lower Brule Sioux Tribe through some of its most challenging years. He worked diligently, both as a warrior and statesman, to ensure the survival of his people. Iron Nation signed the treaty to establish the Great Sioux Reservation in 1868. He has been described as a just and noble leader.

Chairman: Michael Jandreau
PO Box 187
Lower Brule, SD 57548-0187
Phone (605) 473-5561
Fax (605) 473-5606

- View Lower Brule Sioux Tribe Constitution (PDF)
- Visit the Lower Brule Sioux Tribe's Web site

Lower Brule Sioux Tribe
P.O. Box 187
Lower Brule, SD 57548-0187
Phone (605) 473-5561
Fax (605) 473-5606

South Dakota
DEPARTMENT OF TRIBAL RELATIONS

Oglala Sioux Tribe

clicking on map will open a larger version

Government | Elections | Meetings | Education & Media | Leaders | Tribal Contact Information

Reservation: Pine Ridge Reservation; Shannon and Jackson County
Tribal Headquarters: Pine Ridge, SD
Time Zone: Mountain
Traditional Language: Lakota
Enrolled members living on reservation: 38,000
Oglala Sioux Tribe's 2010 Statistical Profile (pdf)

Government
Charter: None; Constitution and Bylaws: Yes - IRA
Date Approved: January 15, 1936
Name of Governing Body: Oglala Sioux Tribal Council
Number of Council members: (18) eighteen council members
Dates of Constitutional amendments: December 24, 1969; December 3, 1985; July 11, 1997
Number of Executive Officers: (4) President, Vice President, Secretary, and Treasurer

Elections
Primary election is held in October and the General in November.
President and Vice-President are elected at large by voters, term of office 2 years; Secretary and Treasurer are appointed by Tribal Council.
Council members serve a term of two years.
Number of Election districts or communities: 9
Proportion of representatives: one representative for each 1,000 members

Meetings
Quorum number: 2/3 members
There are four meetings in each year in January, April, July, and October.

Education and Media
Tribal College: Oglala Lakota College, Kyle, SD
Radio: KILI 90.1 FM, Porcupine, SD
Newspapers: Black Hills People's News, Pine Ridge Village, SD
View the Lakota Country Times

Leaders: Past and Present

Red Cloud, an Oglala chief, was a respected warrior and statesman. From 1866-1868, he successfully led the flight to close off the Bozeman Trail, which passed through prime buffalo hunting grounds. Once settled at Pine Ridge, Red Cloud worked to establish a Jesuit-run school for Indian children. He is buried on a hill overlooking the Red Cloud Indian School, which was named in his honor.

In 1964, Billy Mills won the 10,000-meter race at the Olympic Games in Tokyo. He was the first American ever to win that race, and he did it in record time. Billy Mills, an Oglala Lakota, was born on the Pine Ridge Indian Reservation.

President: John Yellow Bird Steele
PO Box 2070
Pine Ridge, SD 57770-2070
Phone (605) 867-5821
Fax (605) 867-1449

View Oglala Sioux Tribe Constitution (PDF)
View the Oglala Sioux Tribe's website

Oglala Sioux Tribe
PO Box 2070
Pine Ridge, SD 57770
Phone: (605) 867-5821
Fax: (605) 867-2609

Rosebud Sioux Tribe

clicking on map will open a larger version

Government | Elections | Meetings | Education & Media | Leaders | Tribal Contact Information

Reservation: Rosebud Reservation; Todd, Mellette and Tripp Counties
Division: Teton
Band: Sicangu (Brule or Burnt Thigh)
Land Area: 882,416 acres
Tribal Headquarters: Rosebud, SD
Time Zone: Central
Traditional Language: Lakota
Enrolled members living on reservation: 21,245
Major Employers: Rosebud Sioux Tribe, Bureau of Indian Affairs, Todd County School District
Rosebud Sioux Tribe's 2010 Statistical Profile (pdf)

Government
Charter: Yes; Constitution and Bylaws: Yes - IRA
Date Approved: November 23, 1935
Name of Governing Body: Rosebud Sioux Tribal Council
Number of Council members: (20) twenty Council members
Dates of Constitutional amendments: June 19, 1962, May 2, 1966, September 4, 1973, December 29, 1977, September 23, 1985, July 31, 1987, February 4, 1988
Number of Executive Officers: (5) President, Vice-President, Secretary, Treasurer, and Sergeant-At-Arms

Elections
Primary Election Fourth Thursday of August and General Election Fourth Thursday of October. President and Vice-President are elected at large for two year terms. Tribal Council is elected from their districts every two years and appoints the Secretary, Treasurer, and Sergeant- At-Arms.
Number of Election districts or communities: 13 districts
Proportion of representatives: one representative per seven hundred and fifty members

Meetings
Meetings are held once a month the second Wednesday and Thursday.
Quorum number: 11 members

Education and Media
Tribal College: Sinte Gleska University, Mission, SD
Radio Stations: KOYA 88.1 FM, KINI 96.1 FM
Newspapers: Lakota Country Times, Sicangu Sun Times, Todd County Tribune, Mission, SD

Leaders: Past and Present
Ben Reifel, a five-term U.S. Congressman, was born near Parmelee on the Rosebud Reservation in 1906. During his lifetime, he worked for the Bureau of Indian Affairs, served in the U.S. Army, and received a doctoral degree from Harvard University. Reifel ran for office in 1960 and served until his retirement in 1971. He died in 1990.

White Eagle was the first American Indian to sing lead roles in American musical theater and opera. He graduated from the prestigious Merola Opera Program at the San Francisco Opera and has performed with the Pennsylvania Opera Theater, Florentine Opera, Cleveland Opera, and others. White Eagle was a memeber of the Rosebud Sioux Tribe.

President: Rodney Bordeaux
PO Box 430
Rosebud, SD 57570-0430
Phone (605) 747-2381
Fax (605) 747-2243

View Rosebud Sioux Tribe Constitution (PDF)
Visit the Rosebud Sioux Tribe Web site

Rosebud Sioux Tribe
Box 430
Rosebud, SD 57570
Phone (605) 747-2381
Fax (605) 747-2243

Sisseton Wahpeton Oyate

clicking map will open a larger version

Government | Elections | Meetings | Education & Media | Leaders | Tribal Contact Information

Reservation: Former Lake Traverse; parts of Marshall, Day, Codington, Grant and Roberts Counties
Division: Santee
Bands: Sisseton (People of the Marsh), Wahpeton (People on Lake Traverse)
Land Area: 106,153 acres (without boundaries)
Tribal Headquarters: Agency Village, SD
Time Zone: Central
Traditional Language: Dakota
Enrolled members living within former reservation area: 9,894
Major Employers: Dakota Sioux Casino, tribal government, Bureau of Indian Affairs
Sisseton Wahpeton Oyate's 2010 Statistical Profile (pdf)

Government
Charter: None; Constitution and Bylaws: YesÂ
Date Approved: October 16, 1946
Name of Governing Body: Sisseton-Wahpeton Sioux Tribal Council
Number of council members: (7) seven council members
Dates of Constitutional amendments: November 21, 1978, June 9, 1980
Number of Executive Officers: (3) Tribal Chairman, Vice Chairman, and Tribal Secretary

Elections
Primary election is held in October and the General in November.
Members of Council shall serve terms of four years. Any Council and Executive Committee member shall serve no more than two (2) consecutive terms for a total of eight (8) years in the same office. Any Council member or Executive Committee member may again file for office after a two (2) year time period.
Number of Election districts or communities: 7

Meetings
The Council shall meet regularly on the first Tuesday, Wednesday and third Thursday of each month or upon call of the Chairman of the Council.
Quorum number: General Council members is ten percent of eligible members

Education and Media

Tribal College: Sisseton-Wahpeton Community College, Sisseton, SD
Weekly newspaper: Sota Iya Ye Yapi

Leaders: Past and Present
Paul War Cloud, a Sisseton-Wahpeton, was born in 1930 near Sica Hollow. A self-taught artist, War Cloud realistically depicted Dakota culture and tradition in his paintings. Many of his works are on display at the Tekakwitha Fine Arts Center in Sisseton. A War Cloud mural, "Unity Through the Great Spirit," hangs at the Cultural Heritage Center in Pierre. War Cloud died in 1973.

Chairman: Robert Shepherd
PO Box 509
Agency Village, SD 57262-0509
Phone (605) 698-3911
Fax (605) 698-3708

Visit Sisseton-Wahpeton Oyate's Web site
View Sisseton-Wahpeton Oyate Constitution (PDF)

Sisseton-Wahpeton Oyate
P.O. Box 509
Agency Village, SD 57262-0509
Phone (605) 698-3911
Fax (605) 698-3708

South Dakota
DEPARTMENT OF TRIBAL RELATIONS

Standing Rock Sioux Tribe

clicking on map will open a larger version

Government | Elections | Meetings | Education & Media | Leaders | Tribal Contact Information

Reservation: Standing Rock Reservation, Corson County SD
Division: Yanktonais, Teton
Bands: Hunkpapa, Blackfeet, Tanktonais and Cutheads
Land Area: 562,366 acres in South Dakota
Tribal Headquarters: Ft. Yates, ND
Time Zone: Mountain (South Dakota side), Central (North Dakota side)
Traditional Language: Dakota and Lakota
Enrolled members living on reservation: 10,133
Major Employers: Standing Rock Sioux Tribe, which administers 40-50 programs, Sitting Bull College, Prairie Knights Casino, Grand River Casino and school districts
Standing Rock Sioux Tribe 2010 Statistical Profile (pdf)

Government
Charter: None; Constitution and Bylaws: Yes - IRA
Date Approved: April 24, 1959
Name of Governing Body: Standing Rock Sioux Tribal Council
Number of members: fourteen (14) Councilmen, Eight are elected from election districts, six are residents of the reservation without regard to residence in any district or state.
Dates of Constitutional amendments: May 11, 1984; October 15, 1984
Number of Executive Officers: (3) Chairman, Vice-Chairman, and Secretary

Elections
Primary election is held no more than ninety (90) and no less than thirty (30) days before the general election, General elections are held every odd numbered year. All officers are elected for terms of four (4) years. Terms of office are staggered.
Number of Election districts or communities: 8

Meetings
Quorum number: eleven
Meetings are held each month at the Tribal Headquarters

Education and Media
Tribal College: Sitting Bull College, Ft. Yates, ND
Radio: KLND 89.5 FM, Little Eagle, SD
Newspapers: Teton Times, McLaughlin, SD
Corson/Sioux Co. News-Messenger, McLaughlin, SD

Leaders: Past and Present
Sitting Bull, a Hunkpapa, was an influence and respected man. Not only did he serve as a spiritual leader, he also was the last known leader of the "Cante Tinza," an elite warrior society. Sitting Bull helped to defeat Custer at the Battle of Little Big Horn. And he traveled with Buffalo Bill Cody's "Wild West Show" for a time. Sitting Bull was killed by Indian police on Dec. 15, 1890.

Patricia Locke (Ta Wacin Waste Win), a Hunkpapa Lakota and Chippewa, lives on the Standing Rock Reservation. A MacArthur Fellow, 1191-1196, she has assisted 17 tribes in establishing community colleges on their reservations. Locke has taught at major American universities including the University of California at Los Angeles. She is the author of 29 articles and publications.

Chairman: Charles Murphy
PO Box D
Ft. Yates, ND 58538-0522
Phone (701) 854-8500
Fax (701) 854-8595

View Standing Rock Sioux Tribe Constitution (PDF)
Visit the Standing Rock Sioux Tribe Web site

Standing Rock Sioux Tribe
P.O. Box D
Fort Yates, ND 58538-0522
Phone (701) 854-8500
Fax (701) 854-7299

South Dakota
DEPARTMENT OF TRIBAL RELATIONS

Yankton Sioux Tribe

clicking on map will open a larger version

Government | Elections | Meetings | Leaders | Tribal Contact Information

Reservation: Yankton Reservation; part of Charles Mix County
Division: Yankton
Bands: Ihanktonwan
Land Area: Approximately 40,000 acres (without boundaries)
Tribal Headquarters: Marty, SD
Time Zone: Central
Traditional Language: Dakota
Enrolled members living within area: 3,500
Major Employers: Fort Randall Casino, Indian Health Service, tribal office, Bureau of Indian Affairs, Marty Indian School
Yankton Sioux Tribe's 2010 Statistical Profile (pdf)

Government
Charter: None; Constitution and Bylaws: Yes - non-IRA
Date Approved: April 24, 1963
Name of Governing Body: Yankton Sioux Tribal Business and Claims Committee
Number of committee members: (5) five committee members
Dates of Constitutional amendments: March 20, 1975
Number of Executive Officers: (4) Chairman, Vice-Chairman, Secretary, Treasurer

Elections
Primary election is in July and the General is every two years on the first Thursday in September. Executive officers are elected at large and serve two year terms in office.
Number of Election districts or communities: 5

Meetings:
Regular business meeting are held once a week usually on Tuesday. An annual General Council Meeting is set for the third Tuesday in August each year.
Quorum number: 5 members

Leaders: Past and Present
Legend has it that when he was born in 1804, Struck By The Ree, a Yankton chief, was wrapped in an American flag by Meriwether Lewis. Lewis and Clark were in the area exploring Louisiana Purchase lands. As a leader, Struck By The Ree managed to befriend the whites, yet remain dedicated and loyal to his people. He died in 1888 at Greenwood.

Chairperson: Thurman Cournoyer Sr.
PO Box 1153
Marty, SD 57380
Phone (605) 384-3641
Fax (605) 384-5687

View Yankton Sioux Tribe Constitution (pdf)

Yankton Sioux Tribe
P.O. Box 1153
Wagner, SD 57380
Phone (605) 384-3641
Fax (605) 384-5687

Appendix F

Student Opinion Survey

We would like to get your opinions on an important issue facing our campus. This survey will only take a couple of minutes and is anonymous. Would you help us out by answering these questions?

Student Opinion Survey

Please circle the best answer.

	Probably Not	Maybe	Quite Likely	Definitely	Neutral/ Don't Know
1. Do you believe that more needs to be done on our campus to reduce tobacco use?	0	1	2	3	4
2. Do you believe that secondhand smoke is harmful to nonsmokers?	0	1	2	3	4
3. Would you support a campus-wide, tobacco-free policy that would apply to students, faculty, staff and visitors?	0	1	2	3	4
4. Do you think that faculty would support creating a campus-wide, tobacco-free policy?	0	1	2	3	4
5. Do you think that staff would support creating a campus-wide, tobacco-free policy?	0	1	2	3	4
6. Do you think that students would support creating a campus-wide tobacco-free policy?	0	1	2	3	4

Do you have a health condition that makes it difficult for you to be around cigarette smoke? ___Yes ___No

If yes, please explain _____

If you are currently a smoker, would you like help quiting? __Yes __No __Don't smoke

Any comments you would like to add?

THANKS FOR SHARING YOUR OPINIONS WITH US!

Faculty/Staff Opinion Survey

We would like to get your opinions on an important issue facing our campus. This survey will only take a couple of minutes and is anonymous. Would you help us out by answering these questions?

Faculty/Staff Opinion Survey

Please circle the best answer.

	Probably Not	Maybe	Quite Likely	Definitely	Neutral/ Don't Know
1. Do you believe that more needs to be done on our campus to reduce tobacco use?	0	1	2	3	4
2. Do you believe that secondhand smoke is harmful to nonsmokers?	0	1	2	3	4
3. Would you support a campus-wide, tobacco-free policy that would apply to students, faculty, staff and visitors?	0	1	2	3	4
4. Do you think that other faculty would support creating a campus-wide, tobacco-free policy?	0	1	2	3	4
5. Do you think that other staff would support creating a campus-wide, tobacco-free policy?	0	1	2	3	4
6. Do you think that students would support creating a campus-wide, tobacco-free policy?	0	1	2	3	4

Do you have a health condition that makes it difficult for you to be around cigarette smoke? ___Yes ___No

If yes, please explain _____

If you are currently a smoker, would you like help quiting? __Yes __No __Don't smoke

Any comments you would like to add?

THANKS FOR SHARING YOUR OPINIONS WITH US!

Appendix G

SAMPLE PETITION

We, the undersigned students, faculty and staff of [name of institution] care about our health and the health of those around us.

We are aware of the dangers commercial tobacco poses to each and every one of us whether we are smokers or nonsmokers. We therefore want to make sure that while we are in this learning environment that exposure to tobacco smoke will not have to be one of our concerns.

We are well aware of an individual's right to autonomy and in no way do we want to compromise this right. However, just as any other public health issue, once an individual's action begins to endanger the lives of others it is no longer a matter of individual right or convenience.

We view this educational institution as a place where knowledge is shared, discussed, and integrated into our daily lives—yet the way this campus acts on commercial tobacco issues is at odds with the current scientific knowledge about tobacco.

Therefore, we would like the following components to be included in a tobacco policy for our campus:

1. **Prohibit smoking on all college property, including residence halls.**
2. **Prohibit the free distribution of tobacco products on campus, including affiliated fraternities and sororities.**
3. **Prohibit the sale of tobacco products on campus.**
4. **Prohibit tobacco advertisements in college-run publications.**
5. **Promote tobacco treatment services and products through university health services.**

We are signing this petition in policy comprised of all of these components. This issue is important to us and we urge you to show your order to show our support for the enactment and implementation of a tobacco concern for the health of all students, staff, and faculty by passing and enforcing these policies.

Printed Name	Signature	Address

Printed Name	Signature	Address

Appendix H

SANFORD™
HEALTH

June 16, 2011

United Tribes Technical College
3315 University Dr.
Bismarck, ND 58504

Dear Administrative Council:
As health care provider, I recognize that secondhand smoke is classified as a Group A Carcinogen - a substance known to cause cancer in humans by the United States Environmental Protection Agency. I also acknowledge that secondhand smoke is the third leading preventable cause of death, killing over 50,000 non-smoking Americans each year. The Center for Disease Control's advises that heart patients, or those at risk, avoid indoor smoke-filled environments. In addition, secondhand smoke is a risk factor for other conditions such as cancer, stroke, diabetes, respiratory diseases and causes complications for pre-existing medical conditions.

The statistics, in and of themselves, present health care providers with an overwhelming epidemic that needs to be addressed through proven and effective strategies like smoke and commercial tobacco-free policies. The Aberdeen Area Tribes current smoking rate is 60.8% and has the 3rd highest cancer death rates among the Indian Health Service Areas. As a local health care provider in the American Indian community, I advocate for an atmosphere conducive to physical, mental and spiritual well-being. The most effective way to protect people from secondhand smoke and to promote quitting is through strong policies eliminating smoking from campuses, building and housing areas.

Furthermore, I support public policies at the local, tribal, state and federal levels that protect all people from environmental commercial tobacco smoke. Additionally, I full heartedly support college policies that broaden the scope and raise the standards to protect all persons from the harmful effects of commercial tobacco smoke. I believe that safe and healthy colleges are essential learning environments where students, faculty and staff have the right to breathe clean air.

I encourage United Tribes Technical College to enact 100% commercial smoke-free policy for a healthier tomorrow. If have any question please feel free to contact me at Donald.warne@sanfordhealth.org.

Respectfully,

Dr. Donald Warne
Director of the Office of Native American Health

Our Mission:

Dedicated to the work of health and healing