



20 Years of Progress: Two Tobacco Ways in Indian Country

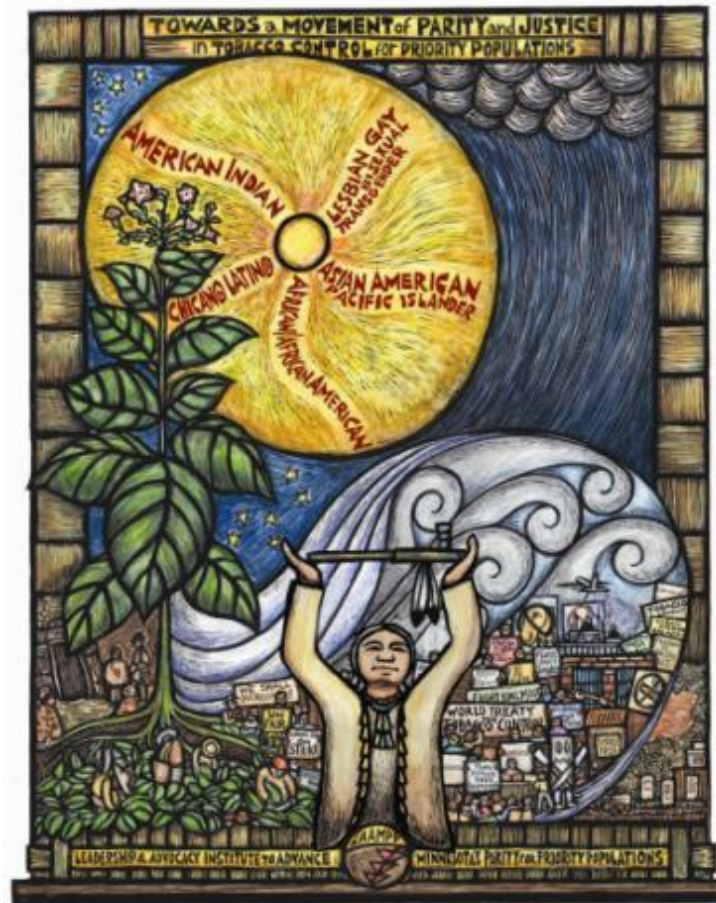
CoCo Villaluz

Associate Director of Health Equity Programs

Community Development Initiatives

A decorative white curved line that starts on the left side of the slide and curves upwards and to the right, ending under the right side of the title.

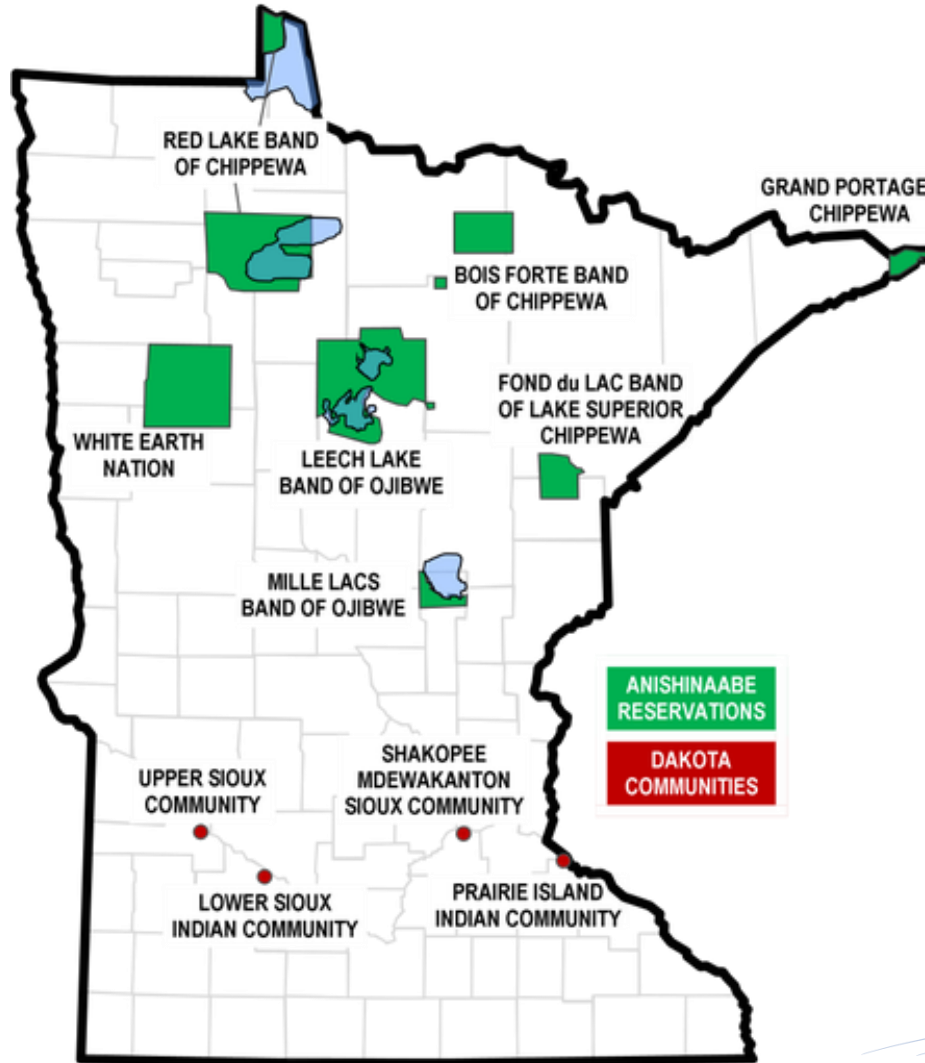
Leadership And Advocacy Institute To Advance Minnesota's Parity For Priority Populations (LAAMPP)



LAAMPP Fellows & Policy Champions

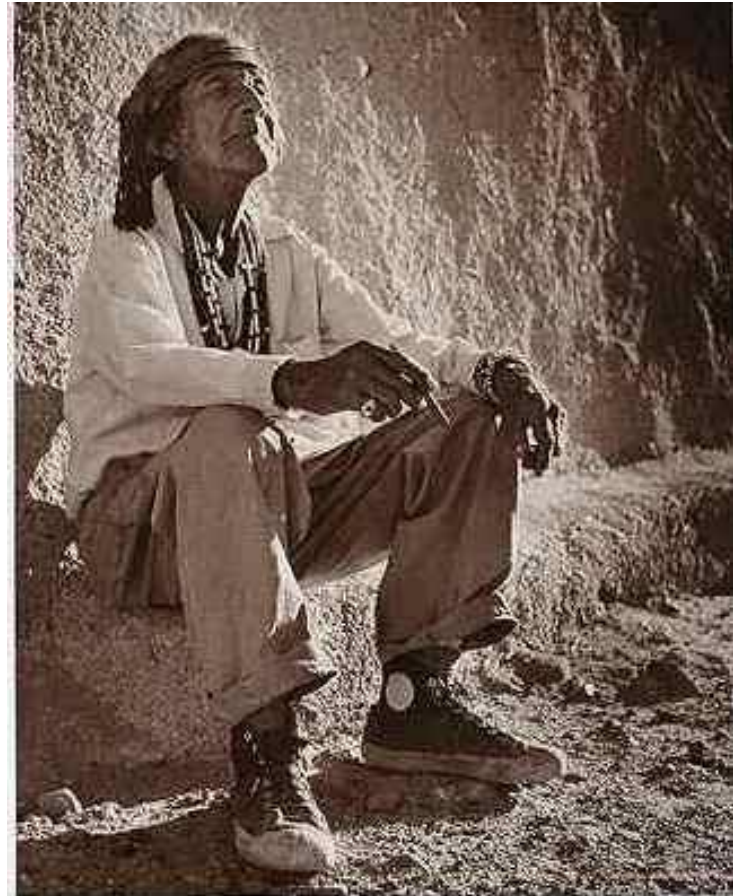


Sovereignty



Commercial Tobacco Use

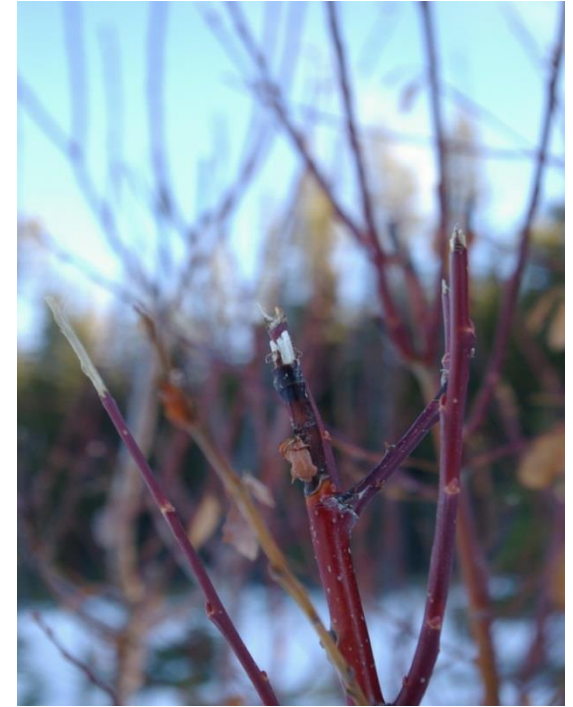
- 59% of AI adults smoke compared to state rate of 14%
- 71% of AI are exposed to Secondhand smoke at community locations compared to 30% statewide



Two Tobacco Ways

Two light blue curved lines, one above the other, sweeping from the left side of the slide towards the right.

Traditional Tobacco



Commercial Tobacco

Indian chief
had heap
big cold



(‘cause he didn’t keep his wig wa’m)



So he puffed
a pack of
KOOLS
(His throat felt peaceful)

He liked ‘em
without
reservation
then



(So he said)



“Why don’t I
tote’m
all the time?”

Switch from
“Hots” to
KOOLS
for good!



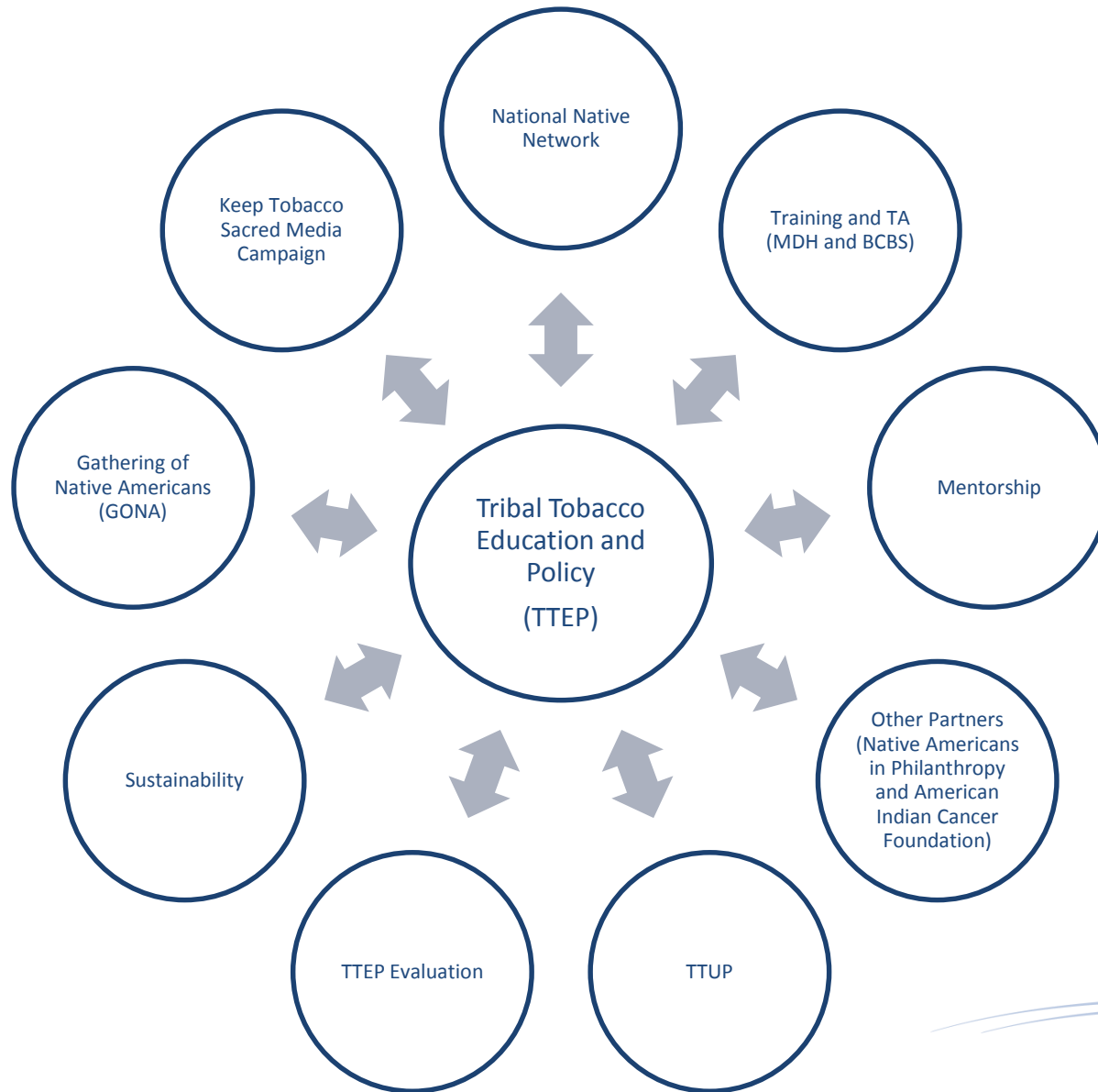
—and raw tobaccos
have no place in cigarettes

They are *not* present in Luckies
...the *mildest* cigarette
you ever smoked

WE buy the finest, the very
finest tobaccos in all the
world—but that does not explain
why folks everywhere regard Lucky
Strike as the *mildest* cigarette. The
fact is, we never overlook the
truth that “Nature in the Raw is
Seldom Mild”—so these fine tobac-
cos, after proper aging and mel-
lowing, are then given the benefit
of that Lucky Strike purifying pro-
cess, described by the words—“It’s
toasted.” That’s why folks in every
city, town and hamlet say that
Luckies are such mild cigarettes.
“It’s toasted”
That package of mild Luckies

“If a man write a better book, preach a better sermon, or make a better man than his neighbor, the he
build his house in the woods, the world will make a better path to his door.” —RALPH WALDO EMERSON.
Does not this explain the world-wide acceptance and approval of Lucky Strike?
THE LORAIN PEARL, INC., CHICAGO

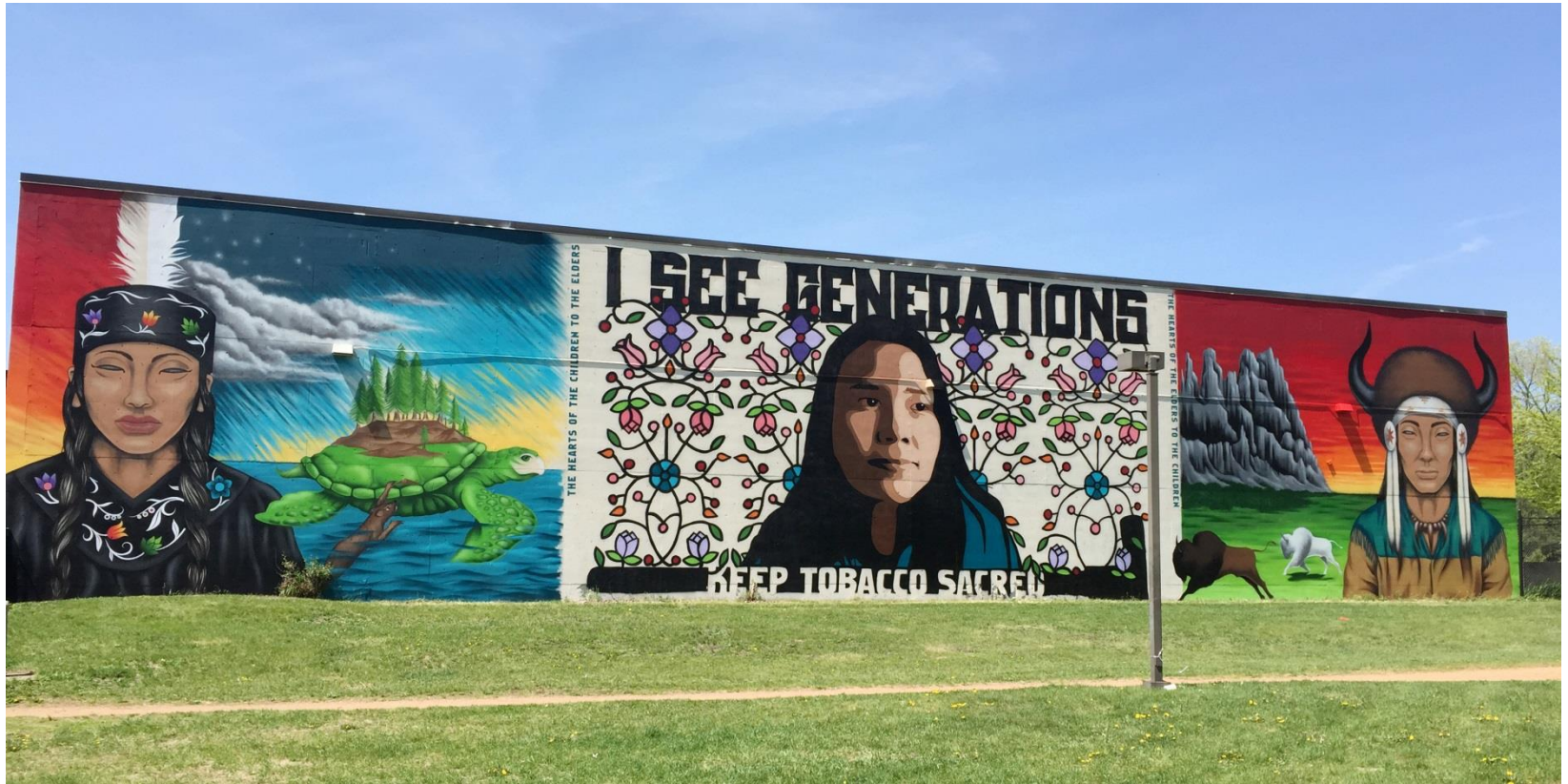
Tribal Tobacco Education and Policy



Keep Tobacco Sacred Campaigns



I See Generations



Best Public Art in The City Pages

CITY PAGES

News

Music

Food & Drink

Arts & Leisure

Calendar

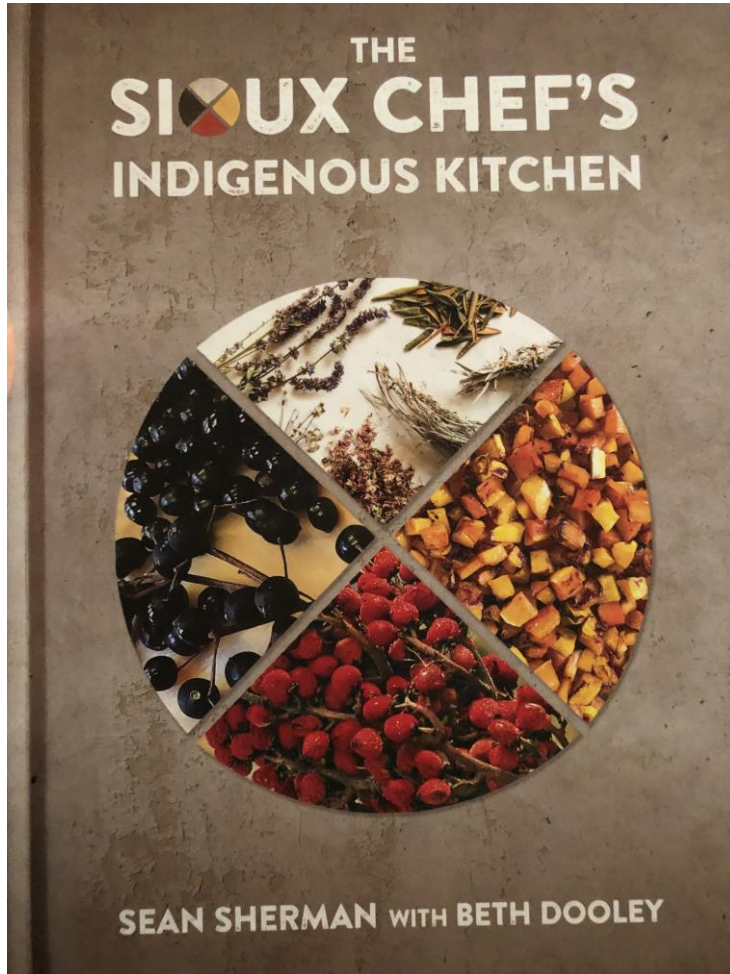
Best Public Art

American Indian Center



Spanning the entire east wall of the American Indian Center in the Phillips neighborhood is a vibrant 3,300-square-foot triptych. To the left and right are Votan Henriquez's serene depictions of male and female Native ancestors. Gregg Deal is responsible for the center panel, a portrait of a young woman with a hopeful look. Underneath her is an edict: "Keep Tobacco Sacred," a nod to collaborating nonprofit ClearWay Minnesota, which advocates against cigarette addiction. In between each piece is a message offering continuity across history: "The hearts of the children to the elders," and, "The hearts of the elders to the children." Native American kids were consulted on what they wanted to see the murals communicate to their neighborhood. Some also

The Sioux Chef Award Winning Cookbook



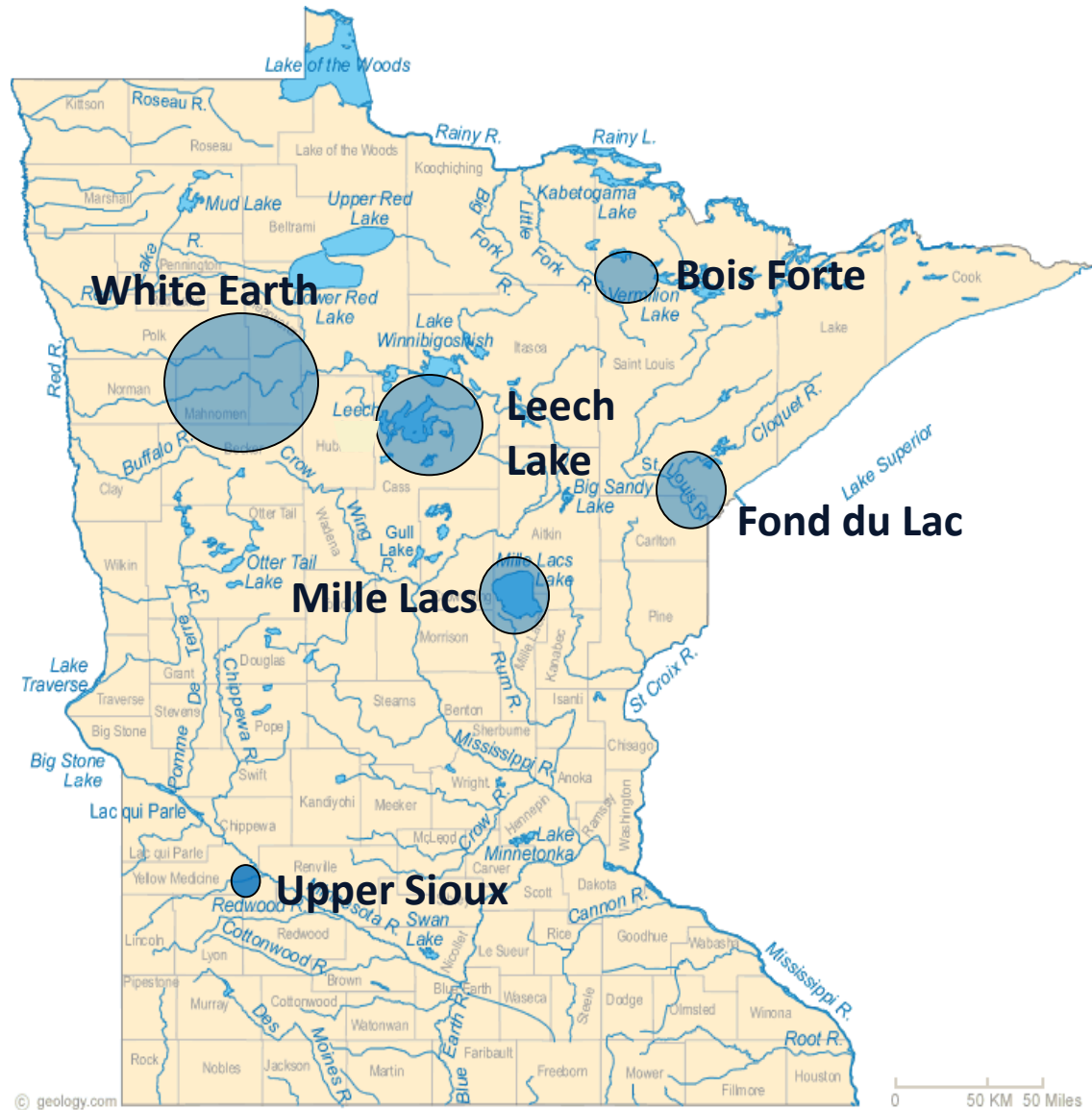
KQED: Sampson Brothers Video



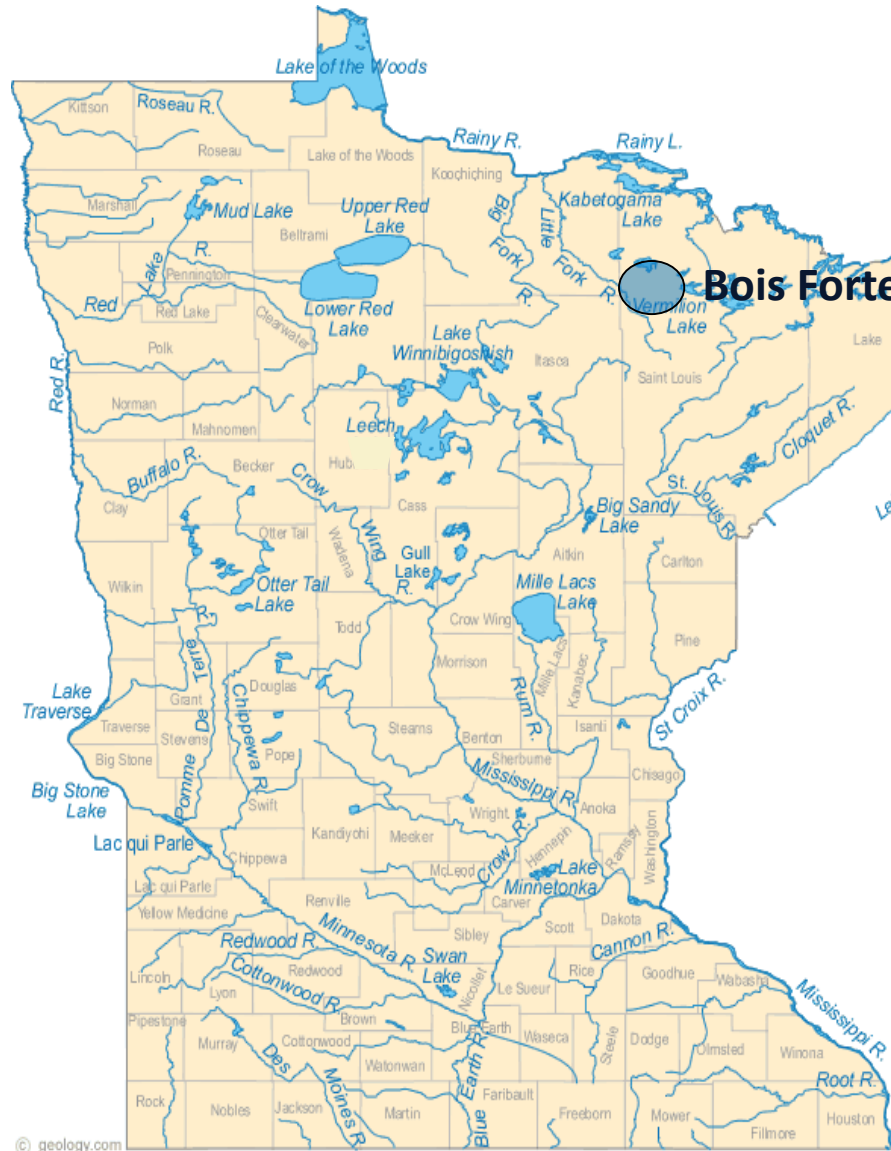
Reclaiming Sacred Tobacco



Tribal Tobacco Education & Policy (TTEP)



Tribal Tobacco Education & Policy (TTEP)



FIRSTS!

- Smoke free foster care areas
- Smoke free powwow areas
- Plus*
- Smoke free -tribal buildings w/ 50' buffer
- Smoke free casino dining and public areas



RESOLUTION NO. 19-2014

WHEREAS, the Bois Forte Band of the Minnesota Chippewa Tribe is a federally-recognized Indian tribe organized under the Indian Reorganization Act of 1934; and

WHEREAS, the lawful governing body of the Band is the Bois Forte Reservation Tribal Council and it is authorized to adopt ordinances governing the conduct of persons within the territory of the Band; and

WHEREAS, the Foster Care Standards for the Bois Forte Reservation provide licensure standards for family foster homes who are caring for children; and

WHEREAS, the Tobacco Education & Policy Development Program of the Bois Forte Health Services Division has recommended that a child or children placed in Family Foster Home may not be exposed to any type of second-hand smoke in family's home or vehicle; and

WHEREAS, the Bois Forte Tribal Code defines smoking as an "act of lighting, smoking or carrying a lighted or smoldering cigar, cigarette or pipe of any kind"; and

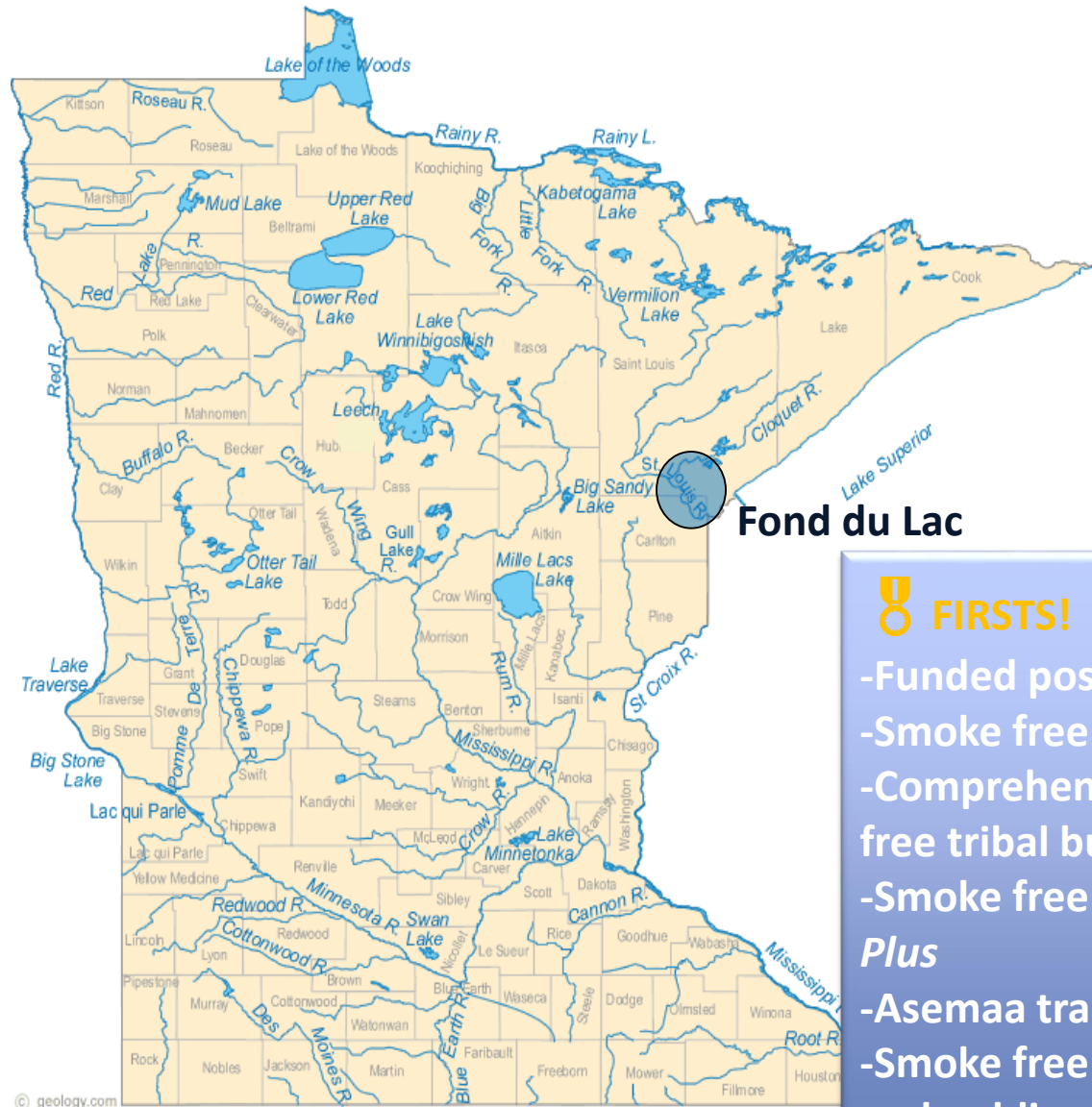
WHEREAS, the Bois Forte Reservation Tribal Council finds that establishing a smoke-free environment is an effective method of protecting the health of the children in the community from exposure to second-hand smoke; and

NOW THEREFORE BE IT RESOLVED, that the Bois Forte Reservation Tribal Council hereby amends the Foster Care Standards for Bois Forte Reservation by adding, on page 17, to Paragraph F. **Physical Environment:**

7. The Family Foster home shall be smoke-free at all times. Satisfactory Compliance: A foster care parent(s) must provide an environment for foster care children free from exposure to secondhand smoke in the family home and vehicle(s); and

BE IT FURTHER RESOLVED that nothing in this Resolution or in the Bois Forte Code, as amended, shall prevent the use of tobacco, tobacco products or tobacco-related devices by a person as part of or for recognized religious, spiritual, or cultural reasons.

Tribal Tobacco Education & Policy (TTEP)



 **FIRSTS!**

- Funded position!
- Smoke free gaming floor
- Comprehensive smoke free tribal buildings
- Smoke free powwows

Plus

- Asemaa trained citizens
- Smoke free casino dining and public areas



1ST FLOOR

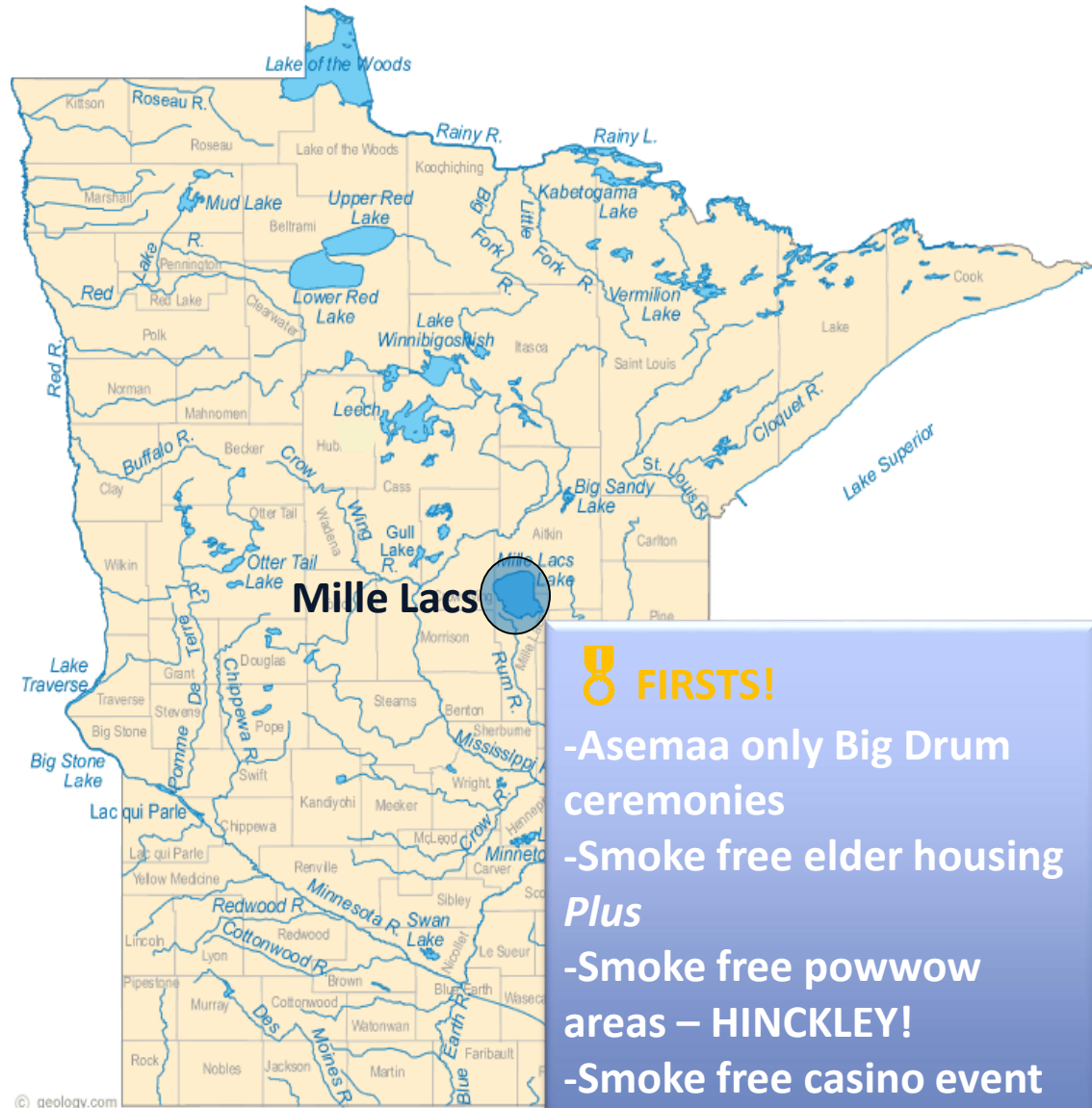


OPEN 24 HOURS

Must be 18 to enter



Tribal Tobacco Education & Policy (TTEP)



© geology.com

FIRSTS!

- Asemaa only Big Drum ceremonies
- Smoke free elder housing
- Plus*
- Smoke free powwow areas – HINCKLEY!
- Smoke free casino event center and dining

World Jingle Dress Championship

1st Place	\$2000
2nd Place	\$1,800
3rd Place	\$1,600
4th Place	\$1,400
5th Place	\$1,200
6th Place	\$1,000
7th Place	\$800
8th Place	\$600
9th Place	\$400
10th Place	\$200

Drum Contest

	Away	Home
1st Place	\$8,000	\$8,000
2nd Place	\$6,000	\$6,000
3rd Place	\$4,000	\$4,000
4th Place	\$2,000	\$2,000

Tiny Tots: 0 - 5

\$5 for all

*Mille Lacs Band of Ojibwe,
Grand Casino Hinckley and the
Grand Celebration
Powwow Committee*

wish you a Safe and Enjoyable

Recreation weekend!

Weweni Inaabaji'aw Asemaa!

Use tobacco
in a good way!

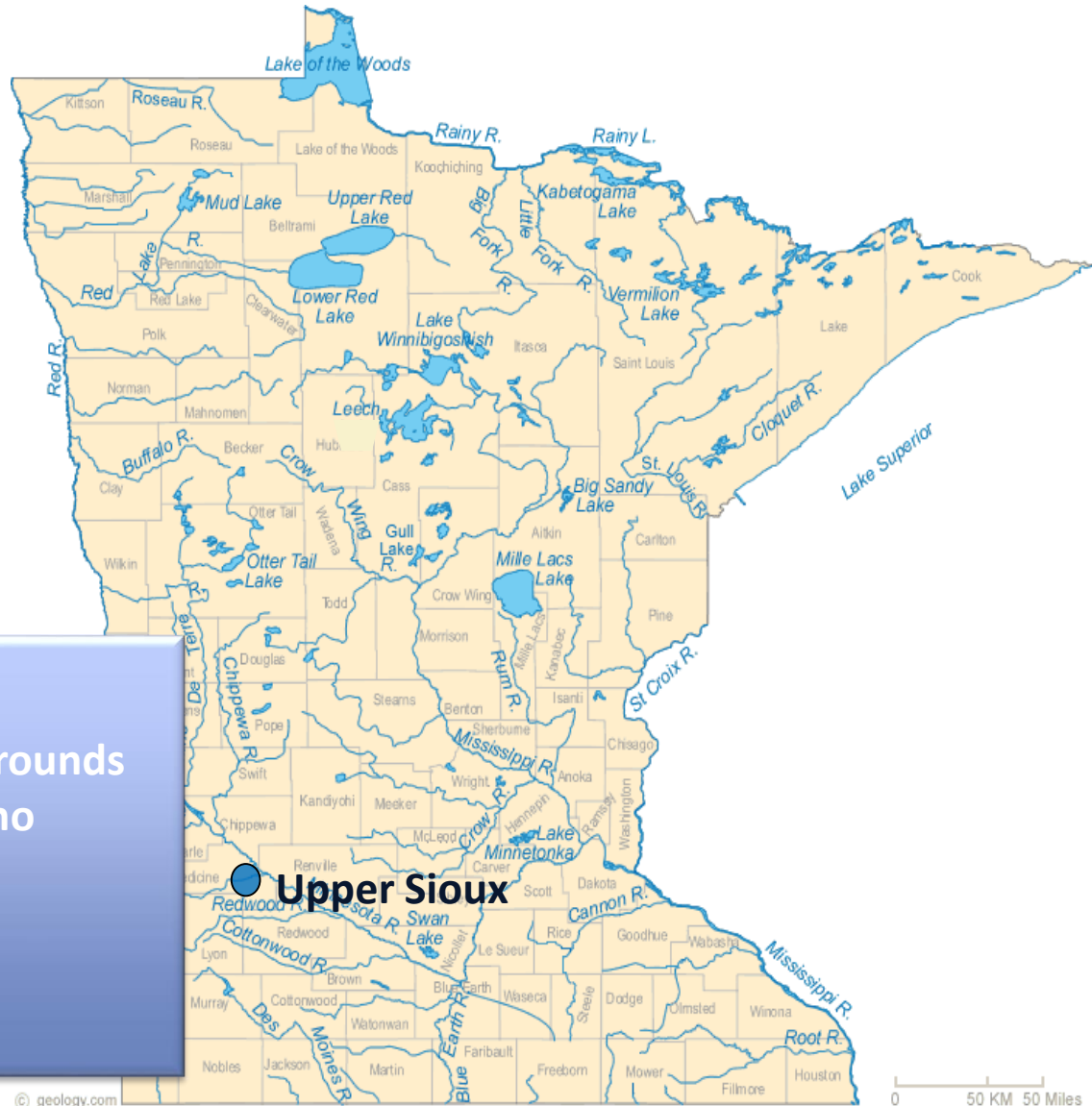
**Commercial tobacco
use in designated
areas only**

Miigwech!



Mille Lacs Band

Tribal Tobacco Education & Policy (TTEP)

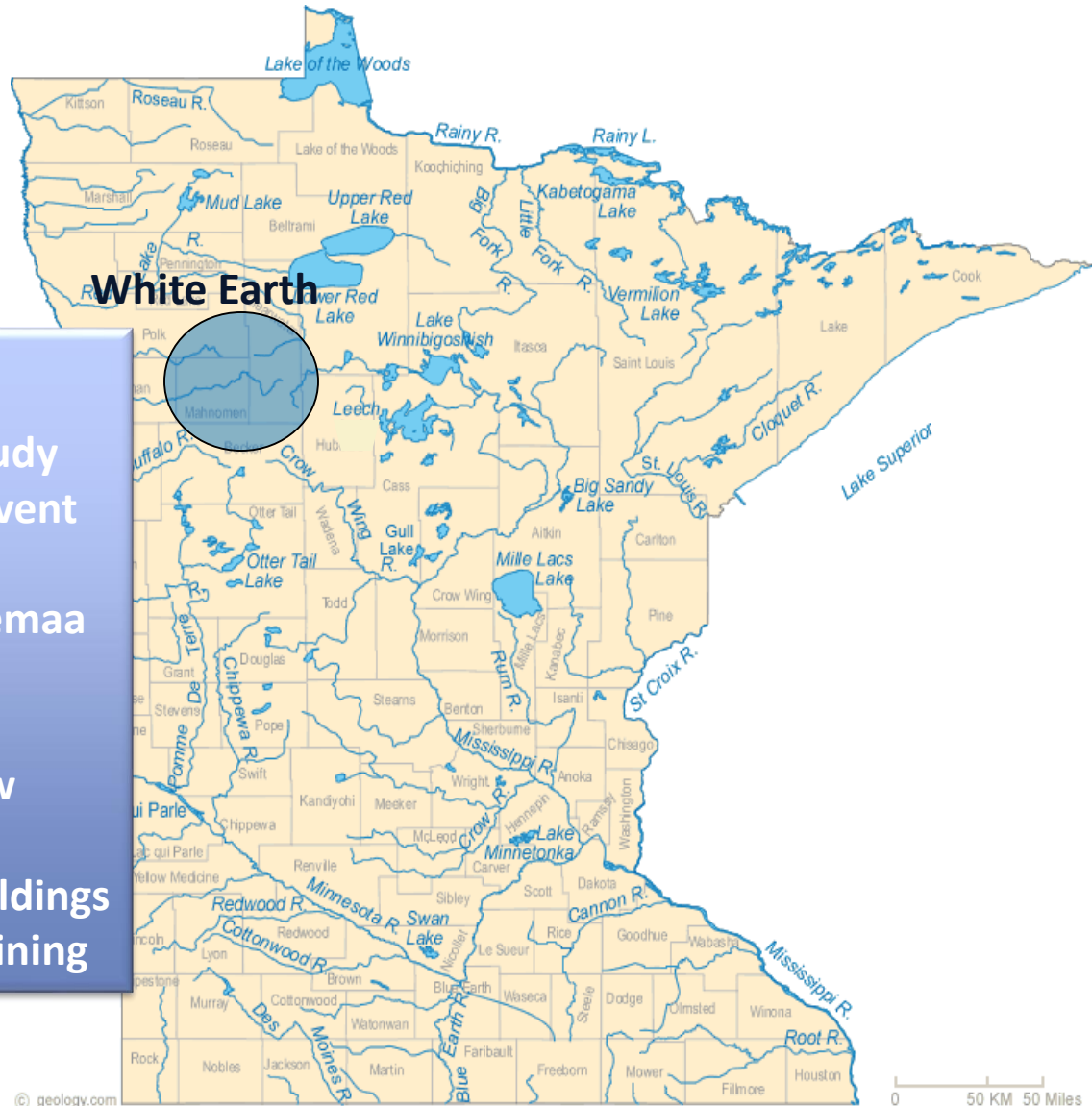


FIRSTS!

- Smoke free playgrounds
- Smoke free –casino offices
- Plus*
- Smoke free tribal buildings



Tribal Tobacco Education & Policy (TTEP)



FIRSTS!

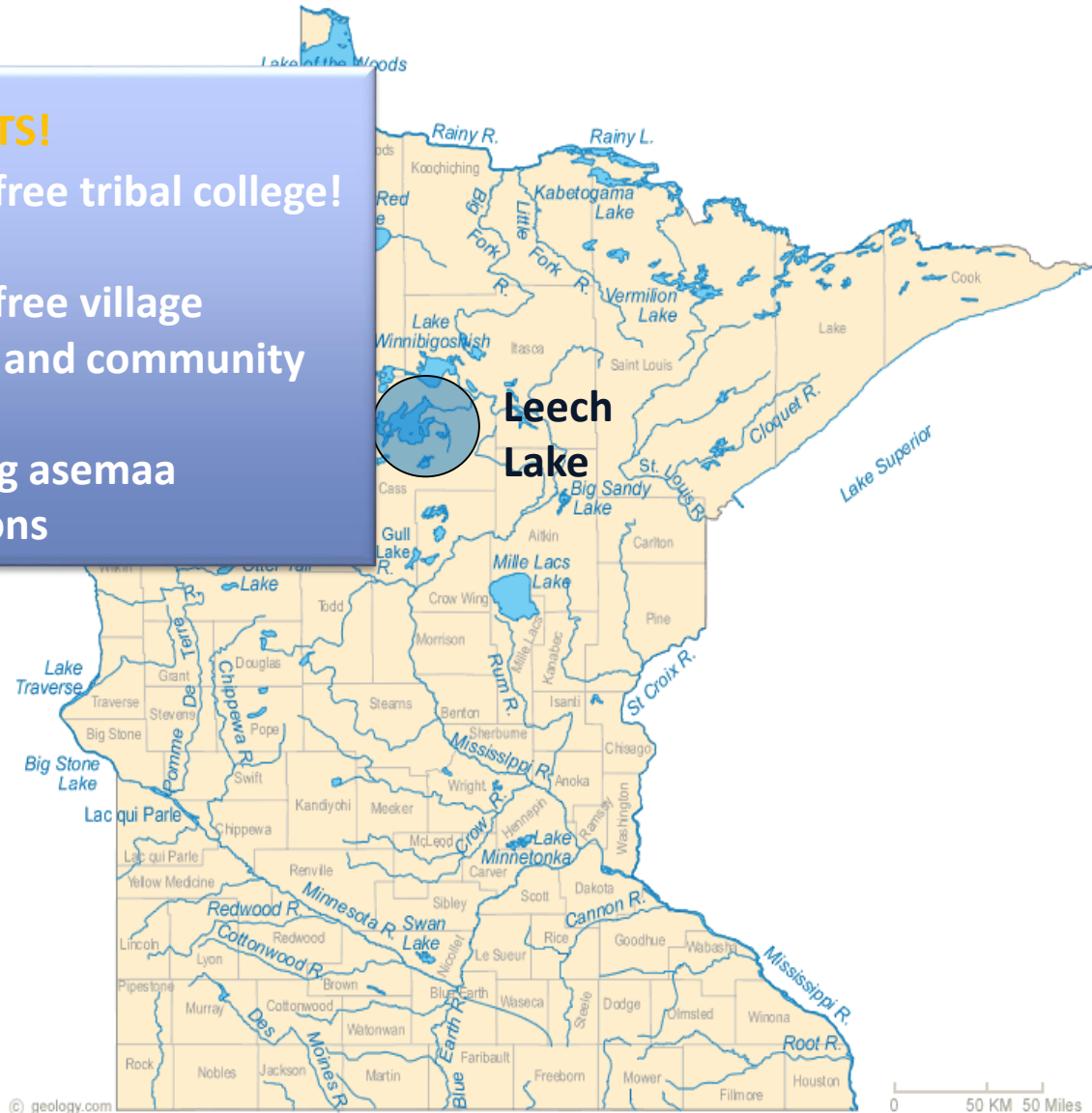
- Casino air quality study
- Smoke free casino event center
- Tribal sponsored asemaa gardens
- Plus*
- Smoke free powwow areas
- Smoke free tribal buildings
- Smoke free casino dining



Tribal Tobacco Education & Policy (TTEP)



- Smoke free tribal college!
- Plus*
- Smoke free village councils and community centers
- Amazing asemaa champions



The LLTC Wellness Center would like to
thank our sponsors for this event

Miiigwech



ClearWay
MINNESOTA

Lessons Learned

- Working in collaboration with community from beginning to end of all projects including:
 - Crafting RFP's
 - Frameworks
 - Theory of Change
 - Media Campaigns



Pinamiya!(Thank you)

CoCo Villaluz

cvillaluz@clearwaymn.org

