WE WILL START AT 10:00 AM PST.
TALK SOON!

Escape the Vape: Tobacco & Vaping
ESCAPE THE VAPE: TOBACCO & VAPING
GUEST SPEAKERS: RYAN SEALY, ANTIONETTE AGUIRRE, KERRI LOPEZ, MARK PETRIE, THOMAS GHOST DOG, AND DR. STEPHANIE CRAIG RUSHING

June 10, 2020 from 10-11am PST
BLACK LIVES MATTER
Today’s Agenda

- Welcome & Welcome Back! (3 minutes)
- Attack of Tobacco: E-Cigs 101 (10 minutes)
- We R Native Youth Tobacco Survey (10 minutes)
- Sacred Tobacco (20 minutes)
  - Reclaiming Tradition Video (5 minutes)
- Discussion Time (10 minutes)
- Closing (2 minutes)
Welcome & Welcome Back!

Use the Chat Box to tell us:
• Your Name & Role
• Email Address
• How do we reclaim and reframe tobacco use?

Image Source: Healthy Native Youth, NPAIHB
E-Cigs 101

…with Ryan Sealy
(Chickasaw)
Northwest Portland Area Indian Health Board
Email: rsealy@npaihb.org
Phone: (503) 416-3304

…with Antionette Aguirre
(Navajo)
Northwest Portland Area Indian Health Board
Email: AAguirre@npaihb.org
Phone: (503) 416-3304
What is Tobacco?

Tobacco is a plant, which is prepared by drying the leaves.
History

- First used by Native Americans
- Not all Native Americans used traditional tobacco
- Can be used for ceremonies, gifts, offerings, and medicine
- European settlers cultivated tobacco in 1672
- Over time 7,000 chemicals have been added
  - 70 are known to cause cancer
- Today, commercial tobacco kills 50% of its users, and it’s still sold for profit
Electronic cigarettes

- E-cigarette, ENDS (Electronic Nicotine Delivery System), vape pen, mod, etc.
- Mimics the act of smoking a cigarette
- Inhale aerosol that usually contains nicotine, along with other ingredients
- E-cigarettes AND e-liquids are NOT FDA approved
- Little to no evidence proven they’re a “healthy alternative” or cessation tool
- 7 FDA-approved medications
Dangers

- Volatile Organic Compounds
- Ultrafine Particles
- Nicotine
- Cancer-causing Chemicals
- Heavy Metals such as Nickel, Tin, and Lead
- Flavoring such as Diacetyl, a chemical linked to a serious lung disease
Dangers conti.

- Flavor additives – appealing to youth (over 7,500 flavors)
- Contains toxic chemicals (Diacetyl-popcorn lung)
- **Secondhand** vaping and potentially **third-hand** exposure
- FDA up against the tobacco industry
- Less harmful doesn’t mean harmless OR safe
Human exposures to e-cigarettes and liquid nicotine

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Cases</th>
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<tbody>
<tr>
<td>2011</td>
<td>269</td>
</tr>
<tr>
<td>2012</td>
<td>459</td>
</tr>
<tr>
<td>2013</td>
<td>1,540</td>
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<tr>
<td>2014</td>
<td>4,012</td>
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<tr>
<td>2015</td>
<td>3,733</td>
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<tr>
<td>2016</td>
<td>2,899</td>
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<td>2017</td>
<td>2,470</td>
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<tr>
<td>2018</td>
<td>3,139</td>
</tr>
<tr>
<td>2019</td>
<td>5,236</td>
</tr>
<tr>
<td><strong>2020 YTD</strong></td>
<td><strong>1,485</strong></td>
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<table>
<thead>
<tr>
<th>2020 by Month</th>
<th>Number of Cases</th>
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<tr>
<td>January</td>
<td>366</td>
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<td>February</td>
<td>303</td>
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<td>March</td>
<td>267</td>
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<tr>
<td>April</td>
<td>269</td>
</tr>
<tr>
<td>May</td>
<td>280</td>
</tr>
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</table>
In 2016, **4 in 5** middle and high school students in the U.S. reported exposures to e-cigarette advertisement from at least one source.
Marketing

- Ads targeting youth are copying Big Tobacco
- Flavors that are appealing to the youth (chocolate, strawberry, cotton candy, mint, grape, etc.)
- ENDS proponents are deceptively marketing the products to the public-especially to young adults via social media—as a “safe” alternative to smoking and an easy way to quit smoking tobacco cigarettes and entice use with flavors attractive to youth; and
Market Ads

**TAKE BACK YOUR FREEDOM**

with blu eCigs®, the smart alternative to cigarettes.

- Smoke Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.

**WHY QUIT?**

SWITCH TO BLU

- Have the Freedom to Smoke Anywhere
- No Tobacco, No Ash, No Smell
- All Flavors Made in the U.S.A.
Market Ads cont.

Image Source: Google Images
Market Ads conti.

Image Source: Google Images
Targeting our people

- Targeting sovereignty/laws
- Use of false Native American imagery
- Event marketing
- Tribal gaming
- False reports regarding economic consequences of banning smoking at work (economic scare tactics)
Zoom Poll...

Take the Zoom poll...

Image Source: We R Native, NPAIHB
Vaping-related lung injuries & death

- 2,807 hospitalized of e-cigarette, or vaping, product use associated lung injury (EVALI) reported to CDC
  - From all 50 states
  - Median age was 24 years, ranged from 13–85 years*

- 68 vaping-related deaths have been confirmed in 29 states
  - Median age of deceased was 49.5 years, ranged from 15-75 years

- Vitamin E acetate has been identified as concern and link - additive, most notably as a thickening agent in THC-containing e-cigarette, or vaping, products.
  - Investigation still underway for contribution of other chemicals of concern, chemicals in either THC or non-THC products

- Outbreaks are decreasing, new cases continue to be reported

*Information current as of January 14, 2020
Updated as of February 18, 2020
Youth Tobacco Survey

…with Thomas Ghost Dog Jr. (Burns Paiute/ Oglala Sioux),
Northwest Portland Area Indian Health Board
Email: tghostdog@npaihb.org

…with Dr. Stephanie Craig Rushing, MPH, PhD
Northwest Portland Area Indian Health Board
Email: scraig@npaihb.org
We R Native Vaping Survey

Friday, May 01, 2020

289 Total Responses
Q3: What state do you live in most of the time?

- Answered: 275
- Skipped: 14
Q4: During the past 30 days, how many days did you smoke cigarettes?

- Answered: 275
- Skipped: 14
Q5: Have you ever used an electronic vapor product?

- Answered: 275
- Skipped: 14

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>55.64%</td>
</tr>
<tr>
<td>No</td>
<td>44.36%</td>
</tr>
</tbody>
</table>

TOTAL: 275
Q6: How old were you the first time you used an electronic vapor product?

- Answered: 147
- Skipped: 142
Q7: During the past 30 days, on how many days did you use an electronic vapor product?

- Answered: 147  
- Skipped: 142

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 days</td>
<td>48.30%</td>
</tr>
<tr>
<td>1 or 2 days</td>
<td>11.56%</td>
</tr>
<tr>
<td>3 to 5 days</td>
<td>10.88%</td>
</tr>
<tr>
<td>6 to 9 days</td>
<td>6.80%</td>
</tr>
<tr>
<td>10 to 19 days</td>
<td>6.80%</td>
</tr>
<tr>
<td>20 to 29 days</td>
<td>4.08%</td>
</tr>
<tr>
<td>All 30 days</td>
<td>11.56%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
</tr>
</tbody>
</table>
Q8: During the past 30 days, what type of substances did you use in an electronic vapor product? Select all that apply.

- Answered: 146  Skipped: 143

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>I did not use an electronic vapor product</td>
<td>45.89%</td>
</tr>
<tr>
<td>Liquid with nicotine in it</td>
<td>34.93%</td>
</tr>
<tr>
<td>Liquid with THC (marijuana) in it</td>
<td>30.82%</td>
</tr>
<tr>
<td>Liquid with flavor only (no nicotine or THC)</td>
<td>4.11%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1.37%</td>
</tr>
<tr>
<td>Total Respondents: 146</td>
<td></td>
</tr>
</tbody>
</table>
Q9: During the past 30 days, how did you usually get your electronic vapor products? Select all that apply.

- I did not use electronic vapor products in the past 30 days
- I bought them in a store such as a convenience store, supermarket, discount store, or
- I got them on the Internet
- I borrowed (or bummed) them from someone else
- A person 18 years old or older gave them to me
- I took them from a store or family member
- I got them some other way

Answered: 147  Skipped: 142
Q11: In your opinion, how much do you think people risk harming themselves if they use electronic vapor products regularly (almost daily)?

Answered: 139  Skipped: 150

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>No risk</td>
<td>5.04%</td>
</tr>
<tr>
<td>Slight risk</td>
<td>15.11%</td>
</tr>
<tr>
<td>Moderate risk</td>
<td>36.69%</td>
</tr>
<tr>
<td>Great risk</td>
<td>40.29%</td>
</tr>
<tr>
<td>Not sure</td>
<td>2.88%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>139</td>
</tr>
</tbody>
</table>
Q12: What challenges or barriers would you or your friends face if they wanted to quit using electronic vapor products? Please describe:

I started Juuling junior year of high school, and didn’t try to quit until the beginning of my spring (2020) semester. I guess I only did it because everyone else was. The challenges I face are the availability of those products, and the addictive aspect. I sometimes have urges to get a hit of a Juul related product, but it is minimal.

It would be hard to get past the craving of nicotine. I would very agitated from it because I’m use to doing it for days at a time.

My friends will try another person's vape with nicotine in it at parties or in gatherings, then because they can't get that flavor without the nicotine they will buy it. After this they become addicted. I only hit a vape once, and then decided it wasn't for me. For some of my peers it becomes a social thing. Many started out only using vape without nicotine.

Withdrawals and everyday stresses
Q13: What would motivate you to quit?

- A support system
  4/9/2020 1:10 PM

- If I ended up in the hospital from it
  4/8/2020 3:10 PM

- Just say no like I do, takes self discipline
  4/8/2020 2:23 PM

- Just the stories of people, under 30, who have been hospitalized because of those products.
  4/8/2020 11:03 AM

- If I wanted to stop it would be nice if the people around me weren’t using marijuana
  4/3/2020 6:07 PM

- Having health problems
  4/3/2020 5:46 PM

- Family support, being a role model for little siblings or little cousins
  4/3/2020 5:41 PM

- Information proving e-cigarettes are bad for your health
  4/3/2020 5:37 PM
Q14: How interested are you in getting help to quit vaping?

- Answered: 131
- Skipped: 158

### Answer Choices

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
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<tbody>
<tr>
<td>Very interested</td>
<td>11.45%</td>
</tr>
<tr>
<td>Not interested now, but maybe later</td>
<td>37.40%</td>
</tr>
<tr>
<td>Not interested</td>
<td>51.15%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>
#Don’t Be Dumb

LOOK OUT 4 EACH OTHER

#DON'T BE DUMB

Image Source: We R Native, NPAIHB
Sacred Tobacco

…with Mark Petrie (Coos Lower Umpqua Siuslaw) Confederated Tribes of Coos Lower Umpqua Siuslaw (CTCLUSI)

Email: mark.petrie@ctclusi.org

Phone: 541-297-3681
Family is Everything
Stages of growth
Growing Tobacco in the Greenhouse
Time to start the Harvest and Preservation

Image Source: CTCLUSI Sacred Tobacco

Image Source: CTCLUSI Sacred Tobacco
Why do we consider tobacco sacred?

Image Source: CTCLUSI Sacred Tobacco
Traditional Ceremonial Pipes
Canoe Journey cont.
Say “No” to Commercial Tobacco

NativeQuitLine.com

Honor The Sacred

Quit commercial tobacco

Call 1-800-QUIT-NOW (1-800-784-8669) and press “7”
COVID-19: Quit Smoking and Vaping to Protect Your Lungs

Health experts warn the virus can be even more dangerous for people who smoke or vape.

LEARN MORE
We are creating the first tobacco-free generation. This is how we’re doing.
Smokefree.gov

I Want to Quit
My Quit Day
I Recently Quit
Staying Quit

Tools & Tips
Learn about different tools to help you quit and how to use them.

Smokefree Texting Programs
Build Your Quit Plan
Using Nicotine Replacement Therapy
Smokefree Social Media
Smokefree Apps
Build Your Quit Plan & Download quitStart App

My Quit Plan

Congratulations on taking this important step and making a plan! This road map is designed to be your guide for keeping you motivated on your quit journey and aware of the things to watch out for while you build your new smokefree life. Keep this on your phone so you can reread it or to make changes and updates.

My Quit Date: 06/15/2020

My Smokefree Savings

Quitting smoking has a lot of benefits, but one of the easiest benefits to see is the savings. We calculated what you’ll save by becoming smokefree. Take a moment to think about the specific things you’ll do with the extra money.

1 Day Smokefree: $25.00
1 Week Smokefree: $175.00
1 Month Smokefree: $750.00
1 Year Smokefree: $9,125.00

quitSTART

The quitSTART app is a free smartphone app that helps you quit smoking with tailored tips, inspiration, and challenges.

Available for download on:
Use the Chat Box to...

SHARE:

Does your community have a commercial tobacco free pledge?

Image Source: We R Native, NPAIHB
Have Youth, Elders, Employees, Parents/ Caring Adults pledge to Keep Tobacco Sacred

Use for registration at public and Tribal events
The Sacred Circle of Tobacco

Table of Contents

- Project Mission and Goals
- Background
- Module 1 – Getting Started
- Module 2 – Sacred Circle of Tobacco
- Module 3 – Origins of Tobacco
- Module 4 – Cultural Uses of Tobacco
- Module 5 – Preparing for Peer Teaching
- Resources

Within each module, there are several lessons and activities, which are outlined at the beginning of the modules.
Sources

- Campaign for Tobacco Free Kids, 2015
- CDC National Center for Health Statistics, No. 217, Oct 2015
- Oregon Health Authority, Public Health Division: Healthy Promotion and Chronic Disease Prevention Section, 2016
- Myers ML. New study finds over 40 percent of youth smokers use flavored little cigars or cigarettes, shows need for FDA to regulate all tobacco products. Campaign for Tobacco-Free Kids. Oct. 22, 201
- Washington Poison Center
- American Lung Association
- Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Current tobacco use and related topics among 8th and 11th graders by race and ethnicity, Oregon 2015.
Discussion Time: Use the Chat Box…

Use the Chat Box to tell us what you think…

What do we KNOW? What can we SHARE?

Image Source: Google Images
Practice in Action

HEALTHY NATIVE YOUTH
Find Curriculum on Healthy Native Youth

RAISING HEALTHY NATIVE YOUTH THROUGH CULTURALLY RELEVANT HEALTH EDUCATION

ENGAGING. RELEVANT. EFFECTIVE.

HealthyNativeYouth.org contains health promotion curricula and resources for American Indian and Alaska Native communities.
How are we doing?

Fill out a Training & TA Feedback form and...

Receive some HNY swag!
Talking is Power is LIVE!

Talking is Power One pager

Ya’at eeh! My name’s Michelle! My pronouns are she and her. Give yourself a high five from me. I’m glad you’re here!

TALKING IS POWER
A Text Messaging Service for Parents and Caring Adults

Talking with youth about sensitive topics is never easy, but it’s important. You are your teen’s biggest influencer when it comes to making decisions about sex and healthy relationships.

Text EMPOWER to 97779

You’ll receive up to 3 texts messages per week with conversation starters, tips, video demonstrations, and words of encouragement.

We’ll cover sexual health, pregnancy, STDS, and consent. You don’t need to have all the answers, you just need to start talking - be open and honest - and keep at it. Talking with your teen will help them make healthy decisions.

#TalkingIsPower
#weRnative

#HealthyNativeYouth

Talking is Power Postcard

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#TalkingIsPower
#HealthyNativeYouth
#HealthyNativeYouth
Sign up for Newsletter

SIGN UP TO RECEIVE CURRICULA UPDATES

FIRST NAME  LAST NAME  TRIBE OR ORGA  CELL PHONE  EMAIL ADDRESS  SIGN UP
What do you KNOW? What can you SHARE?

1. Like or Follow Healthy Native Youth on Facebook or IG,
2. Post to the Group
3. Receive a back-to-school kit!
Promotional Materials

Healthy Native Youth

www.healthynativeyouth.org
@healthyn8vyouth
Listserve: Text “YouthNews” to 22828
Text Message: Text “Healthy” to 97779
fb.com/HealthyNativeYouth
native@npaihb.org

Engaging. Relevant. Effective.

HealthyNativeYouth.org is a one-stop-shop to expand learning opportunities for Native youth. The site includes curricula, trainings, and tools to help you deliver age-appropriate health programs.
Who Can I invite to the next call?

Title: Social Media Platforms to Reach Youth

Guest Speakers: Celena McCray, Thomas Ghost Dog, Roger Peterson, Paige Smith, Corey Begay, Lael Tate

Date: July 8, 2020 (Wed.), 10am -12pm PST

Ahead of the Game:

How can I use Social Media to reach and engage youth?
Next Year: What do you want to talk about?

Use the Chat Box to tell us:

1. What topics do you want to cover?
2. What do you want to know more about?
3. What are you done talking about?
4. Other suggestions for improvement?
Thank you! Other questions?

Contact:
Amanda Gaston
agaston@npaihb.org
This project is funded by the Indian Health Service HIV and behavioral health programs. This work is also supported with funds from the Secretary’s Minority AIDS Initiative Fund.
ESCAPE THE VAPE: TOBACCO & VAPING
GUEST SPEAKERS: RYAN SEALY, ANTIONETTE AGUIRRE, KERRI LOPEZ, MARK PETRIE, THOMAS GHOST DOG, AND DR. STEPHANIE CRAIG RUSHING

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