

## 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



## 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



## 6 E-Cigs 101

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

...with Antionette Aguirre (Navajo)

Northwest Portland Area Indian Health Board

Email: <u>AAguirre@npaihb.org</u> 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 it's 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









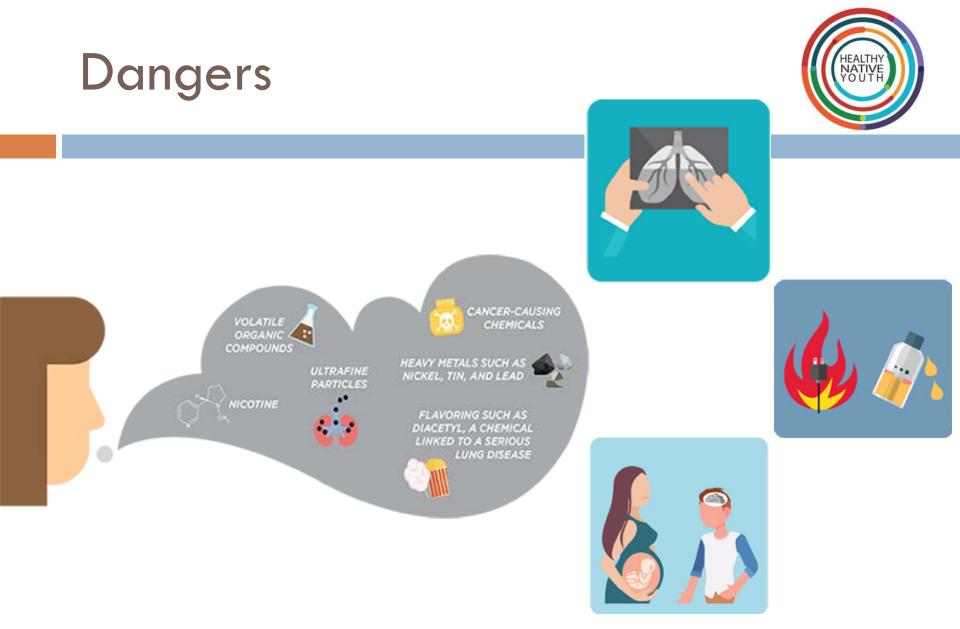






Image Source: Google Images







#### Image Source: Google Images

### Dangers conti.

- Flavor additives appealing to youth (over 7,500 flavors)
- Contains toxic chemicals (Diacetyl-popcorn lung)
- Secondhand vaping and potentially thirdhand exposure
- FDA up against the tobacco industry
- Less harmful doesn't mean harmless OR safe







American Association of Poison Control Centers

Human exposures to e-cigarettes and liquid nicotine



HEALTHY NATIVE YOUTH

Year	Number of Cases	
2011	269	
2012	459	
2013	1,540	
2014	4,012	
2015	3,733	
2016	2,899	
2017	2,470	
2018	3,139	
2019	5,236	
2020 YTD	1,485	

2020 by Month	Number of Cases
January	366
February	303
March	267
April	269
May	280

## Marketing to our Youth



In 2016, <u>4 in 5</u> middle and high school students in the U.S. reported exposures to e-cigarette advertisement from at least one source.

Youth are exposed to e-cigarette advertisements from multiple sources.

#### Sources of e-cigarette advertisement exposure





10.5 MILLION youth are exposed through the Internet





- 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





## Marketing





### Market Ads









### Market Ads cont.



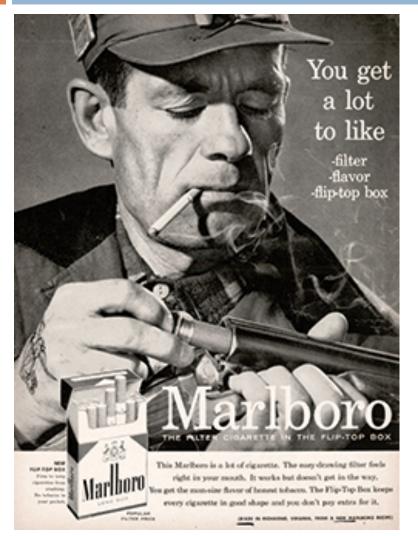




Image Source: Google Images

blucigs.com/store-locator/

### Market Ads conti.



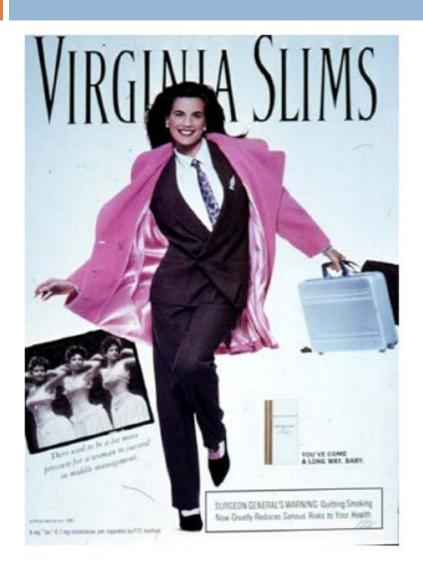




Image Source: Google Images

## 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)



Image Source: Google Images



Image Source: Google Images



#### Zoom Poll...





# Take the Zoom poll...

### 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



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## Youth Tobacco Survey

...with **Thomas Ghost Dog Jr.** (Burns Paiute/ Oglala Sioux),

Northwest Portland Area Indian Health Board

Email: <u>tghostdog@npaihb.org</u> ...with Dr. Stephanie Craig Rushing, MPH, PhD

Northwest Portland Area Indian Health Board

Email: <a href="mailto:scraig@npaihb.org">scraig@npaihb.org</a>





Indian Leadership for Indian Health



## We R Native Vaping Survey

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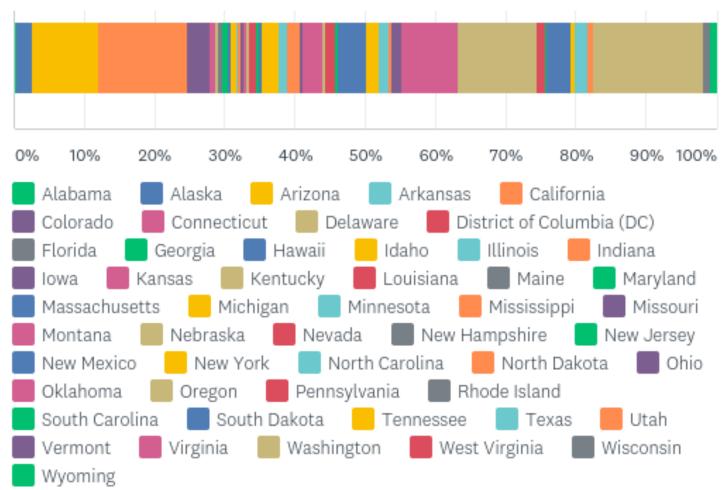
#### Friday, May 01, 2020



**Total Responses** 

# Q3: What state do you live in most of the time?

#### □ Answered: 275 Skipped: 14

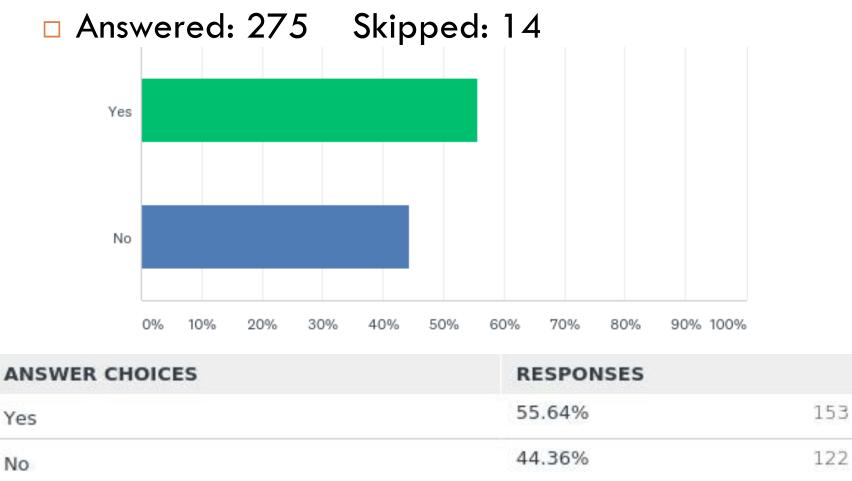


# Q4: During the past 30 days, how many days did you smoke cigarettes?

#### □ Answered: 275 Skipped: 14



# Q5: Have you ever used an electronic vapor product?

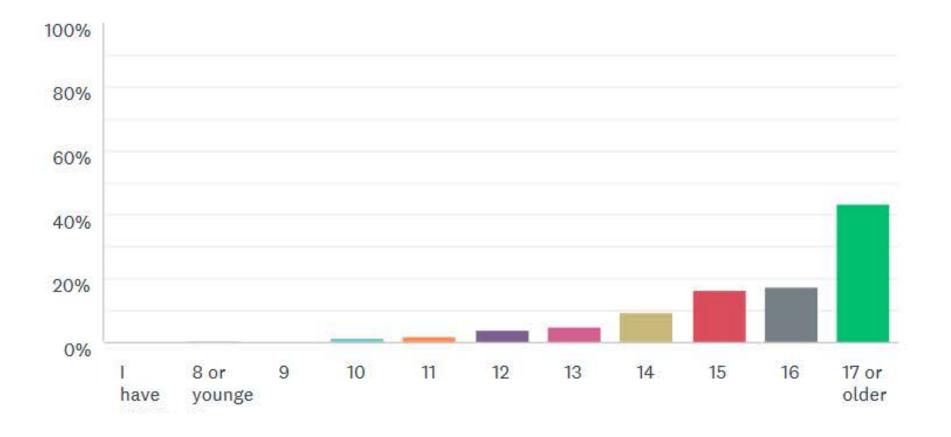


TAL	275

тот

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

□ Answered: 147 Skipped: 142



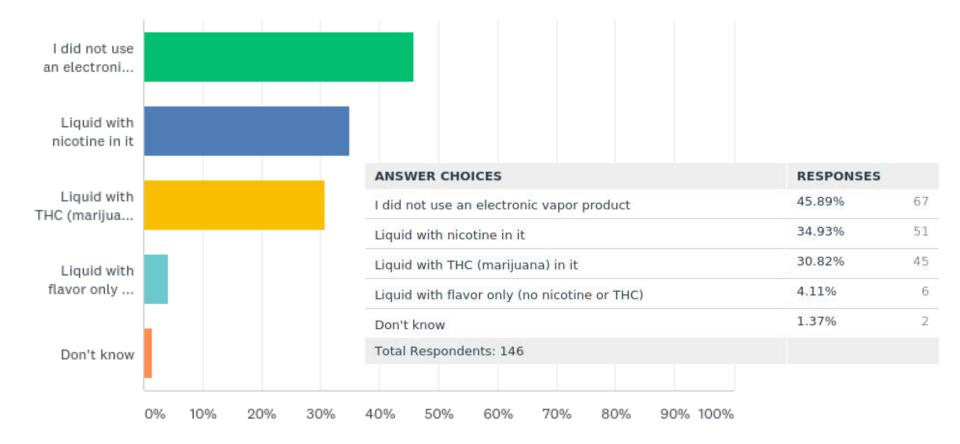
## Q7: During the past 30 days, on how many days did you use an electronic vapor product?

#### □ Answered: 147 Skipped: 142



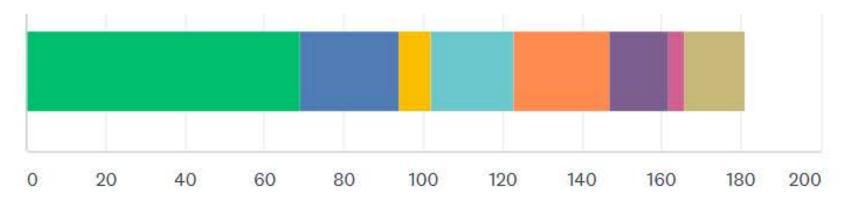
Q8: During the past 30 days, what type of substances did you use in an electronic vapor product? Select all that apply.

#### Answered: 146 Skipped: 143



Q9: During the past 30 days, how did you usually get your electronic vapor products? Select all that apply.

#### Answered: 147 Skipped: 142



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 gave someone else money to buy them for me
- 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

got them on the Internet

I got them some other way

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

	ANSWER CHOICES	RESPONSES
	No risk	<b>5.04%</b> 7
	Slight risk	<b>15.11%</b> 21
	Moderate risk	<b>36.69%</b> 51
	Great risk	<b>40.29%</b> 56
	Not sure	<b>2.88%</b> 4
	TOTAL	139
0% 10% 20% 30% 4	0% 50% 60% 70% 80%	90% 100%
📒 No risk 🛛 📕 Slight risk 📒	Moderate risk 🛛 🗧 Great risk 📒	Not sure

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.

Withdrawals and everyday stresses

Graphic Source: Healthy Native Youth, NPAIHB

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.



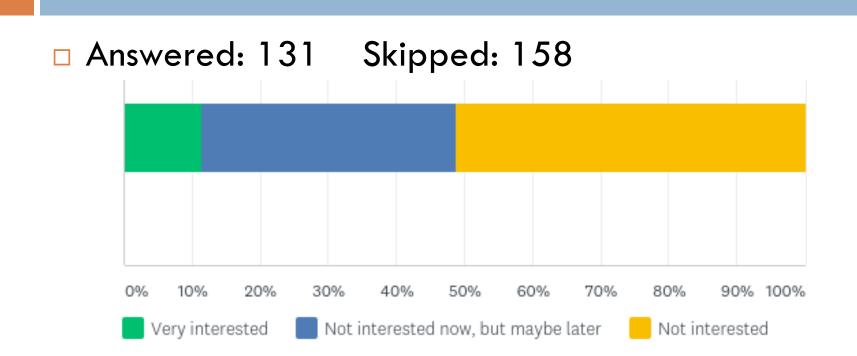
Graphic Source: Healthy Native Youth, NPAIHB

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.

#### Q13: What would motivate you to quit?

A support system 4/9/2020 1:10 PM	If I wanted to stop it would be nice if the people around me weren't using marijuana 4/3/2020 6:07 PM
If I ended up in the hospital from it	Having health problems
4/8/2020 3:10 PM	4/3/2020 5:46 PM
Just say no like I do, takes self discipline 4/8/2020 2:23 PM	Family support, being a role model for little siblings or little cousins 4/3/2020 5:41 PM
Just the stories of people, under 30, who have been hospitalized because of those products.	Information proving e-cigarettes are bad for your health
4/8/2020 11:03 AM	4/3/2020 5:37 PM

Q14: How interested are you in getting help to quit vaping?



ANSWER CHOICES	RESPONSES	
Very interested	11.45%	15
Not interested now, but maybe later	37.40%	49
Not interested	51.15%	67
TOTAL		131

#### **#Don't Be Dumb**





Image Source: We R Native, NPAIHB



## <sup>36</sup> 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







## Why do we consider tobacco sacred?





# Traditional Ceremonial Pipes













## Canoe Journey cont.







## Canoe Journey cont.





## Say "No" to Commercial Tobacco





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# Campaign for Tobacco Free Kids

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### 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



Resources for Parents: Get The Facts About E-Cigarettes

Take Action

## Truth Initiative – Inspiring Tobacco-Free lives

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WHO WE ARE V WHAT WE DO V OUR TOP ISSUES

RESEARCH & RESOURCES V

SEARCH Q GET INVOLVED

We are creating the first tobacco-free generation. This is how we're doing.



Get the latest facts and analyses on the most important issues in tobacco and substance use

Explore our research and resources  $\rightarrow$ 

## Smokefree.gov



**smokefree**vet **smokefree**español **smokefree**women smokefreeteen smokefree60+ smokefree.gov O HOME HELP OTHERS QUIT **TOOLS & TIPS QUIT SMOKING** CHALLENGES WHEN QUITTING STAY SMOKEFREE FOR GOOD 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.



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# Build Your Quit Plan & Download quitStart App



ANDROID APP ON

Google play

### smokefree.gov

### 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 guit 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

smokefree.gov		smokefreevet	smokefreewomen	smokefreeteen		
НОМЕ	TOOLS & TIPS	QUIT SMOKING	CHALLENGES WHEN QU	ITTING STAY SMO		
q	uitST	ART				

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



## **Reclaiming Tradition Video**

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# **Commercial Tobacco Free Pledge**



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- Have Youth, Elders,
   Employees, Parents/
   Caring Adults pledge
   to Keep Tobacco
   Sacred
- Use for registration at public and Tribal events

### COMMERCIAL TOBACCO FREE PLEDGE

#### KEEP TOBACCO SACRED

In order to keep tobacco sacred, it is vital that I, do my part and take the "Commercial Tobacco FREE Pledge". Today, I will do my part and sign the pledge.

#KeepTobaccoSacred #WeRNative #HealthyNativeYouth

SIGNATURE:

DATE:

#### TODAY, I COMMIT TO:

MAINTAINING A 'COMMERCIAL TOBACCO FREE' ENVIRONMENT AT ALL TRIBAL EVENTS. Including but not limited to: • Cigarettes • Chewing Tobacco

- Cnewing Tobacco
   Electronic Cigarettes

#### MY ACTION PLAN. I HEAR MY ANCESTORS CALL.

I am committed to keeping all commercial tobacco away from public and tribal events to support the reclaiming and sacredness of traditional tobacco.







# The Sacred Circle of Tobacco



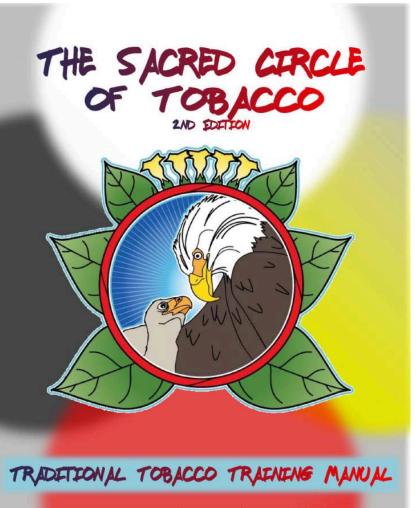
### **Table of Contents**

- Project Mission and Goals
- Background

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- 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

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



Citation: The Sacred Circle of Tobacco (2nd ed.). (2018). Sault Ste. Marie, Ml: Inter-Tribal Council of Michigan

## Sources

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- CDC National Center for Health Statistics, No. 217, Oct 2015
- CDC National Youth Tobacco Survey, 2013 at: http://keepitsacred.itcmi.org/tobacco-and-tradition/e-cigarettes/
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- CNN Health News, 'Man Say's E-cigarette battery Exploded in His Pocket'. Web. Feb. 25, 2016. Viewed March 18, 2016.
- Global News 'Alberta teen Injured After He Says E-cigarette Exploded'. Web. Jan. 26, 2016. Viewed March 1, 2016.
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- Oregon Healthy Teens (OHT) Survey, 2015. Oregon Health Authority. Chronic Disease Data. Youth Data. Tobacco use and related topics. Oregon Health Authority Webpage. https://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Documents/datatables/ORAnnualOHT\_Tobacco.pdf. Accessed April 3, 2015.
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- U.S. Department of Health and Human Services, Preventing tobacco use among young people: A report of the surgeon general, 1994.
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- Hancock, T., Spady, D. W., & Soskolne, C. L. (2016). Global change and public health: Health Association.
- https://www.cdc.gov/tobacco/basic\_information/e-cigarettes/about-e-cigarettes.html
- 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 8<sup>th</sup> and 11<sup>th</sup> 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



## Find Curriculum on Healthy Native Youth

HOME

f

CAMPUS MAR

CURRICULA & LESSONS

V

Search for lessons, subjects and videos

**RESOURCES & SUPPORT** 

Q

ABOUT



find curricula

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

### How are we doing?

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HEALTHY			Search for lessons, subjects and videos	P	
YOUTH	HOME	CURRICULA & LESSONS	RESOURCES & SUPPORT	ABOUT	
TRAINING AND TA FEEDBACK			GIVE US FEEDBACK		

#### Thank you!

Thanks for requesting technical assistance, attending our training, or participating in our Community of Practice. We'd like to hear whether it was helpful for you, and how we can support other trainees. We appreciate your feedback! The survey will take approximately 5 minutes to complete.

Name\*

First and Last Name

Tribe or Organization\*

State\*

V Alabama

Phone\*

Cell Phone

Email\*

What Healthy Native Youth service did you receive or participate in? (choose one)\*

▼ Technical assistance

Phone or email?

Fill our 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!

What's a rule you have for your relationships? How can you respect other people's rules and boundaries?

#### 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 text 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

HANDOUTS

www.healthynativeyouth.org
fb.com/HealthyNativeYouth

Listserve: Text "YouthNews" to 22828

https://www.instagram.com/healthynativeyouth/
 @HealthyNativeYouth

CURRICULA LESSON PL

LESSON PLANS

RESOURCES

HEALTHY

#### Talking is Power Postcard

Ya'at eeh!

My name's

My pronouns are

Give yourself a

high five from

me. I'm glad

you're here!

she and her.

Michelle!

#### TALKING IS POWER

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#TalkingisPower #HealthyNativeYouth #weRnative



# Sign up for Newsletter





### SIGN UP TO RECEIVE CURRICULA UPDATES



LAST NAME

TRIBE OR ORGA

CELL PHONE

EMAIL ADDRESS

SIGN UP

## What do you KNOW? What can you SHARE?





Like or Follow Healthy Native Youth on Facebook or IG, Post to the Group Receive a backto-school kit!

# **Promotional Materials**





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.



## Thinking Ahead...



### 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?

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### Last Year's Lineup:

### 2019-2020 Schedule

COMMUNITY OF PRACTICE

- 9/11/19 Welcome to Healthy Native Youth 2.0! What's Available & What's New
- 10/9/19 Intro to Evaluation: Gathering Info to Improve
  Programs
- 11/13/19 Building Community Support: Creating Community Partnerships
- 12/11/19 "All Relations" Communications: Broaching "The Talk" & Other Sensitive Topics
- 1/8/20 Who's the Best Health Educator Around? Brush up on your Programming & Youth Skills
- 2/12/20 2SLGBTQ Inclusion in the Community & Classroom
- 3/11/20 Supporting Youth Experiencing Trauma in the Classroom & Beyond
- 4/8/20 Social Media Protective Factors Against Human Trafficking & MMIR (2 hour session)
- 5/13/20 Youth Identity & Healthy Relationships
- 6/10/20 Escape the Vape: Tobacco & Vaping
- 7/8/20 Virtual Platforms to Reach Youth

We welcome you to join in *Healthy Native Youth's* Community of Practice monthly virtual gatherings that include new resources and opportunities to engage with topical experts and others!

HealthyNativeYouth contains health promotion curricula and resources for American Indian and Alaska Native youth. The site is designed for tribal health educators, teachers, and parents - providing the training and tools needed to access and deliver effective age-appropriate programs. www.heealthynativeyouth.org

Second Wednesday of Every Month 10:00-11:00 AM PST

# HEALTHY NATIVE YOUTH

#### How to Join

AT THE TIME OF MEETING, JOIN US VIA ZOOM: HTTPS://ECHO.ZOOM.US/J/45 8332611

JOIN BY PHONE ONLY: +1669 900 6833 MEETING ID: 458 332 611 PRESS \*6 TO MUTE YOUR LINE WHEN NOT SPEAKING



# Use the Chat Box to tell us:

- 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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