

Tribal Tobacco Control and Prevention:



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Resent

RESEARCH PROJECTS



- 7 reservations groups in:
Minnesota = (Ojibwe),
South Dakota (Sioux)
Nebraska (Winnebago)
- 4 reservations in South Dakota & Nebraska
(Pine Ridge, Rosebud, Yankton, Winnebago)
- 13 rural/reservation sites in California (wellness)

Control and Prevention of Smoking



- ✓ reduce or eliminate the number of starters
- ✓ control or eliminate smoking sites
- ✓ Develop/strengthen smoking policies
- ✓ design and implement education

Control and Prevention:



- **Access**: points of purchase
- - vending machines
- - stores
- - casinos
- - Internet
- - family



Tobacco Sales

- In all reservation stores
- Above candy products
- In clear view to customers
- Media development
- Internet sales

Internet sales of tobacco products



- New avenue for advertising
- Price of cigarette cartons less
- Credit card or C.O.D. purchases
- “Brown bag” discrete mailing
- \$22 M sales to tribe – possibly more

TABLE 1. Tobacco Sales Websites

52 Websites Researched

40 Indian Owned -77%

12 Non-Indian Owned 23%

31 NY
(60% of Total
78% of
Indian)

2 NM
(4% of Total
5% of Indian)

1 NE
(2% of Total
2% of Indian)

1 OK
(2% of Total
2% of Indian)

5 Sovereign
(10% of Total
12% of
Indian)

TABLE 3. Cigarette Pricing*

Major Brand		Website	Wholesale Club**	Grocery Store**
Doral		\$18.00 - \$29.95		
Marlboro		\$26.00 - \$36.85	\$35.69	\$46.99
Basic		\$20.49 - \$33.30	\$33.39	\$43.00
More		\$28.75 - \$36.85		\$46.99
Camel		\$24.50 - \$36.85	\$35.69	\$46.99

TABLE 4. Native Cigarette Pricing

Native Brand		Website	Wholesale Club**	Grocery Store**
Native		\$9.95 - \$14.60		
Omaha		\$10.99 – \$13.99		
Seneca		\$9.99 - \$15.50		
Smokin Joes		\$10.25 - \$17.90		
Rogers		\$11.05 - \$15.99		
Lewiston		\$9.99 - \$17.90		
American Spirit		\$27.00 - \$35.00		
Redman Chew		\$18.99 - \$30.00		

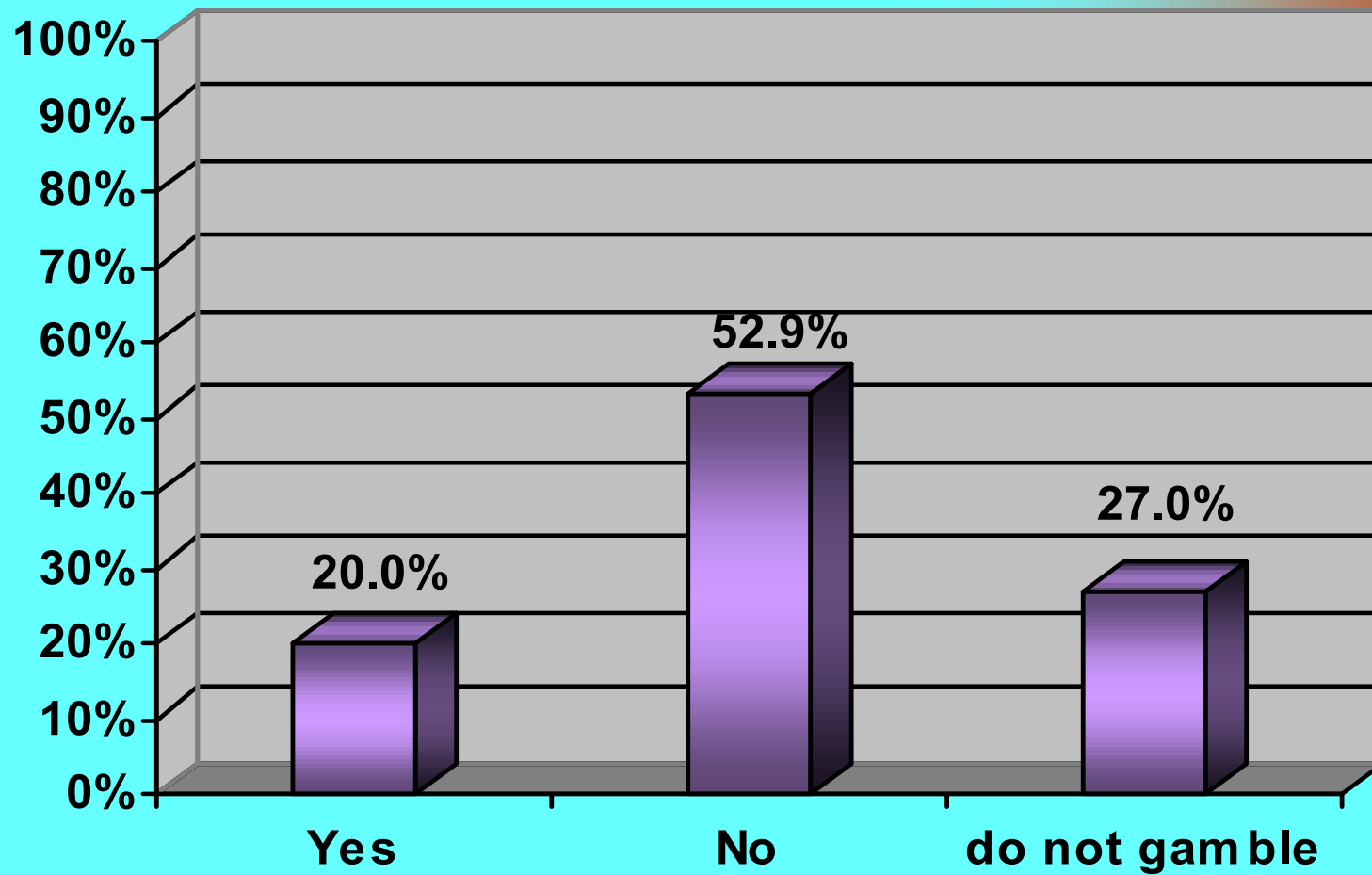
Internet Sales of Tobacco



- Less expensive
- Sold COD or credit card
- Mailed in brown paper packaging
- Ease of purchase
- Little confirmation of age requirement
- Sold on Native Internet Websites
- No or little sales tax

Smoke when gambling

N=429



Control and Prevention:



- **Advertising:**
- images
- Native brand
- freedom
- stress release

Sales of Native Brand Cigarettes



- About ½ price of regular brands (\$1 - \$3)
- Sold at tribal smokeshops
- Sold via internet
- Attractive packaging
- Selling “Indian” identity
- No sales tax

Marlboro Brand Cigarettes



- The Marlboro Man image
- Freedom
- Strength
- Riding on a horse
- Independent
- Resilient

Control and Prevention:



- **Policy:**
- community
- workplace use
- homes
- public places







**NO
SMOKING
WITHIN 50 FEET**



Policies



- Use of Indian Health Service Policies instead of tribal policies
- Ability to change policies at will
- Enforcement is weak
- Impact of current policies unknown

Control and Prevention:



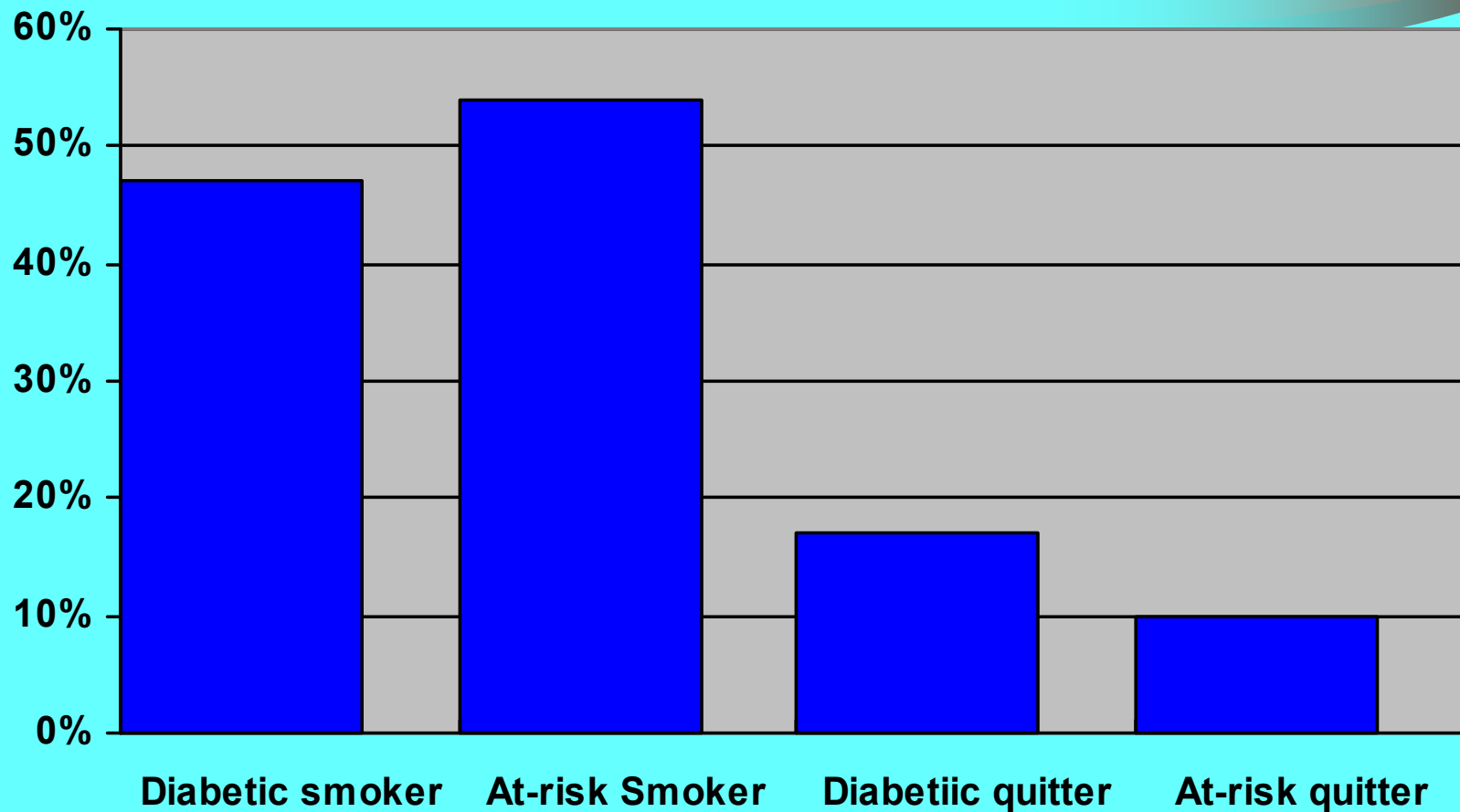
- **Education:**
- decision making
- cues to action
- harm
- health
- future generations

Decision Making Issues



- Cues to action – what are the cues??
- Quit for self, family and community (using survival and continuation of tribal group)
- Responsibility for extended family
- Self-decision making
- Self empowerment

Smoking and Diabetic and Diabetic “at-risk” Status




Need for Program Development



- Rising cancer rates and illnesses
- Rising smoking rates among AIAN adults
- Rising smoking rates among AIAN youth
- Funding shortages
- Manpower efforts often scarce

Diabetes Wellness

NINR, R01

- 
- Experimental Design
 - 8 Focus Groups
 - 4 Plains Reservations
 - N=324
 - Aged 18 or older
 - Diabetes or “at-risk” of Diabetes

Project Phases

- Focus Groups
- Randomized Intervention
 - Winnebago
 - Pine Ridge,
 - Yankton
 - Rosebud Sioux
- Data Analysis

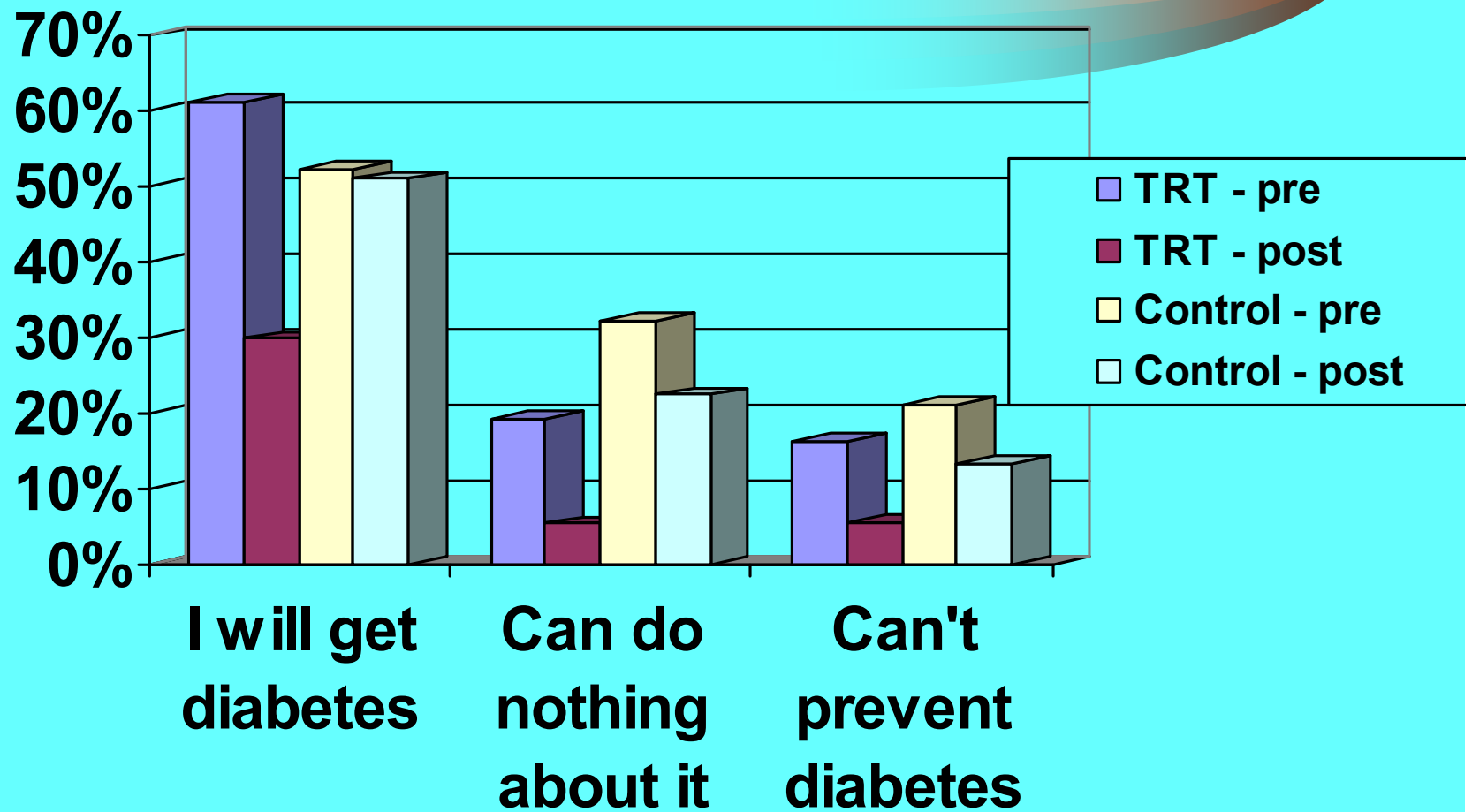


Diabetes Wellness – Fatalistic Attitude

- *“I will probably get diabetes at some time in my life.”*
- *“There is nothing I can do to prevent getting diabetes.”*
- *“There is nothing that can be done to prevent diabetes from getting worse.”*



Fatalistic Attitudes



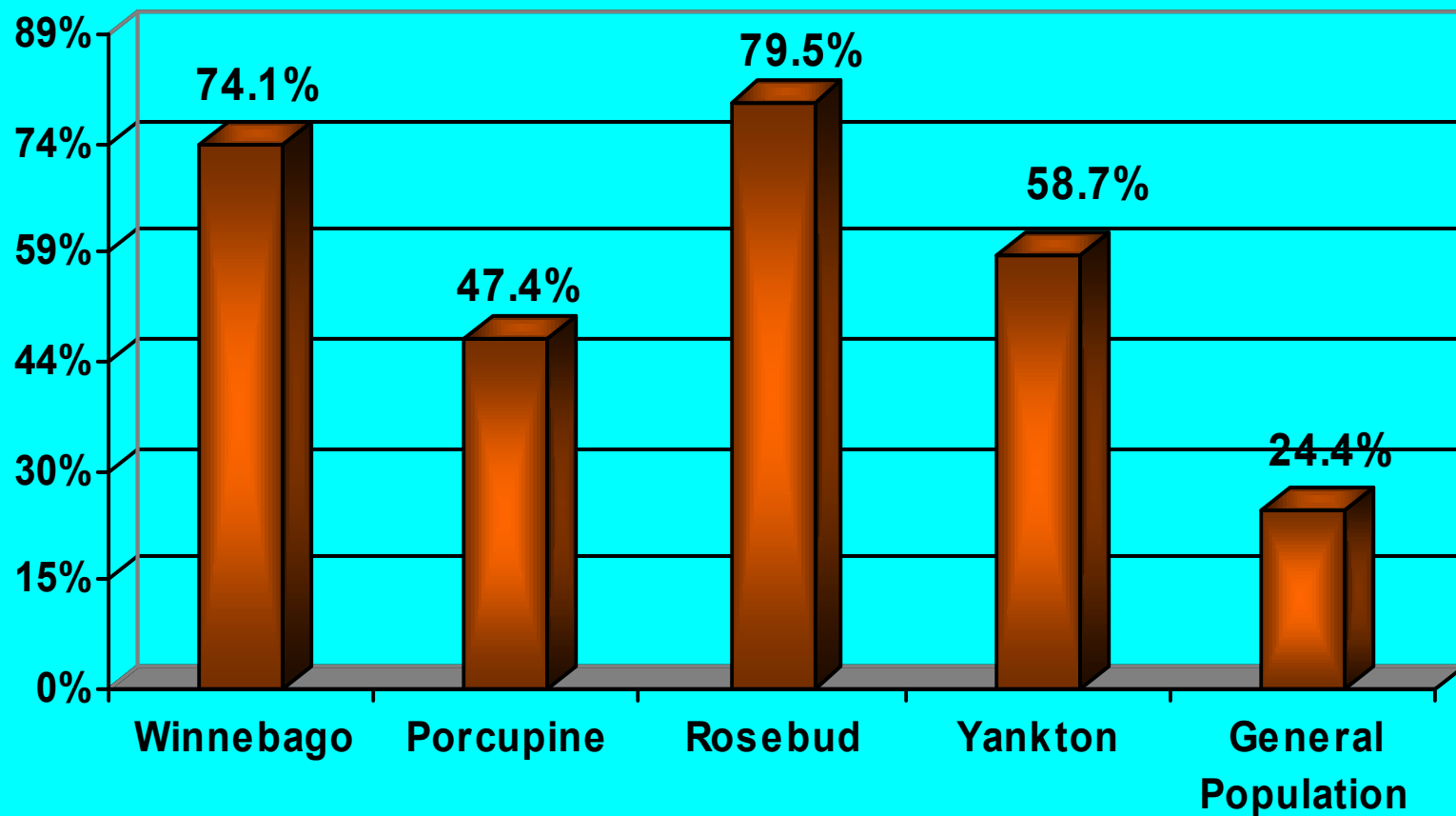
Post-intervention fatalism in at risk diabetics as a function of fatalism in control and intervention groups

Dependent Variable: ZFATAL

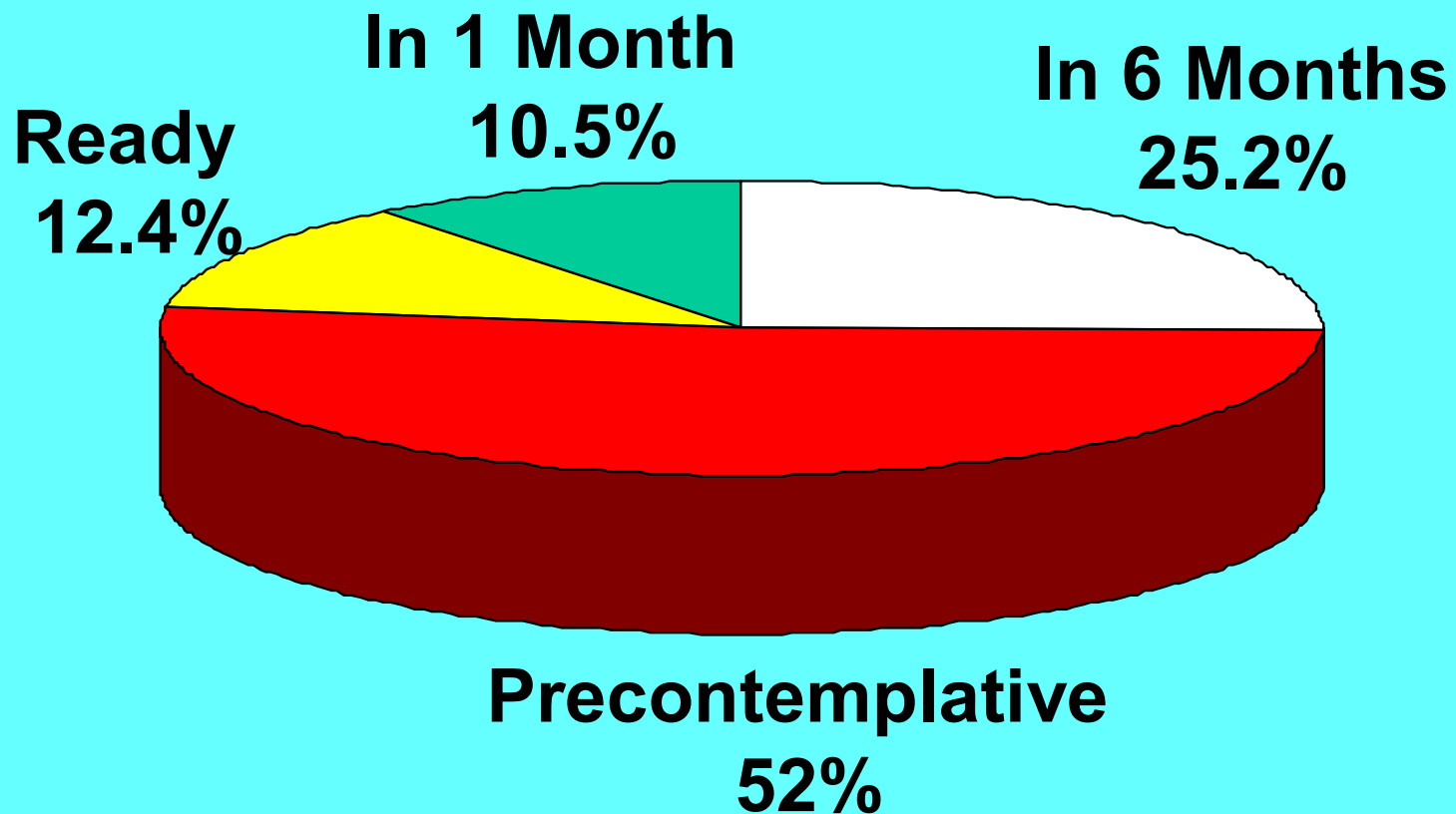
Parameter	B	Std. Error	t	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Intercept	2.378	.201	11.821	.000	1.980	2.775
[TRT=0]	-.417	.093	-4.485	.000	-.601	-.233
[TRT=1]	0 ^a
FATAL	.361	.063	5.748	.000	.237	.485

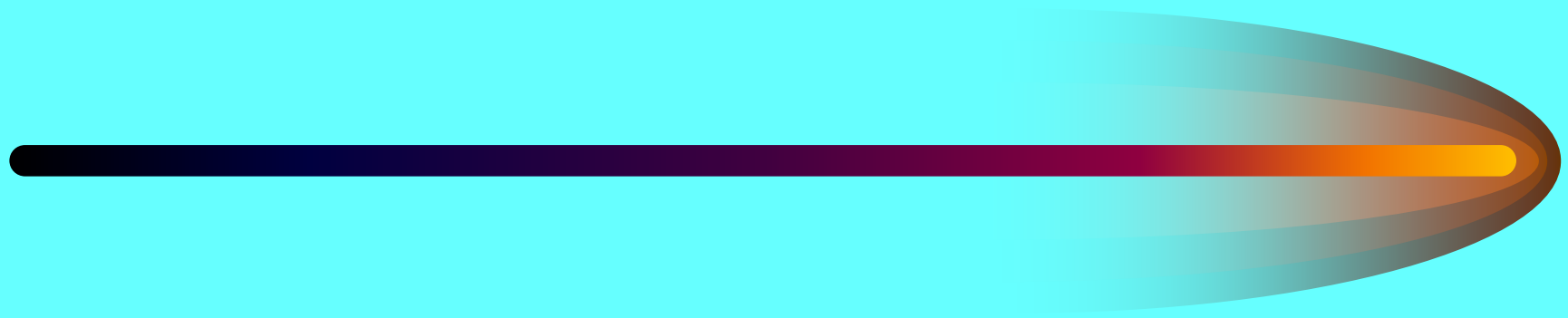
a. This parameter is set to zero because it is redundant.

Cigarette Smoking by Sioux/Winnebago Tribes and General Population



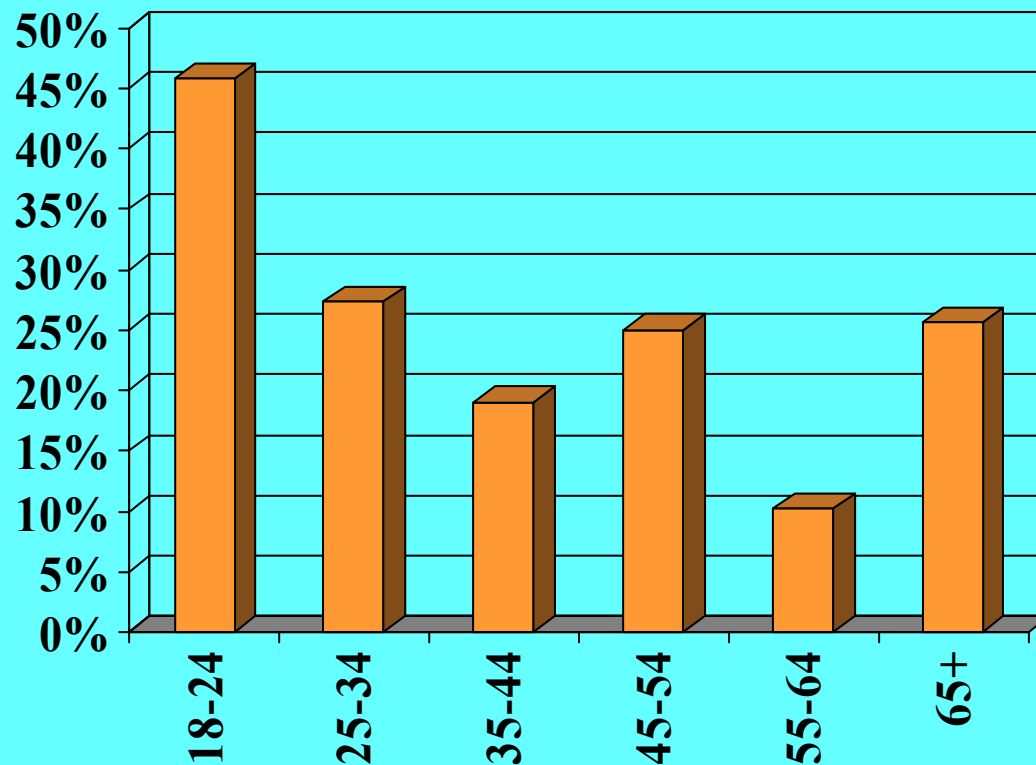
Indian Women Smokers Stages of Smoking Cessation





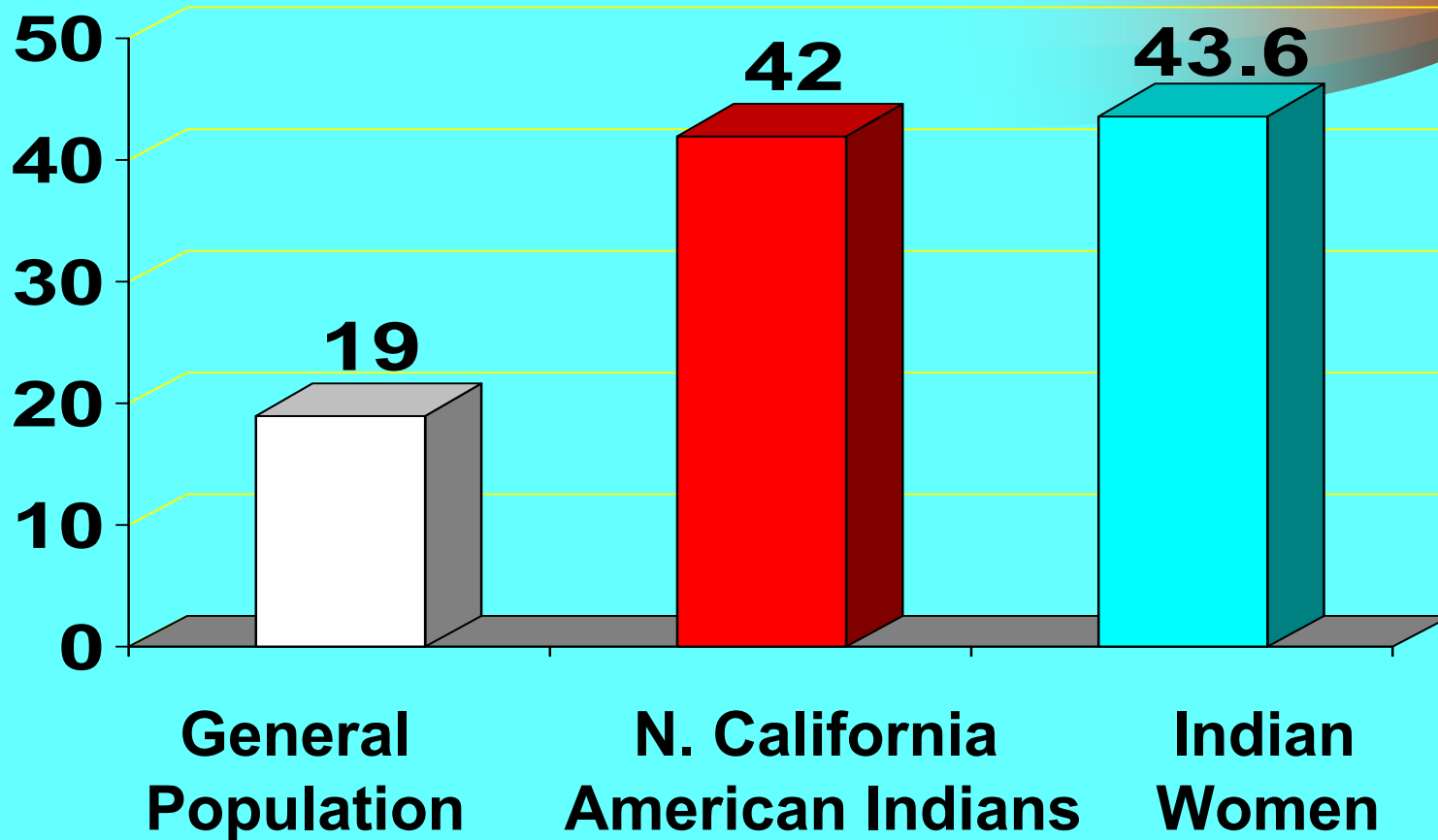
- Smoking and Depression

Depression CES-D Scale in AIAN populations in CA

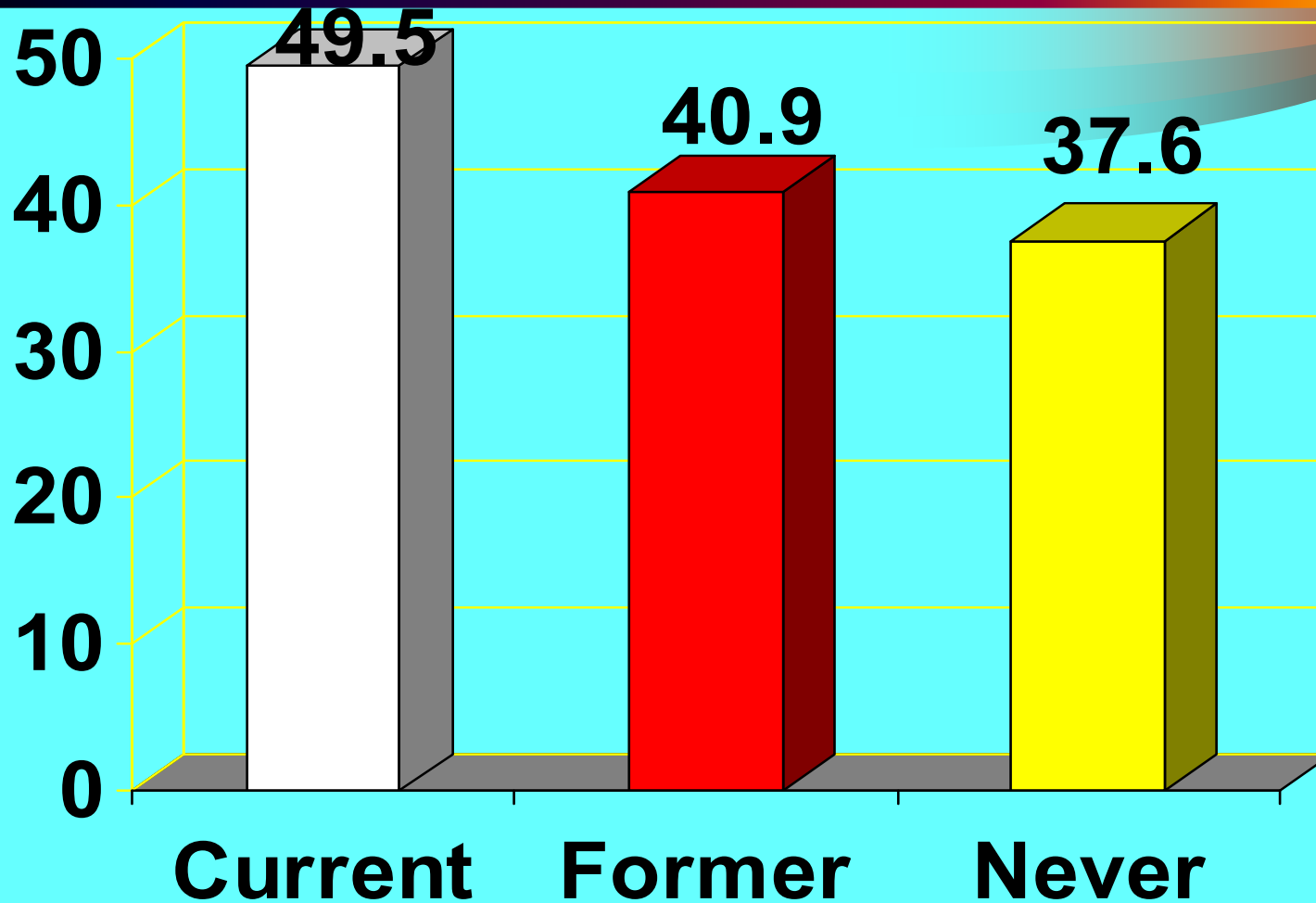


- 45.8% of 18-24 age group
- 27.3% of 25-34 group
- 19% of 35-44 age group
- 25% 45-54 age group
- 10.2% of 55-64 age group
- 25.6% of 65+ age group

Percent with CES-D score ≥ 16



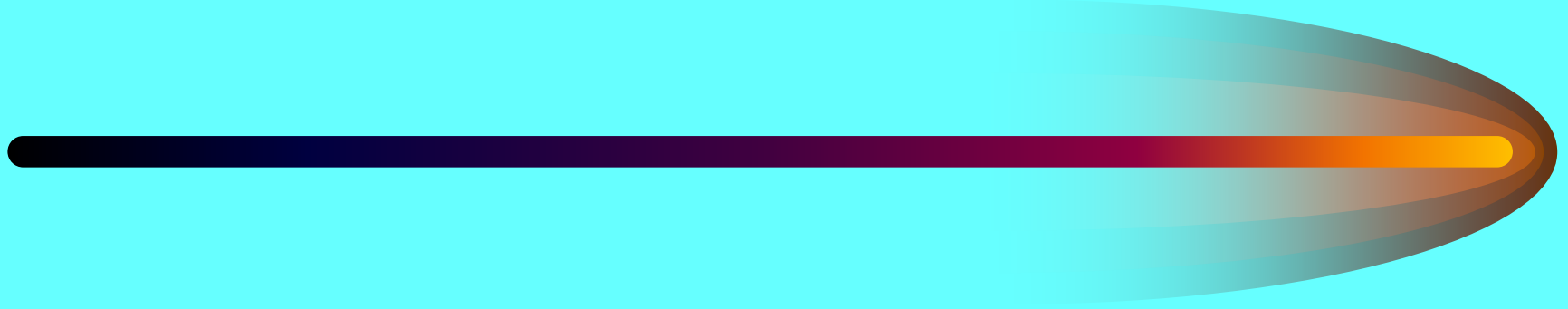
Percent Women with CES-D score ≥ 16 by Smoking Status



Control and Prevention:

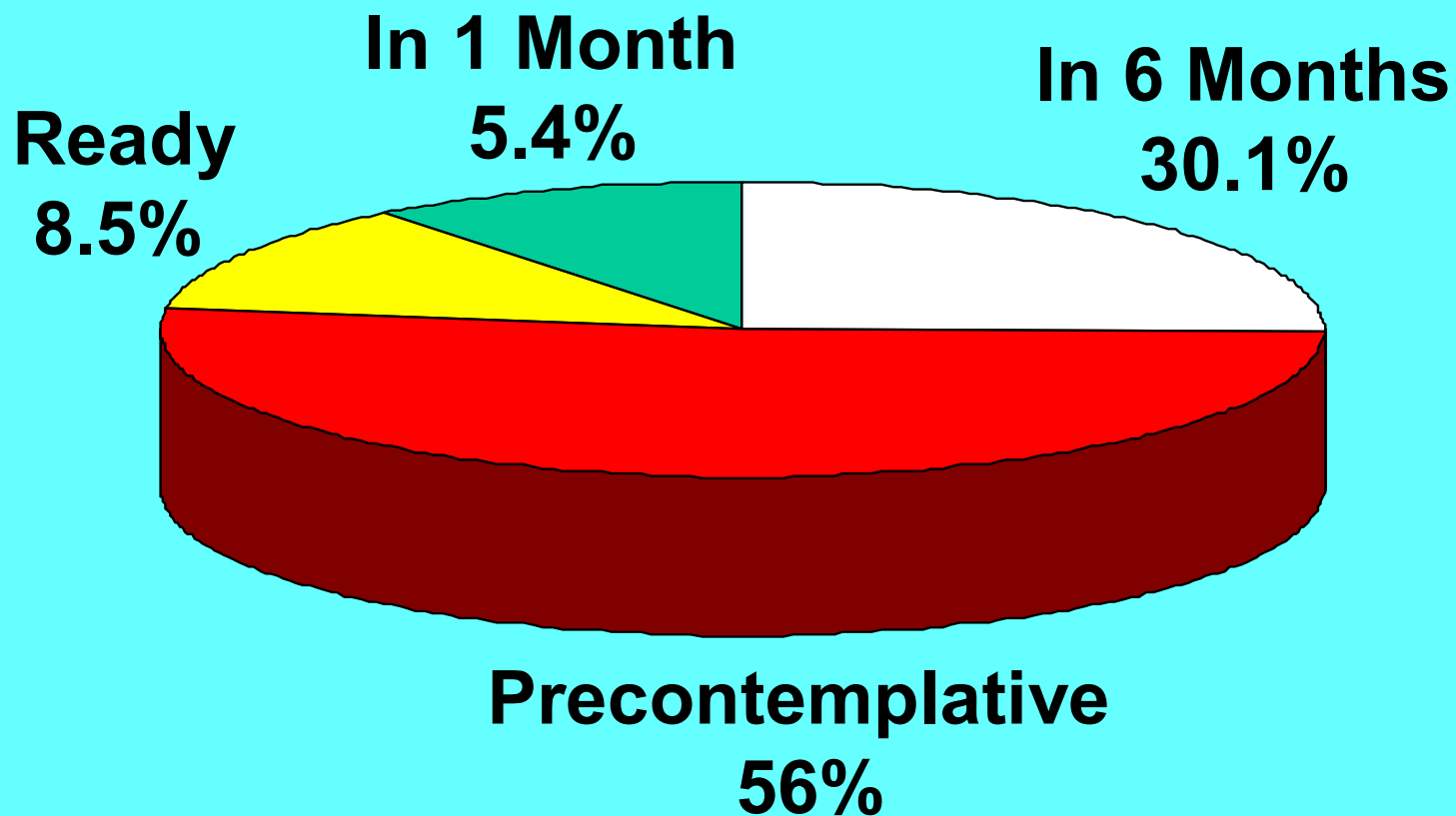


- **Social Constructs**
- Behaviors (lenient, no challenges)
- Beliefs (fatalism, present oriented)
- Traditions (traditional use of tobacco)



- Stages of Smoking
- AIAN women at higher readiness than males
- (to quit smoking)

Indian Male Smokers Stages of Smoking Cessation

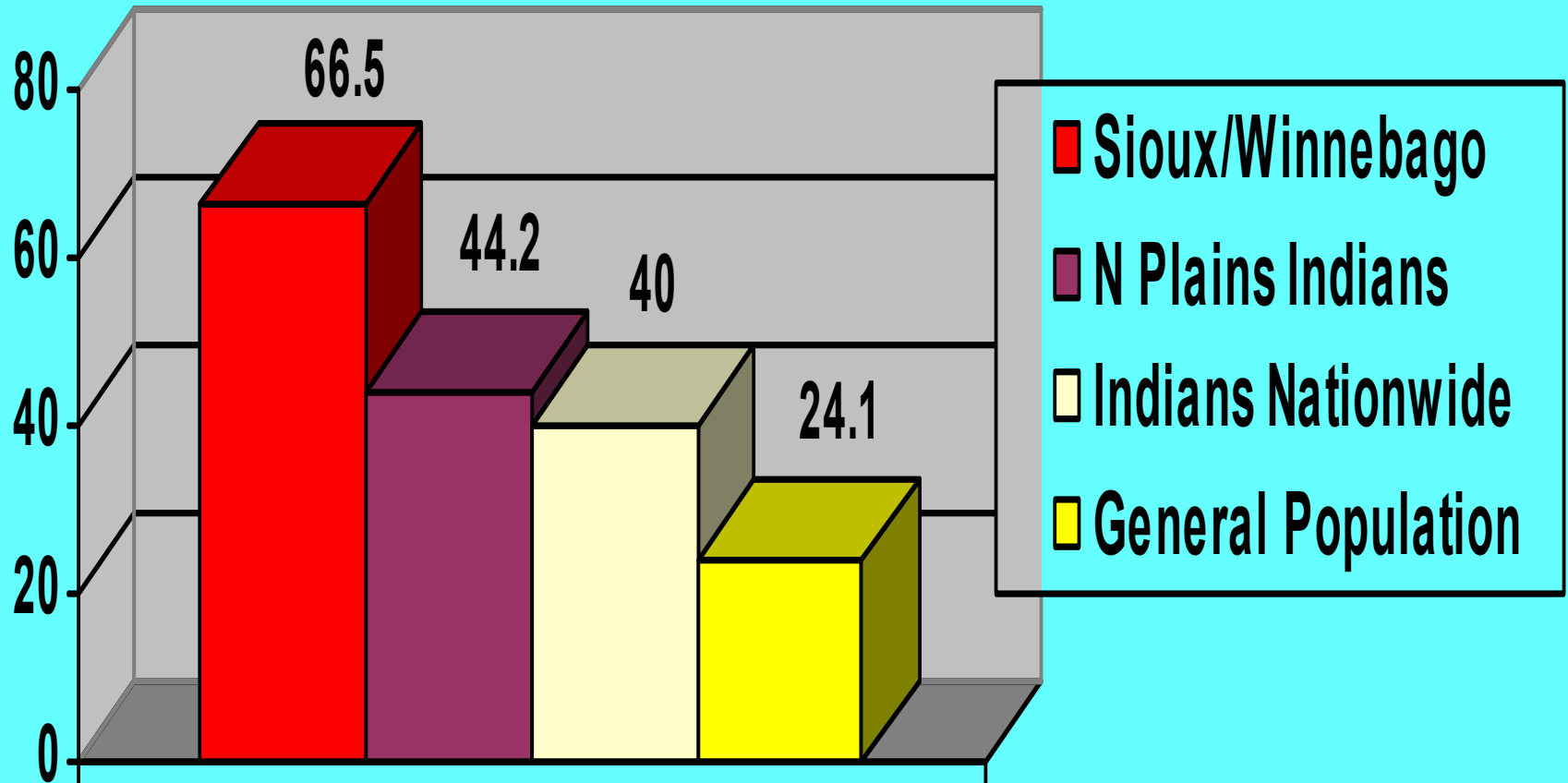


Control and Prevention:



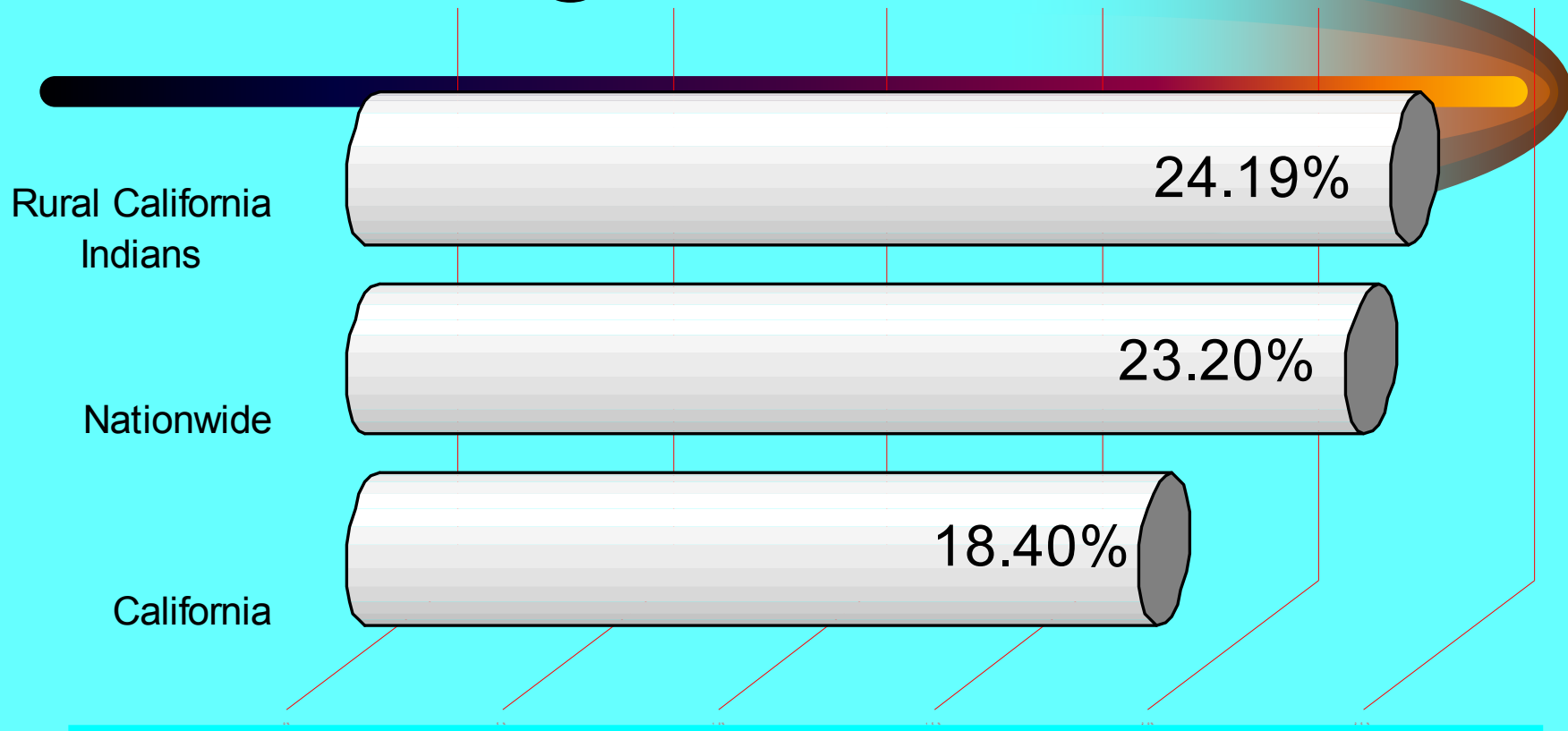
- **Economy:**
- Sales
- cash crop

Percent cigarette smokers

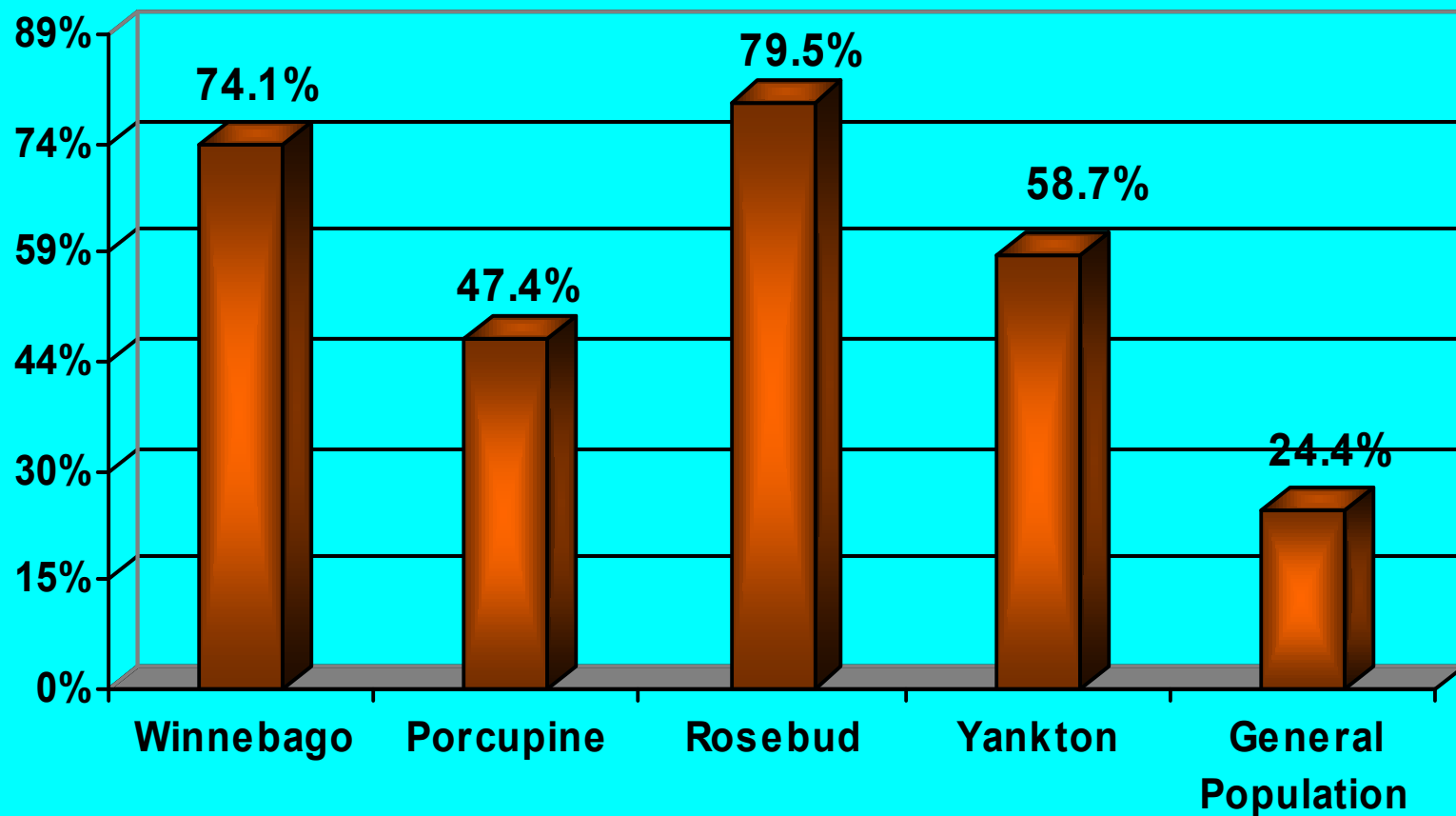


Smokers by Group

Percent Cigarette Smokers



Cigarette Smoking by Sioux/Winnebago Tribes and General Population



Note:



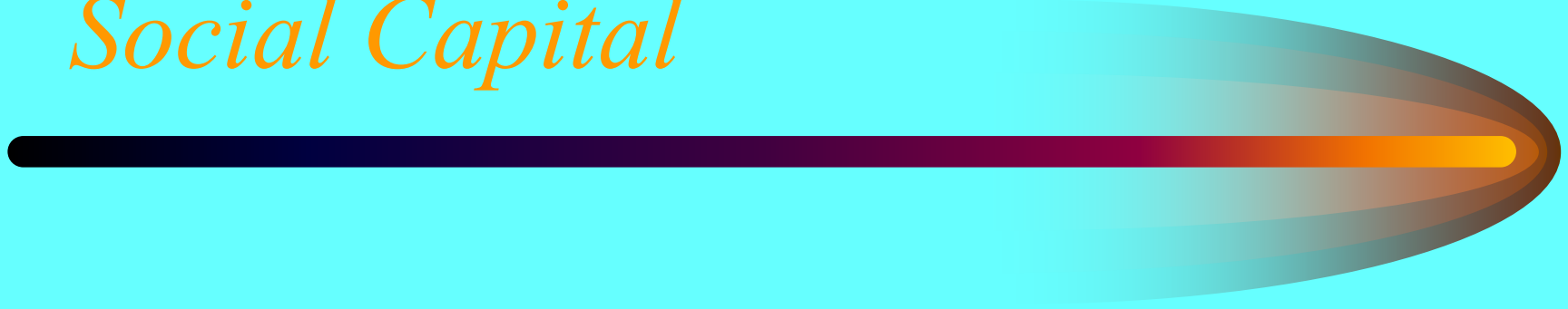
- The level of nicotine dependence is strongly associated with the quantity of cigarettes smoked per day (CDC)
- AIAN are reported to smoke fewer cigarettes
- Quit rates are relatively low
- Intention to quit is low

Talking Circle Interventions



- Based on Community Participatory Research that conceptualizes social capital as:
 - Social Life Networks
 - Norms (including reciprocity)
 - Trust
 - Respect

Social Capital



- These enable researchers and participants to work together for more effective and affable outcomes

Recommendations



- Culturally Appropriate Measures and Tools
- Lack of Rigorous Testing
- Adaptation and Replication of Programs
- Special Populations, Use Patterns, and Co-morbid Conditions
- Interest in Quitting (I love smoking)
- Acceptance/Private Affair/Leniency

Use of Social Capital



- Conceptualizing the project - participation
- Use of educational methods (talking circles, storytelling, families)
- Peer Educators (as facilitators, recruiters, liaison)
- Educational materials (curriculum development, prevention guidelines, policy guidelines)

Intervention Studies



- Talking Circles (Hodge)
 - Support Groups
 - Storytelling
 - Stages of change (intention)
- Policy (NPAIHB)
 - Tribe/community
 - Workplace
- Traditional Awareness
- Physician message and follow up:
 - Cold Turkey
 - CHR home visits
- Youth Peers (CRIHB)
 - Group Activities
 - Contracts
- Youth and Nutrition
 - Curriculum

Social Capital



- Community Resources:
 - Manpower (Peer Leaders)
 - Language
 - Formal and informal networks
(tribal councils, families, clans, etc.)
 - Collective Communities (tribes, regions)