

Tobacco Interventions for Native American Communities

Quitting Commercial Tobacco



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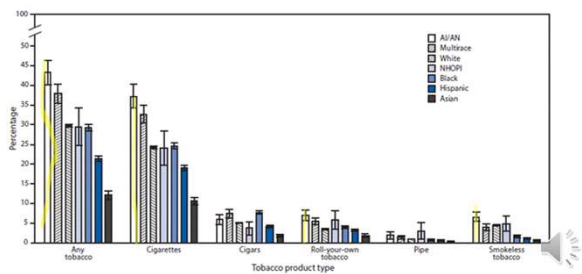
Goals

- Describe the prevalence of smoking in American Indian and Alaska Native (AI/AN) population
- Understand reasons for the increased rate of smoking
- Understand the differences between commercial and traditional tobacco
- Appreciate the unique approaches to commercial smoking cessation in the AI/AN population



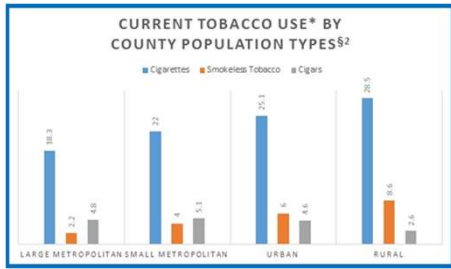
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Smoking Prevalence Among US Ethnic/Racial Groups



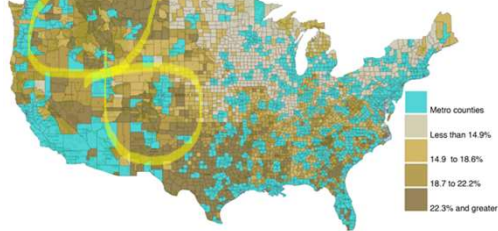
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Smoking Rates in Rural America Are Higher



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Percent of under-65 Population Uninsured



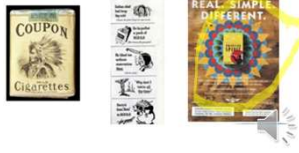
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Big Tobacco Targeting Native Americans

- Charitable contributions and sponsorship
- Building alliances with tribal leaders to help improve their corporate image
- Hiring tribal leaders as "board members" and paying lucrative salaries
- Approaching national organizations such as National Congress of American Indians
- Point of sale tactics
- Native American imagery and names



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Tobacco and Culture



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The Pipe Ceremony



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Differences Between Traditional and Commercial Tobacco

- Commercial tobacco is mass produced and has thousands of chemicals and additive
 - Ceremonial tobacco is pure and grown, harvested, and prepared for specific healing purposes by the tribe
- Commercial tobacco is associated with severe disease processes
 - When used appropriately, traditional tobacco is not associated with addiction and adverse health impacts
- Commercial tobacco is meant to be inhaled
 - Ceremonial tobacco is not meant to be inhaled



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Non-Ceremonial Tobacco Use

- Most elders feel commercial tobacco use is disrespectful to their traditions
- Natives who habitually use commercial tobacco may say they are "praying" when they are only smoking
- Some tribes who don't grow plant as "spiritual" tobacco may use commercial tobacco for ceremonies



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The Fine Line Between Commercial and Traditional Tobacco

- Commercial cigarettes often are substituted for traditional tobacco at ceremonies
- Tobacco Use as a disease
- American Indians feel that their ceremonial use of tobacco is under attack



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Distinguish Between Traditional and Ceremonial Use

"Do you currently use commercial tobacco products"



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Why Is It Important to Distinguish?

- Gain trust
- Smoking status may not be revealed



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Approach to the AI/AN


- Build Trust
 - Acknowledge the previous mistreatment
 - Listen to their stories
 - Never scold



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Interventions



- Stages of Change Model
 - 40% are unwilling to quit
 - 40% are thinking about quitting
 - 20% are willing to quit



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The "5 A's" Model for Treating Tobacco Use and Dependence

- Ask about tobacco use. Identify and document tobacco use status for every patient at every visit.
- Advise to quit. In a clear, strong and personalized manner urge every tobacco user to quit.
- Assess willingness to make a quit attempt. Is the tobacco user willing to make a quit attempt at this time?
- Assist in quit attempt. For the patient willing to make a quit attempt, offer medication and provide or refer for counseling or additional treatment to help the patient quit. For patients unwilling to quit at the time, provide interventions designed to increase future quit attempts.
- Arrange follow-up. For the patient willing to make a quit attempt, arrange for follow-up contacts, beginning within the first week after the quit date. For patients unwilling to make a quit attempt at the time, address tobacco dependence and willingness to quit at next clinic visit.

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Quit Plan

- Quit Date
 - Day to begin total abstinence
 - Meaningful date
- Support
 - Family, friends, others
- Identify and Avoid Triggers
 - Workmates/Breaks
- Pharmacotherapy



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Tobacco Cessation Clinic

It is your turn to shine



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Conclusion

- Rates of tobacco dependence are far greater in American Indian and Alaskan natives than any other ethnic group
- Distinguish between traditional/ceremonial tobacco use and commercial tobacco use
- Traditional tobacco use is sacred and should never be discouraged
- Approach the AI/AN with understanding, respect and sensitivity
- Treatment approaches are similar to common practices
- Become a champion in your community by developing a tobacco cessation clinic



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