



## Commercial Tobacco Control & Prevention and Chronic Disease Toolkit for Tribal Communities

According to the Centers for Disease Control and Prevention, cigarette smoking is the single largest cause of preventable death in United States, killing more than 480,000 people per year.

[[http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/fast\\_facts/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/) accessed September 18, 2014] In 2012, American Indian/Alaskan Natives had the highest smoking prevalence of any race/ethnicity group at 21.8% (U.S. Department of Health and Human Services, 2014). According to the U.S. Surgeon General, smoking commercial tobacco causes cancer, heart disease, stroke, lung diseases, and diabetes. Secondhand smoke is dangerous at any level and causes serious health risks to those exposed to it. In addition to the health burden of commercial tobacco there is also a large financial burden, estimated to be more than \$289 billion a year.

We are delighted that you are taking time out of your busy schedule to learn about how to integrate commercial tobacco and chronic disease programming into your community. This toolkit, developed by the Inter-Tribal Council of Michigan, is part of an overall project that is funded by the Centers for Disease Control and Prevention (CDC) through their Racial and Ethnic Approaches to Community Health (REACH) nationwide initiative. To learn more about the REACH initiative please visit <http://www.cdc.gov/nccdphp/dch/programs/reach/>. The Inter-Tribal Council of Michigan received funding in 2009 and partnered with Red Star Innovations, the Health Education and Promotions Council (HEAPC) and Hannahville Indian Community to achieve our program goal - to reduce the burden of commercial tobacco use in tribal communities by disseminating best and promising practices that integrate commercial tobacco prevention and control and chronic disease programming. We developed our name A PROMISE Partnership in 2011. A PROMISE stands for: **A**merican Indian/Alaska Native **P**romising Practices to **R**eclaim **O**ur Health, **M**ind, body and spirit through the **I**ntegration of **t**obacco & **c**hronic disease **p**revention & **S**ystems and **E**nvironmental change

By working with the University of Arizona HealthCare Partnership's Basic Tobacco Intervention Skills Certification (BTIS) for Native Communities we have conducted training for over 60 participants across United States. Outcomes for the certification training include an increase in confidence to deliver a brief tobacco cessation intervention and an increase in knowledge and observation skills. In addition to these trainings we have built upon our knowledge and experience implementing commercial tobacco into local communities to bring this toolkit to you. The workbook that is included was developed by the Red Star Innovations team and brings together two years of working directly with community members that

have implemented brief interventions into their communities. After conducting focus groups, technical assistance, and pilot testing the workbook was produced. We hope you find this information relevant to reducing the burden of commercial tobacco in your community.

This toolkit was supported by a cooperative agreement with the Centers of Disease Control and Prevention 5U58DP002335-05. The findings and conclusions in this toolkit are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.