

Community Tobacco Education & Prevention Project

CTEPP Quarterly

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Field Report: Pascua Yaqui Tribe

Submitted by Raquel Aviles

The Pascua Yaqui Tobacco Abuse Prevention Program (TAPP) began over five years ago on the New Pascua Reservation providing services to all Yeomen communities free of charge. The program started by providing Youth Cessation through the Pima County Tobacco-Freeways program and has grown to include all basic services through the Inter Tribal Council of Arizona, Inc.

Our mission is to provide tobacco prevention, education and cessation services to all Pascua Yaqui tribal members and their families. In addition, we encourage those who are tobacco-free to continue to abstain by teaching refusal and life skills. Our main goal is to raise our communities' awareness on the dangers of abusing commercial tobacco and to individually assist nicotine dependent adults and youth in ending their tobacco abuse. This is accomplished by providing culturally appropriate materials and information and approaching nicotine dependence in a holistic, respectful and non-judgmental manner.

One way TAPP spreads our message is by hosting several community-wide, tobacco-free events throughout the year. We use these events to enlighten our communities about the health effects of abusing commercial tobacco, how to protect their families from secondhand smoke and to inform them of TAPP services...all while having fun.

A recent TAPP event, **FAMILY FUN DAY**, was held on October 13, 2001 in Barrio Libre, a Yeomen community located in South Tucson. TAPP meets at Itom Usim (Our Children's) Park every Thursday with 25 youth. The youth are very enthusiastic and diligent in awaking their community about tobacco. Trained as Peer Educators, these youth are skilled role models and now event organizers. This was the first big event in their community that they organized.

(Continued on page 2)



Future TAPP Peer Educators Making Bird Houses.
Photo courtesy of Raquel Aviles.



Future and Present TAPP Peer Educators.
Photo courtesy of Raquel Aviles.

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CTEPP welcomes editorial submissions. Published Quarterly.

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Coordinator's Desk

by Teresa Aseret-Manygoats

Ya' at' eeh (Hello!). With fiscal year 2000-2001 coming to an end, it is now time to begin preparing for the new multi-year contract.



The new multi-year contract can be a process that is positive or negative, dependant on how we plan for it. To begin planning for your program needs, you can use the following documents: 1.) Draft 2002 Basic Service Areas; 2.) Draft Basic Service Guidelines; 3.) Writing goals and objectives packet; 4.) Program's community needs and resource assessment and 5.) Program's fiscal year 2000-2001 continuation application.

If your program does not already have this information, please contact Ahniwake Webb. An additional essential resource that cannot be provided by ITCA is the information or feedback you receive from your coalition members during your coalition meetings.

SO to make your program's planning process a positive experience, plan early to enjoy a stress free (at least work wise) process. Ahe' hee'! (Thank you!)

(Field Report: Pascua Yaqui, continued from page 1)

With the help of the City of South Tucson, the Pascua Yaqui Health Department and Casino of the Sun, TAPP was able to conduct our Family Fun Day. TAPP's Peer Educators worked hard and eagerly in planning, organizing and running this event. Our goal was to educate the families of Barrio Libre about tobacco and other health issues.

There were several health and educational programs giving out information and other incentives to the community of Barrio Libre. Pima County's Tobacco Freeways program donated tickets to Old Tucson's Night Fall and Buckaloo Farms. Youth as well as adults had the opportunity to Sumo Wrestle and try out the Dunking Tank.

Over a 100 families attended our Family Fun Day. Families enjoyed the experience and have asked if this will be a yearly event. TAPP distributed a lot of information and was able to meet with many community members who now know where they can go for help to become tobacco free.

If you would like more information about the Pascua Yaqui Tobacco Abuse Prevention Program, you may contact Raquel Aviles, Program Coordinator, at 520.879.5858.

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CDC News

by Glenda Lumpmouth

Thanks to the Centers for Disease Control (CDC), the ITCA CTEPP was able to develop documents designed to assist Tribes and urban Indian centers in Arizona. The documents are also shared with other tribal agencies outside of Arizona.



Coalition Material: Developed to assist program leaders in the development or maintenance of their community coalition. The title of the coalition material is “Connecting the Dominos In Your Community.” The final draft is pending approval. Upon approval the material will be printed and a training will be held.

Prevention Curriculum: Currently the prevention curriculum is in the review and revision stage. The purpose of the curriculum is to inform and educate American Indian youth about tobacco. The first part is to inform youth about traditional tobacco use and encourage them to talk to guardians about it in more detail, if applicable. The second part of the material is designed to educate youth to become aware of manufactured tobacco products and the effects of tobacco abuse.

Tobacco Resource Guide: Most tobacco manuals, guidebooks, brochures and training materials have a list of resources. Those resources were gathered together and put in one book, such as a phone book, called the ITCA CTEPP Resource Directory. The purpose of the directory is to inform others about health resources that are available throughout the United States. The Resource Directory was printed in October 2001 and distributed to health programs and agencies inside and outside Arizona.

Evaluation Reports

by Kim Zill

Parting is such sweet sorrow... It has certainly been *my pleasure* working with such a wonderful group of people!!! As many of you know, circumstances have dictated that I seek employment in the field of sales. (I sure do hope the money is there.) Things have been tight for my family, so I felt as though I had to do everything humanly possible to take care of them. So as much as I hate to leave this wonderful program, I must. However, I will be working throughout the state. SO, don't be surprised if you get a call from me hoping to have lunch! I wish you all much continued success in the fight of tobacco abuse! - Kim



Project Updates

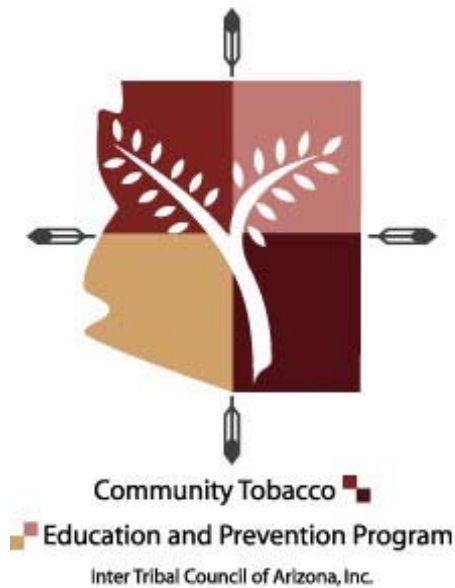
by Ahniwake Webb

I would love to report that things are status quo; however, as we all know, the tobacco world is anything but. Change seems to be around every corner and within that change lies new opportunities and challenges.

As we enter the New Year, we arrive at a tobacco field blooming with fresh possibilities. With the new continuation application comes the revised basic service guidelines and the liberty to create innovative activities to reach your population. It is time to *think outside of the box*. You know your community and you know how best to serve them. Take advantage of this opportunity! Be creative! Now is the time to make happen all of those wonderful ideas you have been sharing with each other over the past year. **HAPPY NEW YEAR!**

Remember: “Every new beginning comes from some other beginning's end.” (Semisonic)





New Appearances

After five months of redesign and compromise, the ITCA CTEPP finally has a logo. All thanks to the hard work of Glenda!! Thank you.

The ITCA CTEPP interviewed five graphic design companies before offering the consultant activity to Red Streak, Inc. Red Streak, Inc. is an American Indian owned graphic design company based in Tempe, Arizona. They have several years of experience working with Indian Health Service, Tribes and American Indian based organizations in Arizona.

ITCA CTEPP Logo Meaning:

Located centrally within the outline of the state of Arizona is an image of a tobacco plant. The tobacco plant contains on its limbs twenty-one leaves. These twenty-one leaves symbolize the twenty-one Tribes within the state of Arizona and their unique traditions, knowledge and usage of tobacco. The four colors of the state represent the many colors and varieties of tobacco and the four feathers surrounding the logo signify the four directions.

The ITCA and ITCA CTEPP will be using the logo in future materials development. If you would like information on Red Streak, Inc. or the ITCA CTEPP logo, please contact Glenda Lumpmouth.

Media Highlights

This was a BUSY quarter for our American Indian local programs. As we all know, September 28th was American Indian Day and several of our programs conducted community outreach in celebration. Other local outreach events included Red Ribbon Week, all Indian rodeos, counter Columbus Day activities and the Great American Smoke Out.

A major event for our Maricopa County programs was Native American Recognition Days (NARD). The Salt River Pima-Maricopa Indian Community (SRPMIC) and the Native American Community Health Center, Inc. (NACHC) jointly participated in the series of month-long activities, which included a 5K Run, Parade, Youth and Family Day and a contest Pow Wow.

As a TEPP sponsored event, the programs were able to purchase and create community specific outreach materials that had value to the American Indian population. Pendleton backpacks and blankets were given to youth, adults and elders with our message of “Respect Traditional Tobacco”. Big congratulations to SRPMIC and NACHC on an event well done! For more information on Native American Recognition Days, visit: www.aznard.com.

P.S. In case you were wondering, there are NO MORE BUFFALO STRESS BALLS!



Junior Prize Winners Receiving Pendleton Backpacks



NACHC Executive Director Presenting Pendleton Blankets to Male & Female Dancers

Pictured (L to R): Kevin Yazzie; Carla Jojola; Loren Sekayumptewa, NACHC

News from the Front

We've been asking for it. We, as Native American people, have been asking to see people who look like us on TV or the big screen. Philip Morris, makers of Marlboro cigarettes has responded, but not in a way we should readily celebrate.

"Think. Don't Smoke" is the message that Philip Morris, the tobacco manufacturing giant uses for their youth prevention activities and has provided Native Americans with the opportunity to see ourselves represented in mass market media. Produced by G & G Advertising, an American Indian ad firm, located in Albuquerque, New Mexico, Philip Morris' campaign is also promoting the most pan-Indian of Indian traditions: the pow wow.

Pow wows are also the cultural activities where gift-giving protocol involves tobacco products from companies like Philip Morris and where one can see American Indian habitual tobacco use. Nationally, nearly 40% of adults smoke, and 50% of youth smoke.

For those of you who have not seen the ad, the following is a description of the progeny of the Philip Morris and G & G marriage. There is pow wow music, close ups of the girl's face and narrow illuminated shots of the shawl dance inside a wooden building and outside on the plains. The outside images were shot using the sunset and decreasing light to gradually create outlines from the illuminated dancing figure and Indian tipis. There is no question this is an Indian ad.

The girl narrates:

My name is Amanda.
I am a shawl dancer.
To dance takes a lot of work and decisions
And when the competition is over
I am proud of all my decisions.
I don't smoke cigarettes.
I'm a shawl dancer.

Most people will comment about how nice it is that Indians can be used in media projects and how great it is that an Indian tradition is being featured. Before we get caught up in the beauty of the atmosphere this ad cre-

ates, let's be critical. Philip Morris is competing for the sentiments of our people. They have created, with the help of G & G, a beautiful, feel good ad. However, Philip Morris' addictive product also contributes to the high tobacco use rate and will contribute to the increasing cancer and other fatal disease rate for Native Americans.

An implicit message in the ad is that if you decide to smoke, your decision will be backed by generations of support. In actuality, one in three smokers will become ill from their decision and that will affect close and extended families and friends.

If there is one thing we can get from this commercial it is that this is a wake-up call signaling that Philip Morris is competing for your child's attention and your affection. If a person decides to smoke, that decision will effect other generations. At the end of this type of competition, is smoking a decision for which we can be proud?

To view the ad visit: <http://www.crain.com/prod/adage/surestream/shallRM.RAM>

Article Submitted by Lawrence Shorty

Around the Nation

Twenty tribes have no right to any of the \$20 billion the tobacco industry agreed to pay the states under the 1998 settlement between cigarette makers and 46 states, a federal appeals court ruled. A lawsuit filed by tribes in 1999 claimed that American Indians were counted for in the census data and used to determine how the money would be distributed in the states, but that Indian tribes were not given any money.

The tribe's charged racial discrimination and breach of sovereignty. They sought \$1 billion in compensation and punitive damages from the tobacco companies. But a three-judge panel of the 9th Circuit Court of Appeals said the tribes had no legal standing to sue the tobacco companies because they had not "suffered injury" by being excluded. The panel said the tribes had not proved they had to pay to treat ill smokers, unlike the state who had submitted claims to the tobacco companies.

Reprinted from American Indian Report

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Keeping Current

by K. Peniska, Sr.

Aiming to cultivate the sacred use of tobacco and raise awareness of the harms of commercial tobacco products, the Northwest Portland Area Indian Health Board (NPAIHB) brought more than 200 adults and youth from all over the country together for a powerful gathering in this Northwest City.

Held August 5—8, 2001, the conference gave Native specific attention and materials to the people in attendance, to help educate and empower people and communities to take further steps in reducing commercial tobacco use in their areas.

“This is our first conference. We are bringing in speakers and guests to teach the community about the traditional use of tobacco. Because in the Native community we have to fight tobacco in a different way, because it is sacred and religious, and we have to take that into account when we’re fighting it. Basically different tribes and different areas have different beliefs, so we have to educate people to fight tobacco use in Native communities.” says Richard Bristol, Project Assistant for the National Tribal Tobacco Prevention Network at NPAIHB.

For more information on the conference contact the NPAIHB Tribal Tobacco Prevention Network at 503.228.4185 or visit: www.npaihb.org.

Reprinted from Well Nations Magazine

Capacity Building Grant Opportunities

Community Micro-Grants

The U.S. Department of Health and Human Services has announced micro-grants to community organizations for activities that support the goals of Healthy People 2010. Grants up to \$2010 will be awarded. For more information visit: www.hhs.gov.

EGrants for Internet Access

Verizon Foundation is offering egrants to nonprofits to help cover costs of Internet access. For more information visit: www.foundation.verizon.com/index.html.

Promote Fundraising

Take advantage of Krispy Kreme’s fundraising programs designed to raise funds for schools and nonprofit organizations. Get the warm, gooey details at: www.krispykreme.com/fund.htm.



Arizona attendees pictured (L to R): Paul Saufkie, Hopi Tribe; Teresa Aseret-Manygoats, ITCA; Michael Manygoats; Glenda Lumpmouth, ITCA and Joe Jose, NACHC

Conferences

Women & Men's Conference

Native Women and Men's Wellness Gathering – February 24 to 27; Reno, NV. Presented by the Native Wellness & Healing Institute. For more information contact: Jillene Joseph at 503.666.7669.

Substance Abuse Conference

A Healthy Nations Initiative — March 27 to 28; Denver, CO. Sponsored by the Robert Wood Johnson Foundation. For more information contact: visit www.uchsc.edu/ai/hni.

RES: 2002

2002 Reservation Economic Summit & American Indian Business Trade Fair – April 29 to May 2; New Orleans, LA. Presented by the National Center for American Indian Development. For more information visit: www.ncaied.org.

Red Road Event

The Dine College Campus in Tsaile, AZ will host the Red Road Sobriety Campout & Pow Wow – July 27 to 29; For more information contact: Dan at 505.598.5767.

Miscellaneous

Prevention Curriculum

“Health Rocks” a prevention curriculum developed by Si Tanka College Cooperative Extension Program helps youth develop positive life skills and understand the issues and effects of tobacco use. For more information contact: M. Gilbert, 605.964.8011.

State Health Facts Web Site

The Kaiser Family Foundation launched a free, online resource that offers access to comprehensive and

current health information. For more information visit: www.statehealthfacts.kff.org.

Scholarship Opportunity

The American Indian Graduate Center Scholars is partnering with the Gates Millennium Scholars initiative. Application deadline is February 1. For more information visit: www.gmsp.org or call 505.884.7007.

Calendar of Events

Local Project Association (LPA) Meeting

February 7, 2002; Phoenix, AZ
For more information contact: Teresa Manygoats, 602.258.4822

Community Tobacco Advisory Council (CTAC) Meeting

March 28, 2002; Salt River Pima-Maricopa Indian Community
For more information contact: Ahniwake Webb, 602.258.4822

Coalition Building Training

April 18, 2000; Phoenix, AZ
For more information contact: Glenda Lumpmouth, 602.258.4822

8th Biennial Symposium on Minorities, the Medically Underserved & Cancer

February 6—10, 2002; Washington, DC. For more information call: 713.798.5383

Society for Research on Nicotine and Tobacco Annual Meeting

February 20—23, 2001; Savannah, GA
For more information call: 608. 836.3787

For updated event information check www.tepp.org.

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***ITCA CTEPP Mission:** To improve the health and quality of life among all American Indians through education, prevention and cessation while respecting traditional practice and ceremonies associated with tobacco use.*

Internet Tobacco Resources

American Cancer Society

[Http://www.cancer.org](http://www.cancer.org)

National Center for Tobacco-Free Older Persons

[Http://www.tcsg.org/tobacco.htm](http://www.tcsg.org/tobacco.htm)

American Legacy Foundation

[Http://www.americanlegacy.org](http://www.americanlegacy.org)

National Indian Health Board

[Http://www.nihb.org/index.htm](http://www.nihb.org/index.htm)

Bacchua and Gamma Peer Education Network

[Http://www.bacchusgamma.org](http://www.bacchusgamma.org)

Smokefree Apartment House Registry

[Http://www.smokefreeapartments.org](http://www.smokefreeapartments.org)

Community Tool Box

[Http://ctb.lsi.ukans.edu](http://ctb.lsi.ukans.edu)

Students Working Against Tobacco

[Http://www.getswat.com](http://www.getswat.com)

Do Something

[Http://www.dosomething.org](http://www.dosomething.org)

US Census Bureau

[Http://www.census.gov](http://www.census.gov)

International Tobacco Control Directory

[Http://www.globalink.org](http://www.globalink.org)

Western Tobacco Prevention Project

[Http://www.tobaccoprevention.net](http://www.tobaccoprevention.net)

Office of Minority Health

[Http://www.omhrc.gov](http://www.omhrc.gov)

World Health Organization

[Http://www.who.int](http://www.who.int)