

HONORING TOBACCO

DURING THE GREAT AMERICAN SMOKEOUT

BACKGROUND ON THE ISSUE:

Of all ethnic groups, AI/AN have the highest percentage of commercial tobacco use (37%). According to the CDC, In 2020, more than 1 in 4 (27.1%) American Indian/Alaska Native adults smokes cigarettes. Furthermore, AI/AN people, compared to the other racial and ethnic groups, have a higher risk of death and disease caused by using commercial tobacco products like cigarettes, smokeless tobacco, and cigars.

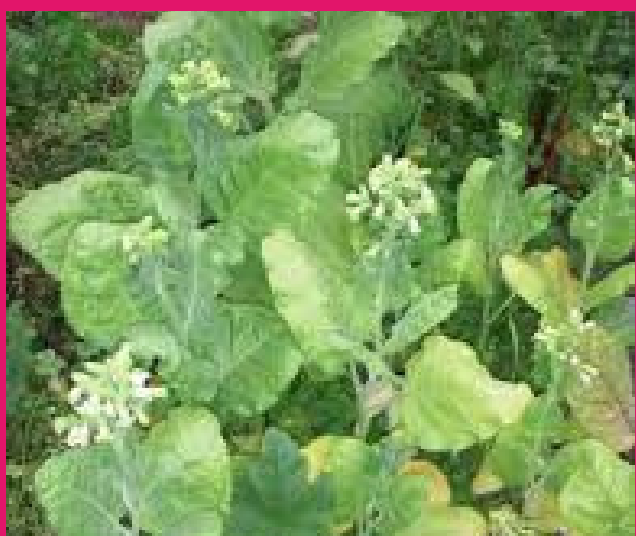


OVERVIEW:

Nearly 29% of GLIHC's patients reported using commercial tobacco, which is higher than the national average. We needed to introduce a program that would get patients engaged in thinking about quitting commercial tobacco.

PLANNED ACTIVITY:

In order to encourage patients to take the first step towards quitting smoking, we offered the program "Honoring Tobacco" during "The Great American Smokeout". For this program we asked participants to take the time to learn the difference between commercial and traditional tobacco and to honor traditional tobacco for one day by pledging not to abuse commercial tobacco for one day, during the American Cancer Society's annual Great American Smokeout, held in November. We tied the recognition of traditional tobacco and respecting our culture and traditions to Native American Heritage month, also held in November.



IMPLEMENTATION:

Participants in the program were provided with a smoking cessation bag. The bag contained a pledge card that the participant signed to honor their traditions on November 20 and not use commercial tobacco. The bag also contained the book "Walking with the Sacred" which teaches about the history and role of traditional tobacco in indigenous culture and a sage stick for smudging. We also provided quit smoking apps for both apple and android, information on the impact of commercial tobacco on Indian Country and the flyer for our Honoring Tobacco program. And finally, the bags contained a QuitGo smoking cessation tool to encourage people to quit.

GOALS:

As a result of this program, twenty-seven people were referred to smoking cessation services. All twenty-seven of the participants were contacted and invited to schedule an appointment to meet with a smoking cessation counselor and discuss options and strategies for remaining free of commercial tobacco. Just under half were able to schedule a follow up smoking cessation appointment for additional treatment. This program was an excellent way to enhance the referrals into our smoking cessation program and enabled us to reach out directly to our community, in addition to receiving our provider referrals.



PARTNERS:

WE WERE ABLE TO PROVIDE THIS PROJECT THROUGH OUR PARTNERSHIP WITH THE WISCONSIN CANCER COLLABORATIVE, AMERICAN CANCER SOCIETY AND THE CDC.