

Honoring Tobacco & The Great American Smokeout

2024 Wisconsin Cancer Summit
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Defining the need:



- American Indians/Alaska Natives have the highest percentage of tobacco use than any other ethnic group (37%). (CDC)
- AI/AN Have higher risk of death from commercial tobacco use. (CDC)
- 29% of the GLIHC's patients report using commercial tobacco versus 11.5% for the general population.
- How can we get our patients to start thinking about stopping commercial tobacco use? Using the mini-grant from WCC developed a program.

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What did we want to provide?



- Educate patients of the difference between commercial and traditional tobacco.
- Provide the patient with support to begin the journey without commercial tobacco.
- Provide resources for the patient to understand the impact of commercial tobacco in Indian Country.

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Implementing the Program:

- Used the American Cancer Society’s “Great American Smokeout” to offer patients the opportunity to quit commercial tobacco for one day in November.
- Tied this along with “Native American Heritage Month”.
- Wanted to reiterate the cultural need to respect tobacco as a medicinal plant.
- Provided them with a “quit” bag containing supplies and a pledge card.



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Results Achieved:



- 27 patients received smoking cessation bags and were referred to smoking cessation services.
- Just under half (12) stayed with the program and attended a follow up appointment with a smoking cessation specialist.
- Participants appreciated the supports provided to them to assist with smoking cessation. Many were unaware of the history of Traditional Tobacco.