

**Mobilizing Tribal Communities to  
Support Tobacco Use  
Prevention, Reduction Policy and  
System Changes**

**36th Annual NTHC 2019**



# Presenters

Narinder Dhaliwal | Director ATOD

Gary Hayward | Win River General Manager  
Redding Rancheria Tribal Member



Our Mission:  
Improve health and increase  
opportunities for youth, families and  
communities.

# Number of Tribal Nations

**Approximately 573 federally recognized  
Indian Nations in the United States**

**Approximately 229 located in Alaska**

**109 located in California**



# Population Size Variances

**2.9 million people or 0.9 percent  
American Indian and Alaska Native  
alone**

**2.3 million people or 0.7 percent in  
combination with one or more other races**

**California 14 percent alone or in combination**

2010 Census data



# Health Issues

**6** of top 8 causes of death  
linked to smoking

## **LUNG CANCER**

Leading cause of  
cancer death

**ASTHMA 20% HIGHER  
IN AI/AN CHILDREN**

*National Native Network data*



# Adult Cigarette Smoking Rates

2017 CDPH study

**19.1% USAGE RATE**

**19.7%** Youth Tobacco Use

**11%** California Adult smoking rate

3.2 MILLION ADULT SMOKERS

**250 CARCINOGENS KNOWN  
TO BE HARMFUL**



# Building relationships with California Tribes

Where we began

CDPH – California Tobacco Control Program Funding



# Top Down Approach vs Grass Roots Advocacy

—  
Research

Collaboration

Insider "Champion"

Follow through



# Why engagement is needed on a broader perspective

Respect

Traditions

Health views

Youth

Uptake in e-devices



# Successful relationships – successful outcomes

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Redding Rancheria

Sycuan Band of Kumeyaay Nation

Susanville Rancheria

California Nations Indian Gaming  
Association

Nevada California Indian Housing  
Association



# Gary Hayward

Win River General Manager

Redding Rancheria Tribal Member



# Pit River Yana Wintu



# Vision Statement

## The strength of our Tribe

Lies in honoring our elders, building healthy families and promoting self-reliance in our members.

We invest in our youth and adults, knowing that they will create the future with the strength of our ancestors. We empower them with knowledge and skills for a changing world.



# Data and Tribal Council

**Side Pak** air monitoring

# Surveys

# Reports

**Presentations** to Tribal Council  
and General Membership

## A Case Study The Win-River Resort & Casino

Starting in 2008, a coalition of public health professionals began working with the Redding Rancheria tribe in Redding, CA to establish a smoke-free policy at the Win-River Resort and Casino. The coalition collected data on air quality and surveyed both patrons and staff. Information was collected with full tribal knowledge and shared with casino management. In 2014 Win-River became the second casino in California to become completely smoke-free.

Although their policy was later modified to be 70% nonsmoking, the success of this collaboration, and the lessons learned, may provide a model for similar efforts.

### Our Findings

Before the smoke-free policy was in place, **only 1 in 10** patrons were actively smoking at any given time.

**3–5x higher** Initial levels of fine-particle exposure in indoor gaming areas, compared to what the EPA says is **safe for outdoor air**.

**98%** Reduction in levels of fine-particle exposure in the air **after the smoke-free policy** was implemented.  
*[from 100–147 down to near 0]*

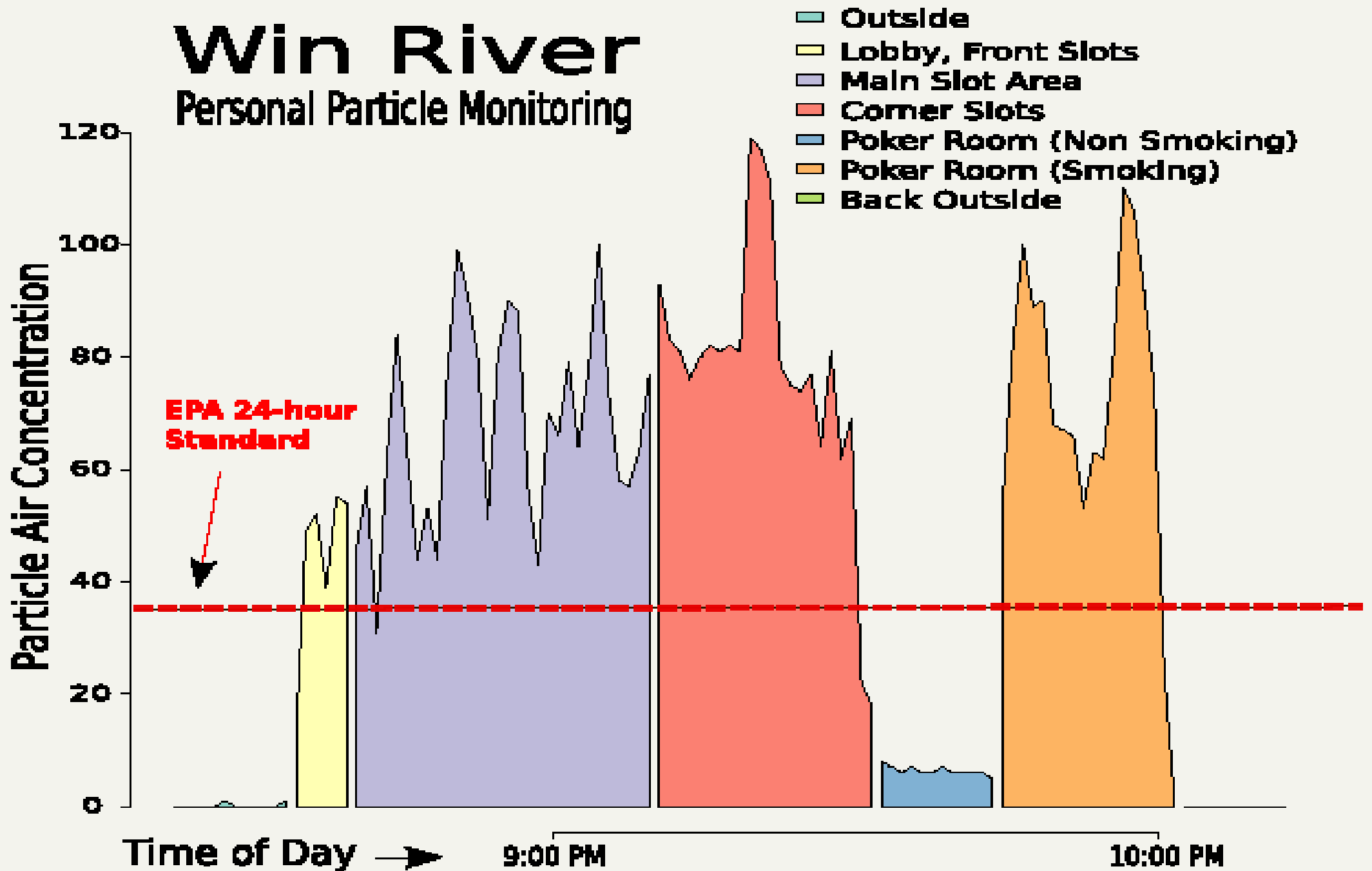
**53%** of cases

### Keys to Success

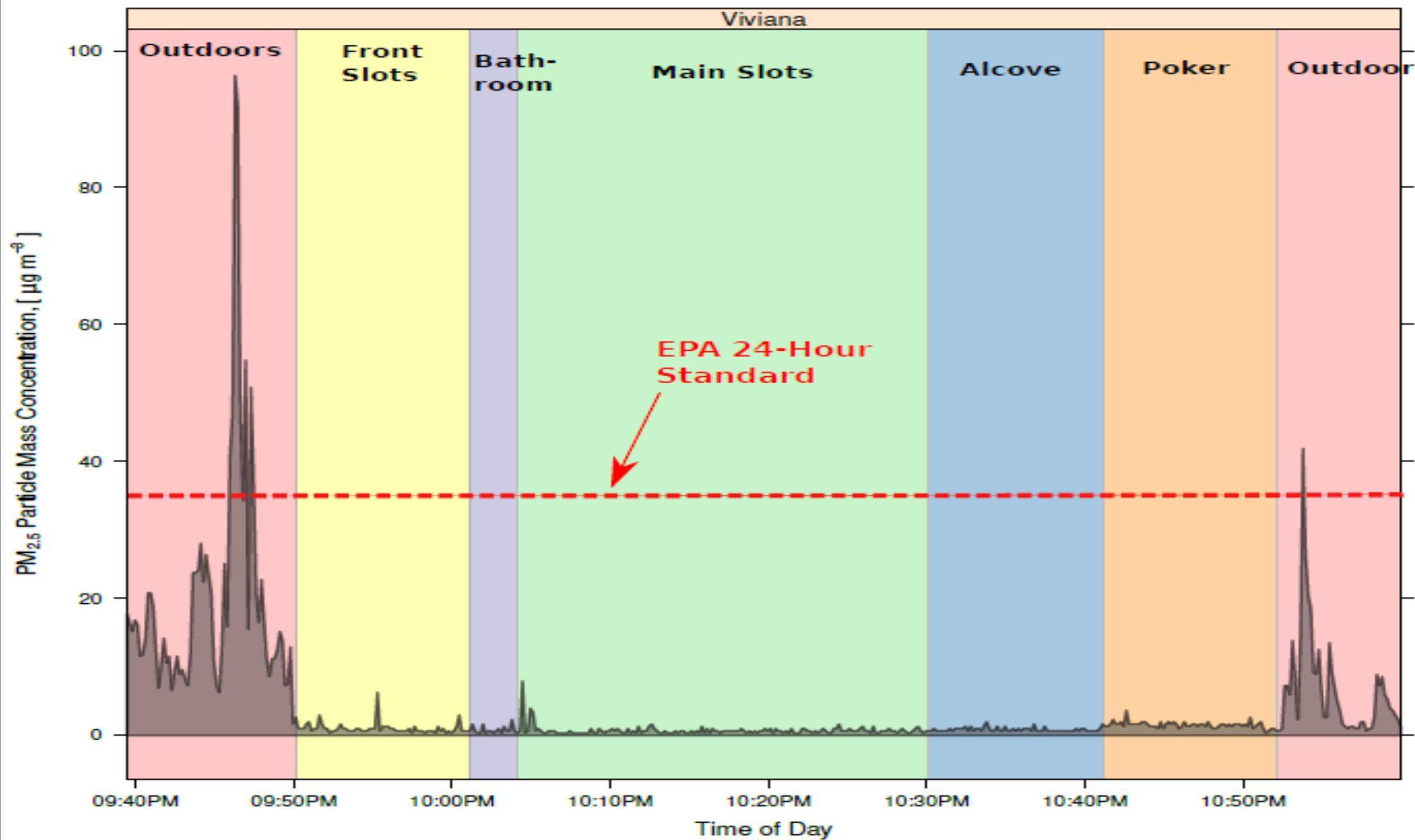
1. Build relationships and trust with casino management and tribal community
2. Collect air quality data with full tribal knowledge and consent. Assure them that the data belongs to them and will not be shared without their permission.
3. Survey staff and patrons on support for smoke-free policy
4. Share information collected on air quality and support for smoking restrictions
5. Share information on EPA air quality recommendations
6. Share success stories with casino management

# Win River

## Personal Particle Monitoring



# Example Smoke-Free Patron PM<sub>2.5</sub> Exposure - March 28, 2014



## Outcomes & Change

**100%** smoke-free policy March 2014

**70%** smoke-free policy February 2015

**100%** nonsmoking hotel policy remains intact

Future expansion plans



# Partnerships | Trust | Information



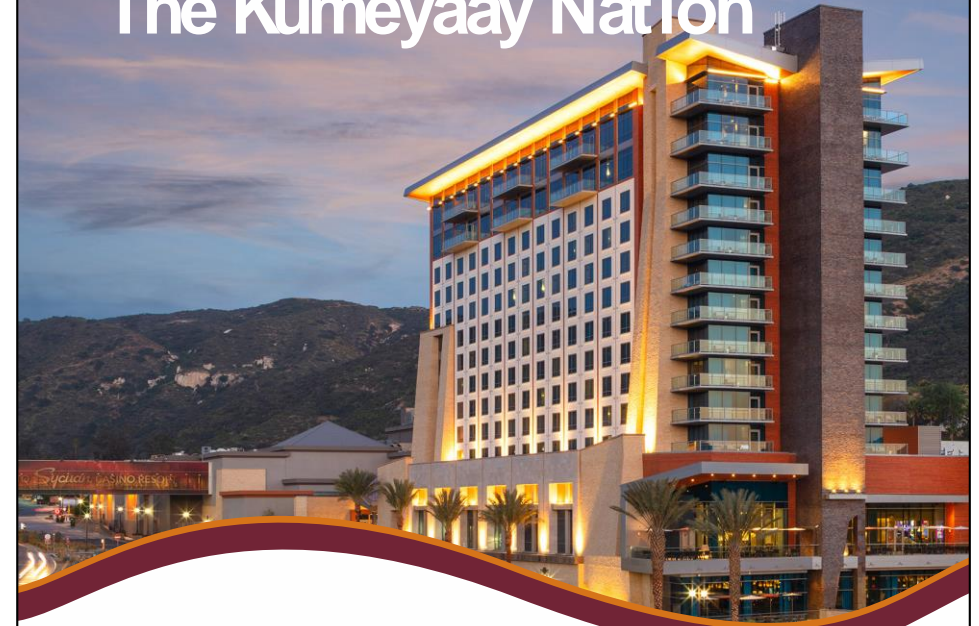
# Partnerships | Trust | Information



# Chairman Cody Martinez



## CONGRATULATIONS! Sycuan Band of The Kumeyaay Nation



For their commitment to  
**Public Health and Business Vision**

by opening their 500,000 square-foot  
casino and resort expansion that is  
100% non-smoking/ non-vaping

advancing health equity **etr.** Sponsored by CCAP | A project of ETR



# La Jolla Trading Post Casino

76 on Hwy 76: Completely smoke-free and vape-free



Interest in health

Interest in applying for tobacco funding

Interest in entryway policy

Interest in campground policy



# Gaming Tribes Vulnerability

—  
Misconceptions

Especially Youth/Young Adults

Why?

How?

What still needs to be done?





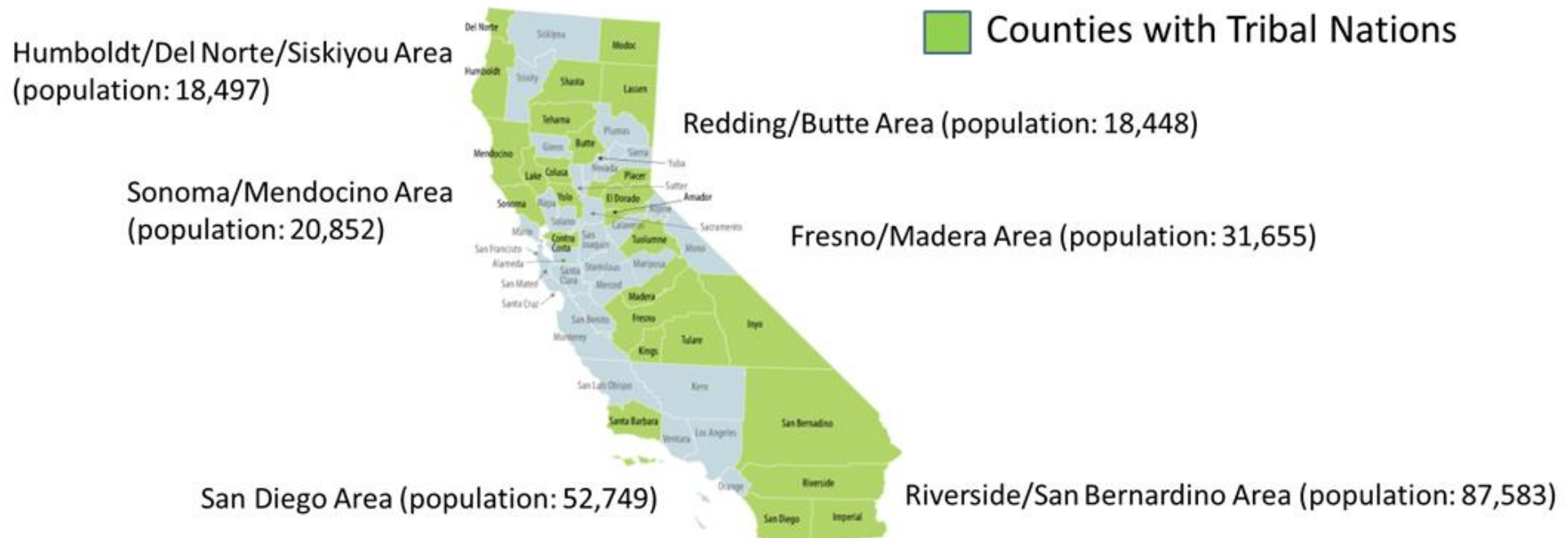
# Tribal Youth Campout raw video interviews footage



# **CTCP American Indian Initiative**

# 2017 Tribal Consultation Site Visits

## Tribal Consultation Process In-Person Sites + Online Survey Option



2013 American Indian Population and Labor Force Report, January 2014, Federal Recognized Tribes, California Clean Air Project Website – Tribal Nations Map

# Initiative Goals

- Build Capacity
- Mobilize and Engage
- Implement, Support and Evaluate



# Understand the Differences

## Commercial Tobacco vs. Sacred/Traditional Tobacco

This is the problem



..... Not this



# American Indian Initiative - Timeline

Dates in the circles below are the contract execution/start dates

\*AICC already executed/started in January 2019

\*all are 5 year contracts





**Tribal  
Community**  
Coordinating Center

“Providing culturally appropriate guidance and assistance to California Indian Tribes to access and implement tobacco related programs”

# Tribal Advisory Council



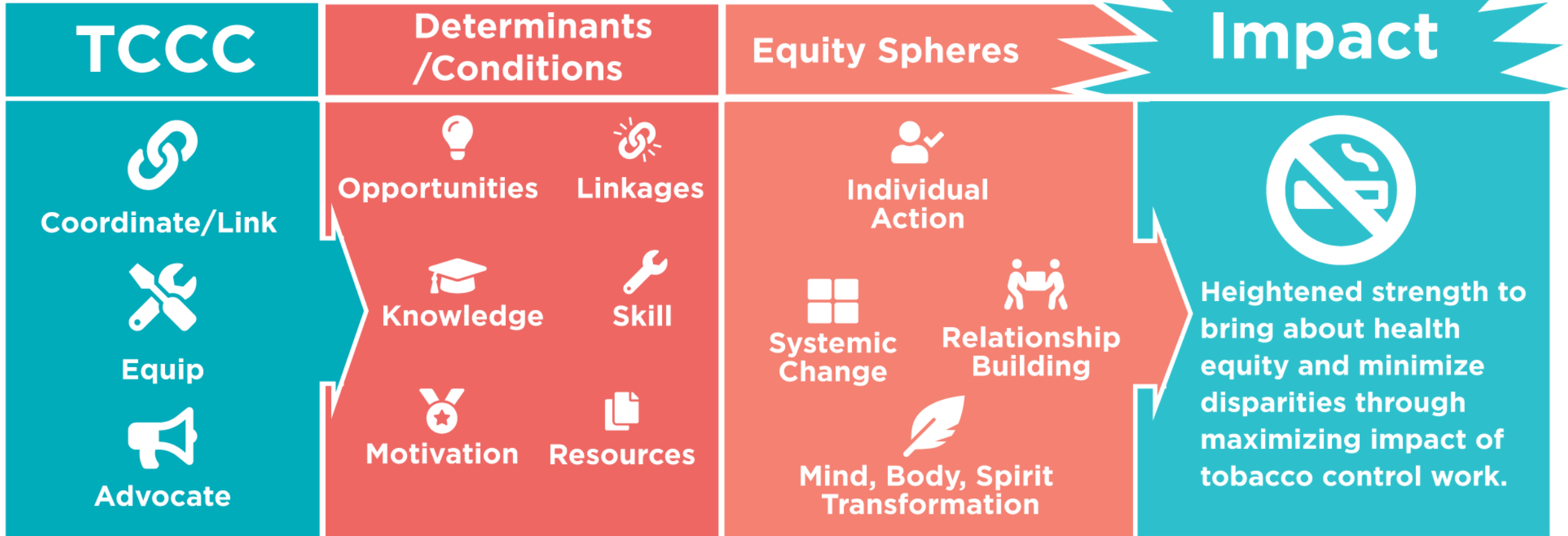
The Tribal Community Coordinating Center is California's Statewide Coordinating Center for the American Indian Initiative to Reduce Tobacco-Related Health Disparities.

The Center's work is guided by a Tribal Advisory Council (TAC) comprising of California Tribal Members

Advocating for equity by addressing the impact of commercial tobacco on health disparities in California Tribal



# Steeped in Health Equity



# Future Engagement - TCCC

## Relationships

California Tribes

Local Community

Public Health

Community Based Organizations

Local Government entities

Working on improving health in tribal nations



# thank you.

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