



NIHBI

NIHB 36th Annual National Tribal Health Conference



Tribal Media Direct Funding

- In CA 109 Fed Tribes with different customs and traditions
- Some Tribes rely upon tobacco as a sole source of income for community services like elders or health care
- Many tribal languages are still not written creating barriers for print media
- Youth are a focus and target in tribal communities
- Elders and culture are used as an educational deterrent.
- Not all tobacco is bad in many tribes cultural views
- Not all tribes use tobacco traditionally



Tobacco: One Message Won't Fit



There is no word for “Vape” in my language!

- Current approach is to focus on the 4 CNIGA regions of California.
- Tailor media plan content and messaging based upon the tribes and the regions needs and community .
- Campaigns to include Social, Earned, Print, Story Telling etc.

Policies Have To Fit The Community



- Smoke Free Enterprises
- Smoke Free Community Facilities
- Smoke Free Housing
- Tribal Youth Outreach and Education
- Restrict tobacco use only for traditional/sacred use

Smoke Free

Casino Fun!

The La Jolla Trading Post Casino is the first California 100% smoke free casino with 76 machines conveniently off Hwy 76. Enjoy our "Free Play" coupon for every new guest, camper, and zip-lining adventurer. Our Casino boasts as having some of the loosest slots in Pauma Valley California. You are also welcome to bring the family to enjoy gentle river adventures, camping under the stars, zip-lining over the canopy of the Cleveland National forest or hiking the traditional water ways of the Luiseno people. Don't forget to fill up with some of California's lowest gas prices and friendliest faces. A jewel awaits you in, the Real La Jolla!

**CONTACT THE
LA JOLLA TRADING
POST CASINO**

Partnership

Guidance



Align Tribal Initiative and Campaigns when possible

Recognize Tribal Engagement is best achieved by fostering partnerships with CA Tribes



American Indian
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