



Tribal Casinos Re-Opening 100% Smoke-Free: THE NEW NORMAL

Presenters:

Hershel W. Clark

Clinton Isham



Objectives

- Introduction
- History of Commercial Tobacco Policy
- Smoke-Free Casino Movement
- Strategies
- Reclaiming our Sacred Tobacco
- Moving Forward Following COVID-19

Difference Between Commercial Tobacco vs. Ceremonial Tobacco

Dzil Nat'oh



Commercial Tobacco

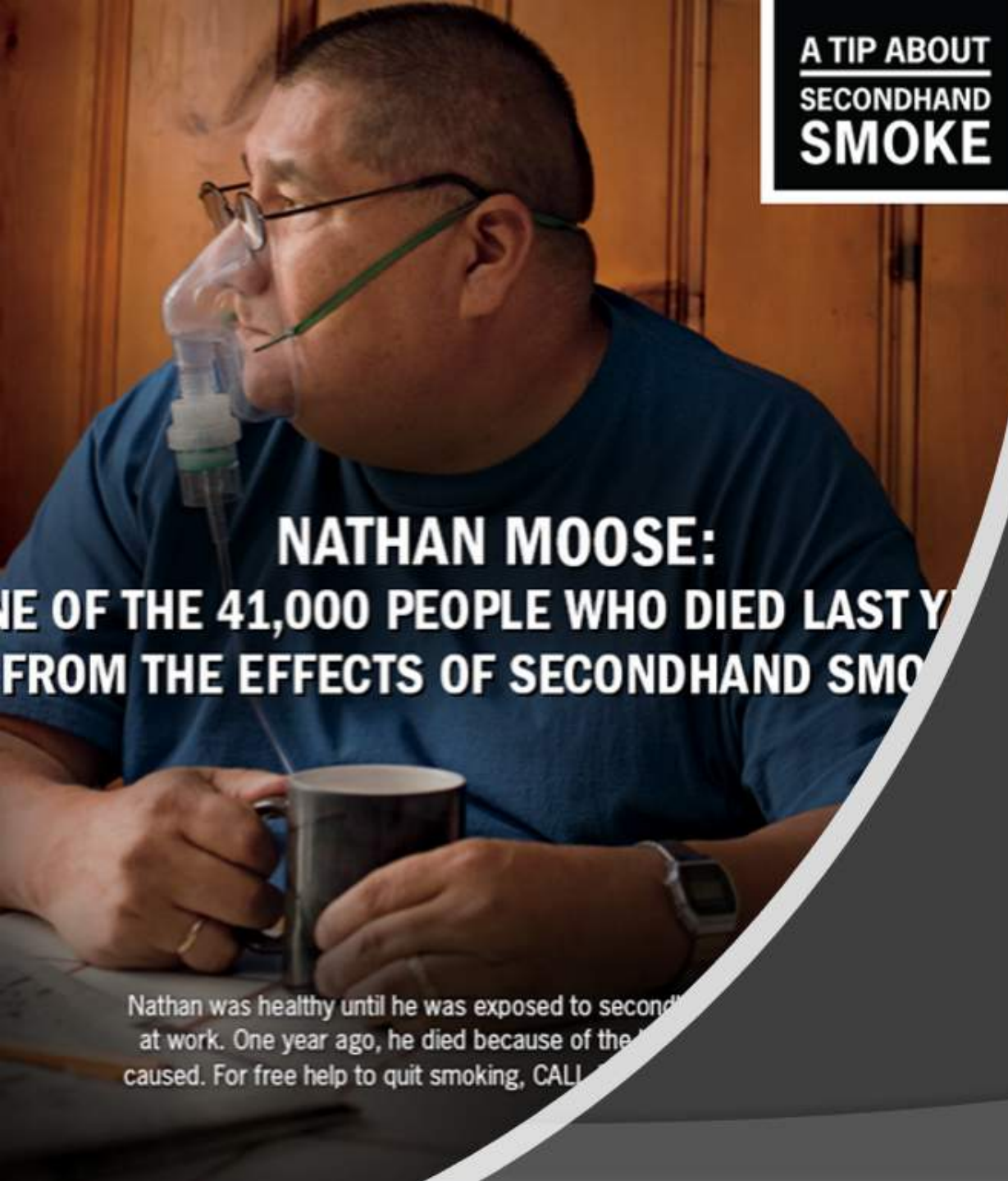


Tobacco Policy: Brief History

- 1964 – US Surgeon Report “Commercial Tobacco is harmful”
- 1983 – Kean’s Canyon Hospital 1st hospital to go smoke free!
- Indian Health Services (IHS) Northwest Regional Agency:
 - 1st indoor public workplaces to go smoke free!
- US Department of Health – Domino effect worldwide...
 - Planes, restaurants, bars, public places, and workplaces worldwide began to adopt smoke free policies...
- However, Tribal Casinos & Tribal Governments and Private Casinos are now the only places without smoke-free regulations
 - Tribal Sovereignty and Private Industry



**A TIP ABOUT
SECONDHAND
SMOKE**



NATHAN MOOSE:

**ONE OF THE 41,000 PEOPLE WHO DIED LAST YEAR
FROM THE EFFECTS OF SECONDHAND SMOKE**

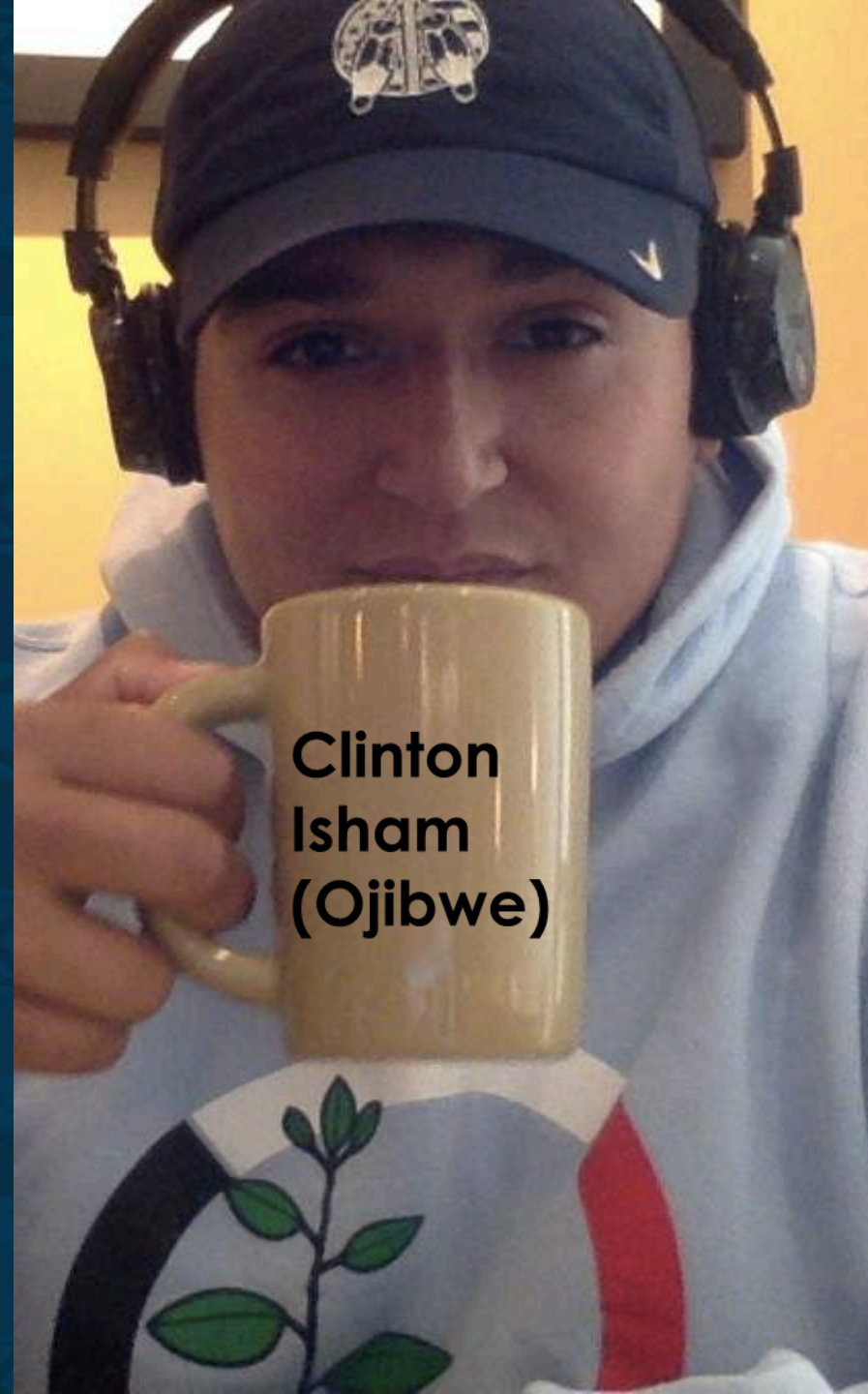
Nathan was healthy until he was exposed to secondhand smoke at work. One year ago, he died because of the health problems caused. For free help to quit smoking, CALL 1-800-QUIT-NOW

Health Impacts

- Higher risk of experiencing tobacco-related disease and death due to high prevalence of cigarettes and commercial tobacco use (CDC, 2018)
- Leading cause of death among AI/AN include:
 - Cardiovascular disease #1 cause of death – Doubles persons risk for stroke
 - 2nd leading cause of death cancer (Lung Cancer - #1)
 - Diabetes 4th leading cause of death – risk of developing is 30 – 40% higher among smokers
- More AI/AN woman smoke during pregnancy than any other racial group in the nation (CDC, 2018)
 - Causes early childhood effects, preterm delivery, stillbirth, low weight birth, sudden infant death syndrome (SIDS)
- The prevalence of nicotine dependent is higher than for any other substance abuse disorder!
(American Society of Addiction Medicine, 2008)

The Spark!

- Tribes leading the nation during COVID-19
- Impact and trend in Indian Country
- Beginning, Gambling w/ Our Health, & HCGM
- Sharing what we know URGENTLY



Getting Support

- Engaging with the Community:
 - Identify partners (coalitions, health programs, etc.)
 - Identify effective strategies to reach community
 - Disseminate information on why 100% smoke-free is important
 - Navajo experience



Hershel Clark, MPH (Diné)

AIR IS LIFE
Ní'ch'í éí bii' íí'ná át'é

EVERY BREATH IS SACRED: THE IMPORTANCE OF NAVAJO CASINO'S REOPENING SMOKE-FREE

****Tune in To KTNN Radio Forum****

**Wednesday, May 6th, 2020
6:00pm to 7:00pm (DST)**

AIR IS LIFE
Níich'í éí bií' ííná át'é

SPECIAL GUEST SPEAKERS INCLUDE:

- Dr. Patricia Nez Henderson, Vice President, BHCAIH
- Char Day, American Nonsmokers Rights
- Hershel Walker Clark, SNTEPP Program Supervisor
- Al Yazzie, SNTEPP Project Coordinator

TOPICS INCLUDE:

- Impacts of COVID-19 in relations to Re-opening Tribal Casinos as smoke-free.
- Washington State Tribal Casino Reopening their Doors as Smoke-free Facility
- Health benefits of having Smoke-free Casinos
- Financial benefits of having Smoke-free Casinos
- Cultural benefits in reclaiming our sacred use of dzil nát'oh (ceremonial tobacco)
- Navajo people's perspectives on having Smoke-free Casinos.

FOR QUESTIONS, PLEASE CALL (928) 613-7108

This event is being organized by the Southwest Navajo Tobacco Education Prevention Project – In collaboration with American Non-Smokers Rights & Black Hills Center for American Indian Health.



#BreathingCleanAirlsHozhó #EveryBreathIsSacred #AirlsLife

Getting Support

- Engage with Tribal leaders:
 - Contact your Tribal Leaders
 - Contact Tribal Gaming leadership
 - Identify effective communication methods



Navajo SMOKE FREE Casino
healthier • happier
cleaner • fresher

**NO SMOKING
NO VAPING
NO E-CIGS**

- KTNN Video:
- <https://www.youtube.com/watch?v=oq1CJ4T-6A>

**TRIBAL CASINOS RE-OPENING
100% SMOKE-FREE: THE NEW NORMAL**

TUNE INTO KTNN A SPECIAL RADIO FORUM
Thursday, November 19th, 2020
6:00pm – 8:00pm (MDT)

AIR IS LIFE
Níich'í éí bil' ílná át'é

SPECIAL GUEST SPEAKERS INCLUDE:

- Clinton Isham (Ojibwe), Tribal Relations Consultant, ANRF
- Brian Christopher, BCSlots.com, Gaming Social Media Influencer
- Britt Carter, BCSlots.com Events & Operations Manager
- Missy Tracy (Ho-Chunk) Ho-Chunk Gaming Madison: 100% Smoke-Free
- Navajo Casino Worker, Navajo Re-opening Smoke-Free Story

TOPICS INCLUDE:

- Indian Country's Movement toward Smoke-Free Casinos
- Tribal Leaders on the NEW NORMAL for Tribal Casinos
- Navajo Casino Worker Perspective on Smoke-Free Casinos
- Marketing Strategies & Benefits in Going Smoke-Free
- Navajo Nation Efforts in Smoke-Free Casinos

For more information contact
Hershel Clark: hclark@bhcaih.org
SPONSORED BY:
Black Hills Center for American Indian Health,
American Nonsmokers' Rights Foundations, and
Southwest Navajo Tobacco Education Prevention Project

#BreathingCleanAirlsHozhó #EveryBreathIsSacred #AirlsLife

BHCAIH **ANRF** AMERICAN NONSMOKERS' RIGHTS FOUNDATION **SNTEPP**
SOUTHWEST NAVAJO TOBACCO EDUCATION PREVENTION PROJECT

FINANCIAL BENEFITS FOR TRIBAL CASINOS REOPENING 100% SMOKEFREE

- \$ Reduced disease, death and health care costs for tribes
- \$ Lower health insurance for workers
- \$ Reduced property and life insurance costs
- \$ Reduced maintenance, equipment, furnishings and cleaning costs
- \$ Less financial investment in multimillion \$ ventilation systems
- \$ Reduced risk of litigation from casino workers
- \$ 90% of millennials and young U.S. adults are nonsmokers, including most casino staff and customers.
- \$ People will stay longer and visit more frequently smoke-free venues, including casinos – result in spending more money \$\$\$
- \$ New innovative market for next generation (young generation value healthier lifestyles)
- \$ 100% Smoke-Free casinos will promote gaming to “millennials and baby boomers”!
- \$ Employees will be more motivated to work – sustainable workforce!
- \$ Airlines, bars, & restaurants) were told they would not make money if they went smoke-free – Tobacco Industry tactics are false!
- \$ Estimated over 400 state owned casinos are 100% smoke-free!!



PEOPLE WANT SMOKE-FREE ENVIRONMENT!

#airislife #smokefree #tribalcasinos #publichealth #covid19



CASINOS GOING SMOKEFREE MATTERS

Every worker deserves to breathe smokefree air. Casino, bar, & restaurant workers are more exposed to toxic secondhand smoke in their jobsite compared to other segments of the U.S.

The Surgeon General Concluded:

- There is no risk-free level of secondhand smoke
- Separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate exposure of nonsmokers to secondhand smoke
- Heating, air conditioning and ventilation systems alone cannot eliminate exposure to secondhand smoke
- 100% smokefree workplace policies are the only effective way to eliminate secondhand smoke exposure in the workplace

Secondhand Smoke Can Cause:

- Exposure to secondhand smoke causes an estimated 41,000 deaths from lung cancer and heart disease among adults each year in the United States.
- Heart Disease • Lung Cancer • Respiratory Disease
 - Adverse Effects on the Health of Infants and Children

Smoke-free Policies:

- Improve Air Quality
- Improve Health
- Receive Public Support
- Reduce Secondhand Smoke Exposure
- Reduce Smoking
- Result in High Levels of Compliance

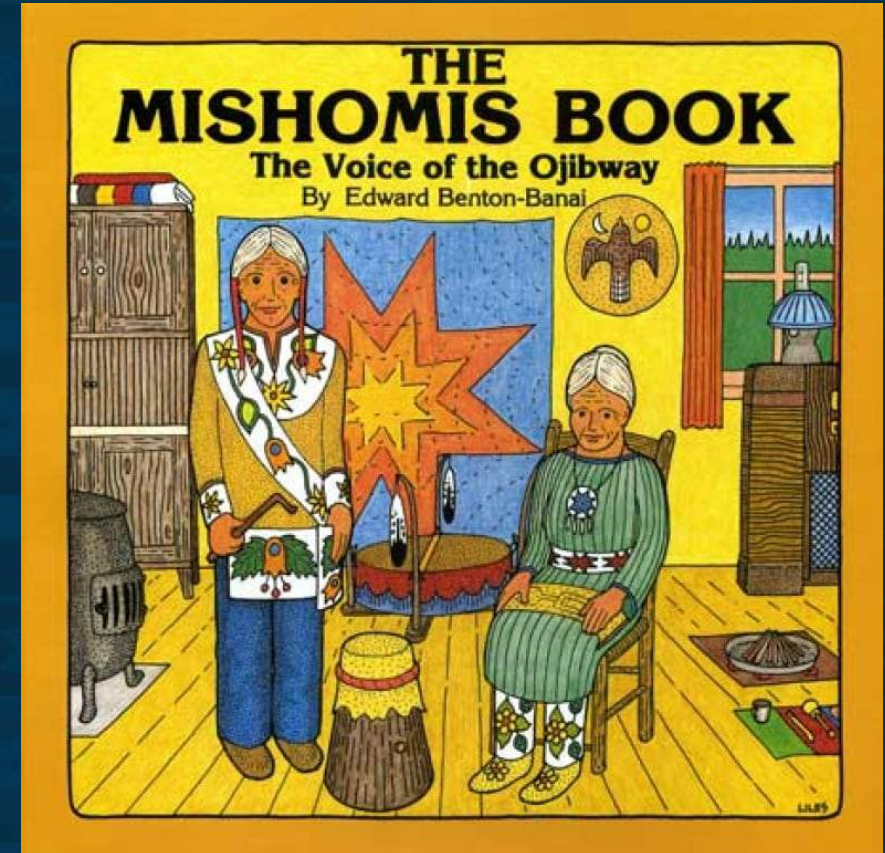


#BreathingCleanAirIsHozhó
#EveryBreathIsSacred #AirIsLife



Reclaiming the Sacred use of Tobacco

- Traditional v. commercial tobacco
 - Intent w/ Tribal leaders
 - TT > CT = CT < TT
 - Zero commercial tobacco
- #keeptobaccosacred #sacredtobacco



Moving Forward Following COVID-19

- What did we learn?



• It Matters That ALL Tribal Casinos Reopen Their Doors 100% Smoke-free

Questions?



This mural was created from community members and stories on their vision of what health and traditional tobacco look like in their communities. We worked with artists Mario Henriquez (VOTAN) and Gregg Deal. This mural is at the Minneapolis Indian Center. This project is funded and supported by ClearWay Minnesota in collaboration with the Native Youth Alliance Minnesota and community members.

Other Resources

- Article on Stillaguamish Tribe announcement on reopening as a 100% Smoke-free casino after COVID19.
<https://www.heraldnet.com/news/tribal-casino-will-go-smoke-free-in-response-to-pandemic/?fbclid=IwAR0juCBlj79ZK8JuMol-Q8l0QkpQZXMzF4kwASMLI6JX5BFZUmmUK0VFpp4>
- ANR Foundation: Financial Benefits of Reopening Smoke-Free:
<https://www.youtube.com/watch?v=RIsMZf478t4>
- Ho Chunk Gaming Madison: A Casino Chooses Health Over Secondhand Smoke:
<https://www.youtube.com/watch?v=eyD5WYcx6g8>

Thank You, Everyone!

Contact Information

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