

# Secondhand Smoke American Indian Casinos

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American Indian Tobacco  
Education Partnership

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# Strategic Planning

## Preliminary Economic Impact Studies

First step:

- Agree on a Modality to proceed
  - with all TCS funded organization
  - that is inclusive respectful to tribes and casinos and
  - includes their input
  - Transparency

# Strategic Planning

- AITEP – SHS Advocacy Casino Surveying
  - 9 Casinos (survey reports & summary reports)
    - Large, Small, Rural, Urban
  - This validated that our strategic plan to work with AI casinos is affective
    - Being evaluated by:
      - TCS funded agencies
      - Casino Managers
      - Tribal Leaders
      - Tribal Health Programs
      - CNIGA
    - Being evaluated on:
      - If approach is culturally respectful, statistically accurate, and if the information is affective and beneficial.

# Strategic Planning

## Second Step:

- Working with CNIGA (Majority of Gaming Tribal leaders)
  - CNIGA's purpose is to protect tribal government gaming and protect tribal sovereignty. To fulfill that purpose, CNIGA maintains an active role in tracking and reviewing legal, legislative and policy issues and activities that may affect governmental gaming conducted by Indian tribes in California.
  - Propose that our PH advocacy campaign fits into their PH section, such as Gambling Addiction.

# Strategic Planning

- Larger scale Surveying.
  - Attempt to survey all CNIGA Members Tribes at least twice
    - To show pre & post norm change
- Focus Groups with as many CNIGA Members Tribes (as we financially can)

# Strategic Planning

- Propose public health norm change to CNIGA & Tribes
  - Social Norm Change model
    - Work with Tribes to develop specifics
  - TCS, CDOC develop a PH Strategy to social change for Casino Guests and Employee
  - Research community (casino guests & employees)

# Strategic Planning

- Propose public health norm change to CNIGA & Tribes
  - Collaborative model (spelled out)
    - This is where TCS & TCS funded organizations will create the PH social norm change model
    - PH messages
      - Posters in casino, billboards, coasters, t-shirts
    - Letters from the community
      - With encouraging positive messages
    - Media
    - 7 generations
      - We have thought about our AI communities in this way... now we are thinking in this way for the betterment of the whole American community

# Strategic Planning

- How do you get in touch with AI Casino Guests?
  - Who are they?
- How can we respectfully express the needs and wants of current casino guests or potential casino guests?
  - Letter writing campaign that is supportive and respectful of Sovereignty, Self-Determination, & Economic Independence
- What PH media messages will work in your community?
  - With collaboration & transparency with local Tribal Government and Casino Management

# Strategic Planning

- Understand your Tribal Community
  - Traditional Tobacco
  - Community needs
  - Community Ceremonies

# What is Being Done

- Many Tribes have
  - Smoke-Free Restaurants
  - Smoke-Free sections on gaming floor
  - Smoke-Free Annex
  - AITEP SHS Casino Coalition
    - Cultural Competency Training

# What is Being Done

- AITEP SHS Casino Coalition
  - Cultural Competency Training
    - Sovereignty
    - Traditional Tobacco
  - SHS Casino
    - PH Media Development
    - Local Community Strategic Planning
    - AITEP Updates
    - Casino Guest surveying & focus group development

# Contact

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