

Collaboration in Keeping Tobacco Sacred in Utah



Networking to Keep Tobacco Sacred in Utah

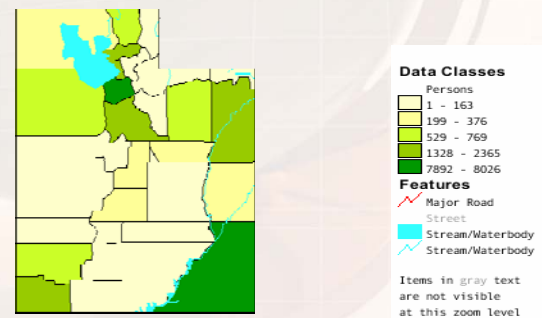
Our Story



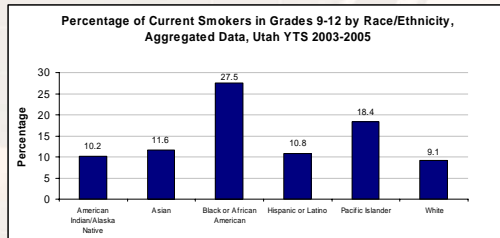
- 41,000 identify as American Indian
- 24,000 American Indians Only
- 60% living in Urban Areas
- Mobile Populations

Disparity Factors

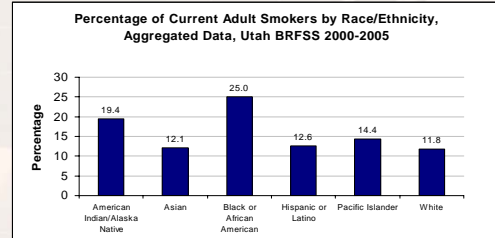
- Ethnicity
- Income
- Education
- Location



Setting the Stage



Setting the Stage

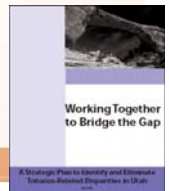


Other Factors

- Limited funding to address tobacco-related disparities
- Only one proposal awarded for each priority population

How We Got Started

- **January 2002**- began a planning process to identify and eliminate tobacco-related disparities.
- **March 2004**- *Working Together to Bridge the Gap* was completed.
- **Fall 2004**- Utah's Ethnic Networks were born.



Network Goal Areas

- Minimize gaps in data
- Create communication networks
- Ensure programs and services are culturally and linguistically appropriate
- Build capacity
- Educate state and local leaders (Policy Change)

Barriers We Encountered

- Strategic planning is overwhelming
- Geography
- Tobacco not a priority
- Decision to pool money

Starting the Network

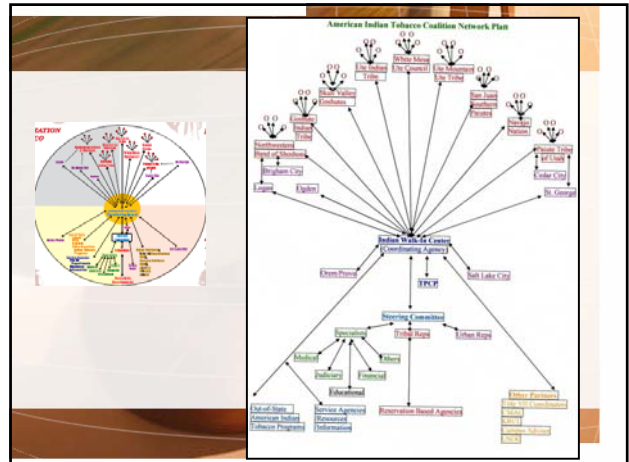


- Bringing tribes to the table
- Establish basic values

Respect for Sacred Tobacco



- Tribal Sovereignty
- Face to Face Encounters



Accessing Resources

- State and out-of-state partners
 - ITCA
 - CRIHB
 - NPAIHB

4) Training and Education

- Tobacco 101
- Tobacco Industry Manipulation
- Second Wind



5) Marketing

- Localizing the campaign
- Putting a native face on tobacco use

Specifics of the Media Campaign

- Started with posters
- Network provided and avenue for distribution
- Input from tribal representatives was invaluable
- Campaign has evolved with help of Network

Media Images

Projects

- Youth Traditional Tobacco Project
- Spiritual Leaders Summit

Contact Information

Ed Napia
Indian Walk-in Center
Phone: 801-746-4040
Email: enapia@iwic.org