

American Indian Tobacco Tradition is Exploited

Commercial tobacco manufacturers have exploited Native American symbols and images since the invention of the cigarette rolling machine in the late 1800s. However, commercial tobacco cigarettes are designed to cause addiction. They are not traditional tobacco.

- *Tobacco manufacturers use a stereotypical image of an Indian chief to sell Red Man chewing tobacco, American Spirit cigarettes, and a host of other tobacco products.*
- *The Santa Fe Natural Tobacco Company, owned by Reynolds American, deceptively links American Spirit cigarettes with Indian culture, as if they are somehow safer than other brands – they are neither.*
- *Significant numbers of teens and young adults wrongly believe that tobacco sold with stereotypical Indian images on its packaging are linked to Native American tribes.*

MONTANA TOBACCO

QUIT LINE
1-800-QUIT-NOW
1-800-784-8669

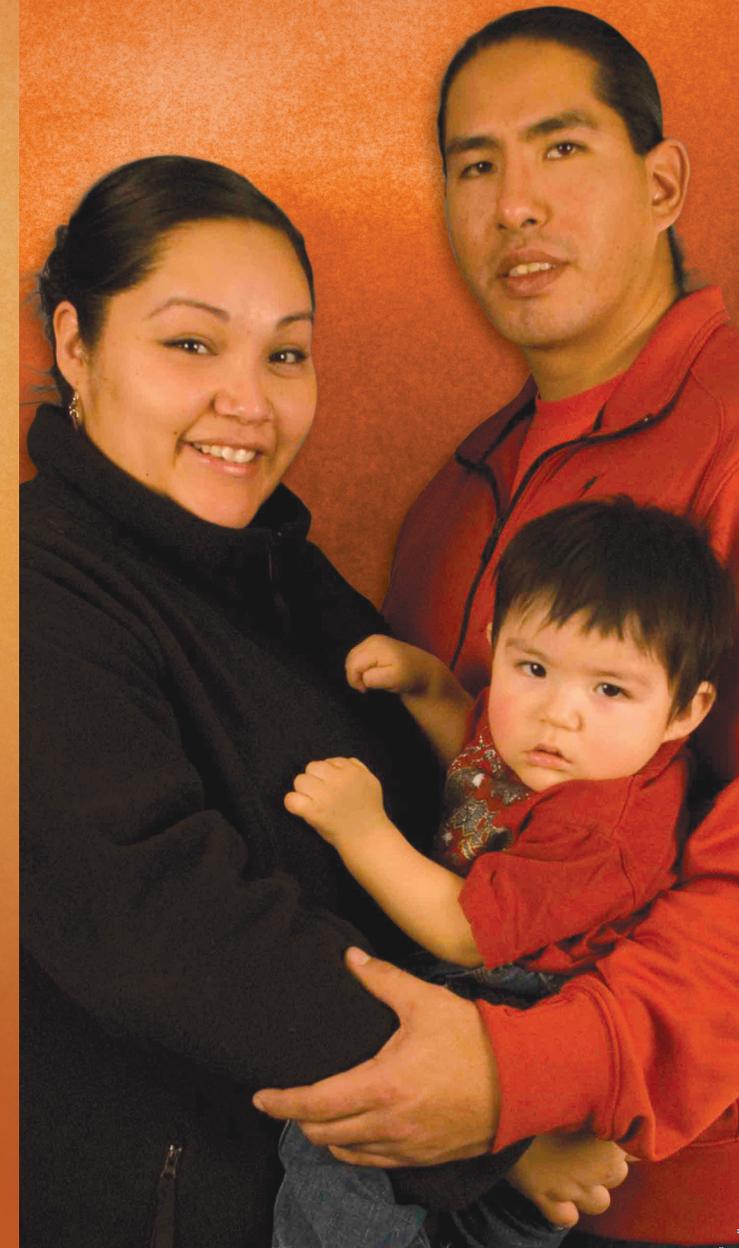
What You Can Do

- *Teach American Indian children about how commercial tobacco manufacturers exploit American Indian tradition and images.*
- *Keep your home smokefree.*
- *Support smokefree businesses.*
- *Encourage your tribal council to pass a resolution to make your reservation free from commercial tobacco.*
- *Help American Indian youth participate in youth activities, such as the traditional Gathering of Native Americans (GONA), where they will learn about the danger of using commercial tobacco.*
- *Encourage high prices for commercial tobacco products. Raising tobacco taxes helps stop kids from using tobacco and helps people who are addicted to quit.*
- *If you or a loved one smokes or uses smokeless tobacco, call the Montana Tobacco Quit Line at 1-800-QUIT-NOW (784-8669) for free help, specially tailored for American Indians.*
- *Visit tobaccofree.mt.gov today to contact your local tribal commercial tobacco use prevention specialist for more information and to get involved.*

**MONTANA**
Department of Public Health & Human Services

Restoring Balance and Harmony in Our Communities

TOBACCO USE AMONG AMERICAN INDIANS IN MONTANA



Know the Facts

COMMERCIAL TOBACCO ADDICTION

among Montana's American Indians causes serious illness and death. Smoking is the single-largest cause of death among the state's native people.

- An average of 65 Montana American Indians die each year because of smoking (representing 1 out of 5 of all American Indian deaths in Montana)
- Montana American Indians have nearly 3 times the smoking prevalence compared to the general population (46% versus 16%)
- 1 out of 4 (26%) of Montana American Indian youth smoke
- More than 1 out of 4 (27%) of Montana American Indian women smoked while they were pregnant, compromising their babies' health



Smoking during pregnancy increases the risk of preterm delivery and stillbirth, as well as low-birth weight (which can lead to slower physical and mental development and infant mortality).

TOBACCO ADDICTION CAUSES ILLNESS AND DEATH

Smoking causes:

- Acute respiratory illness, including pneumonia
- Lung cancer and many other types of cancer
- Heart disease
- Stroke

There is NO safe commercial tobacco product.

Secondhand smoke exposure:

- Causes Sudden Infant Death Syndrome (SIDS)
- Causes childhood illnesses like ear and respiratory infections
- Triggers asthma attacks
- Damages blood vessels, which can lead to heart attacks and strokes
- Causes lung cancer

There is NO safe level of exposure to tobacco smoke.

Any exposure to tobacco smoke – even an occasional cigarette or exposure to secondhand smoke – is harmful.

TOBACCO ADDICTION

Cigarettes are designed for addiction. Nicotine is the key chemical that makes all commercial tobacco addictive. Adolescents are more easily addicted than adults. Though the exchange and gifting of commercial tobacco continues in American Indian culture today, addiction to commercial tobacco is a serious health problem for Indian people.



Diabetes disproportionately affects American Indians. Smoking is a risk factor for developing Type 2 diabetes. People with diabetes who smoke greatly increase their risk for kidney disease, heart attack, and stroke.

