

BURDEN FACTS

- **37% of American Indian adults are current smokers.**¹
- Smoking is a major risk factor for the two leading causes of death among Montana American Indians; cancer, especially lung cancer and heart disease.²
- **39% of American Indian women of reproductive age (18-44) currently smoke.**¹
- Smoking is a major risk factor for infant mortality and morbidity including an increased risk for Sudden Infant Death Syndrome.^{3,4}

Montana Tobacco Use Prevention Program

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TobaccoFreeMontana

Montana Tobacco Use Prevention Program (MTUPP) funds seven Reservations; one State recognized Tribe; and Two Urban Indian Centers to provide comprehensive commercial tobacco prevention.

Due to the efforts of the American Indian Tobacco Prevention Specialists and MTUPP, Montana now offers the first ever commercial tobacco quit line designed specifically for American Indian callers. The program has a dedicated call line with American Indian coaches who offer a culturally appropriate intake and cessation message. The American Indian Commercial Tobacco Quit Line was launched in August 2015. The new service has tripled the call back rate within this population group.⁴



The *free* service offers:

- A dedicated call line, 855-372-0037
- Free culturally sensitive coaching with American Indian coaches
- Open 10:30 A.M.-5:30 P.M.
- 8 weeks of free nicotine replacement therapy -patches, gum or lozenges available
- 3 months of Bupropion at a \$5 copay with a valid prescription
- 3 months of Chantix with a \$25 copay with a valid prescription

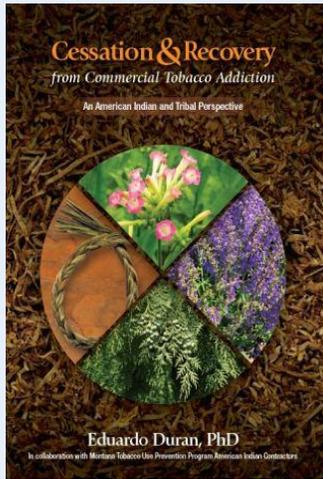
Local Programs use Cultural Interventions to Promote Program Goals...

American Indian Tobacco Prevention Specialists (AI TPS) educate local communities and members about intent and use of tobacco; finding ties with their traditions and breaking bonds with commercial tobacco companies. “We need to provide awareness about commercial tobacco and that smoking should no longer be the ‘norm’ in Indian Country ... this information is received better if an American Indian relays the message to another American Indian.”

– AI TPS

For More Information and Resources visit:

Montana Tobacco
Prevention Program,
American Indian Web Page
<http://dphhs.mt.gov/publichealth/mtupp/americanindian.aspx>



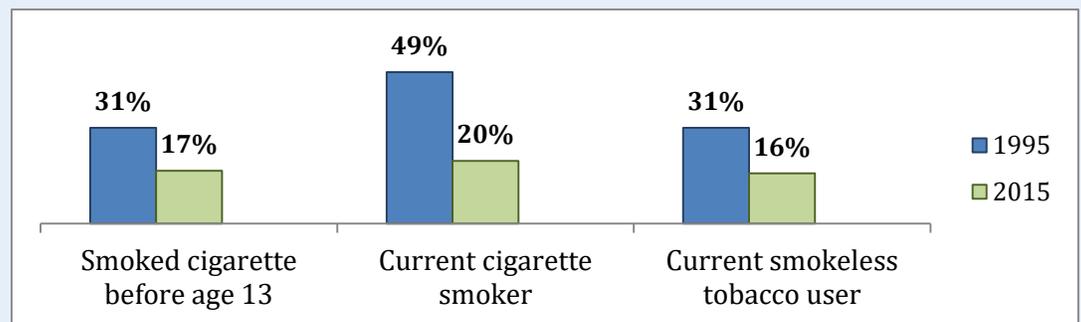
American Indian
Commercial Tobacco Quit
Line, 1-855-372-0037
MTAmericanIndianQuitLine.com



American Indian Tobacco Prevention Programs Focus on Youth...

- School projects, community events and annual activities for youth are all part of local programming.
- Annually American Indian TPS collectively host a statewide Youth Summit campout to educate students on tobacco facts and risk factors. The camp attendees are encouraged to become leaders and agents of change in their home communities.
- Due in part to the efforts of MTUPP and the AI TPS, significant progress has been made in reducing the prevalence of American Indian youth tobacco users:

FIGURE 1: American Indian Youth Tobacco Use, 1995 and 2015⁵



Finally, more American Indians are Breathing Smokefree Air...

- All Tribal Administrative Offices have indoor smokefree policies.
- Fort Peck Tribal College has an enforced 100% Tobacco Free Campus.
- The remaining six Tribal Colleges have smokefree indoor policies.
- Two thirds of Reservation Public School Districts are recognized as Montana Tobacco Free School Districts of Excellence by the Office of Public Instruction holding comprehensive tobacco-free policies.

SOURCES:

1. Montana Behavioral Risk Factor Surveillance System, 2015.
2. The State of the State's Health, A Report on the Health of Montanans, 2013 - https://dphhs.mt.gov/Portals/85/publichealth/Publications/State%20of%20the%20State_s%20Health%20Final%209%202013.pdf.
3. Center of Disease Control, Tobacco Use and Pregnancy - <http://www.cdc.gov/reproductivehealth/MaternalInfantHealth/TobaccoUsePregnancy/index.htm>.
4. <http://www.ncbi.nlm.nih.gov/pubmed/1640290> <<http://www.ncbi.nlm.nih.gov/pubmed/1640290>>
5. National Jewish Health Wellness & Prevention Programs, 2016 - <https://www.nationaljewish.org/health-initiatives/tobacco-cessation/about-quitlogix>.
6. Montana Youth Risk Behavior Survey, 1995 and 2015.