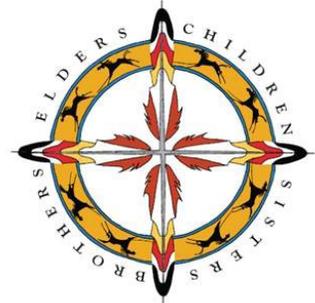


## South Dakota American Indian Traditional Tobacco (čanśaśa) Toolkit

### Summary

The toolkits were created due to the lack of education between traditional and commercial tobacco across South Dakota. Continued use of the toolkits not only provides education, but also opens communication between tribal and non-tribal partners working in tobacco control.



#### Know the Difference



Traditional Tobacco  
"čanśaśa"



Commercial Tobacco

### Challenge

Traditional tobacco has ceremonial and medicinal uses among American Indians and Alaska Natives, but is often confused with commercial tobacco. Commercial tobacco companies have long targeted South Dakota American Indian communities with brands and marketing that make commercial tobacco seem sacred. A lack of education among the general public and new generations of Northern Plains American Indians challenges the cultural and spiritual uses of traditional tobacco.

## Solution

A Traditional Tobacco Toolkit was created to enhance statewide knowledge of the ceremonial use of traditional tobacco. Tribal partners consulted with the South Dakota Tobacco Control Program to ensure cultural relevance in the toolkit.

## Results

The Tobacco Control Program shared the toolkits with partners and coalitions across the state. The Canli Coalition on the Cheyenne River Reservation uses the traditional tobacco toolkit within schools on the reservation, including within their new teacher orientation. Additionally, four Regional Tobacco Prevention Coordinators have copies of the toolkits and check them out to community members that show interest.

## NEXT STEPS

- Continue to promote traditional tobacco education through the toolkit with tribal and non-tribal partners.
- Educate partners on the inclusion of traditional tobacco in their policy efforts.

## KEY COMPONENTS

Coalitions and community partners that work with American Indian youth benefit the most from the toolkit, which was created by the Traditional Tobacco Work group. The Traditional Tobacco Work group consisted of:

**Laura Streich,**  
South Dakota Department of Health

**Terra Houska,**  
Great Plains Tribal Chairmen's Health Board

**Liz Anderson,**  
Sisseton-Wahpeton Oyate Community Health

**Rae O'Leary,**  
Canli Coalition

**Corrine Huber,**  
Canli Coalition

**Hilary Larsen,**  
Vounteers of America, Dakotas



## Contact

your [Regional Tobacco Prevention Coordinator](#) to check out a toolkit!