

The Canli Coalition of the Cheyenne River Sioux Tribe

TIMELINE & RESOURCE GUIDE FOR TOBACCO POLICY CHANGE



Timeline

The Canli Coalition
Making CRST Smoke-Free



2009

**Protecting CRST from
Second-Hand Smoke**



The Canli Coalition

2012

THE CANLI COALITION



Supporting Tobacco-Free
Choices for 7 Generations

2016

**CRST Families Affected
by Commercial Tobacco**



All life uses the air.
Show you care. Keep it clear.

Additional

Goal: Make CRST Smoke-Free Indoor Public Places

2009

- January – Begin educating community on dangers of commercial tobacco
- March – 1st Canli (Lakota for tobacco) Coalition meeting, weekly meetings followed
- April – Contacted Public Health Law Center for legal assistance to write tribal smoke-free air ordinance
- April – Collect signatures to ban smoking in indoor public places
- June – 1st Tribal Health Committee meeting, resolution passed to support the work of the Canli Coalition
- June – 1st Tobacco Education Coloring Contest
- July – Full Tribal Council meeting, passed resolution to support Coalition work
- July – Gather community/professional letters of support
- August – Tobacco Memorial Campaign “Don’t let your loved one be forgotten”
- August – Opinion Survey on Smoke-free Air Ordinance
- August – 2nd Tribal Health & Judiciary Committees Updated
- September – 1st Media Drawing Contest “Why I want to be smoke-free”
- November – Begin seeking support from tribal voting districts



2010

- February – Started Canli Coalition Facebook Page (www.facebook.com/canlicoalition of CRST)
- May – 1st Walk & Talk Event
- June - Erect 1st Tobacco Billboard
- August – Radio Interview on Importance of Smoke-Free Air
- October – 3rd Health Committee Update
- December – 2nd Media Campaign Contest

Children and elders cannot protect themselves from the air that they breathe

Dear Editor: The government should not be able to regulate what its citizens do in a private place. added to the ways smoke can be harmful. Third-hand smoke is the smell that is left behind on smokers' clothing and hair. We cannot express concern about second-hand smoke of the Canli Coalition.

NATIVE SUN NEWS
Native Americans Challenge Oil Pipeline
Canli Control Coalition Pursues Si Policy on Cheyenne River Reserva

Proposed smoke-free air policy will improve health of CRST members – Surveys show community support
Dear Editor: to breathe clear, smoke-free air in enclosed public places. The chart below shows that in 2009, a governor passed a smoking ban for enclosed public places earlier this year, but opponents are cur-

2011

- February – Filmed “Secondhand Smoke: Destroying Health and Tradition” video
- March – 1st Kick Butts Day Event, Numbers Campaign
- April – Obtained 1st legal review for Ordinance from tribal attorney
- May – Presented at National Smoke-free Gaming Symposium
- May – 2nd Walk & Talk Event
- June – 4th Tribal Health Committee Update
- July – “Your Addiction Could Be Her Last Breath” 2nd Billboard
- August – Indoor Air Quality Testing
- September – 5th Tribal Health Committee Meeting
- September – 1st Labor Day Parade Float
- October – Coalition adopted a Smoke-Free events policy
- October – Tribal Council Member Readiness Assessment – less than 50% support
- November – Began conducting American Indian Adult Tobacco Survey



Goal: Protect CRST from Secondhand Smoke

January – Presented at GPTCHB Consumer Conference

February – 6th Tribal Health Committee Update

March – 2nd Kick Butts Day Event, youth education and press release

April – 3rd Media Campaign Contest – New logo

April – Families Affected by Commercial Tobacco sub-group organized

May – Smoke-Free Businesses given Certificates of Appreciation

May – 3rd Walk & Talk Event

August – 1st Smoke Free Business Recognition in Newspapers

September – 7th Tribal Health Committee Meeting

September – 2nd Labor Day Parade Float

October – Seek Letters of Support from tribal voting Districts

November – 1st Great American Smoke Out Tobacco Trade-In



2013

March – 8th Tribal Health Committee Meeting, ordinance passed!

March – 3rd Kick Butts Day, youth education and press release

April – Radio Interview on importance of smoke-free indoor public places

April – Full Tribal Council Meeting, ordinance failed, coalition members were not aware of this meeting so there was no one present to defend the ordinance

May – 4th Walk & Talk Event

July – Tribal housing approves 28 new playgrounds to be smoke-free

August – 2nd Smoke Free Business Recognition in Newspapers

September – 3rd Labor Day Parade Float

September – 2nd Coloring Contest

September – Obtained 2nd legal review of ordinance from tribal attorney

October – 9th Tribal Health Committee Meeting

October – 4th Media Campaign Contest

November – 2nd Great American Smoke Out Event

2014

March – 4th Kick Butts Day, youth education and press release

April – 10th Tribal Health Committee Meeting

August – 5th Walk & Talk honoring Families Affected by Commercial Tobacco

September – 4th Labor Day Parade Float

October – 5th Media Campaign Contest

November – 3rd Great American Smoke Out

November – 11th Tribal Health Committee Update

November & December – Radio Ads

[illegible]

U.S. Smoking Rate in 1964 = 45%
U.S. Smoking Rate Today = 19%
CRST Smoking Rate Today = 51%

Produced by CRST with funding from the U.S. Department of Health and Human Services

2015

- January – Press releases, social media & newspaper ad
- February – Basketball game tobacco activities in lobby and at halftime
- February – 3rd Smoke-Free business recognition in newspapers and social media
- February – Obtained 3rd legal review of ordinance from tribal health attorney
- February – 12th Tribal Health Committee Meeting, ordinance passed!
- March – 5th Kick Butts Day Event, youth education and press release
- March – Press releases, social media & newspaper ad
- April – Full Tribal Council, ORDINANCE PASSED!
- April – Gather 150+ letters of support for ordinance during 30 day community review period
- May – Smoke-Free Air Act became law
- May – Letters & signs to businesses from tribal chairman, statewide press releases & newspaper ads celebrating Ordinance 77
- June to Sept. – Promote Ordinance 77 through press releases, TV news interview, social media & newspaper ad
- September – 5th Labor Day Parade Float
- October – 3rd Coloring Contest – winners shared in newspaper and on social media
- October – 1st Red Ribbon Week, tobacco prevention & cessation with youth
- November – 2 new billboards promoting Smoke-Free Air on Cheyenne River
- November – 4th Great American Smoke Out
- November – Awarded SD Good & Healthy Partner of the Year

Goal: Supporting Tobacco Free Choices for 7 Generations

2016

- March – New logo promoting goals of cessation & prevention
- March – 6th Kick Butts Day, youth education and press release
- May – Celebrate 1 Year of Smoke-Free Air – CRST Ordinance 77
- May – Reminder letters to businesses from tribal chairman & update no smoking signs
- May – Letter to Editor to thank leaders
- May – Radio Interview on Anniversary of Ordinance 77



Continuous efforts

- Monthly Coalition Meetings – follow agenda, ask for member input on ideas, provide educational handouts to share
- Council Representative Updates – through informal conversations or by presentations at Health Committee
- Revise Ordinance (before it was passed) – update with new data and facts, change to accommodate council requests
- Defend Ordinance (after it was passed) – protect the ordinance from a referendum, address any negative comments or attempts to amend the ordinance on social media, at tribal council and in the news
- Education – newspaper articles & ads, youth engagement, Teen Against Tobacco Use (TATU) support, social media, health fairs, posters, banners, quarterly handouts to local programs, digital storytelling on tobacco, promote SD QuitLine, & billboards



Step by Step Process to Health Policy Action

The following is the process the Canli Coalition used to get the Smoke-Free Air Ordinance passed successfully. Every tribal, city, state and federal government operates in their own unique way, but this is a general idea of how to impact health by exercising tribal sovereignty with policy.



It is important to begin by building a coalition, after that first step is taken this process is meant to be fluid and several of the steps may happen concurrently. Having a grassroots driven coalition is a great way to utilize collective action from the local level. Giving members a voice by making decisions from the bottom-up rather than from the top-down will empower members and encourage buy-in into the coalition's mission.

As noted in the Canli Coalition timeline, our success took 3 separate legal reviews, 12 presentations to the Tribal Health Committee and 6 years of determination to raise awareness and educate the community on the dangers of second-hand smoke. With improved collaboration between tribes and states, partnerships across tribal nations and an increased willingness to share resources and data, public health work will become easier in time. Patience, persistence and partnerships will pay off.

To view RED Talk video detailing the process of bringing policy change go to:
<https://www.youtube.com/watch?v=qwOs63CGdCQ>

Local/Regional Resources & Partners

Be Free SD - <http://befreesd.com/>

Cheyenne River Sioux Tribe – www.sioux.org

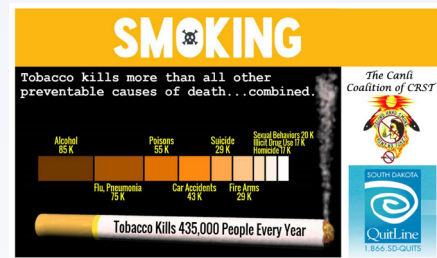
- Chairman's Office
- Community Health Representatives
- Cultural Preservation Office
- Environmental Health Department
- Head Start Program
- Law Enforcement
- Tribal Health Education
- WIC Office

Good & Healthy South Dakota – <http://goodandhealthysd.org>

Great Plains Tribal Chairman's Health Board - <http://gptchb.org/>

South Dakota Department of Health Tobacco Control Program - <http://doh.sd.gov/prevention/>

tobacco/South Dakota QuitLine - <http://sdquitline.com/>



National Resources & Partners

American Cancer Society - www.cancer.org

American Heart Association – www.heart.org

American Lung Association – www.lung.org

American Non-Smokers' Rights – www.no-smoke.org

Campaign for Tobacco Free Kids - www.tobaccofreekids.org

Counter Tobacco – www.countertobacco.org

Counter Tools – www.countertools.org

Keep It Sacred, National Native Network – <http://keepitsacred.itcmi.org/>

National Native News Alliance – www.nativehealthnews.com

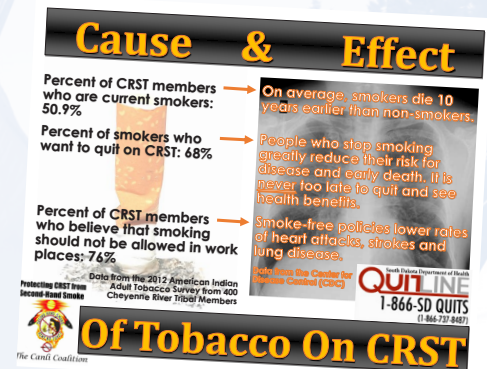
Smoke-Free Gaming of America – www.smokefreegaming.org

Public Health Law Center - <http://publichealthlawcenter.org/topics/tobacco-control>

Tips from Former Smokers - <http://www.cdc.gov/tobacco/campaign/tips/>

Tobacco Technical Assistance Consortium – www.ttac.org

Truth Initiative - <http://truthinitiative.org/>



National Tobacco Events

Kick Butts Day (mid March) - <http://www.kickbuttsday.org/>

Great American Smokeout (mid Nov) - <http://www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout/>

Through With Chew (mid Feb) - <http://www.tobaccofreeco.org/nochew>

World No Tobacco Day (end of May) - <http://www.who.int/tobacco/wntd/en/>



Produced by The Canli Coalition & Missouri Breaks
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