

## What can you do to fight back?

?**Educate** yourself about the harm tobacco does to our Native American communities.

?**Expose** how **BIG TOBACCO** continues to promote a product that it admits is addictive, unhealthy and deadly.

?**Challenge** tobacco company marketing in your community by creating awareness of existing tobacco advertising tactics that target Native American communities

?**Talk** to your tribal council about banning tobacco company sponsorships of powwows and rodeos.

?**Invite** tobacco prevention programs or organizations to sponsor and advertise powwows and other cultural events.

?**Work** with state, local or tribal tobacco prevention programs to create and distribute print ads, billboards, posters, and table tent cards for community activities.

?**Conduct** a community assessment of tobacco advertising and promotion practices that educate businesses about the health effects of commercial tobacco.

## Support and Resources

### Oklahoma Tobacco Helpline

1-800-QUIT-NOW

1-800-784-8669

### Oklahoma Tobacco Use Prevention

Service: Oklahoma State Department of Health:

<http://www.health.state.ok.us/program/tobac/index.html>

(405) 271-3619

Chickasaw Nation Health System; Prevention Program

1-800-851-9136

### Oklahoma City Indian Clinic

[www.okcic.com](http://www.okcic.com) (405) 948-4900

Muscogee Creek Nation Tobacco Prevention Program

(918) 756-6231

Cherokee Nation Tobacco Prevention Program

[www.cherokee.org](http://www.cherokee.org) (918) 453-5617

American Lung Association of Oklahoma

<http://www.oklung.org/> (405) 748-4674

American Cancer Society

<http://www.cancer.org/docroot/home/index.asp>

1-800-ACS-2345

National Tribal Tobacco Prevention Network

<http://www.tobacco-prevention.net/> (503) 228-4185

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**Project TITAN: TOBACCO INDUSTRY TACTICS AIMED AT NATIVE AMERICANS** at the University of Oklahoma Health Sciences Center.

For more information on how you can help fight the tobacco industry's influence in the Native American community, contact:

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# HOW THE TOBACCO INDUSTRY



# NATIVE AMERICANS

Information on how the tobacco industry targets and exploits Native American communities and suggestions to fight this exploitation.

# Smoking and the Native American Community



American Indians and Alaska Natives have the highest prevalence rates for smoking and are more likely to report cigarette smoking than any other racial/ethnic group. As a result, American Indians and Alaska Natives face an increased risk of smoking related

illnesses including cancer, lung disease, and heart disease. The high smoking rate is due primarily to the commercialization of tobacco from its traditional form that is used in many American Indian communities. The American Indians have been actively courted for centuries by the tobacco industry through sponsorship and advertising. Unfortunately, their advertising strategies have led to increased marketing of their deadly and addictive products.

## Imagery

For centuries tobacco companies have exploited American Indian icons and imagery for sale and promotion of commercial tobacco. Early use of American Indian imagery portrayed Indians as "Savage", "Down-Trodden", and "Mystical." The tobacco industry has used these pictures on tobacco silks, tobacco cards, and cigarette packs. Today tobacco companies are still using Native American Imagery such as a Chief in a headdress and an American Indian smoking a pipe to sell commercial tobacco.



## Branding

In 2002, RJ Reynolds Tobacco company purchased the Santa Fe Tobacco Company, which sells and markets Natural American Spirit Cigarettes. The Santa Fe Tobacco company has misled and misrepresented themselves as being an "Indian-owned" company, which they are not. Their brand implies that smoking their product is better because it contains no additives or chemicals and is thus "natural". They also promote Native American Imagery on their brands as a way for their consumers who are non-native to "create ties to American Indians", "reassure their choice to smoke", and as a reminder of tobacco's original use in its natural state".

## Youth Smoking Prevention (YSP) Programs



A still image from the Philip Morris YSP ad "I Stand Out".

In 1998, Philip Morris (PM) launched a \$100 million dollar national media campaign claimed to combat youth smoking. Their Youth Smoking Prevention (YSP) department created TV and print advertisements specifically targeting various racial/ethnic groups. The Native American YSP campaign first began in 1998 but did not air TV

ads until 2001. Three ads were created and aired for a 3-month period. : "I Stand Out", "Basketball", and "Shawl dancer". The ads highly emphasized culture but lacked the important message about why kids shouldn't smoke. For example, in one internal document a consultant told PM that

***"the ads should be 60% culture and 40% message"***

even though focus groups described the ads as *"having nothing to do with smoking and lacking important facts about not smoking"*. Pressure from Philip Morris to emphasize culture over message, by creating a "soft sell" campaign was reported by the Advertisement Agency who created the ads.

The campaign ended abruptly in early 2002. The Native American YSP campaign showed evidence of "tokenism" by Philip Morris' lack of commitments, broken promises, and failure to fully implement the campaign.

## Corporate Sponsorship

For many years tobacco companies have poured thousands of dollars into communities in the name of corporate social responsibility. They have focused on poor communities that lack funding sources for community programs .

Through these donations or sponsorships the tobacco companies reap the benefits through positive image enhancement and positive brand awareness. The American Indian community has and is still a target for corporate sponsorship, which has provided funding opportunities with hidden agendas.

Philip Morris has been sponsoring Native American events since 1971 beginning with the art exhibit "200 Years of North American Indian Art" as a way to clean up their corporate image. Over the years, sponsored programs have included education, festivals, and other political organizations and programs. The amount of money has ranged from \$1,000 to the National Museum of American Indians to \$20,000 to Oklahoma City's Red Earth Festival. Other tobacco companies such as Lorillard also had programs at sponsoring American Indian communities, but Philip Morris's sponsored events are more well-known and high profile.

Corporate Sponsorship has long been recognized as a publicity tool by all types of corporations. It provides name recognition and gives the consumer a positive association with the brand. It has been found that many programs have accepted funding from tobacco companies because they believed "no strings" were attached. However, tobacco funding does come with strings attached. These events support their façade as a good corporation who cares about poor communities. When in actuality it only contributes to their long-term goal of positive image enhancement.