



Tobacco
Control in
Indian Country

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Great Lakes Inter-Tribal Council

Presenter Disclosures

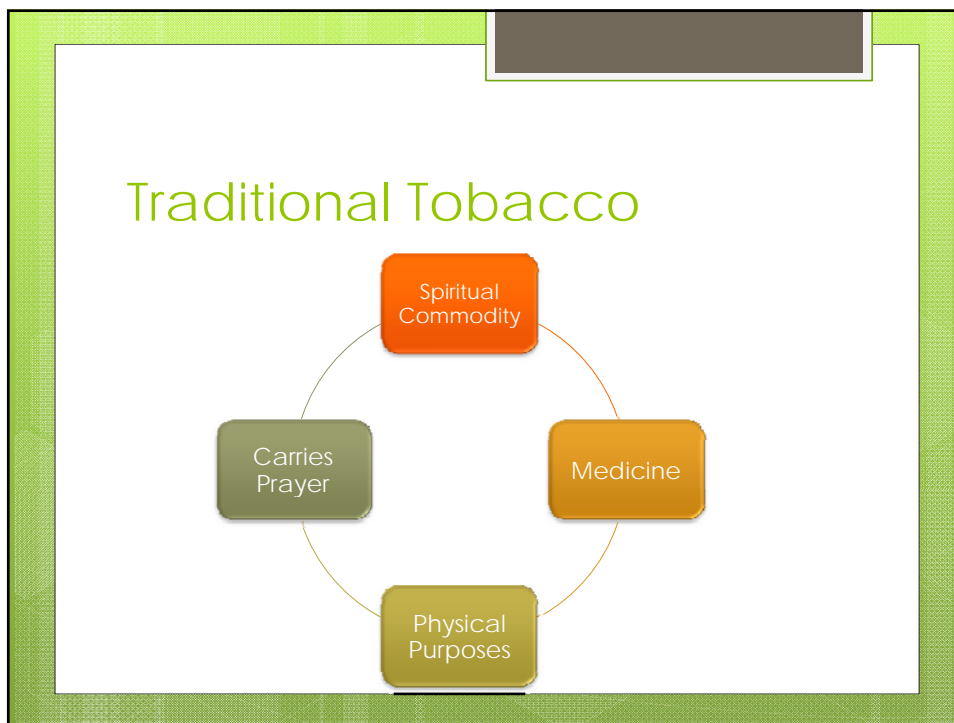
Isaiah Brokenleg

No relationships to disclose

Spiritual Medicines

A grid of six images, each with a corresponding label in an orange box below it. The images are: 1. Water: A splash of water on a blue background. 2. Tobacco: A close-up of green tobacco leaves. 3. Sage: A bundle of dried sage leaves. 4. Sweetgrass: A bundle of braided sweetgrass. 5. Cedar: A branch of a cedar tree with green needles. 6. Inner bark of the Red-Willow tree: A pile of dried, reddish-brown inner bark.

- Water
- Tobacco
- Sage
- Sweetgrass
- Cedar
- Inner bark of the Red-Willow tree



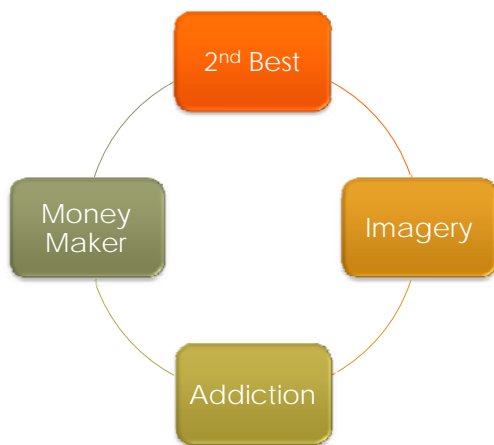
Traditional Tobacco

Nicotiana rustica

- Given as gift to the people (various stories)
- Not to be bought or sold
- By itself (asema) or Mixed (kinnickinick)



Commercial Tobacco

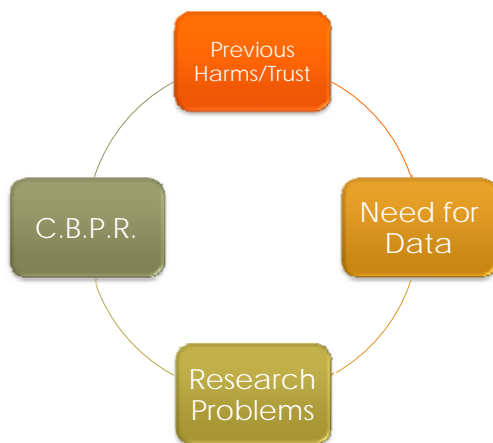


Commercial Tobacco *Nicotiana tabacum*

- Not traditional, imported
- Used as substitute
- Hiding in plain sight
- Addictive
- Harmful when abused

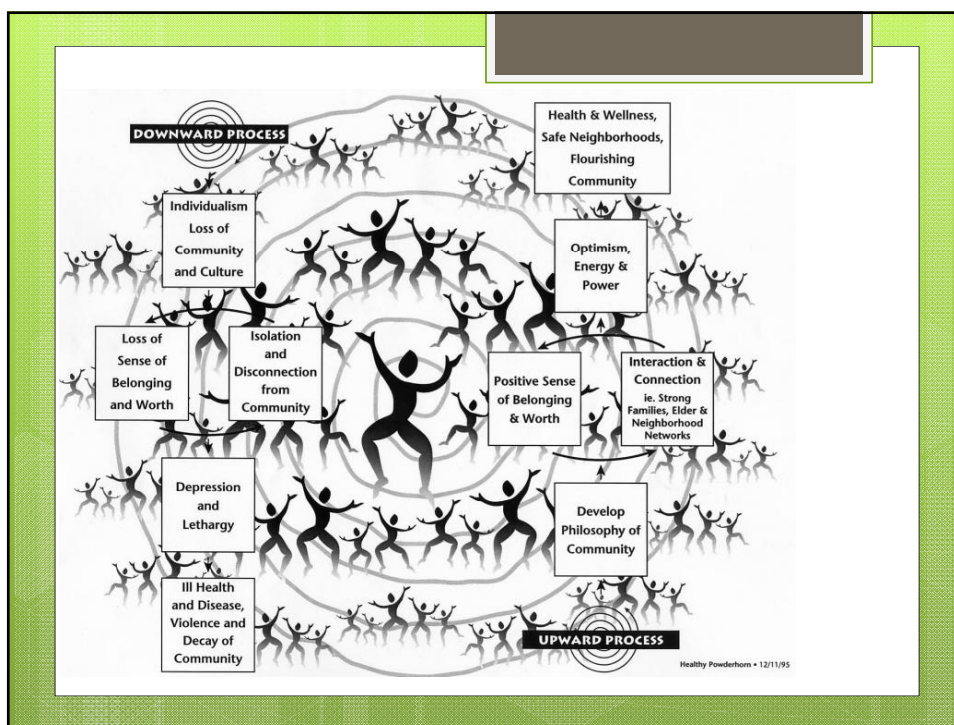


Research



People's Theory

"Individualism and loss of community make us sick"



Tobacco Control Challenges

- Data
- Bias in standardized surveys
- Denominators
- Tribal politics
- Tribal sovereignty
- Smoking Normative

Tobacco Control Opportunities

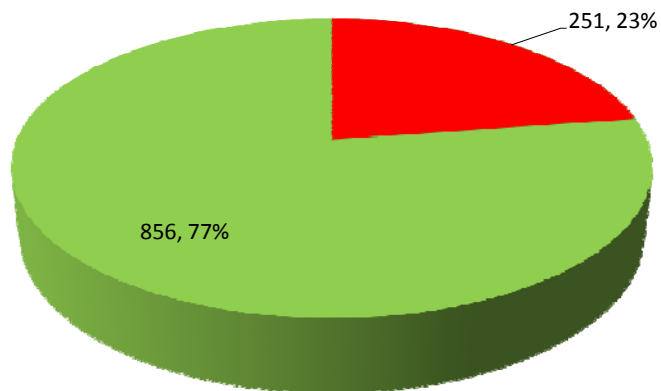
- Community Based Participatory Research
- Positive relationships = open doors
- Access to leadership
- Tribal sovereignty
- Not as many people smoke as we think

Casino Patron Survey

- Lake of Torches Casino
- 2011
- n=1116
- Published in AJPM

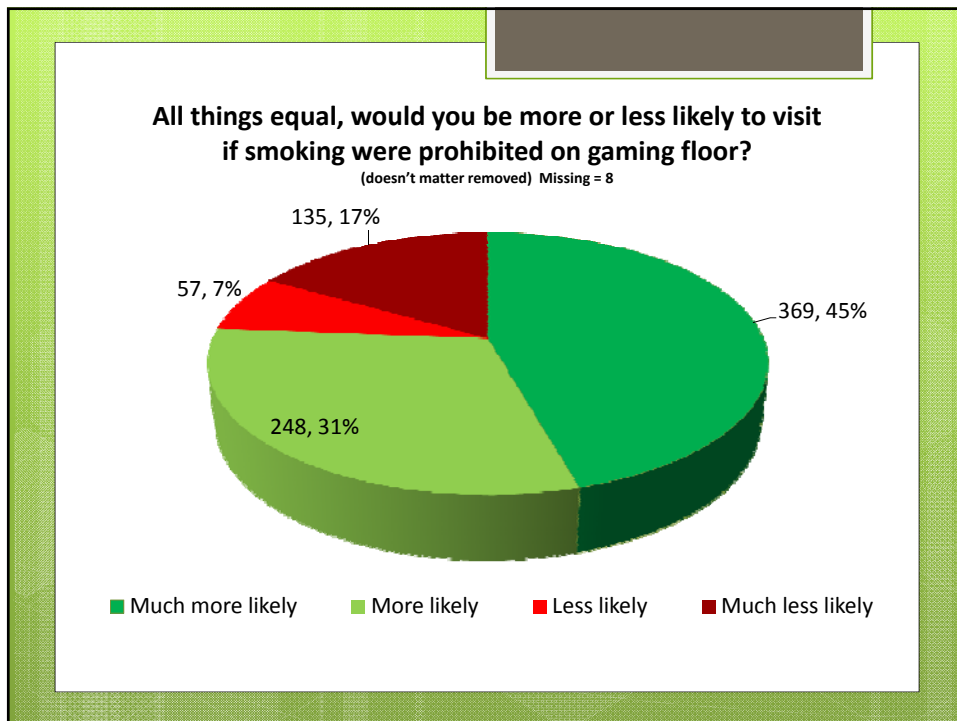
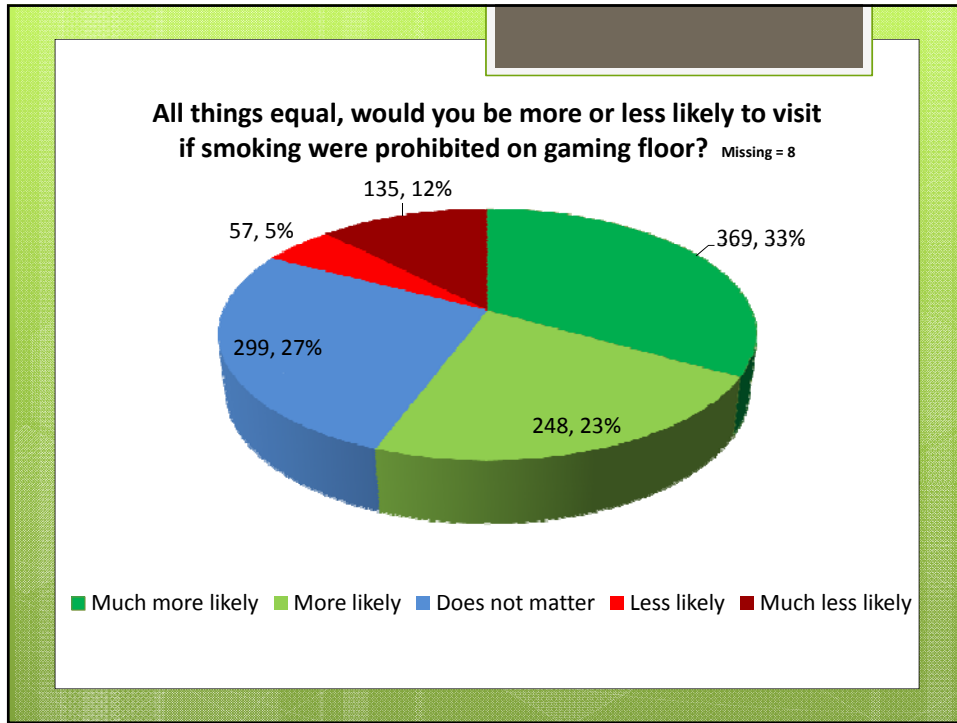
Do you smoke commercial tobacco?*

Missing = 9



■ Yes ■ No

*This result is also supported by other casino survey data done elsewhere. 60% of the Indian respondents identified as smokers. However this result is not valid due to a low Indian "n".



What is a Theoretical Win?

House Advantage

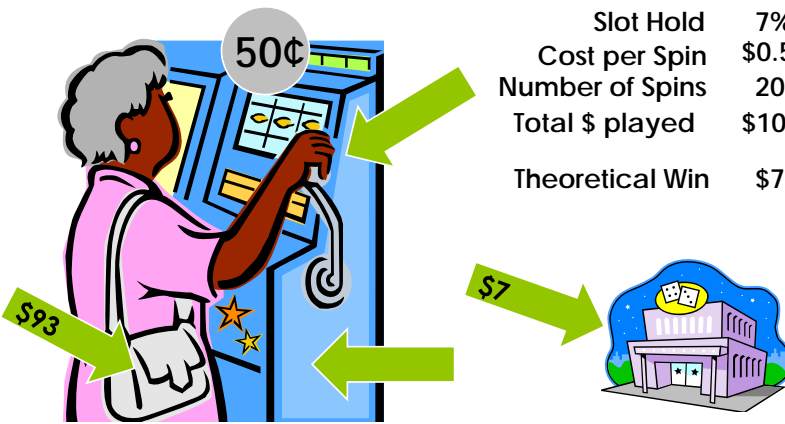
Decisions per Hour

Average Bet

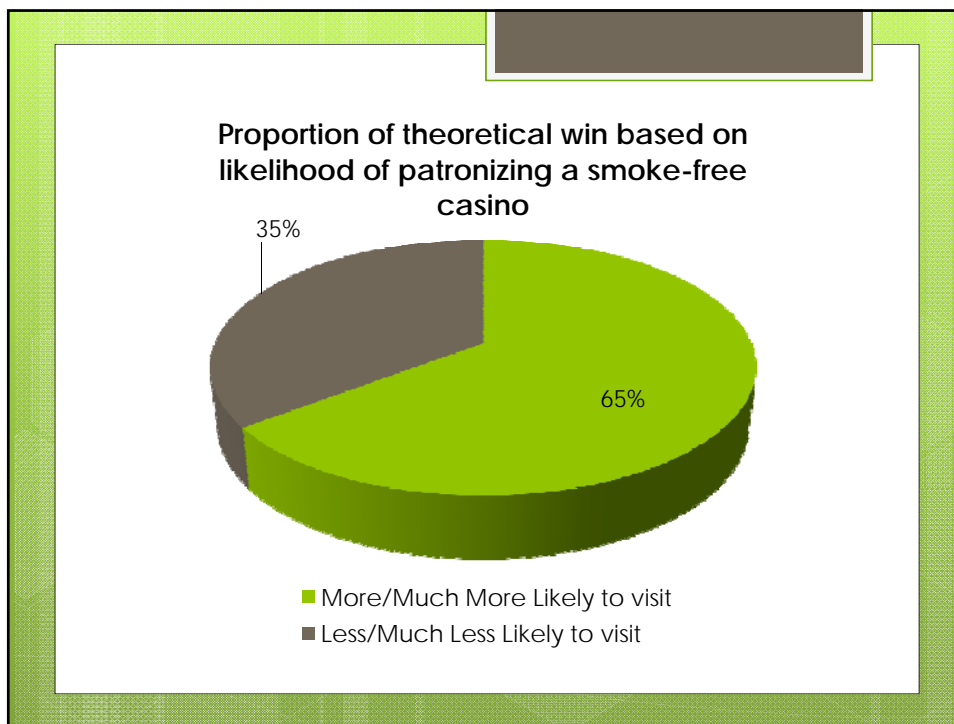
X Time Played

Theoretical Win

What is a Theoretical Win?



Slot Hold	7%
Cost per Spin	\$0.50
Number of Spins	200
Total \$ played	\$100
Theoretical Win	\$7



Questions?

Contact

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