



Secondhand Smoke Protections in Tribal Communities

Mission and Core Values

To provide commercial tobacco secondhand smoke awareness and resources to New Mexico tribal communities, improving health outcomes.

Respect, Culture, Family Responsibility to Community, Humility, Health, Love, Empowerment, Sustainability, and Community

Tobacco in the News

Big Tobacco to spend millions on self-critical ads as part of legal settlement
by the Wall Street Journal

Broadcast television networks and metro newspapers are about to get a boost from an unexpected but familiar source: Big Tobacco.

It's an old media buy to resolve an old fight. Starting as soon as next month, Altria Group Inc. MO and British American Tobacco PLC BATS, will begin running court-mandated ads to put to rest a lawsuit brought nearly two decades ago by the U.S. Department of Justice over misleading statements the industry had made about cigarettes and their health effects.

The television spots, between 30 and 45 seconds long, will run in prime time five days a week for 52 weeks, and will appear mostly on ABC, CBS or NBC, Altria said. They won't have the graphic images of a typical antismoking public service announcement. Instead, these ads will be reminiscent of the disclosure statement at the end of a pharmaceutical ad, displaying court-mandated text in black on a white screen with a voice narration.

"Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive," one ad will say. Another reads: "More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined."

Although the starkness of the black-and-white text ads could be persuasive because they are so out of the ordinary, ad executives said, it is unclear how effective they will be in an age when fewer young people are watching broadcast TV or reading newspapers.

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Smoke Free Spaces

This document lists the benefits of making tribal enterprise venues smoke-free, cites statistics about the number of people who smoke, and connects the smoke-free environment with sustained revenues. This toolkit includes a small section about how to implement a smoke-free policy. It also provides a number to call for more information and help in

implementing a smoke-free policy in the tribal enterprise setting.

Some key findings are:

- Studies show **smoke-free policies would NOT reduce tribal casino patronage**. Many smoke-free workplace laws have actually been followed by increased profits.
- Most gamblers are non-smokers. On average **non-smoking patrons outnumber smoking patrons 13 to 1**.
- Smoke-free enterprises have **significantly reduced costs** - in health care, property and life insurance, increased productivity and less sickness of employees.
- **Electronic cigarettes are not safe** either; they emit toxic chemical aerosol, NOT water vapor.



The House Wins

Many smokefree workplace laws have been followed by **INCREASED PROFITS**

2006 U.S. Surgeon General Report
Smoke-free policies do not have an adverse economic impact on tourism or hospitality industries.

You can read the publication [here](#).

Event Calendar

The 6th Annual Stepping into a Better You will take place Saturday October 21st from 8:00 AM to 2:00 PM at the Inn of the Mountain Gods Resort & Casino in Mescalero, NM.

"5K Stride for a Cure" Fun Walk/Run

Registration: 8:00 AM; Walk/Run: 9:00 AM
First 100 participants will receive a free T-shirt
Gravel parking above Hunt Lodge; Walk towards Inn.

"One Dream One Team" 5K Open Challenge

Registration: 8:00 AM; Challenge start: 9:00 AM
Gravel parking above Hunt Lodge, toward highway 70
4-person team race for charity. Everyone is invited to submit a team for the challenge to win cash for the charity of your choice.
\$500 for 1st place; \$300 for 2nd; \$200 for 3rd
For more information contact Shannon at 575-464-7106

Teen Hallway (Ages 13-17 only. Must have parental consent)

This is to help educate and provide information to our youth on substance abuse, pregnancy, nutrition, bullying, suicide prevention, and educational information. This requires signed parental consent for teens ages 13-17 only during health fair.

Stepping into a Better You Health Fair: 10:00 AM to 2:00 PM. Free and open to the public!

Men and Women's health related booths, alternative treatments or medicines:

- [Assured imaging mammogram coach](#)
- Prize walk from 11 AM to 2 PM
- Mescalero Fire Rescue firetruck
- Smokey the Bear
- Chipper & Bandit
- Flu shots
- Veterans Affairs information
- Door prizes, giveaway items, and more
- United Blood Services blood drive

Zumba and Mixxedfit: 12:00 to 2:00 PM. Free and open to the public! Waivers must be signed to participate. Sign up by calling 575-464-7239 and have fun with these great exercise programs!

6th Annual



Stepping into a Better You
HEALTH FAIR

October 21, 2017
Inn of the Mountain Gods Resort
Mescalero, NM

What now?

We encourage you to read all the articles in this and upcoming newsletters, and to share and forward these emails to people within your network to help keep everyone up to date!



This is a free notification service that provides the latest on commercial and traditional tobacco news, events, topics and successes.

View an archive of past newsletters [here](#). Sign up to receive future newsletters [here](#).

Smoke Free Signals | 505-837-2104 | smokefreesignals@gmail.com |
www.SmokeFreeSignals.com