



American Indian Commercial Tobacco Prevention

FACTS

• **Smoking remains a major risk factor for cancer and heart disease, two of the leading causes of death among Montana American Indians.**¹

Current cigarette smoking prevalence for American Indian adults is **31%**.²

• A concerning **24%** of pregnant American Indian women smoke while pregnant,⁴ increasing the risk of low-birth rate babies and SIDS.

• **55%** of high school aged American Indian youth have tried cigarettes and **28%** tried them before the age of 13.³

• E-cigarettes are the most popular nicotine product for youth. **29%** of American Indian youth currently use e-cigarettes and **89%** of these users choose a flavored e-cigarette product.³

• **45%** of American Indian adult smokers have made a quit attempt in the past 12 months.² Decreasing cigarette use among American Indian adults aids in de-normalizing commercial tobacco use, which can help reduce youth tobacco rates.

Shared Vision

“The Tribal MTUPP vision is to honor our sacred tobacco. Our efforts will enhance the programs, models, and interventions that integrate Tribal culture, language, and history. We will empower today’s youth, families, and communities with culturally relevant education, resilience, and hope to sustain the health and wellness of Indigenous people for generations to come.”

Building Community by Sharing Facts & Dispelling Myths in:

- 8 Tribal Communities
- 2 Urban Indian Health Centers

Reducing Youth Initiation through:

- Teaching Cultural Practices and Native Games
- Hosting an annual Statewide American Indian Youth Tobacco Warrior Summit
- Partnering with Indian Education for All and Tribal Youth Councils
- Offering School Presentations and Afterschool Activities

Providing Commercial Tobacco Cessation Options:

- American Indian Commercial Tobacco Quit Coaches, 1.855.5AI.QUIT
- Quit Cash Incentives for Pregnant & Post Partum Women, 1.855.5AI.QUIT
- My Life, My Quit Youth Tobacco Quit Help, Text 1.855.891.9989

Supporting Smokefree Policies & Clean Indoor Air for Tribal Members at:

- All Tribal Administrative Offices
- All Reservation Public Schools and Montana Tribal Colleges
- Glacier Peaks Casino (Browning), Fort Belknap Casino (Harlem) and Charging Horse Casino (Lame Deer)
- Tribal Housing Authorities and Tribal Parks
- Commercial Tobacco-Free Events



AMERICAN INDIAN

Commercial Tobacco Quit Line

1-855-5AI-QUIT

MTAmericanIndianQuitLine.com

CONTACT

Montana Tobacco Use Prevention Program

Phone: (866) 787-5247

E-mail: infotobaccofree@mt.gov

Website: tobaccofree.mt.gov

SOURCES

1. Montana Office of Vital Statistics, 2021.
2. Montana Behavioral Health Risk Factor Surveillance System, 2021.
3. Montana Youth Risk Behavior Survey, 2021.
4. Montana Birth Certificate Data, 2021.