American Indian Commercial Tobacco Prevention

MONTANA 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 **34%**.[2]
- A concerning **19%** of pregnant American Indian women smoke while pregnant, increasing the risk of low-birth rate babies and Sudden Infant Death Syndrome.[3]
- **45%** of American Indian high school students have tried cigarettes and **19%** tried them before the age of 13.[4]
- E-cigarettes are the most commonly used nicotine product among youth. **28%** of American Indian youth currently use e-cigarettes and **99%** of these users choose a flavored e-cigarette product.[5]
- **64%** 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 use.

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 IN:

- Eight tribal communities
- Two 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 after-school activities

PROVIDING COMMERCIAL TOBACCO CESSATION OPTIONS:

- Coaching through the American Indian Commercial Tobacco Quit Line: 1.855.5AI.QUIT or MTAmericanIndianQuitLine.com
- Cash incentives for pregnant and post-partum women and coaching with a dedicated American Indian coach
- Confidential quit coaching for teens through My Life, My Quit™: text "Start" to 36072

AMERICAN INDIAN Commercial Tobacco Quit Line
1-855-5AI-QUIT
MTAmericanIndianQuitLine.com

SUPPORTING SMOKEFREE POLICIES AND 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

SOURCES

1. Montana Office of Vital Statistics, 2024.
2. Montana Behavioral Health Risk Factor Surveillance System, 2025.
3. Montana Birth Certificate Data, 2024.
4. Montana Youth Risk Behavior Survey, 2025.
5. Montana Youth Risk Behavior Survey, 2025 and 2023.

CONTACT

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