

# Northern Plains Tobacco Control Institute

*Building Excellence in Public Health Practice*



**April 21st & 22nd, 2009**  
**Holiday Inn Rushmore Plaza**  
**Rapid City, SD**



## GOAL

To increase the knowledge and capacity of American Indian tobacco control stakeholders to engage in evidenced based approaches to reduce addictive commercial tobacco use and exposure to secondhand smoke.

## OBJECTIVES

- To conduct a two day educational conference that increases knowledge related to the planning, implementation, and evaluation of culturally competent practices that demonstrate promise for reducing addictive commercial tobacco use within American Indian and Alaska Native communities.
- To create a forum that will increase information sharing and problem solving around innovative approaches related the development of: 1) local community tobacco control infrastructure; 2) health care systems treatment of tobacco use and dependency, 3) health communications strategies; 4) youth prevention initiatives; and 5) tribal capacity to interpret and manipulate epidemiological data.
- To increase the number of American Indian/ Alaska Native tobacco control stakeholders that are engaged in and connected to the National Native Commercial Tobacco Abuse Prevention Network.

## INTENDED AUDIENCE

The Northern Plains Tobacco Control Institute is intended to increase the knowledge and capacity of anyone interested in working toward the reduction of addictive commercial tobacco use within American Indian/ Alaska Native communities. The ideal participants include but are not limited to: tobacco prevention coalition members, tribal leadership, allied health professionals, health educators, teachers, social workers, and concerned community members.

## HOTEL & CONFERENCE CENTER INFORMATION

The Northern Plain Tobacco Control Institute will be held at the Holiday Inn Rushmore Plaza located on 505 North 5<sup>th</sup> Street, Rapid City, South Dakota. A block of standard single and double occupancy rooms have been reserved and can be booked at \$89.00 per night. Please call the hotel to book rooms directly at 605-348-4000.

## Faculty & Staff

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## CONTRIBUTORS

The National Native Tobacco Abuse Prevention Network would like to thank the following organizations for their contributions to the Northern Plains Tobacco Control Institute:

- ❖ Centers for Disease Control and Prevention – Office of Smoking and Health

## CO-SPONSORING ORGANIZATIONS



### **Aberdeen Area Tribal Chairmen's Health Board**

Northern Plains Tobacco Prevention Project  
1770 Rand Road • Rapid City, SD 57702  
Ph 1-605-721-1922 • Fax: 1-605-721-1932  
Website: <http://www.aatchb.org/nptpp>



### **Inter-Tribal Council of Michigan**

National Native Commercial Tobacco  
Abuse Prevention Network  
2956 Ashmun Street, Suite A •  
Sault Ste. Marie, MI 49783  
Ph 1-906-632-6896 • Fax 1-906-632-1810  
Website: <http://www.itcmi.org/>



### **Muscogee Creek Nation**

Muscogee (Creek) Nation Health System  
Tobacco Prevention Program  
121 W. Broadway • Okemah, Ok 74859  
Ph 1-918-623-1189  
Website: <http://www.theburningissue.org/>

## COURSE CURRICULA TRACK PROGRAM

The Northern Plains Tobacco Control Institute offers four tracks from which participants can choose from: Utilizing Best Practice in Tobacco Control; Impacting Health Systems; Epidemiology and Using Data; and Youth Preventions that Work. It is important to remember to select the educational track that is the most appropriate to the work that you do within the community. Please call Trivia Afraid of Lighting at 866-203-1034 if you need assistance selecting a track that is appropriate for you.

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*April 21 & 22, 2009  
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Rapid City, South Dakota*

## Agenda

### Tuesday, April 21st, 2009

7:30 am – 8:30 am **Registration**

7:30 am – 8:00 am **Breakfast**

8:00 am – 8:10 am **Welcome & Invocation**

8:10 am – 8:20 am **Introduction**

*Lisa Kerfoot, Program Manager  
Intertribal Council of Michigan  
National Native Commercial Tobacco Abuse Prevention Network*

8:20 am – 9:00 am **Opening Plenary**

*Sacred Tobacco Use & the Commercial Tobacco Abuse Pandemic  
Earl Bull Head*

### Morning Track Sessions on the 21<sup>st</sup>

9:00 am – 10:15 am **Morning Track Sessions (Part One)**

*Track One: Basics of Tobacco Control  
Track Two: Basic Skills Tobacco Intervention Certification (Part One)  
Track Three: Epidemiology 101 (Part One)  
Track Four: AI/AN Youth Tobacco Use & Engaging Youth Audiences*

10:15 am – 10:30 am **Break**

10:30 am – 11:30 am **Morning Track Sessions (Part Two)**

*Track One: Making Sense of What Works  
Track Two: Basic Skills Tobacco Intervention Certification (Part Two)  
Track Three: Epidemiology 101 (Part Two)  
Track Four: Life Skills Curricula Presentation (Part One)*

11:30 am – 12:30 pm **Morning Track Sessions (Part Three)**

*Track One: Building Strong Coalitions  
Track Two: Intervention Practicum One  
Track Three: Introduction to Statistics & Data Analysis  
Track Four: Life Skills Curricula Presentation (Part Two)*

12:30 pm – 1:45 pm **Lunch & Plenary**

*Youth Dramatization  
Red Cloud High School Drama Team*



## Afternoon Track Sessions on the 21<sup>st</sup>

- 1:45 pm – 3:00 pm **Afternoon Track Sessions (Part One)**  
*Track One: Strategic Planning: Building Your Tobacco Control Program*  
*Track Two: Clinical Measurements and Cessation Resources*  
*Track Three: Data Analysis Lab 101*  
*Track Four: Life Skills Curricula Presentation (Part Three)*
- 3:00 pm – 3:15 pm **Break**
- 3:15 pm – 4:30 pm **Afternoon Track Sessions (Part Two)**  
*Track One: Strategic Planning Practicum*  
*Track Two: Secondhand Smoke Interventions for Allied Health Professionals*  
*Track Three: Data Analysis Lab 201*  
*Track Four: Life Skills Curricula Presentation Practicum*
- 5:00 pm – 7:00 pm **Dinner & Honoring Ceremony**  
*Unveiling of AATCHB Tobacco Prevention Documentaries &*  
*Honoring the elders who participated in the Traditional Tobacco Interviews*  
*Favian Kennedy, Program Director*  
*Kendra Red Shirt, Research Assistant*  
*Aberdeen Area Tribal Chairmen's Health Board*

## Tuesday, April 22nd, 2009

- 7:30 am – 8:00 am **Breakfast**
- 8:00 am – 9:00 am **Plenary Session**  
*National Network Update*  
*Lisa Kerfoot*

## Morning Track Sessions on the 22<sup>nd</sup>

- 9:00 am – 10:15 am **Morning Track Sessions (Part One)**  
*Track One A: Voluntary Smoke-Free Rules for Private Spaces*  
*Track One B: Communication Planning- Your Treasure Map*  
*Track Two: Tobacco Abuse's Impact on Co-Morbid Diseases*  
*Track Three: Public Health Surveillance*  
*Track Four: [OPEN]*
- 10:15 am – 10:30 am **Break**
- 10:30 am – 11:30 am **Morning Track Sessions (Part Two)**  
*Track One A: Policy Advocacy with Tribes*  
*Track One B: Target Audience & Formative Research-Keys & Treasure*  
*Track Two: I.H.S. Tobacco Task Force*  
*Track Three: Interpreting Surveillance and other Epidemiological Data*  
*Track Four: Life Skills Curricula Presentation*
- 11:30 am – 12:30 pm **Morning Track Sessions (Part Three)**  
*Track One A: Implementing an Excise Tobacco Tax on Tribal Lands*  
*Track One B: Communication Channels & Approaches- By Horse or Canoe?*  
*Track Two: Utilizing State QuiLines & Other External Resources*  
*Track Three: What Do I Do with the Findings?*  
*Track Four: Life Skills Curricula Presentation*
- 12:30 pm – 1:45 pm **Lunch & Plenary**  
*NativeTruth Project, Nichole Hildebrandt; Northwest Portland Area Indian Health Board*

## **Afternoon Track Sessions on the 22<sup>nd</sup>**

1:45 pm – 3:00 pm

### **Afternoon Track Sessions (Part One)**

*Track One A: Panel Discussion*

*Track One B: Working with the Media-The Hook*

*Track Two: Helping Pregnant Women Quit & Relapse Prevention*

*Track Three: Building Strength through Evaluation*

*Track Four: Youth Interventions*

3:00 pm – 3:15 pm

### **Break**

3:15 pm – 4:30 pm

### **Afternoon Track Sessions (Part Two)**

*Track One A: Panel Discussion*

*Track One B: Your Compass and the Journey*

*Track Two: Intense Interventions*

*Track Three: Building Strength through Evaluation Practicum*

*Track Four: Measuring Progress for Youth Interventions*

4:30 pm

### **Closing Ceremonies**

*TBD*