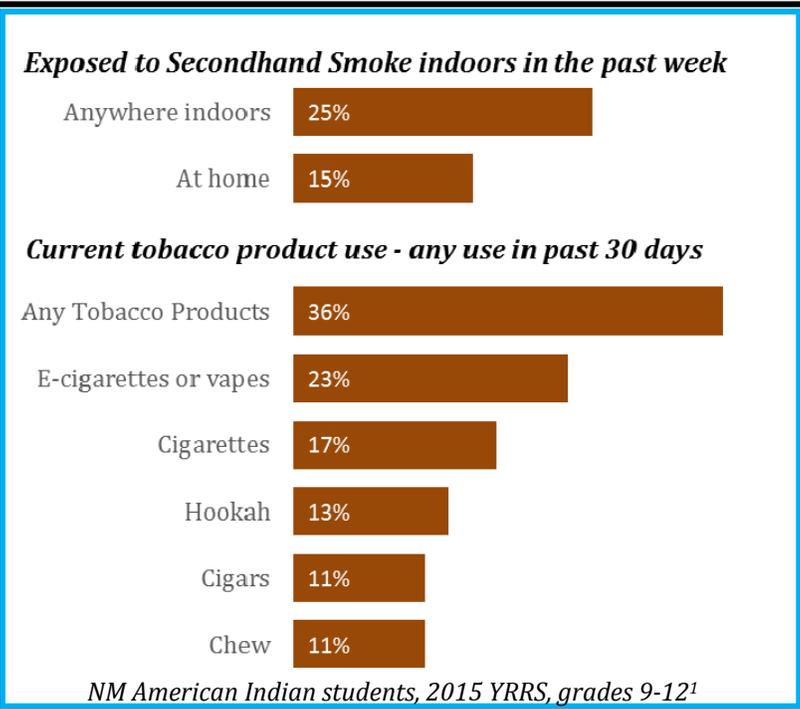


# Are we doing enough to protect our children from the dangers of commercial tobacco?

This fact sheet describes the problem of commercial tobacco in American Indian



communities in New Mexico. There are large cultural differences between Navajo, Pueblo, Apache and urban Indian communities, so the statewide data in this fact sheet may not accurately reflect these groups individually. Also, this data sheet only discusses commercial tobacco, not traditional use.

## Statewide, New Mexico's American Indian youth are being hurt by commercial tobacco.<sup>1</sup>

More than one in three American Indian high school students in New Mexico uses some form of commercial tobacco (see chart at left). Many are exposed to dangerous

secondhand smoke, which is linked to SIDS and asthma in children.

### Families and elders hurt too.

About 19,000 American Indian adults in New Mexico smoke cigarettes. Most want to quit.<sup>2</sup> Smoking increases the chance of getting type 2 diabetes and complications. Breathing secondhand smoke increases health risks for vulnerable people such as those with diabetes, asthma, and heart disease.

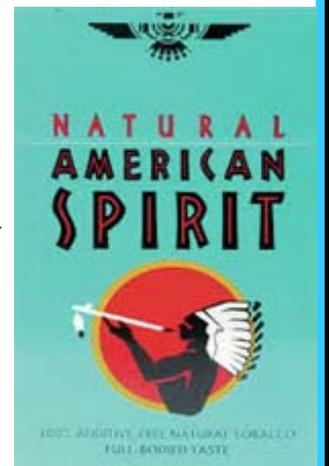
### TAKE ACTION:

- Protect children, elders and other vulnerable people by making sure homes and public spaces are free from dangerous secondhand commercial tobacco smoke.
- Educate youth about the dangers of commercial tobacco and the costs of addiction.

**Commercial tobacco companies have targeted American Indians in marketing, and misappropriated cultural imagery and concepts.**

For example, American Spirit cigarettes are made by RJ Reynolds, a company that also makes Camel and Newport cigarette brands.

For more information, visit [www.keepitsacred.org](http://www.keepitsacred.org)



**Commercial tobacco is not our culture.**

### Learn more:

**Oso Vista Ranch Project** – supports Navajo Nation, [www.osovistaranchproject.org](http://www.osovistaranchproject.org)

**Keres Consulting** – supports secondhand smoke protections in all communities, [www.keresnm.com](http://www.keresnm.com)

**Albuquerque Indian Center** – supports Pueblos & ABQ urban Indians, [www.abqindiancenter.com](http://www.abqindiancenter.com)