

Story Creation for Community Transformation



Greg Damron Presentation for CIMCC Youth Ambassadors 6/25/21

Why are we meeting today?

Commercial Tobacco Companies and those who depend on their products know how to use the power of story





**ARTIST
PROJECT**





SWISHER SWEETS LEAF REVIEW



SWISHER SWEETS

Q-STORE
SESSION

Andy Allo






ARTIST PROJECT™ **CARDI B**

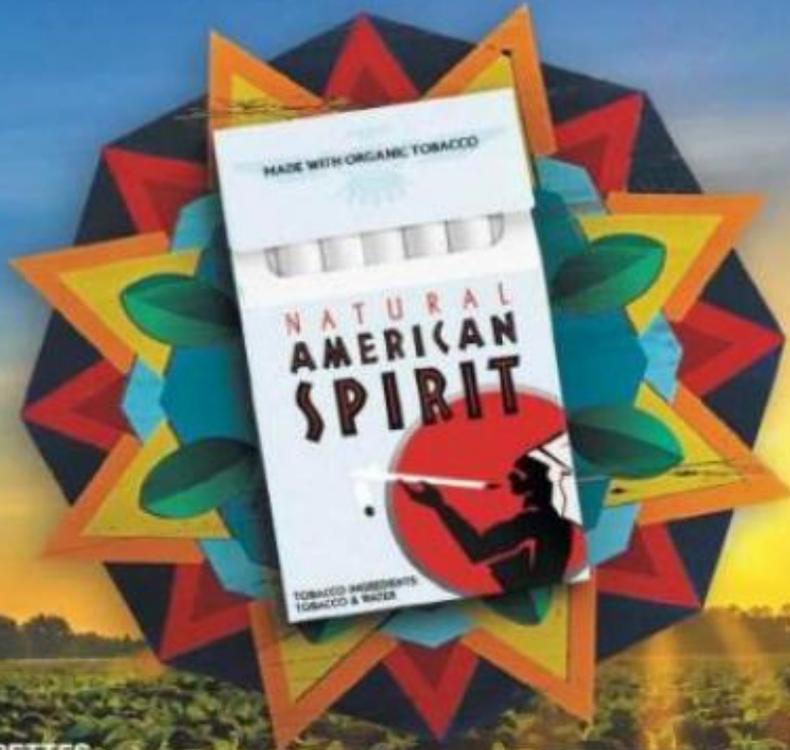




INTRODUCING SKY



Our finest Earth-friendly tobacco blend,
paired with a charcoal filter for a smooth taste.
Gift Certificates may be available at AmericanSpirit.com*



CIGARETTES

AMERICAN SPIRIT (K)

Tobacco and other products restricted to age 21+ smokers.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Organic tobacco does **NOT** mean a safer cigarette.

Natural American Spirit cigarettes are not safer than other cigarettes.

CIGARETTES
©2019 SFNTC (1)



MADE WITH ORGANIC TOBACCO
**GROWN ON
AMERICAN SOIL**
100% ADDITIVE-FREE NATURAL TOBACCO

No additives in our tobacco does **NOT** mean a safer cigarette.

Organic tobacco does **NOT** mean a safer cigarette.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

**TRY
1 PACK
FOR \$2***

Visit NASCIGS.com or
call 1-800-435-5515

PROMO CODE 95420

*Plus applicable sales tax

Offer for two "1 for \$2" Gift Certificates good for any Natural American Spirit cigarette product (excludes RYO pouches and 150g tins). Not to be used in conjunction with any other offer. Offer and website restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 12/31/15.



SURGEON GENERAL'S WARNING:
Smoking Causes Lung Cancer, Heart Disease,
Emphysema, And May Complicate Pregnancy.

[HISTORY](#)

[PRODUCTS](#)

[OUR BRANDS](#)

[TEAM & FACILITIES](#)

[MAP](#)

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NECTAR CIGARS

Nectar is SMC's first filtered cigar introduced on the market. In Greek mythology, Nectar was the drink of the Gods, so we created a package that induced the same decadence as its name suggests. Our award winning packaging combined with our quality construction has made Nectar one of our sustainable brands. Nectar is offered in ten flavors, including: red, robust, gold, menthol, silver, menthol gold, cherry, grape, peach, and vanilla flavors.

[Expand for Styles >>](#)



WARRIOR CIGARS

Warrior is Seneca Manufacturing Company's third line of filtered cigar that was designed to honor SMC's Native American tradition. The Warrior image represents bravery, strength, and an unwavering commitment to persist through adversity. Warrior is made in five flavors-- red, gold, menthol, cherry, and vanilla.

[Expand for Styles >>](#)



[Privacy - Terms](#)



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HISTORY

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OUR HISTORY

Seneca Manufacturing Company (SMC) is a 100% Seneca owned business with partners Gary Sanden and Travis Heron, the proud makers of premium quality cigarettes and other tobacco products.



Gary Sanden *Co-Owner*

After operating various tobacco businesses ranging from retail, wholesale, and importing, it was only natural that their next step was to form Seneca Manufacturing Company and launch their own high quality tobacco product line for adult consumers.

Excellence, integrity, and ultimate quality form the basis of Seneca Manufacturing's core values, bringing together the traditional manufacturing craftsmanship with a visionary drive to execute bold new ideas.

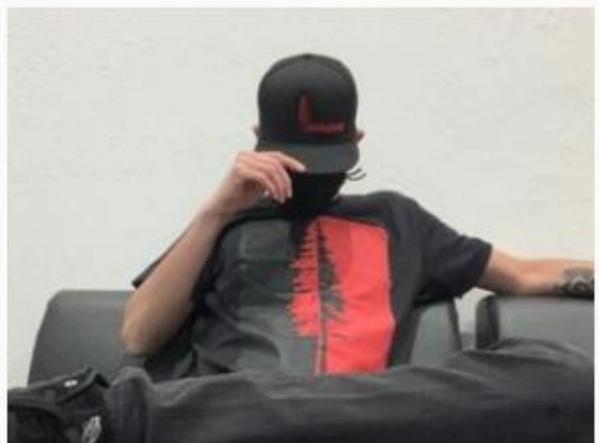
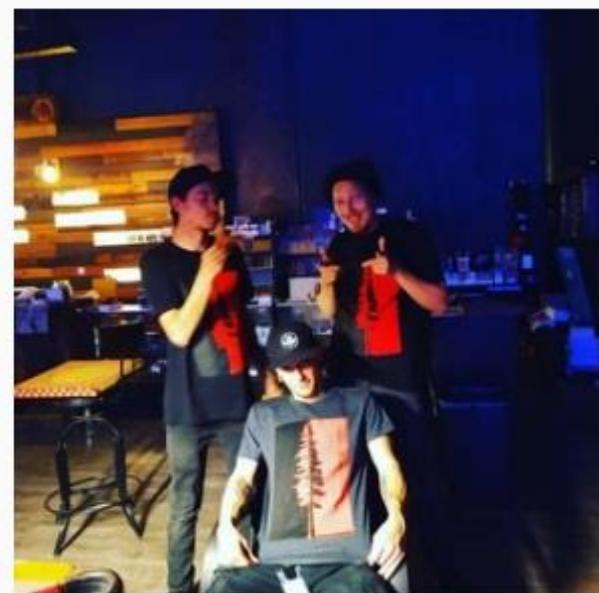
SMC started in 2006 when it obtained its TTB license, operating with a workforce of four people, including Gary and Travis. Initially, SMC focused exclusively on the Seneca Nation territory to distribute their product, and 5 years later, SMC started distributing its product to numerous states and other Indigenous Nations.

Instagram

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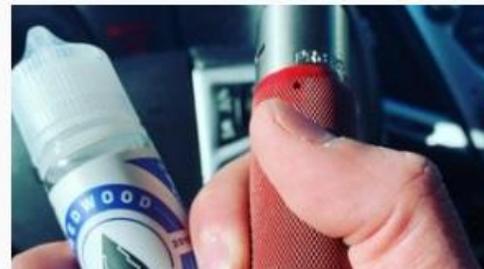


Instagram

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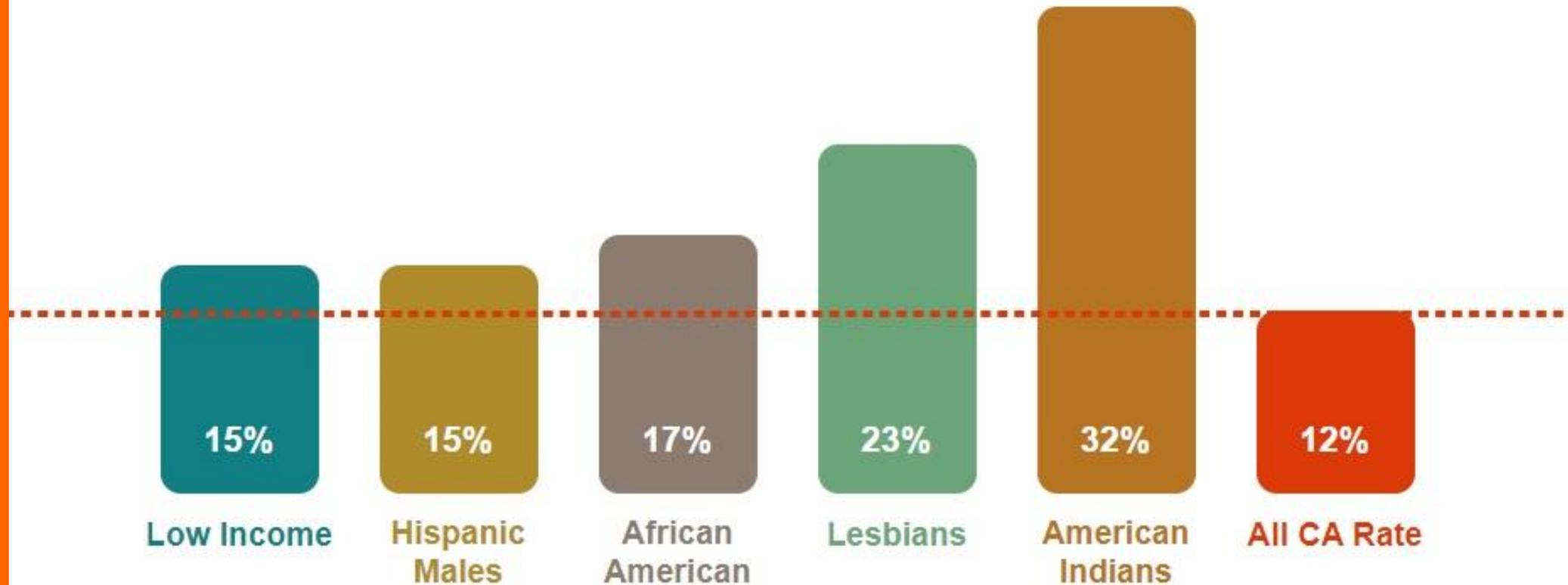
Sign Up



And the Result is...

Tobacco's Targeted Populations

Big Tobacco has deliberately and aggressively advertised to minority populations, with dramatic results.



Smoking rates among different population groups.

We are up against companies
spending Millions to fight to
keep people using and
Commercial Tobacco.

Here is a counter-message
designed to save lives...

KEEP IT SACRED

NATIONAL NATIVE NETWORK

VALUE OUR TRADITION.

KEEP ASEMAA SACRED.



Leech Lake Tribal College is a commercial tobacco free campus.



Keep It Sacred

3,219 Tweets

Explore

⚙ Settings



Follow

Keep It Sacred

@KeepItSacred

Dedicated to cancer prevention and control in Indian Country. Tobacco is for ceremony, not recreation. Follow back & retweet!

keepitsacred.org Joined June 2011

856 Following 788 Followers

**THE HARDEST ENEMY TO FIGHT
IS AN INVISIBLE ENEMY**
- JOHN HILL SHILL

KEEP IT SACRED

don't let our culture go up in smoke
www.keepitsacred.org
Native Spirit Council on Tobacco-Use Prevention Research

**KEEP THE TRADITION.
BREAK THE ADDICTION.**

KEEP TOBACCO SACRED.

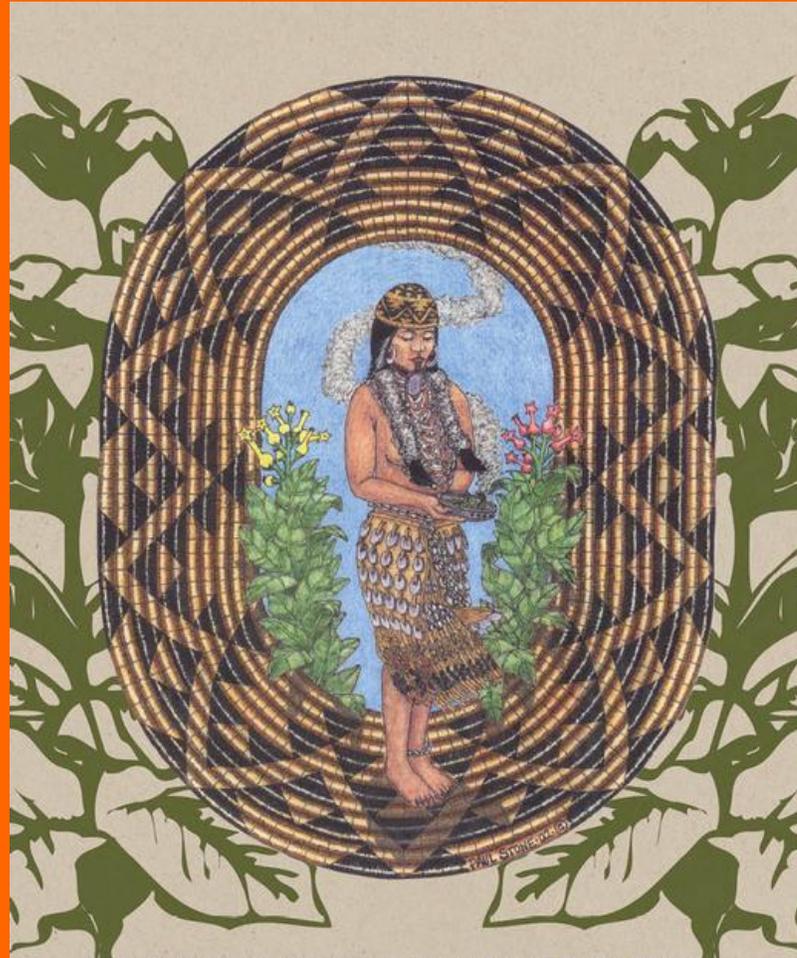
QUITPLAN | quitplan.com

Keep It Sacred



Please Do No Use Commercial Tobacco Products

You Hurt Yourself and Everything Around you.



**TOBACCO CAME TO US AS A GIFT.
NOT TO BE ABUSED.**

The creator gave us tobacco to use as a blessing for our families, our people,
and ourselves. Smoking commercial tobacco hurts you and your family.
So if you smoke, quit. Tobacco is a gift. Don't abuse it.

For free help to quit smoking call 1-800-NO-BUTTS

**KEEP TRADITIONAL
TOBACCO
— SACRED —**

Please see the back for facts about the hazards of commercial tobacco use versus sacred tobacco.

**KEEP TRADITIONAL
TOBACCO
— SACRED —**

<u>Sacred Tobacco</u>	<u>Commercial Tobacco</u>
Spiritual	Profit driven
Natural, found in nature	Unnatural, contains harmful chemicals
Used for prayer, healing, and ceremonial purposes	Used as a personal choice
No chemical additives	Contains additives that may cause cancer, heart disease and diabetes
Used with good intentions	Used to support a harmful habit

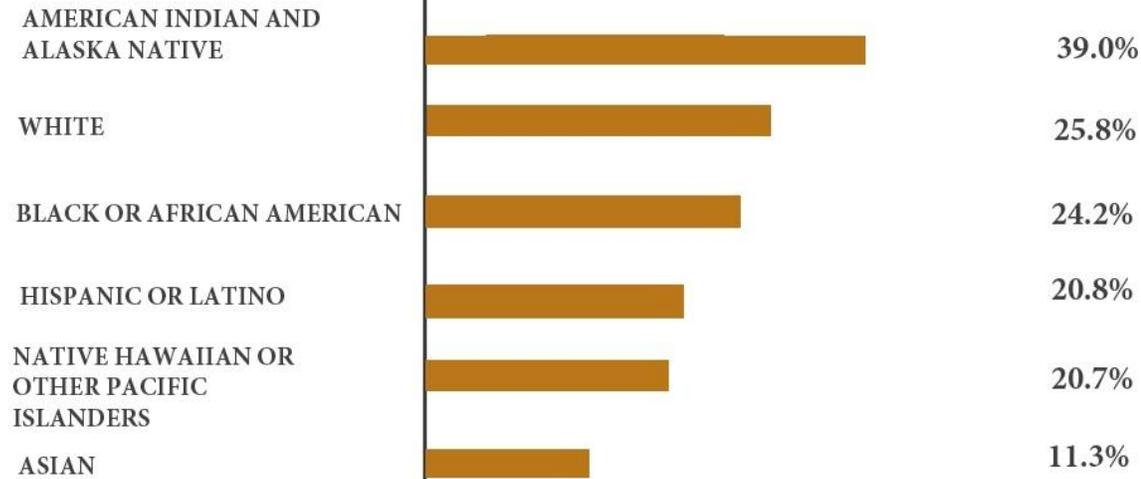
You can also text **"NATIVE"** to 47848 if you or someone you know wants to quit smoking. You will receive tips, advice, and encouragement to overcome challenges and stay motivated.

Our Human Brains Process
Information Best Through
Stories

Let's compare a Data Graph



American Indian and Alaska Native Adult Cigarette Use in the U.S.



What can we do to support commercial tobacco-free communities?

- Keep tobacco sacred
- Adopt a commercial tobacco-free policy
- Increase access to services to help quit tobacco
- Mass campaigns

Where to get help

If you need help to quit commercial tobacco use, please contact your Tribal or Indian Health Service clinic or call 1-800-QUIT-NOW (1-800-784-8669) or text "NATIVE" to 47848 for tips, advice, and encouragement to overcome challenges and stay motivated.

SOURCE: 2016 National Survey on Drug Use and Health, page 795, Table 2.25B



With a Story...



What was your experience?

What are Story Superpowers?

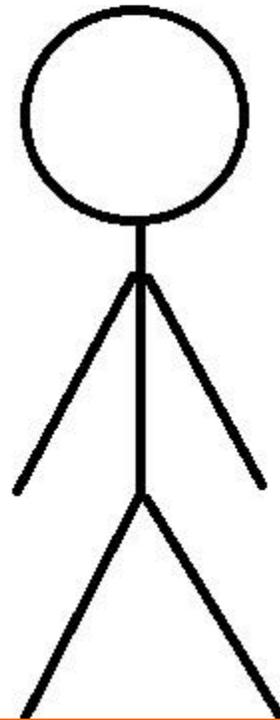
What are Story Superpowers?

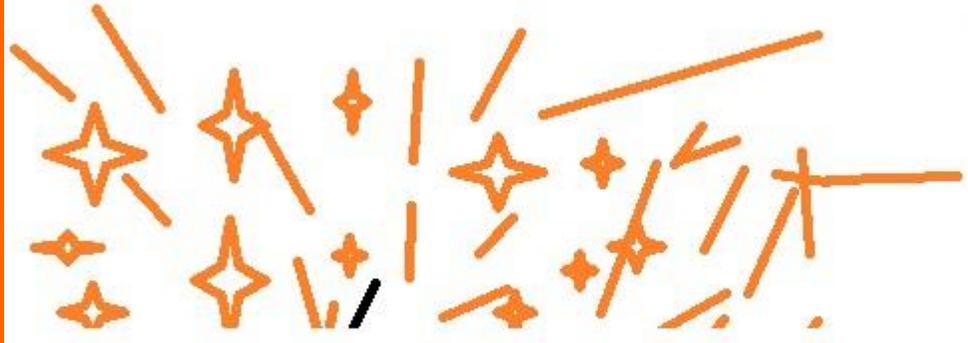
- Emotional Connection
- Hold Mental Focus
- Message Influence

What are Story Superpowers?

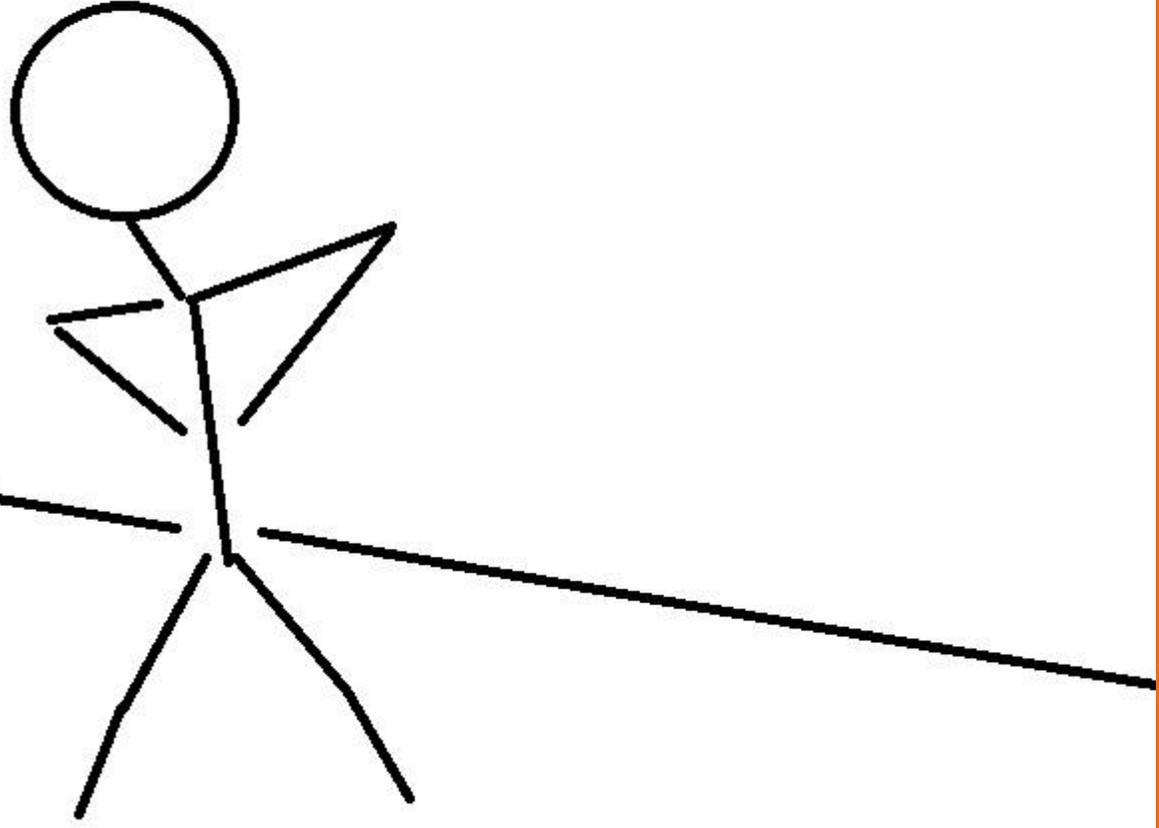
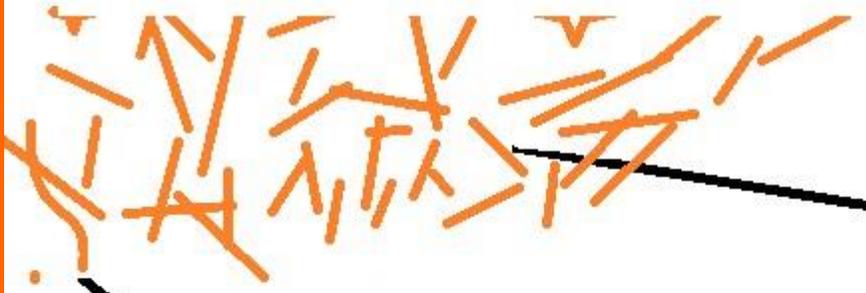
...to spark decisions and affect
behavior of listeners
(message receivers)

A calling to begin a journey to reach a goal
or solve a community problem

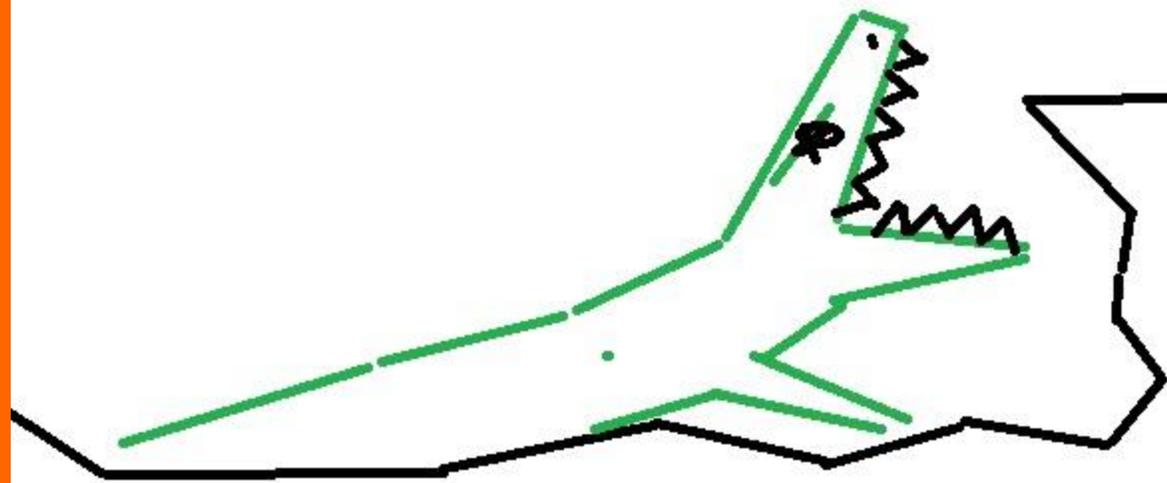




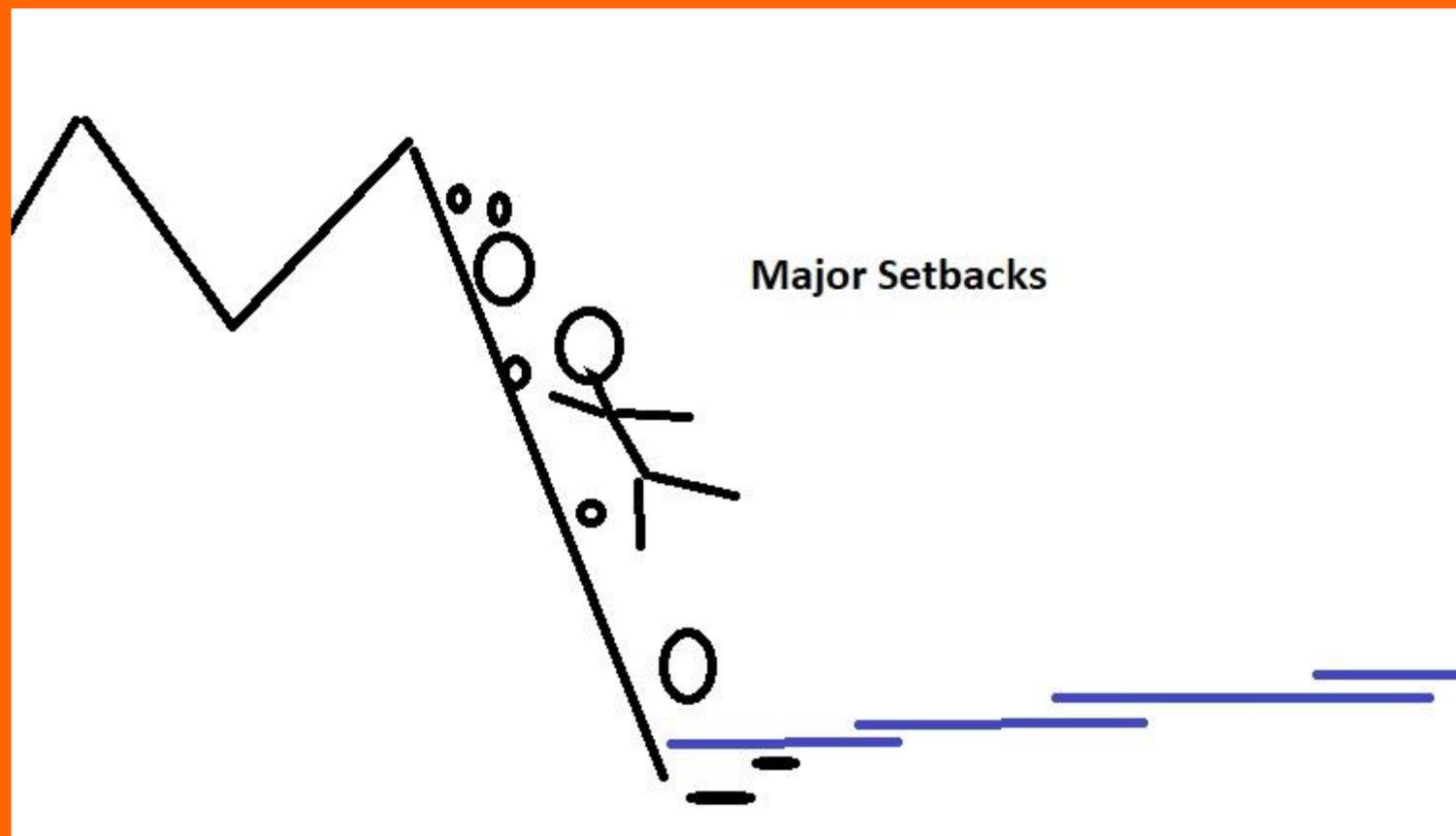
Blockade



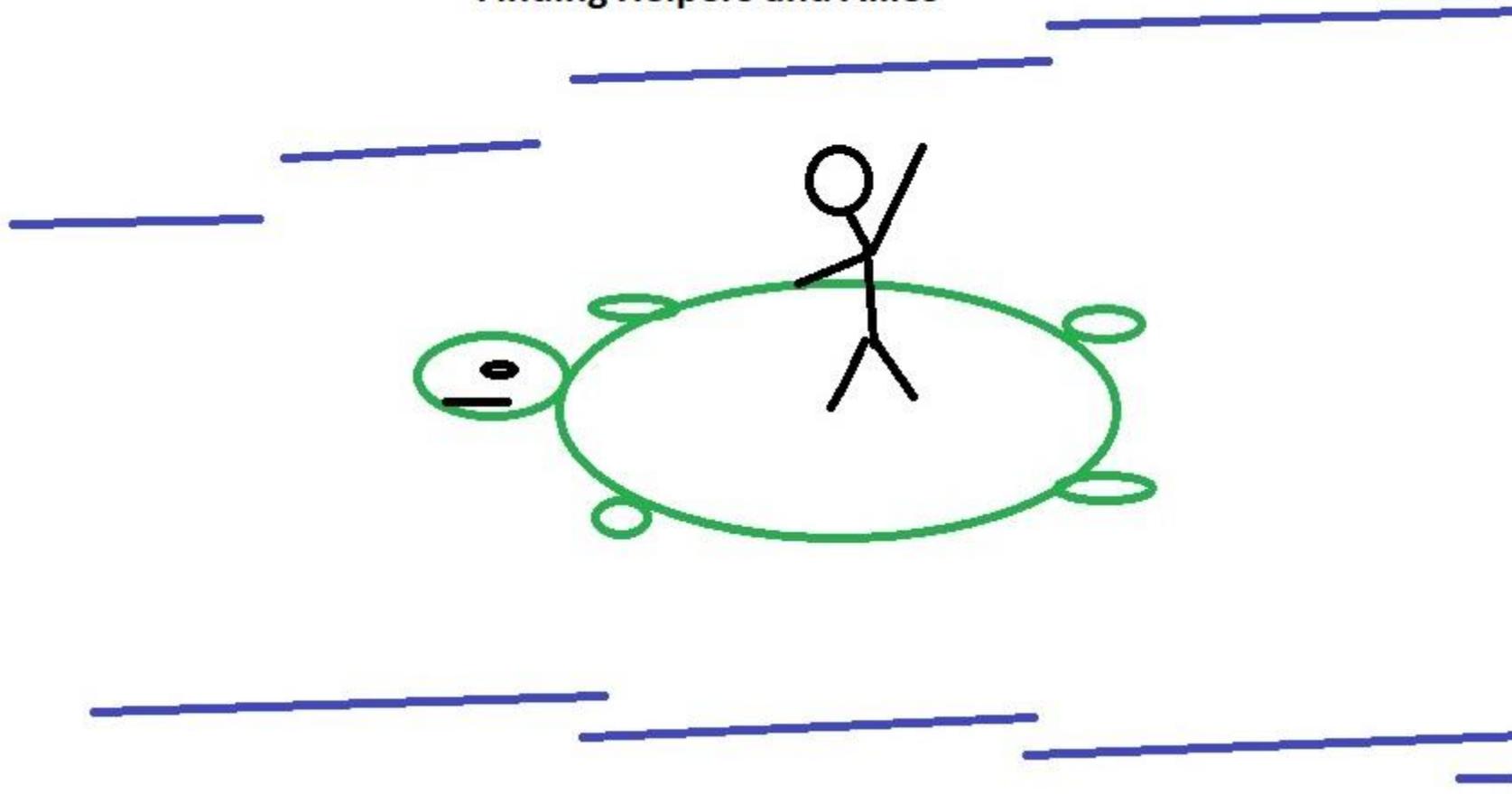
Risks and Dangers



Blockades

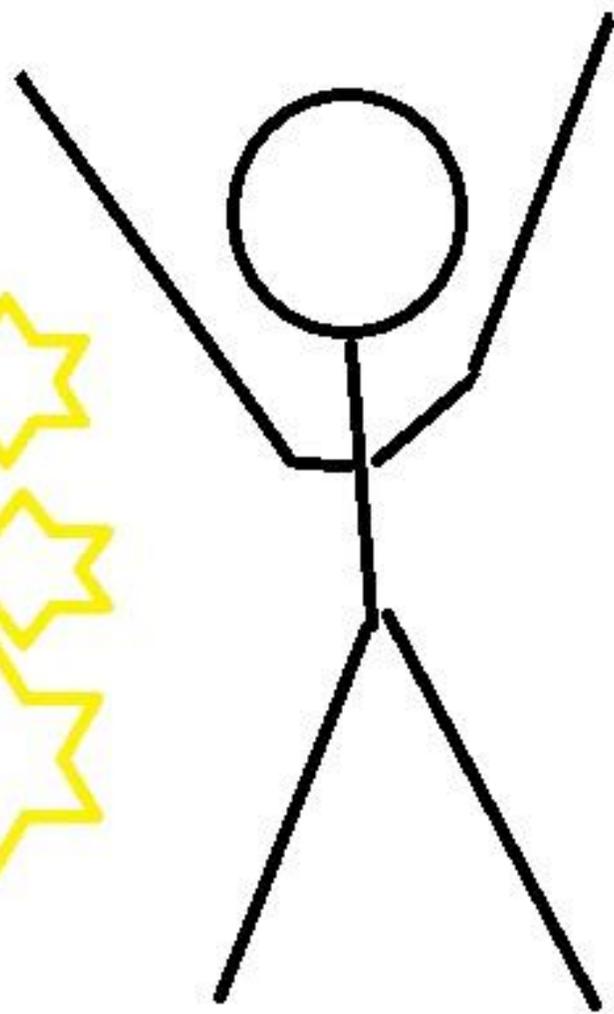


Finding Helpers and Allies





Reward/Resolution



Story Crafting:

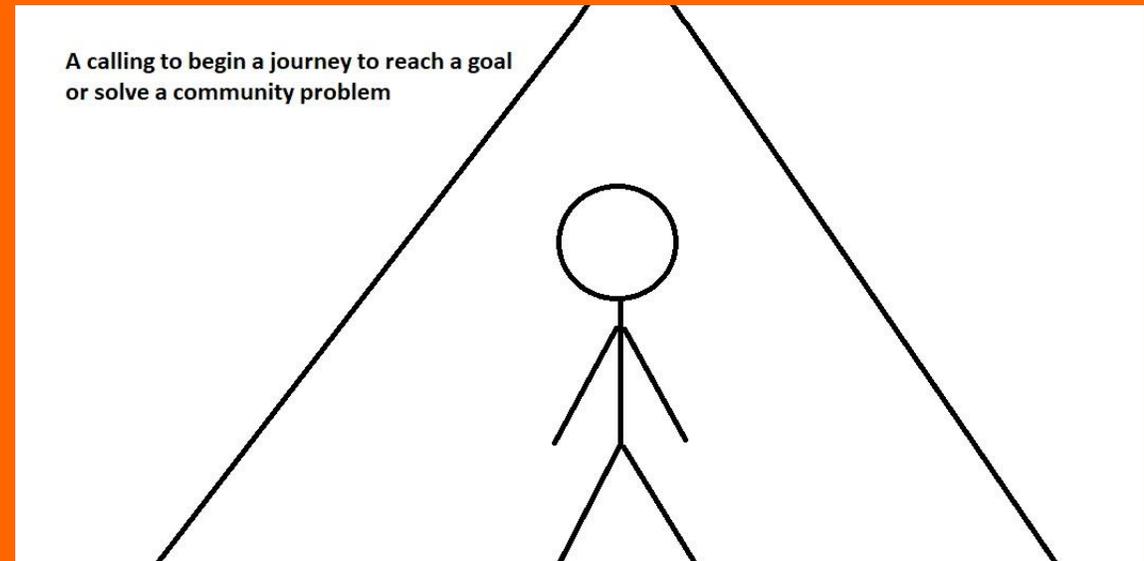
1. Who is our **audience**?
2. What is our **theme** and “take away” message?
3. What is our central **metaphor**?
4. Create **relevance & context**
5. What is our **story arc**?
6. Who are our story **characters**?
7. Build story **elements**

Some Powerful Elements of Traditional Storytelling:

1. Intergenerational: the role of Elders and Ancestors woven together in influence of the younger generations.
2. Not “me” or “Us” vs. “Nature” but we living our destiny in the sacred, created universe.
3. Coming back to the traditional ways, traditional medicine, traditional ceremony is the solution.

What is Our Quest?

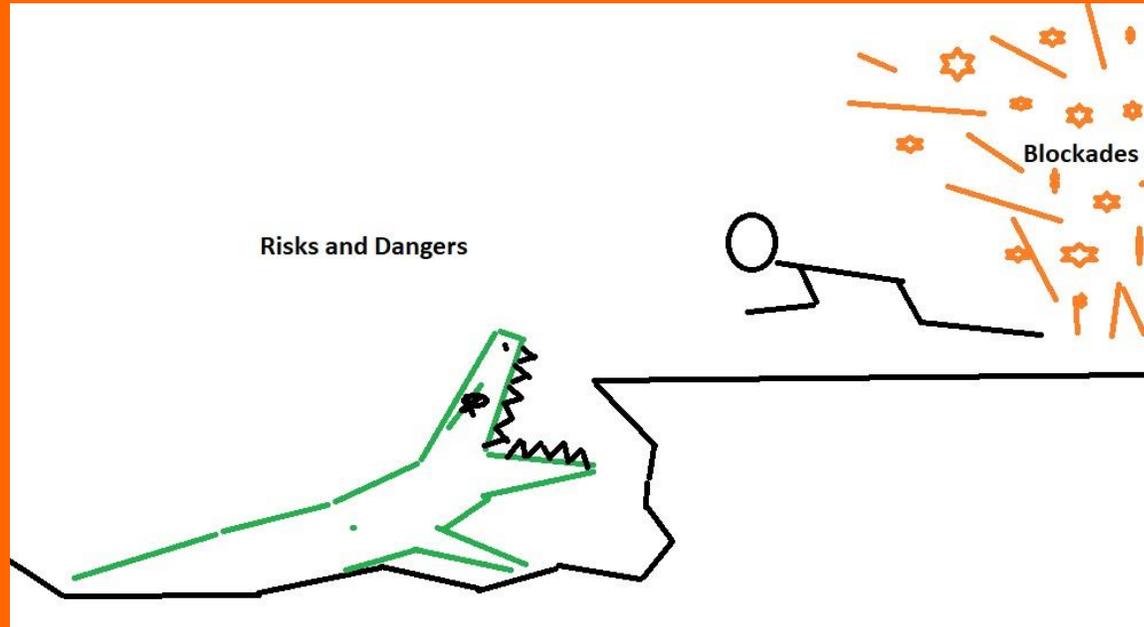
What is Our Messaging Quest?



What is our Channel or Pathway ?

Storytelling through Social Media

Social Media and Storytelling Challenges and Barriers



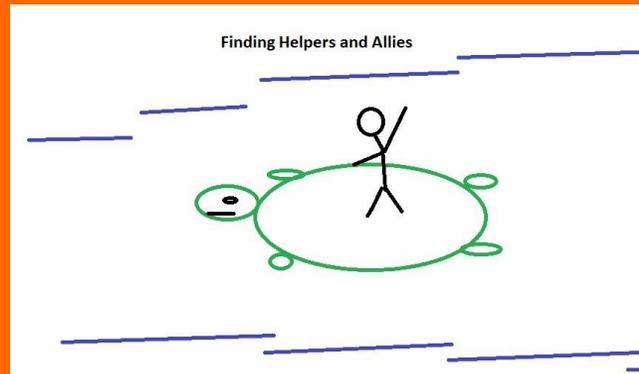
Competing Messages Limited Space

Social Media and Storytelling Challenges and Barriers

- Space Limitation
- Photo-Fixation
- Huge Competition

Social Media Solutions: Feed Emotions to Feed the Feed

- YouTube and other Video
- Good Stand-alone Visual Pieces
- Others?



What Following Messages Impact
Or Don't Impact You?

And Why?



COMMERCIAL TOBACCO USE



More than
1 in 4
African adults
smoke cigarettes.

At **26%**, that's
1.5 times
greater than the US smoking rate.



18%



Out of the 10 leading
causes of death
among African, 6 of them
have been
linked to smoking.



Smoking commercial tobacco
can damage every part of your
body. Poison in cigarette
tar also weakens the body's
immune system.



Smoking commercial tobacco
causes cancer, heart disease,
stroke, lung disease,
diabetes, and many other
life-threatening diseases.



People who stop smoking
commercial tobacco greatly
reduce their risk for cancer,
heart disease, lung disease,
and early death.

There are health benefits from quitting smoking at any age.

WHAT YOU CAN DO



Tobacco users

- Explain public policy (LAW) about smoke-free environments, health consequences, etc. present. The money you get, the power your body can regain, and the freedom you want, all rest from eliminating dependence.
- Have tobacco companies' interest in your health, safety, or future generations, especially women, pregnant women, and children with heart disease or respiratory conditions.
- Ask if health services or health insurance can help with quitting.



Community members

- Make sure friends and family help you stay away from commercial tobacco products.
- Encourage them about already taking commercial breaks.
- Tell your community leaders you support commercial tobacco control programs and stress the priority of all areas of environment.
- Teach others about the health risks of smoking commercial tobacco and secondhand smoke.
- Encourage friends, family and neighbors to get involved with their efforts.



Health care providers

- Ask your patients if they use commercial tobacco. Offer an alternative.
- Advise all patients to quit before heart and stroke. Offer support for COT from commercial tobacco control.
- Make quitting commercial tobacco an important part of your overall approach to health care delivery.
- Advise patients to avoid secondhand smoke exposure especially if they are pregnant or have children because of respiratory conditions.
- Offer patients to be encouraged, educated, and supported groups.



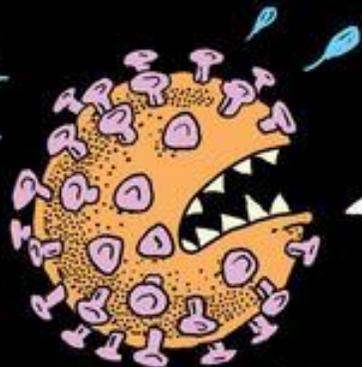
Community leaders

- Push comprehensive commercial tobacco control programs.
- Develop all areas of jurisdiction that smoke-free from commercial tobacco smoke.
- Increase the amount of commercial tobacco control.
- Implement health policy that encourages that more public awareness of the danger from commercial tobacco use and secondhand smoke exposure.
- Reduce commercial tobacco use by making these products less accessible, affordable, and desirable.

KEEP IT SACRED

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**NOT TO DOWNPLAY
THE PANDEMIC, BUT...**



IT'S
JUST
NOT
FAIR!

COVID-19:
MAYBE 250,000
U.S. DEATHS
IN 2020?

TOBACCO:
OVER 480,000
U.S. DEATHS
PER YEAR

...AND
THEY
LOVE
ME!



© WOLVERTON

caglecartoons.com

TOBACCO USE AND SECONDHAND SMOKE EXPOSURE IS HIGH IN MULTIUNIT HOUSING



• About **80 million (1 in 4) people in the US live in multiunit housing**, such as apartments.



• Many who live in public housing are especially affected by secondhand smoke, **including children, the elderly, and people with disabilities.**



• About **8 in 10 multiunit housing residents** choose to make their own homes **smoke-free.**

• About **20 percent of adults in multiunit housing use combustible tobacco products**, which are a source of secondhand smoke exposure.



Among multiunit housing residents with smoke-free home rules, **34 percent** report that secondhand smoke involuntarily enters their homes from somewhere else in or around the building.

There is **no safe level** of **secondhand smoke exposure**



Secondhand smoke can **travel within multiunit housing** and common areas through **doorways, cracks in walls, electrical lines, ventilation systems and plumbing.**



Opening windows and using fans **does not completely remove secondhand smoke.**



Heating, air conditioning and ventilation systems **cannot eliminate exposure to secondhand smoke.**

©2015

TobaccoFreeCA

There's no safe level of exposure to secondhand smoke.

© 2015 CALIFORNIA DEPARTMENT OF PUBLIC HEALTH



OPEN

**Smokefree air is good for
health and good for business.**

ANRF AMERICAN
NONSMOKERS'
RIGHTS FOUNDATION



ONE
OF
THE
MOST
IMPORTANT

AMENITIES

NIGHTLIFE

DINING

ENTERTAINMENT

GAMING

FOR MILLENNIALS

IS
A

SMOKE-FREE ENVIRONMENT.



3 out of 4 patrons want
smokefree casinos

Two Tobacco Ways Principle Practices

- Recognizes the harm, death, disease and illness caused by commercial tobacco use/addiction for profit.
- Recognizes the culturally diverse religious, spiritual, and restorative practices of traditional tobacco.
- Recognizes Human rights of indigenous cultures that use tobacco.
- Recognizes that American Indian cultures, tribal members, and communities self-determine their cultural paradigms of health that include traditional tobacco protocols and practices.
- Recognizes and incorporates the commercial tobacco cessation, policy, regulatory, and programming designed to improve health.

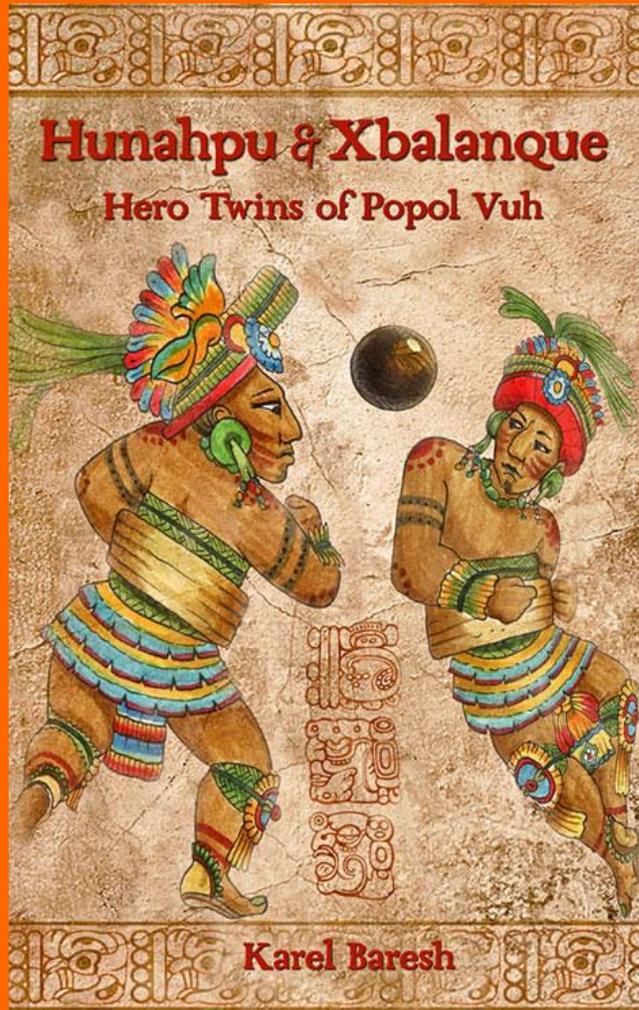
Two Tobacco Ways: Centering Traditional Tobacco May 30, 2018 National Native Network

Some Further Challenges:

- Making “Keep is Sacred” relevant to your specific audience.
- Distilling/Translating a Complex Issue.







<https://www.youtube.com/watch?v=FHSOGryN-DA>

Thank you for the honor of sharing
with you.

Check out your hand-outs for more
resources and feel free to contact
me for more!



TOBACCO-FREE
NORTH COAST

Greg Damron

gdamron707@gmail.com

