Why are we meeting today?
Commercial Tobacco Companies and those who depend on their products know how to use the power of story.
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* 

NATURAL AMERICAN SPIRIT

MADE WITH ORGANIC TOBACCO

GROWN ON AMERICAN SOIL
100% ADDITIVE-FREE NATURAL TOBACCO

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

Surgeon General's Warning: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Natural American Spirit cigarettes
are not safer than other cigarettes.

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
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.

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 persevere through adversity. Warrior is made in five flavors—red, gold, menthol, cherry, and vanilla.
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.

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.
And the Result is...
Tobacco's Targeted Populations

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

- Low Income: 15%
- Hispanic Males: 15%
- African American: 17%
- Lesbians: 23%
- American Indians: 32%
- All CA Rate: 12%

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...
VALUE OUR TRADITION.

KEEP ASEMAA SACRED.
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
Keep It Sacred

Please Do Not 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.

Sacred Tobacco

- Spiritual
- Natural, found in nature
- Used for prayer, healing, and ceremonial purposes
- No chemical additives
- Used with good intentions

Commercial Tobacco

- Profit driven
- Unnatural, contains harmful chemicals
- Used as a personal choice
- Contains additives that may cause cancer, heart disease and diabetes
- 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.

- AMERICAN INDIAN AND ALASKA NATIVE: 39.0%
- WHITE: 25.8%
- BLACK OR AFRICAN AMERICAN: 24.2%
- HISPANIC OR LATINO: 20.8%
- NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDERS: 20.7%
- ASIAN: 11.3%

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
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. Who are our story characters?
6. Build story elements

http://www.kendallhaven.com/
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 Asian adults smoke cigarettes. Out of the 15 leading causes of death among Asian, 6 of them have been linked to smoking. There are health benefits from quitting smoking at any age.

WHAT YOU CAN DO

- **Tobacco users**
  - Cut the postitive cycle: Limit alcohol, avoid non-smoking areas, support smoking cessation efforts.
  - The sooner you quit, the sooner you can begin to heal, and the sooner you will feel all those wonderful symptoms decrease.
  - You can also improve your health by treating smoking-related conditions, improving your respiratory function, and increasing your quality of life.
  - Ask your doctor about prescription medications that can help you quit.

- **Community members**
  - Make your home and school smoke-free environments.
  - Participate in tobacco-free events and programs in your community.
  - Support local anti-smoking initiatives.
  - Help others who are trying to quit by providing support and encouragement.

- **Health care providers**
  - Advise all patients to stop smoking.
  - Screen all patients for smoking status and readiness to quit.
  - Assist patients in setting quit goals and creating a plan to achieve them.
  - Provide evidence-based treatments for smoking cessation.
  - Follow-up with patients, provide ongoing support, and monitor progress.

- **Community leaders**
  - Lead by example by adopting tobacco cessation policies at your workplace.
  - Support local anti-smoking initiatives and programs.
  - Promote policies that reduce exposure to secondhand smoke.
  - Increase awareness of the health risks of commercial tobacco by organizing events and campaigns.
  - Support tobacco-free initiatives and programs in your community.

*KEEP IT SACRED*
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!
There's no safe level of exposure to secondhand smoke.
Smokefree air is good for health and good for business.
One of the most important amenities for millennials is a smoke-free environment.
3 out of 4 patrons want smoke-free 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.
Some Further Challenges:

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