

# Story Creation for Community Transformation



**TOBACCO-FREE**  
**NORTH COAST**

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

**C-STORE**  
SESSION

**Andy Allo**









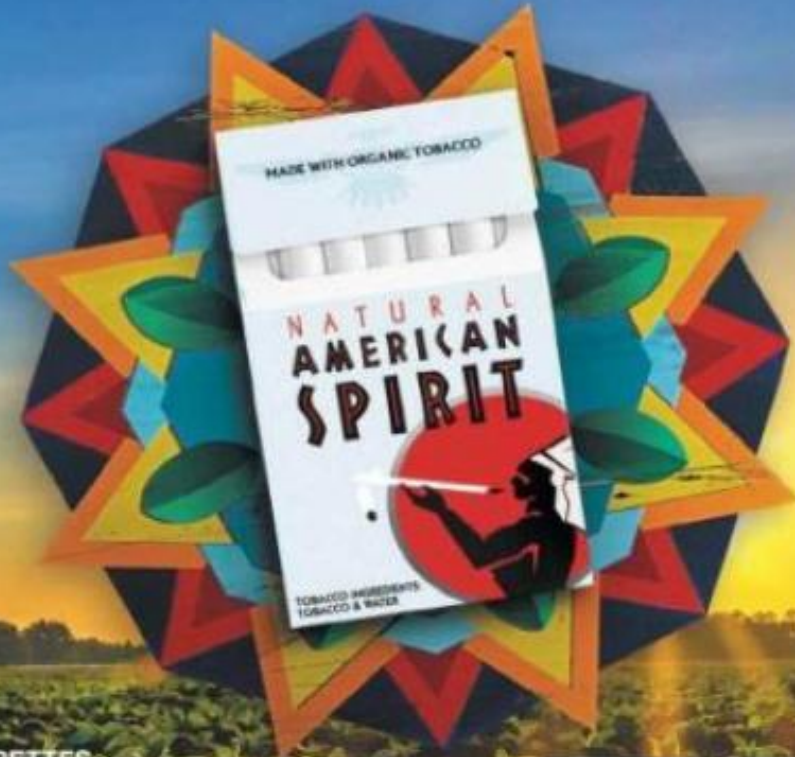






# INTRODUCING SKY

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



CIGARETTES

100% ADDITIVE-FREE NATURAL TOBACCO

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  
100% ADDITIVE-FREE NATURAL TOBACCO



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](http://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](#)[CONTACT](#)

## 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](#)





SURGEON GENERAL'S WARNING:  
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HISTORY

PRODUCTS

OUR BRANDS

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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.



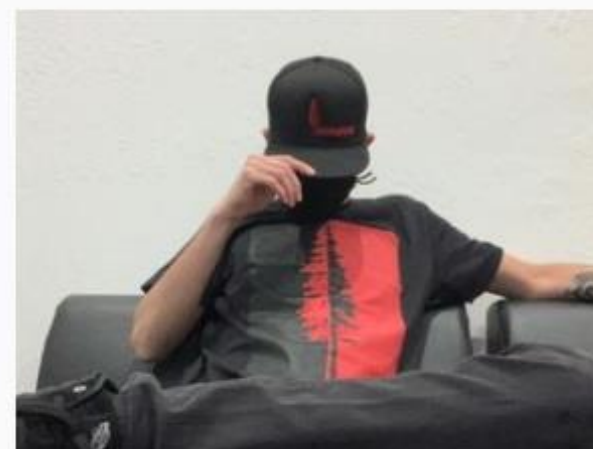
Gary Sanden *Co-Owner*

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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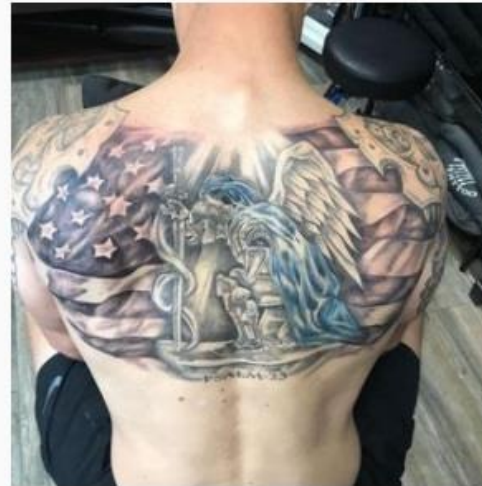


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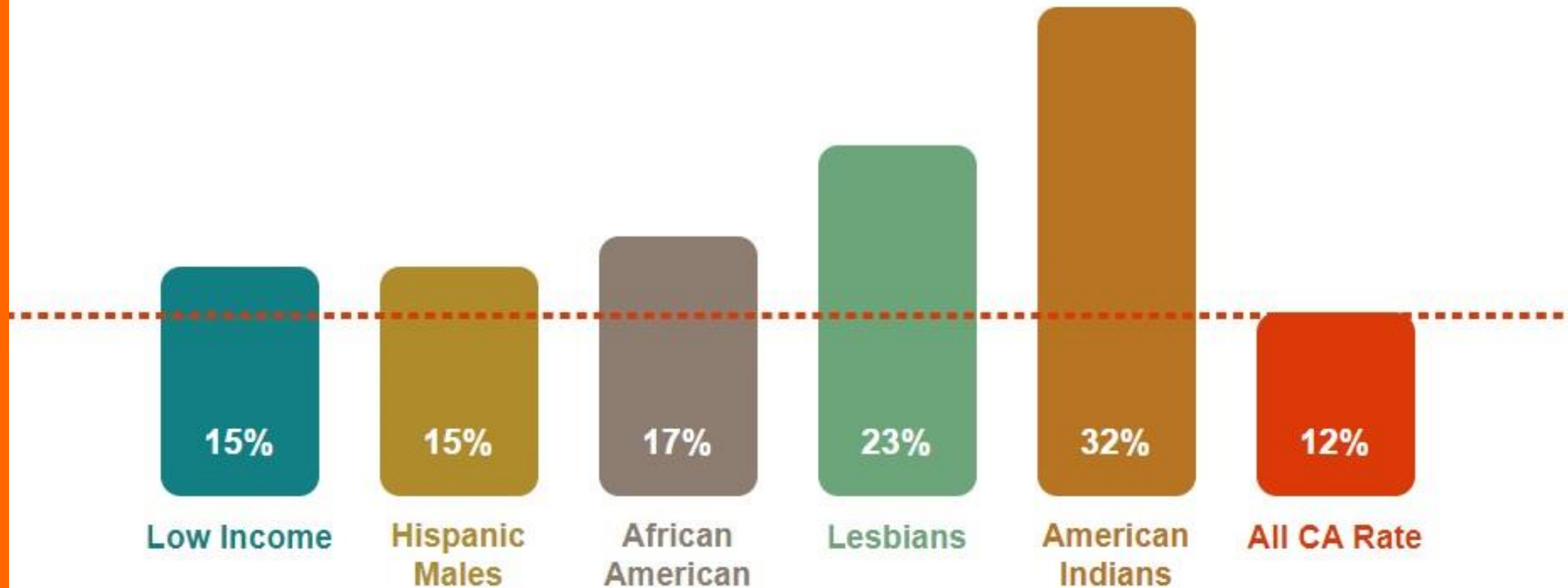
Sign Up



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.





# Explore

⚙ Settings



**Keep It Sacred**

3,219 Tweets



**KEEP IT SACRED**

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](https://keepitsacred.org) Joined June 2011

856 Following 788 Followers



# Keep It Sacred



**Please Do No Use Commercial Tobacco Products**

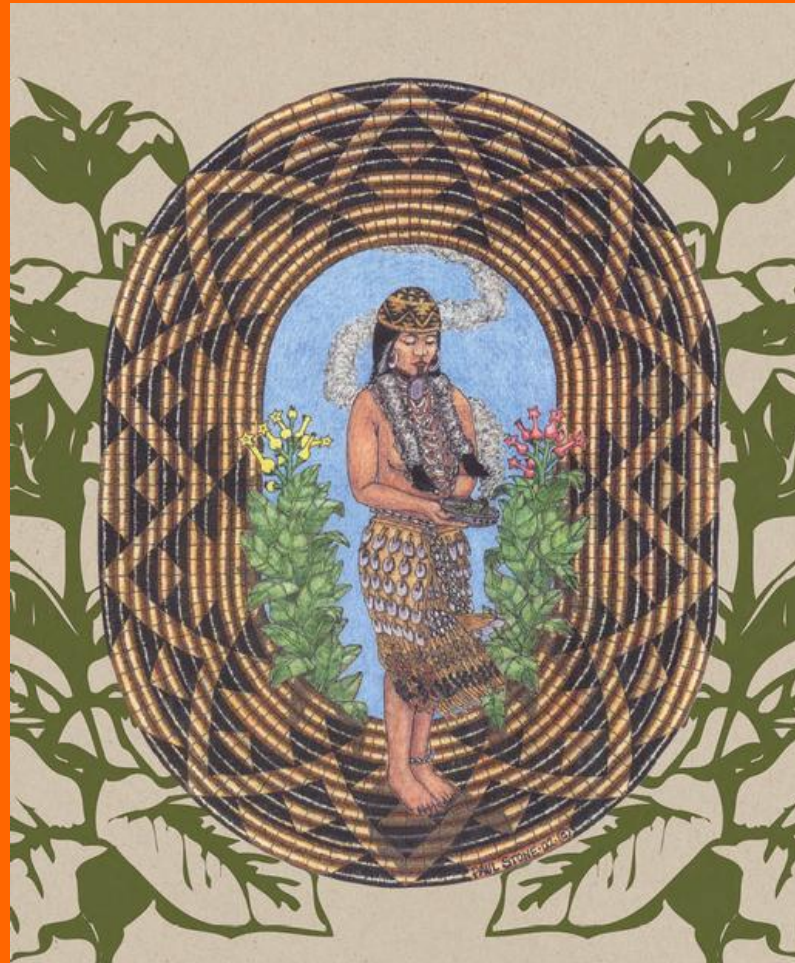
**You Hurt Yourself and Everything Around you.**

The Northern California Indian Development Council, Inc.

[www.ncidc.org](http://www.ncidc.org)

(707) 445-8451

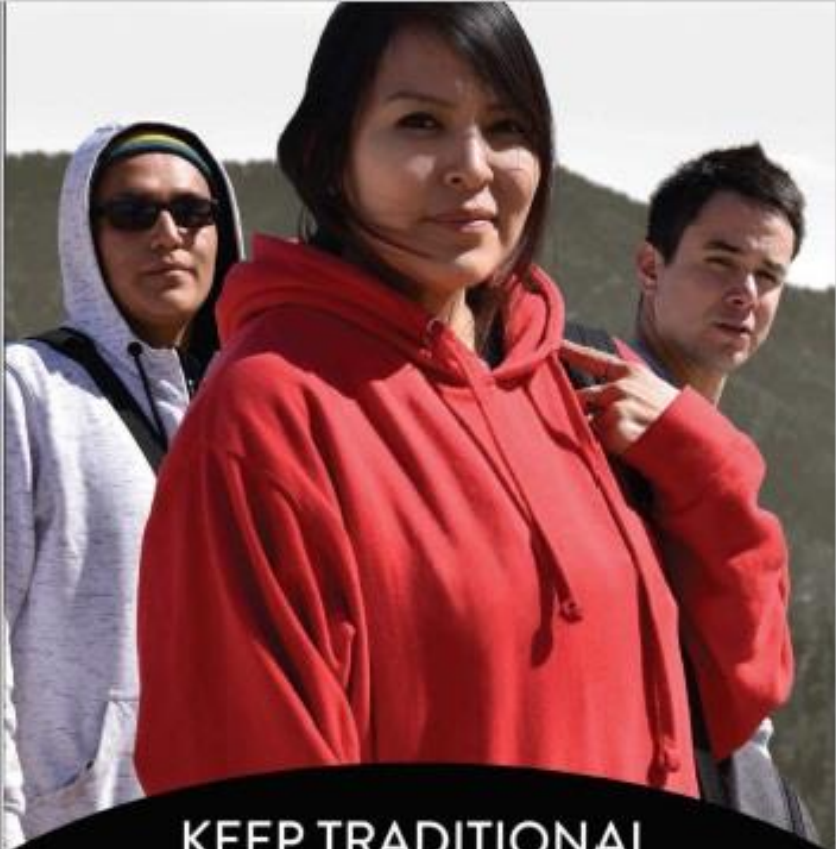




**TOBACCO CAME TO US AS A GIFT.  
NOT TO BE ABUSED.**



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.



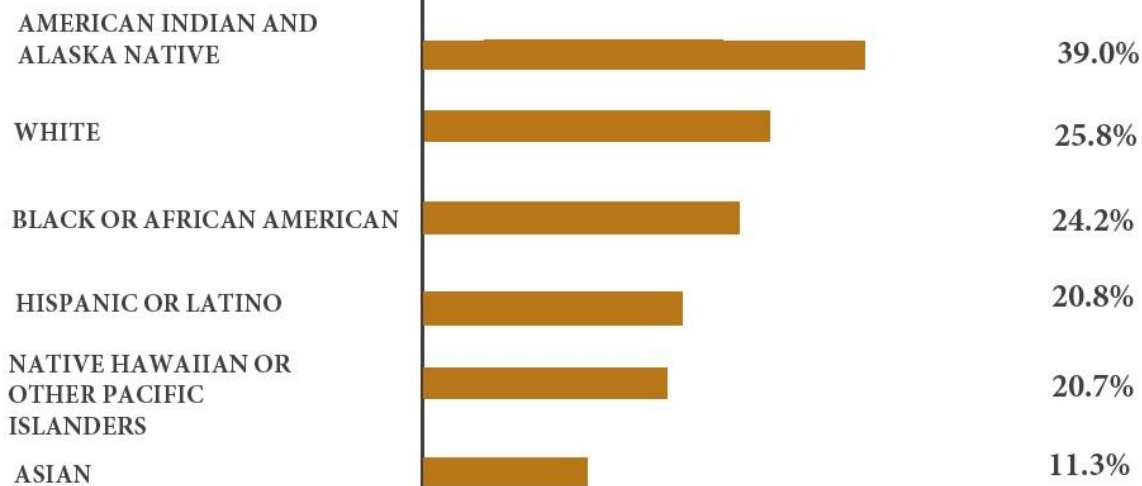
Our Human Brains Process  
Information Best Through  
Stories

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?

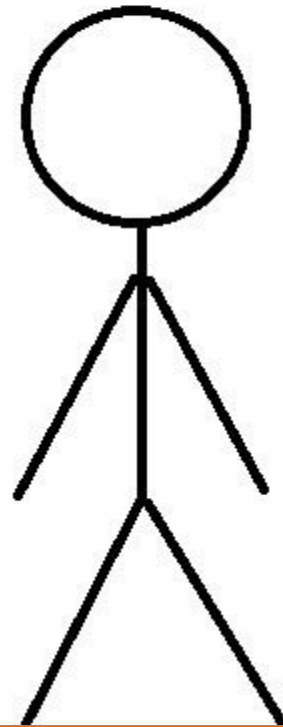
- Emotional Connection
- Hold Mental Focus
- Message Influence

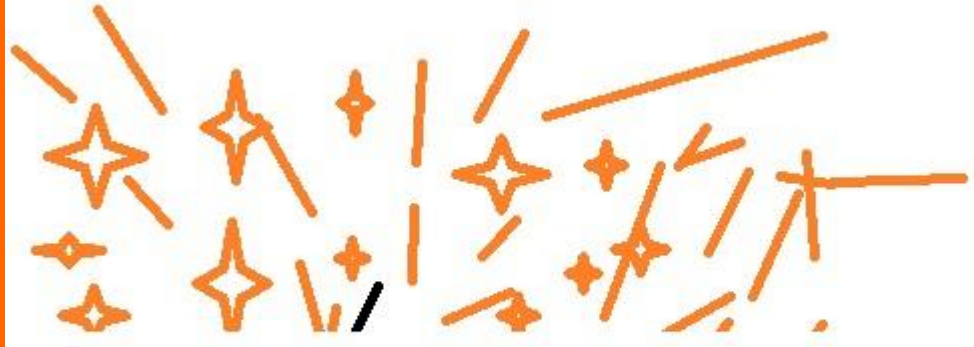
# What are Story Superpowers?

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

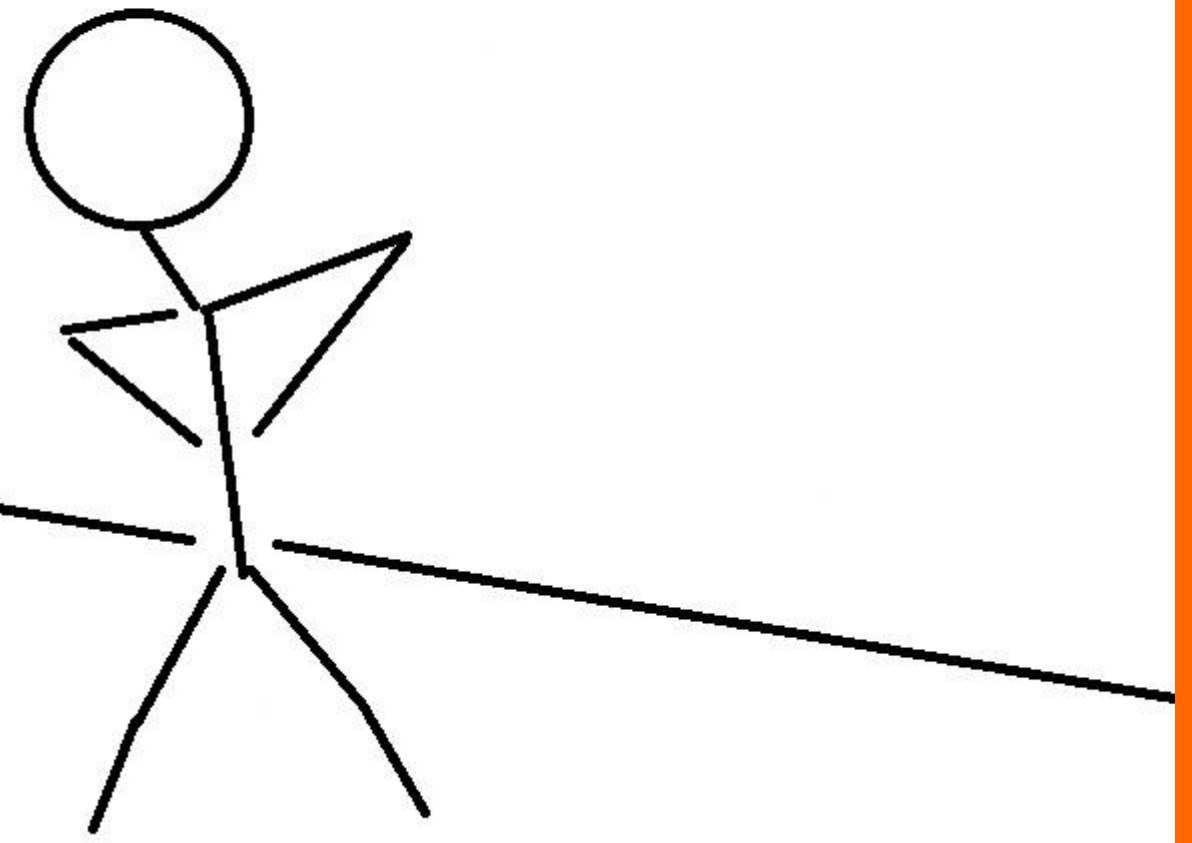
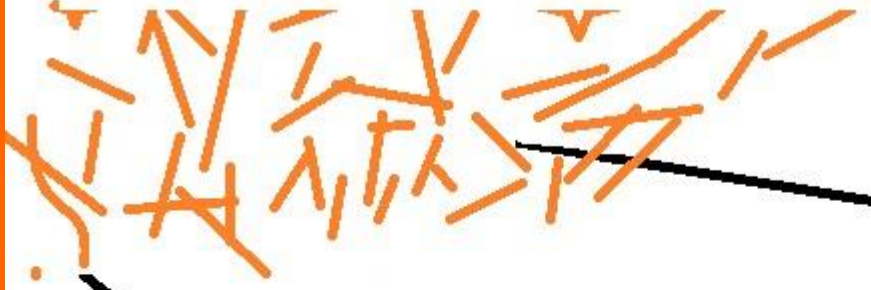


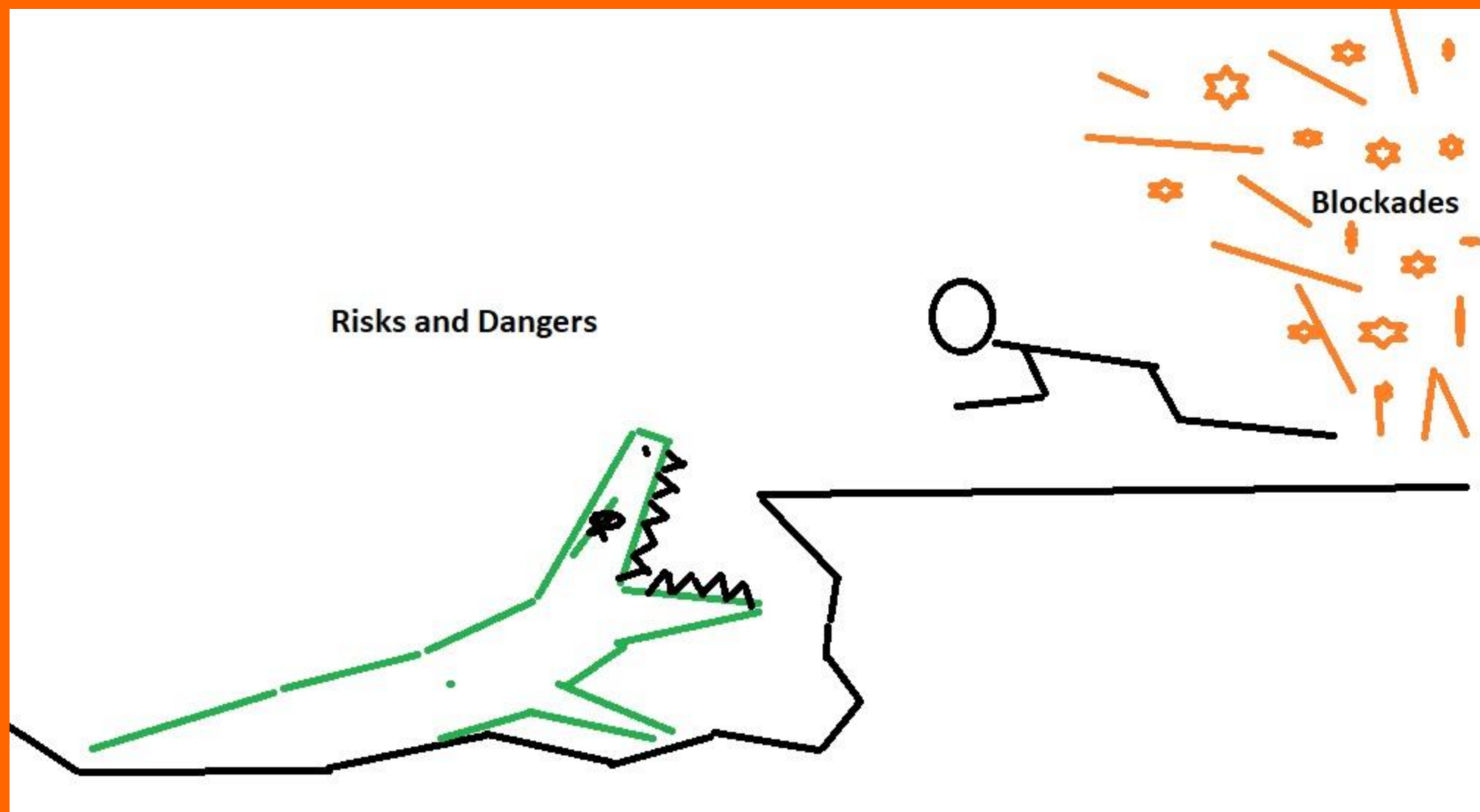
A calling to begin a journey to reach a goal  
or solve a community problem



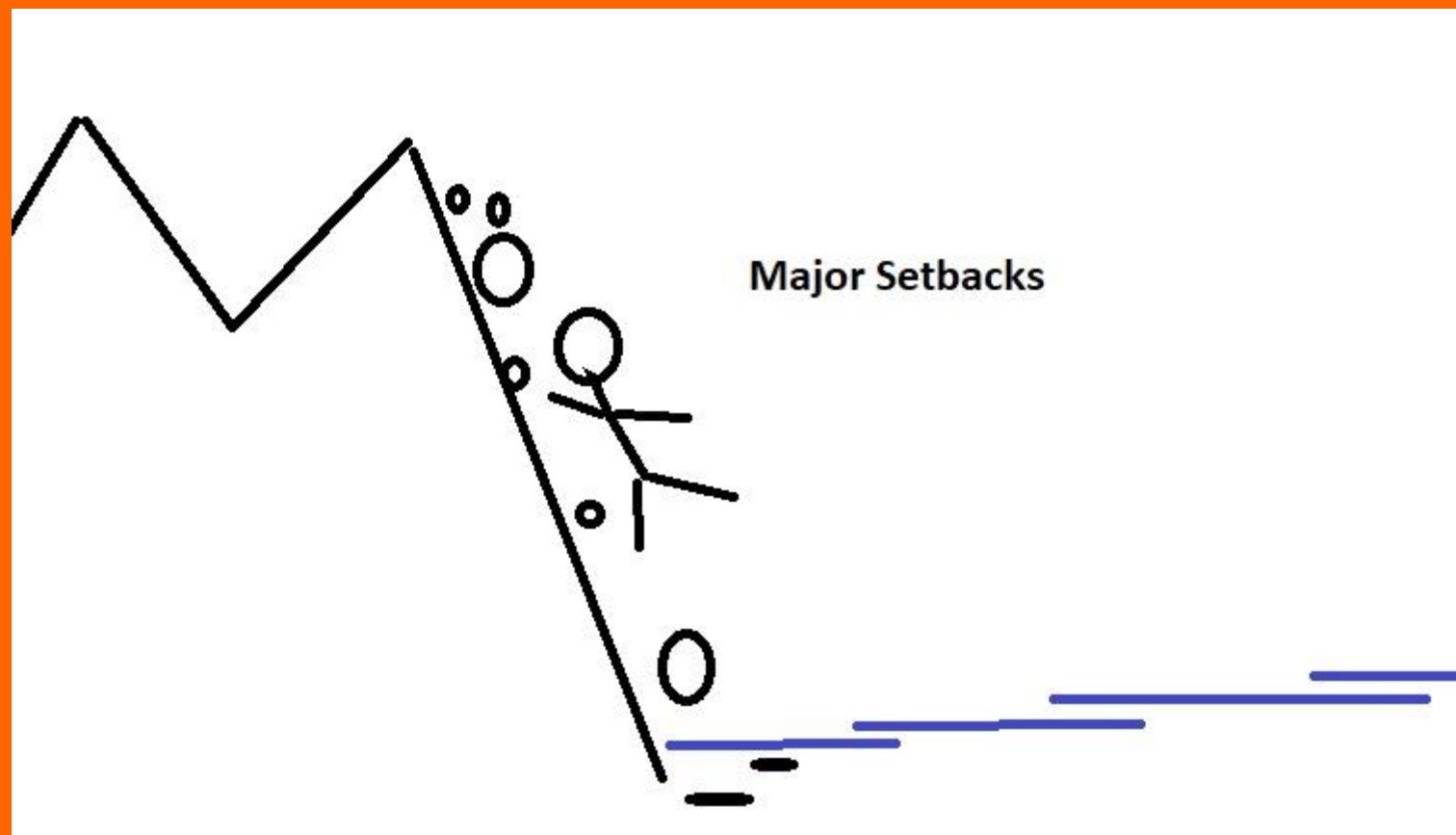


**Blockade**

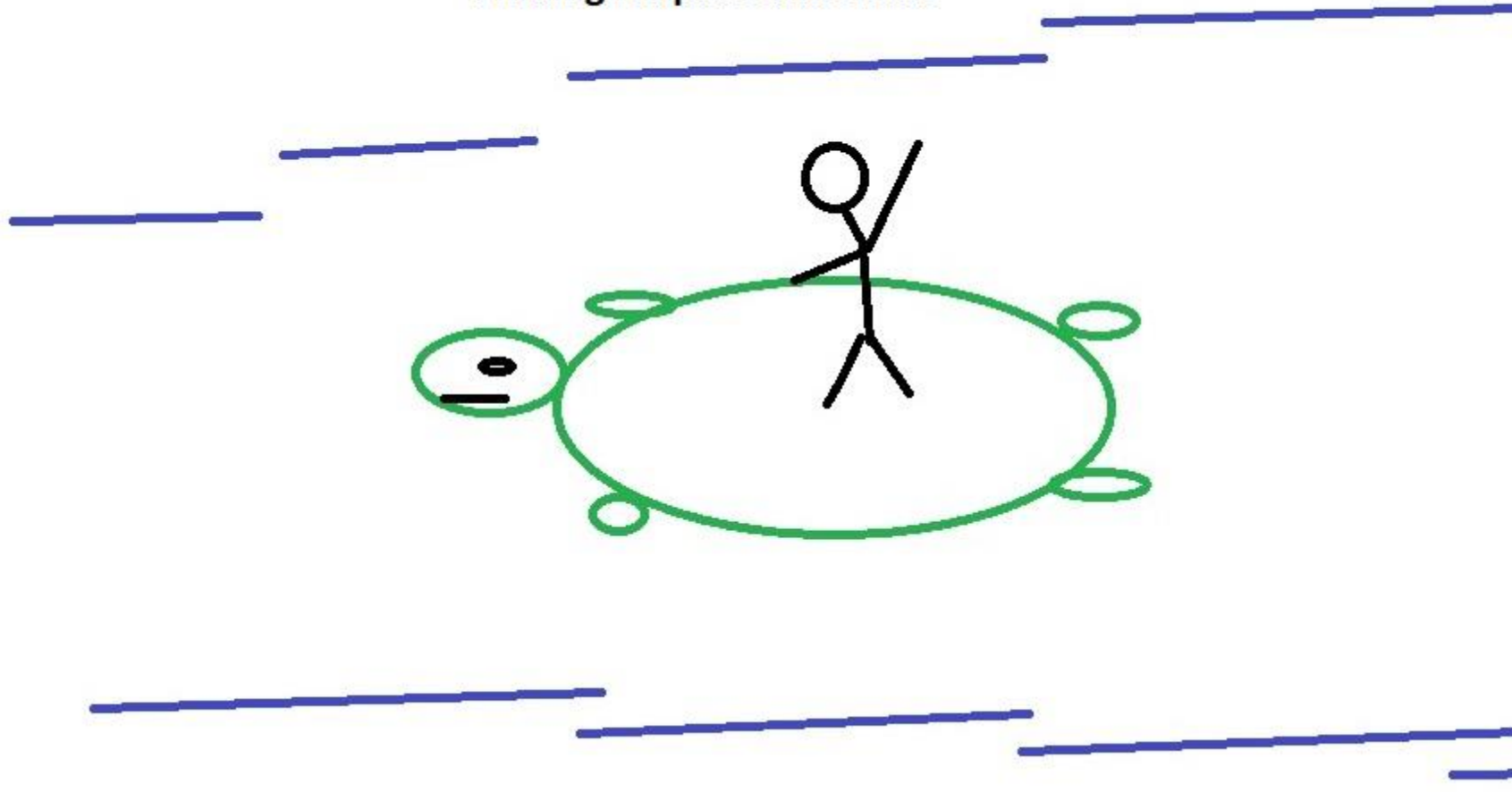








## Finding Helpers and Allies







# 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. Create **story elements**
6. Who are our story **characters**?
7. Build story **elements**

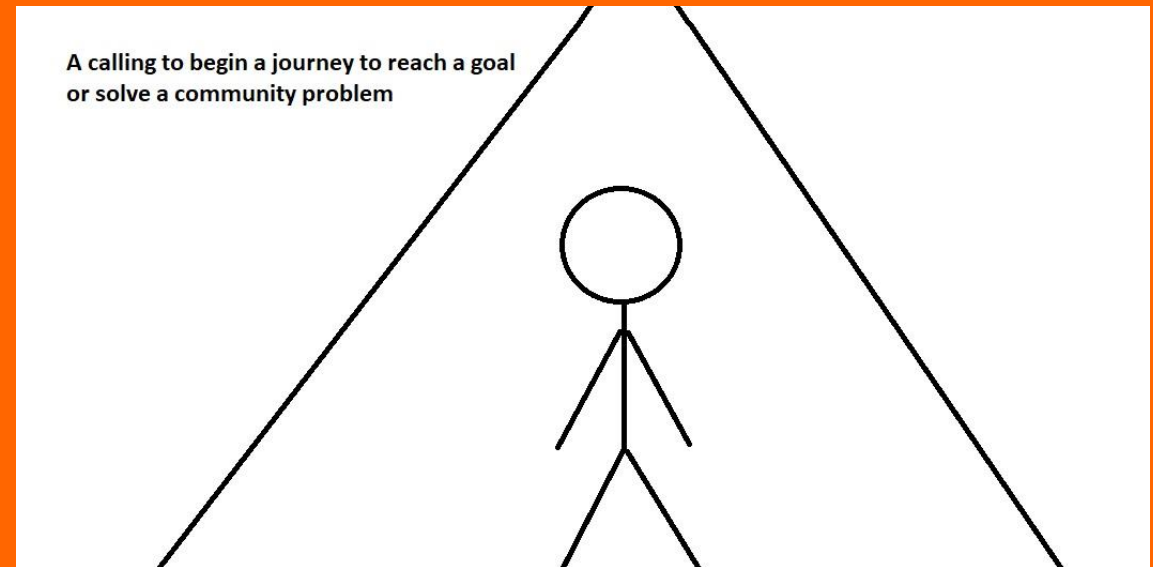
## Some Powerful Elements of Traditional Storytelling:

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?

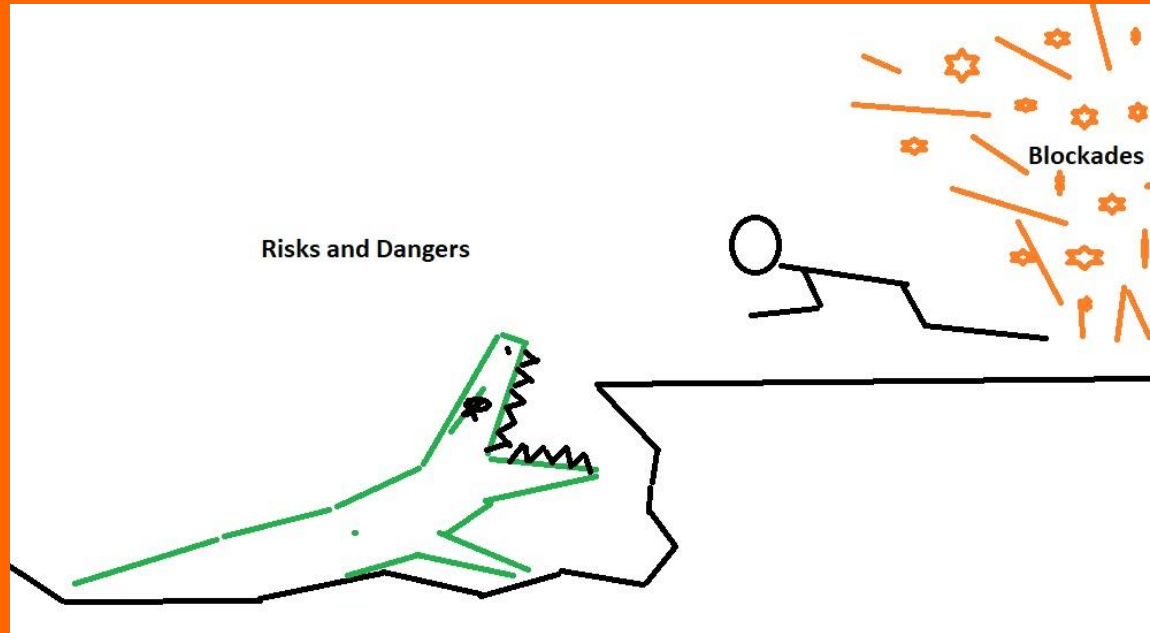


A calling to begin a journey to reach a goal  
or solve a community problem

What is our Channel or Pathway ?

Storytelling through Social Media

# Social Media and Storytelling Challenges and Barriers



Competing Messages Limited Space

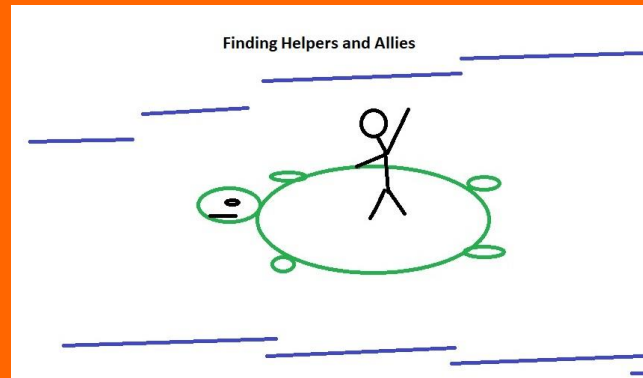


# Social Media and Storytelling Challenges and Barriers

- 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 U.S. 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  
smoke 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

- Quit the entire habit (1,000 cigarettes) for the maximum health benefit. Quitting now prevents the cancer you get. The cancer your body has begun to build, and the smoking you do not get rid of can compound the damage.
- Have a doctor or nurse tell you about quitting or about community resources, especially women, pregnant women, and people with heart disease or respiratory conditions.
- Ask if local groups or health workers can help you quit.



### Community members

- Make sure there are people who can help you quit from commercial tobacco products.
- Encourage people who are already using commercial tobacco.
- Tell your community leaders you support commercial tobacco control programs and make this known in all major community events.
- Teach children about the health risks of smoking commercial tobacco and e-cigarettes.
- Encourage friends, family, and neighbors to quit. Support them in their efforts.



### Health care providers

- Ask your patients if they use commercial tobacco. Offer to help them quit.
- Screen all patients for tobacco use and refer to CTS, under the DART team.
- Screen tobacco users.
- Make quitting commercial tobacco an important part of your overall approach to health care delivery.
- Screen patients in your care about tobacco use, especially if they are pregnant or have heart disease or respiratory conditions.
- Offer patients to be screened, assessed, and support groups.



### Community leaders

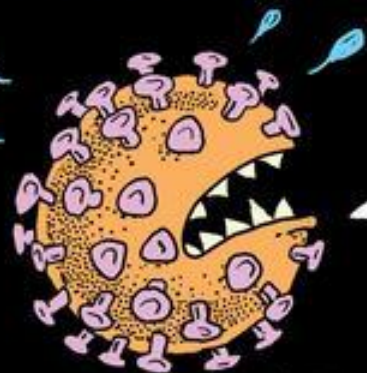
- Fund comprehensive commercial tobacco control programs.
- Develop all forms of communication that make clear that commercial tobacco is bad.
- Increase the amount of commercial tobacco control.
- Implement health care programs that are fully inclusive of the people that commercial tobacco is bad.
- Reduce commercial tobacco use by making these products less accessible, affordable, and desirable.

**KEEP IT SACRED**

For more information, visit [www.ksccdc.org](http://www.ksccdc.org) or call 1-800-458-5231. This information is for informational purposes only and is not intended to be a substitute for professional medical advice. Always consult your healthcare provider for more information.



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



IT'S  
JUST  
NOT  
FAIR!

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

©WOLVERTON

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

...AND  
THEY  
LOVE  
ME!



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.**

cc08754

TobaccoFreeCA

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

© 2014 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:

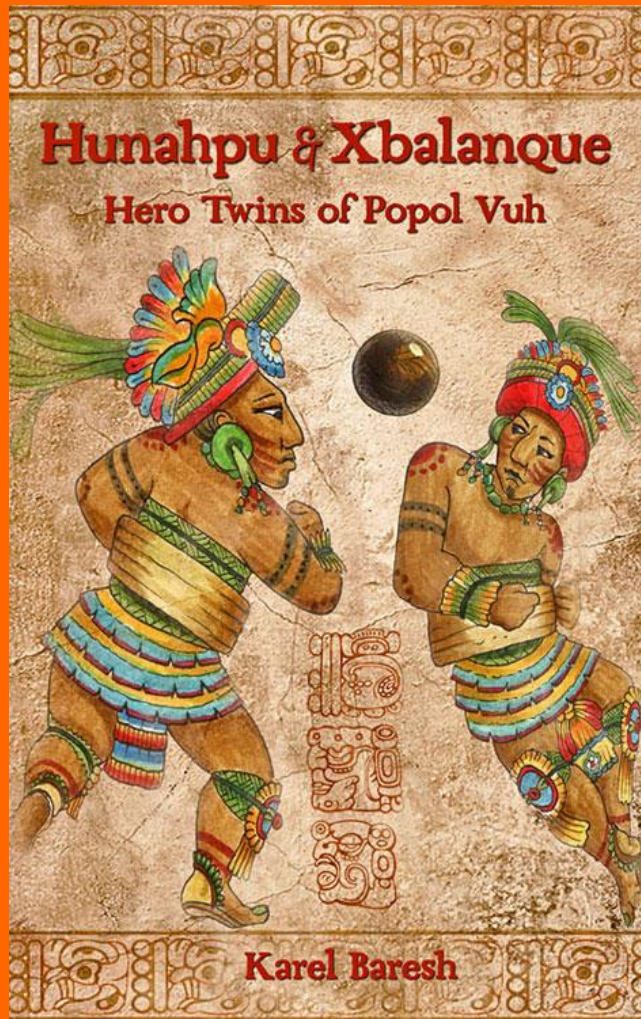
- Making “Keep is Sacred” relevant to your specific audience.
- Distilling/Translating a Complex Issue.











<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**

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