

# Tobacco Prevention Tips

## Tobacco Company Advertising

w w w . t o b a c c o p r e v e n t i o n . n e t

**You can challenge tobacco company marketing in your tribe, village, or community by creating awareness of existing tobacco company advertising tactics that target American Indian and Alaska Natives. Counter-advertising contradicts tobacco ads and shows that a nonsmoking lifestyle is the true choice of Native people.**

Launch a “take back our image” campaign in your schools and community using true Native images to tell the real story of tobacco use and its affects on American Indian and Alaska Native people. Involve teachers, staff, and parents. Hold a student art contest to produce honest tobacco advertising then develop posters from the winners’ work. Involve art teachers and community artists. Partner with local radio and TV stations or college journalism programs to produce media spots.

Talk to your tribal council to ban tobacco company sponsorships of pow-wows and rodeos. Invite an elder tobacco prevention advocate to accompany you and to speak. Hold and advertise smoke-free pow-wows. Invite tobacco prevention programs or organizations to sponsor and advertise pow-wows and other cultural events.

Keep tobacco company give-aways and promotional items out of tribal and community events.

Work with state or local tobacco prevention programs to create and distribute print ads, transit ads, billboards, posters, and table tent cards. Place materials anywhere your community members come together or pass by.

Conduct a community assessment of tobacco advertising and promotion practices then educate businesses about the health effects of commercial tobacco. Ask retailers to remove in-store displays and signs placed children’s eye-level.

Contact the CDC’s Media Campaign Resource Center for licensed advertisements developed by more than 25 state health departments, nonprofit health organizations, and federal agencies: E-mail [mcrc@cdc.gov](mailto:mcrc@cdc.gov). Or visit the website: [www.cdc.gov/tobacco/mcrc](http://www.cdc.gov/tobacco/mcrc).

*Provided by the National Tribal Tobacco Prevention Network, a project of the Northwest Portland Area Indian Health Board.*

*For more information, call 503.228.4185 or visit the website: [www.tobacco-prevention.net](http://www.tobacco-prevention.net). Funded by CDC, grant #U1A DP000556-01.*

