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FOR IMMEDIATE RELEASE

Now available on DVD

THE NATIVE TRUTH FILM PROJECT

a production of

The Northwest Portland Area Indian Health Board and the
Northwest Film Center's Young Filmmakers Program

Based on the data available, among seniors in high school, American Indians and Alaska Natives had higher rates of tobacco use than all other youth. –American Legacy Foundation®, Fact Sheet on American Indian, Alaska Natives and Tobacco

A new DVD containing three short films and seven public service announcements about the dangers of smoking in American Indian communities is now available free of charge to tribes, schools, prevention programs, health educators, libraries and other interested parties. Produced by 15 American Indian youth from Yakama Nation, Spokane Tribes and Shoshone-Bannock Tribes, the topics include: the harmful chemicals used in manufacturing cigarettes, secondhand smoke in the workplace, differing generational views on smoking, and the difference between sacred tobacco use and commercial tobacco use.

The films were produced through the NativeTruth Film Project, a year-long project of the Northwest Portland Area Indian Health Board, in partnership with the Northwest Film Center. Made on location in the youth's local communities, with guidance from filmmakers-in-residence Brian Lindstrom and Sue Arbutnot, the films include interviews with parents, community leaders and positive American Indian role models.

The video programs are suitable for grades 6 up. Total running time of the DVD is 35 minutes. It is available free of charge by contacting:

Terresa White
Northwest Portland Area Indian Health Board
Western Tobacco Prevention Project
Phone: 503-228-4185 www.npaihb.org

The videos originally debuted on May 16, 2009 at the Northwest Film Center's Whitsell Auditorium in the Portland Art Museum, with youth filmmakers, adult mentors and tribal leaders in attendance.

Health organizations that will receive the DVD include Teens Against Tobacco Use, Indian Health Service Clinics, and Tribal Health Education Programs. Additional regional health organizations that are slated to receive the DVD include local American Lung Associations, American Cancer Society programs, Washington State Department of Health, Oregon Department of Health and Human Services, and the Idaho Department of Health and Welfare.

High Schools that have received the videos include Shoshone-Bannock High School (Shoshone-Bannock Tribes), Wellpinit High School (Spokane Tribe), Springdale High School (Spokane Tribe), Toppenish High School (Yakama Nation), Granger High School (Yakama Nation), and Lincoln Elementary (Yakama Nation).

About the Northwest Film Center's Young Filmmaker's Program:

The Northwest Film Center's Young Filmmakers Program places professional video, film, and animation artists in residence with schools and community groups throughout Oregon. Initiated in 1977, the program provides instructional and technical support to approximately 40 schools and community sites throughout Oregon each year. The Young Filmmakers Program is supported in part by the National Endowment for the Arts, Oregon Arts Commission, Regional Arts & Culture Council, Oregon Community Foundation, Mount Hood Cable Regulatory Commission, Oregon Partnership, King Family Foundation, Downstream Digital, T2 Audio and Herbert A. Templeton Foundation Inc.

To obtain a copy of the DVD, contact:

Terresa White
Northwest Portland Area Indian Health Board
Western Tobacco Prevention Project
Phone: 503-228-4185
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For more information about the NativeTruth Film Project or the Young Filmmaker's Program, contact:

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