Introduction

This is the first of 3 summaries from the 2012 Tobacco Gap Analysis. The summaries are intended to provide a quick look at tobacco educational materials that are designed for or currently used by AI/AN communities today and the gaps that exist.

AI/AN begin using commercial tobacco at younger ages and have the highest rates for using commercial tobacco in comparison with all other ethnicities and races.

Thus, this gap analysis is helpful for public health professionals and AI/AN Programs to understand what materials are available and what gaps exist.

What is the Purpose of the 2012 Tobacco Gap Analysis?

To identify and evaluate educational materials (brochures, booklets, pocket guides) that AI/AN tobacco programs are using today.

To identify what topics or target populations are missing (gaps) or need to be updated.
Background and Inclusion Criteria

What is the Background?
In 2007, the National Tribal Tobacco Prevention Network based at Northwest Portland Area Indian Health Board identified AI/AN educational materials in use. The 2012 Gap Analysis builds on their work.

How did NACR obtain Materials?
- In 2012 NACR and CDC staff asked for copies of AI/AN tobacco educational materials that AI/AN programs were using.
- Mayo Clinic’s Native CIRCLE is a national repository of AI/AN cancer educational materials created in the latter 1990s. The Native CIRCLE provided copies of AI/AN tobacco materials.

What Materials are Excluded?
- Two collections of tribal stories about how the Creator gave tobacco to specific tribes as these materials are not intended for public health purposes.
- Non-Native materials or those developed before 2009, unless currently in use by tribal programs.
- Native American Cancer Research’s (NACR) tobacco educational materials due to potential bias.

Which Materials are Included?
- Brochures, fliers, pocket guides and booklets.
- Materials currently in use by AI/AN programs.
- Tobacco educational materials most frequently requested from Mayo Clinic’s Native CIRCLE
- After applying exclusion criteria (right column) to the 60+ materials collected, 21 materials remain for review.

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Developing and Refining the Online Evaluation Tool

The Process

- Native American Cancer Research Corporation (NACR) identified a Team.
- The Team developed a new evaluation tool.
- The Team reviewed 2 AI tobacco educational materials using the new tool.
  - “Tricked on the Trail”, was developed in 1999 by the Saginaw Chippewa Indian Tribe. It is a story and coloring book designed to teach children how to protect traditional / sacred uses of tobacco.
  - “Respect Traditional Tobacco”, is a 2002 educational material about secondhand smoke produced by the California Department of Public Health.
- The Team members independently reviewed these 2 materials.
- The Team modified the phrasing of the evaluation criteria twice.
- The 4 Team members independently evaluated the 21 materials.
- Following revision to the form, the Team members independently re-evaluated all 21 materials.

Scoring the Tool

Who Is on the Tobacco Gap Evaluation Team?

- 3 of the 4 are Native
- 2 are medical/science experts
- 1 is a current smoker (in the process of quitting)
- 1 reserves smoking for ceremonial uses only
- 2 are Native professionals
- In addition, the Team includes the NACR staff Computer Programmer who developed the interactive, online tool using Filemaker Pro

Scoring

- The online program provided the average score and the range of scores for each member of the Team.
- Patterns of how each evaluator scored items were reviewed by the project leader.
- One reviewer consistently scored the scientific section lower than other members of the Team. However, their scoring was consistent across the 21 materials. This reviewer had the lowest overall score for 12 of the 21 materials.
- Similarly, another reviewer had the highest overall score for 11 of the 21 materials (again, scoring was consistent).

Limitations: This 6-month project provides only a snapshot of what materials are available. None of the developers were contacted to provide clarification or additional information. The scores are the Teams’ opinion only.
The Online Gap Analysis Evaluation Tool

The Tool

- An assessment tool to evaluate and compare existing AI/AN tobacco educational materials.
- Criteria from evaluation instruments implemented by:
  - Jeffrey Guidry, PhD, Associate Professor, Health and Kinesiology, Texas A & M University.
  - Rima Rudd, PhD, Department of Society, Human Development, and Health, Harvard University and one of the founders of the field of health literacy.

The NACR Gap Analysis tool has 5 sections (tabs) and a total of 34 items. The maximum number of points is 102:
- Product information (date developed, contact information) = 0 points
- Basic scientific content = 9 points
- Cultural appropriate content = 24 points
- Literacy = 12 points
- Format / approach = 57 points

The higher the score, the better the overall document.

The Team’s Opinion

- Any material scoring 74 or higher (out of 102 points) is evaluated to be of use for AI/AN Tobacco programs
- Materials scoring lower typically have significant weaknesses.

Example of Summary of votes for Criterion Item 18

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.25</td>
<td>18. Technical Language. Some products (such as those about cancer treatments) include scientific jargon. How would you rate the amount or the way the jargon is used?</td>
</tr>
</tbody>
</table>

1. The product uses common, easy-to-understand language (3 points)
2. The amount of jargon is appropriate and needs to remain in the product (2 points)
3. There is too much jargon, but it is well explained and helped me better understand the product (1 point)
4. The jargon must be removed to make the product understandable (0 points)

The Tool combines the scores. This shows that 1 member selected the 1st answer, “the product uses common, easy-to-understand language” and the 3 others selected option 2, “the amount of jargon is appropriate and needs to remain in the product”. The overall average score for item 18 is 2.25
### Top Ranked Materials

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Avg Score</th>
<th>Year Produced</th>
<th>Targeted Population</th>
<th>Topic / Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Strength to Quit</td>
<td>90.25</td>
<td>2009</td>
<td>adults, teens</td>
<td>cessation</td>
</tr>
<tr>
<td>2nd</td>
<td>Smokefree Tribal Gaming – Breathe Easy</td>
<td>89</td>
<td>unknown, included</td>
<td>Casino</td>
<td>Smoke-free environment</td>
</tr>
<tr>
<td>3rd</td>
<td>Words of Wisdom to Quit Smokeless Tobacco (a pocket guide)</td>
<td>88.75</td>
<td>2009</td>
<td>adults, teens</td>
<td>Tobacco cessation</td>
</tr>
<tr>
<td>4th</td>
<td>(the) Journey Forward - Building on Success</td>
<td>87</td>
<td>unknown cites 2010 data</td>
<td>program planners</td>
<td>Tobacco facts and info specific to WA Tribal Nations</td>
</tr>
<tr>
<td>5th</td>
<td>Tips and Tools to Quit Smokeless Tobacco</td>
<td>84.25</td>
<td>Unknown</td>
<td>adults, teens</td>
<td>cessation</td>
</tr>
<tr>
<td>6th</td>
<td>Tips to Quit Commercial Tobacco</td>
<td>83.5</td>
<td>2009</td>
<td>adults, teens</td>
<td>cessation</td>
</tr>
<tr>
<td>7th</td>
<td>Traditional Tobacco and Other Medicines</td>
<td>83.25</td>
<td>unknown</td>
<td>adults, teens</td>
<td>traditional</td>
</tr>
<tr>
<td>8th</td>
<td>It’s OK to say &quot;NO&quot; (ACOTP)</td>
<td>79</td>
<td>1994</td>
<td>parents for their children</td>
<td>Smokeless</td>
</tr>
<tr>
<td>9th</td>
<td>Basic Tobacco Intervention Skills (smokeless)</td>
<td>77.75</td>
<td>1999</td>
<td>adults, teens</td>
<td>Smokeless</td>
</tr>
<tr>
<td>10th</td>
<td>Becoming a Smoke Free Family</td>
<td>76.5</td>
<td>2010</td>
<td>Family</td>
<td>prevention, cessation</td>
</tr>
</tbody>
</table>
What did we Learn?

The Gap Analysis taught us that there are a few high quality AI/AN culturally appropriate materials available for use by the public and health professionals. There is however, still a void in availability of culturally appropriate, scientifically accurate, referenced materials for AI/ANs related to tobacco use and cessation, including traditional tobacco use. There were few materials overall. Some were scientifically accurate but did not contain references. Others were scientifically accurate but not culturally appropriate. There is still a lot of work to be done. **There is also no one place to find culturally appropriate tobacco materials for American Indians and Alaska Natives.**

Common Weaknesses

- Although not part of the scoring, common weaknesses of the materials included the inability of the Team to identify:
  - The date produced
  - About ⅓ of the materials do not include a date.
  - Who produced the materials
  - Intended audience for the materials
  - The focus or topic; (mish-mash of facts or information or the title and content mismatch).
  - Contact information for the authors
  - Logos too small to identify the developers.
  - Developed by Consortia, but the Consortia included different partners on different materials.
  - No contact information (phone, email, website) for the developers
  - >½ of the materials.
  - If the reader wants to contact the developers to obtain permission to use or copy, it is difficult to determine who to contact.

The Team gave the highest score to the pocket guide, “**The Strength to Quit**”

The graphics are respectful, clearly delineating between commercial and traditional tobacco use. The pocket guide includes proactive messages intermingled with ancestors’ quotes and words of wisdom.
**Audiences and Topics**

**The Target Audiences:**
- Almost half (10/21) target teens and adults
- 4 provide general information with no clear targeted population
- 3 are directed to the family or parents (to help their children not start commercial tobacco use)
- 2 are for program planners
- 1 is for children and
- 1 for managers of Indian casinos.

**The Topics:**
- 8 cessation (some combined cessation with prevention messages)
- 4 tobacco facts
- 3 smokeless tobacco
- 2 smoke-free environment
- 1 traditional use
- 1 oral cancer related to tobacco use
- 1 secondhand smoking and
- 1 general information (the topical focus was unclear)

**Thinking about AIAN tobacco materials you are familiar with, “How can they be improved?”**

**Excerpt from “Smokefree Tribal Gaming”**

The Team gave “Smokefree Tribal Gaming: Breathe Easy” the 2nd highest score. The score is because it includes quotes and data with references that are likely to help other Indian Casino managers make the move to becoming smokefree. The messages include the need to protect employees who work in the Indian casinos, not just the guests.
What is Needed to Address the Identified Gaps?

- AI/AN culturally, appropriate materials targeting children and youth about initiating commercial tobacco use.
- AI/AN culturally appropriate oral cancer and tobacco materials.
- AI/AN smoke-free and smokeless tobacco materials.
- Literacy appropriate materials for grade 7 reading level and lower.

- AI/AN cultural products addressing significant tribal and geographic differences in the ways commercial tobacco is used.
- Credible AI/AN cultural and scientific references.
- Publication data including year published and author contact information.

For further information please contact
Native American Cancer Research Corporation (NACR)
3110 South Wadsworth Blvd., Suite 103
Denver, CO 80227
303-975-2449
F. 303-975-2463

References

Thank you to the Tobacco Gap Analysis Team:

- Linda Burhansstipanov, MSPH, DrPH, Cherokee Nation of OK
- Richard E. Clark
- Lisa Harjo, MEd, Choctaw Nation of OK
- Linda U. Krebs, RN, PhD, AOCN, FAAN
- Denise Lindstrom, Arikara/Turtle Mountain Chippewa

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