

"TRADITIONAL" VS "COMMERCIAL" TOBACCO: GET THE FACTS

Did you know that:

1. Tobacco is a sacred medicine to many Native Americans and is not something used carelessly
2. Tobacco used in products like cigarettes, cigars, chew is **NOT** the tobacco used by Native Americans
3. Tobacco was appropriated by colonizers, corrupted, and industrialized to sell globally
4. Native American's are targeted by the tobacco industry - their images are used to **SELL** tobacco
5. Commercial tobacco is an insult and abuse of Native American culture



Celena Donahue: Family Picture

CA Traditional Tobacco Practices

01

Medicine

It can be used in a prescribed way to promote physical, spiritual, emotional, and community well-being

02

Offering

It may be used as an offering to the Creator or to another person, place, or being



03

Gift

A gift of traditional tobacco is a sign of respect and may be offered when asking for help, guidance, or protection

04

Direct Healing

Traditional tobacco is sometimes used directly for healing in traditional medicine. It may be burned in a fire or smoked in a pipe, but the smoke is generally not inhaled

“Not the same thing. Not the same Use!”

Get the Facts!

Traditional Tobacco

- Sacred, used for ceremonies, medicine, gifts and other cultural and spiritual purposes
- Used with respect
- Used appropriately with awareness, in moderation in community and social context
- Natural/ikce (wild, in a state of nature, no additives, absense of negative health consequences)
- Not usually inhaled
- Not addictive

Commercial Tobacco

- Not sacred, sold for profit, and used for pleasure
- Not used with respect
- Used individually as a personal choice for recreation or pleasure
- Not natural, but instead is processed, additives, chemicals, highly engineered
- Inhaled
- Designed to be addictive
- Harmful to health, all living things and the environment

SAMHSA Sacred and Ceremonial Use of Tobacco in Native American Communities <https://ptcnetwork.org/media/1724>

TIME: “New Congressional documents reveal that e-cigarette maker **Juul Labs** pitched its products to at least eight Native American tribes, in a move tribal health advocates say is as disturbing as it is expected.”



Time Magazine <https://time.com/5718534/juul-native-american-tribes/>

“American Spirits May be More Addictive Than Other Brands!”
The Truth Initiative



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