**Promotion of New Paid Media Campaign for American Indian Quit Line 2022**

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Contact (INSERT NAME, PHONE NUMBER)

**New Campaign Highlights Culturally Tailored Cessation Service for Native Americans**

**(CITY, WI) —** November is Native American Heritage Month, a time to celebrate the rich culture and history of Native Americans. They are resilient, continuing to practice and elevate their vibrant, diverse cultures, making considerable contributions to American society despite centuries of oppression.

Traditional tobacco is an essential part of multiple Native American cultural practices. The commercial tobacco industry produces addictive, harmful products whereas traditional tobacco is sacred and used to promote physical, spiritual, emotional, and community well-being.

Native American communities experience increased disparities due to systemic industry targeting such as:

·      Native Americans have the highest commercial tobacco use rate of any racial/ethnic group in Wisconsin. The 2020 Behavioral Risk Factor Surveillance Survey (BRFSS) data shows that roughly one third of Native American adults report regularly smoking cigarettes.

·     Relentless marketing in Native American communities and misappropriation of Native American imagery are tools the tobacco industry uses to get Native American youth addicted.

In 2021 the Wisconsin Department of Health Services and the UW Center for Tobacco Research and Intervention (UW-CTRI) launched the new Wisconsin American Indian Quit Line, a culturally-tailored cessation service.

A DHS media campaign to support this service will launch in mid-November around Tribal reservations and lands featuring billboards, radio, social media, and print resources.

“These campaigns work,” says Melissa Doud, the Wisconsin Native American Tobacco Network Program Director. “I was talking with a nurse who had a patient who wanted to quit smoking. She went to give him the number for the American Indian Quit Line and he said ‘I can get it from the billboard’. People are noticing.”

The New Year is right around the corner, now is the time to set a quit date. Callers to 1-888-7AI-QUIT (724-7848) receive free culturally-tailored help and can receive free quit smoking medications like patches, gum, and lozenges. To learn more about Tribal efforts to prevent commercial tobacco visit [www.KeepItSacred.org](http://www.keepitsacred.org/) and [www.glitc.org](http://www.glitc.org/). For more on commercial tobacco prevention in (**COMMUNITY)** visit (**ALLIANCE URL).**