

# ALCOHOL & COMMERCIAL TOBACCO ARE NOT MY CULTURE

## Commercial Tobacco and Alcohol Retail Assessment Summary



**Confederated Tribes of the Umatilla  
Indian Reservation Tribal Service Area**

Umatilla • Union



**Oregon  
Health  
Authority**

## Alcohol and Commercial Tobacco Industries Target Tribal Communities

Alcohol and commercial tobacco industries push dangerous products that addict Native peoples and harm tribes and communities. **Industries steal cultural imagery and misrepresent tribal Nations' sacred traditions** to sell addictive products and target tribal communities with promotions, events and giveaways.<sup>1,2,3</sup>

Because Indian Nations are not directly impacted by state and local smoke-free laws and other tobacco control measures, the commercial **tobacco industry has identified these sovereign communities as untapped and unprotected opportunities** to maximize their profits.<sup>2</sup>

Targeted marketing compounds the legacy of historical and contemporary trauma. Marketing contributes to higher rates of alcohol and commercial tobacco use among Native peoples in Oregon.<sup>1</sup> This results in a **53% higher rate of commercial tobacco-related deaths and 115% higher rate of alcohol-related deaths for tribal people** compared to all people in Oregon.<sup>4</sup>

This is modern colonialism and genocide of Native peoples.

## Retail Assessment Shines Light on Industry Tactics in Locations Across Oregon

In collaboration with tribes and local tobacco and alcohol prevention programs, the Oregon Health Authority (OHA) conducted a statewide assessment of alcohol and commercial tobacco advertising, marketing and promotion in convenience stores, grocery stores, gas stations and other retail locations where people shop daily. The assessment provides a comprehensive understanding of the ways in which Native peoples are targeted by the alcohol and commercial tobacco industries.

## These Addictions Take Money From the Pockets of Tribal Families



In Oregon, someone who smokes a pack of cigarettes a day and quits will save over \$2,200 a year.<sup>5</sup>

Excessive drinking costs every person in Oregon, including those who don't drink, more than \$900 each year.<sup>6</sup>

## Why the Retail Environment Matters

About **7 out of 10** Native youth in Oregon visit convenience stores every week.

Young people notice industry advertising.

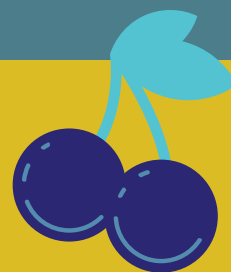
About **7 out of 10** Native youth in Oregon remembered seeing a commercial tobacco advertisement on a storefront or in a store.

# Alcohol and Commercial Tobacco Products are Sweet, Cheap and Everywhere — and Designed to Hook Youth.

## Flavored Alcohol and Commercial Tobacco Products Appeal to Underage Consumers by Masking the Harsh Taste.



A 24-ounce alcopop contains the same amount of alcohol as a bottle of wine and two times the amount of sugar as a can of soda.



Nine out of 10 commercial tobacco retailers in Oregon sold fruit and candy flavored e-cigarettes or cigarillos.<sup>7</sup>

## Alcohol and Commercial Tobacco In the Confederated Tribes of the Umatilla Indian Reservation Tribal Service Area<sup>7,8</sup>

11.7% of retailers had commercial tobacco placed in areas that are appealing to youth.



63.4% of retailers had alcohol products placed near candy or toys.



70.7% of retailers advertised cigarillos for less than \$1.10 each.

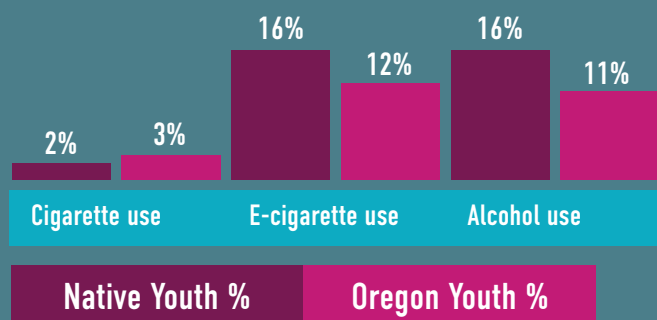


37.8% of retailers had price promotions for alcopops.

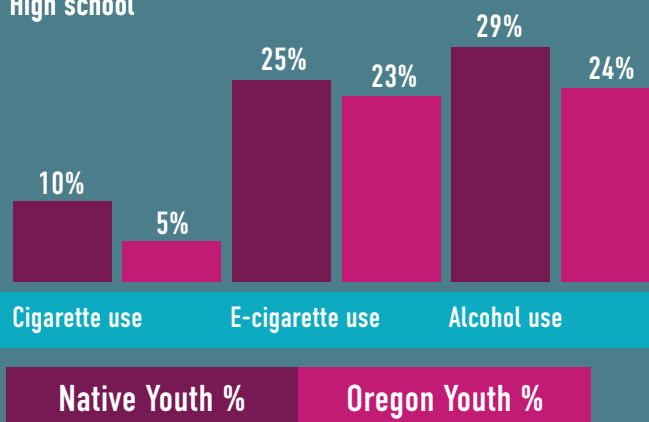


## Native Oregon Youth Data

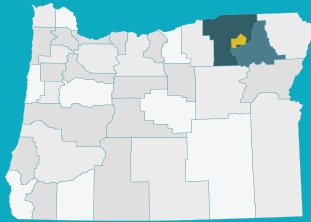
### Middle school



### High school



\* Data may have small numbers and should be reported with caution.



Confederated Tribes of Umatilla Indian  
Reservation Tribal Service Area<sup>8</sup>

Tribes in Oregon have united through a “culture is prevention” framework to address alcohol and commercial tobacco use in Native communities. As part of a comprehensive approach using Tribal Based Practices,<sup>9</sup> Tribes combat industry tactics through policies for the benefit of the next generation.



Policy and environmental solutions can complement strategies already in place in tribal communities that protect the health of community members.

## Commercial Tobacco Alcohol



**Proximity and Density Policies:** Zoning restrictions can cap the number of retailers in an area, require a minimum distance between retailers or prohibit retail locations near schools or other areas youth frequent.



**Raising the Price of Products:** Raising the price of alcohol and commercial tobacco is the most effective way to reduce consumption. Approaches include prohibiting discounts, multipack offers and coupons that keep products cheap.



**Commercial Tobacco Retail Licensure:** A system to track commercial tobacco retailers in counties within tribal service areas, educate retailers about commercial tobacco laws, and keep commercial tobacco out of the hands of children and youth.



**Commercial Tobacco-Free Spaces:** Advancing commercial tobacco prevention policies, including policies in schools, workplaces, pow wows and public events and spaces.

## Ready to quit commercial tobacco?

Call the Native Quit Line at 1.800.QUIT.NOW (1.800.784.8669) and dial 7

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7. Oregon Health Authority. Tobacco and Alcohol Retail Assessment, 2018. Unpublished data. Note: Price promotions assessment findings are limited to retailers that sold the specific tobacco and alcohol product.
8. Oregon tribal service areas are defined by tribes and published in the Federal Register.
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