

# Facilitating Smoke-Free Policies in Casinos of American Indian Tribes



## Final Evaluation Report 2019-2024

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## ABSTRACT

Tobacco-Free North Coast (TFNC) was a Regional Rural Initiative funded by the California Tobacco Control Program (CTCP) from 2019 through 2024. TFNC set the following Objective to reduce and prevent tobacco-related harm from smoking in casinos owned by Native American tribes.

*By March 31, 2024, a minimum of 3 American Indian/tribal owned casino/leisure complexes in jurisdictions throughout the four-county region (such as but not limited to Smith River Rancheria, Yurok Reservation, Blue Lake Rancheria, Coyote Valley Band of Pomo Indians, Sherwood Valley Rancheria, Middletown Rancheria or Robinson Rancheria), will adopt a policy prohibiting smoking of commercial tobacco products, including Electronic Smoking Devices (ESD), within 100% of all indoor areas of casino/leisure complexes. Smoke-free policies do not apply to ceremonial, religious or sacred use of tobacco.*

TFNC met the Objective with the voluntary adoption of a 100% smoke-free indoor policy for six casinos and casino resorts. Each of these casinos became smoke-free temporarily with the start of mandated pandemic closures in March 2020. They continued to be 100% smoke-free from late 2021 onwards with the lifting of social distancing restrictions and increasing vaccination rates.

TFNC collaborated with trusted Tribal leaders and agencies, CTCP-funded support organizations, LLAs, and other stakeholders to establish a North Coast culture of collaboration for smoke-free gaming. This was accomplished with strong, consistent attention to building trusting relationships with Tribal leaders and casino administrators. Progress was achieved despite the disastrous effects of the COVID-19 pandemic on Native Americans overall and casinos specifically. All aspects of TFNC's work were rooted in respect of Native American cultures and traditions. Tobacco control advocacy requires getting to know the community, spending time at Tribal events, and genuinely learning about the culture. TFNC and its partners are finding ways to work beyond the CTCP funding.

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## AIM AND OUTCOME

Tobacco-Free North Coast (TFNC) was a Regional Rural Initiative funded by the California Tobacco Control Program (CTCP) from 2019 through 2024. TFNC set the following Objective to reduce and prevent tobacco-related harm from smoking in casinos owned by Native American tribes.

*By March 31, 2024, a minimum of 3 American Indian/tribal owned casino/leisure complexes in jurisdictions throughout the four-county region (such as but not limited to Smith River Rancheria, Yurok Reservation, Blue Lake Rancheria, Coyote Valley Band of Pomo Indians, Sherwood Valley Rancheria, Middletown Rancheria or Robinson Rancheria), will adopt a policy prohibiting smoking of commercial tobacco products, including Electronic Smoking Devices (ESD), within 100% of all indoor areas of casino/leisure complexes. Smoke-free policies do not apply to ceremonial, religious or sacred use of tobacco.*

*(This is a CTCP Primary Objective addressing the Center of Excellence Indicator 2.2.25 American Indian Smoke-Free Gaming.)*

TFNC met the Objective with the voluntary adoption of a 100% smoke-free indoor policy for six casinos and casino resorts: Coyote Valley Casino, Garcia River Casino, Hidden Oaks Casino, Konocti Vista Casino Resort, Marina and RV Park, Running Creek Casino, and Sherwood Valley Casino. These casinos became smoke-free temporarily with the start of mandated pandemic closures in March 2020. They continued to be 100% smoke-free from late 2021 onwards with the lifting of social distancing restrictions and increasing vaccination rates. One casino (Robinson Rancheria Resort and Casino) moved to a majority smoke-free status with one enclosed smoking area.

TFNC collaborated with trusted Tribal leaders and agencies, CTCP-funded support organizations, LLAs, and other stakeholders to establish a North Coast culture of collaboration for smoke-free gaming. This was accomplished with strong, consistent attention to building trusting relationships with Tribal leaders and casino administrators. Progress was achieved despite the disastrous effects of the COVID-19 pandemic on Native Americans overall and casinos specifically. TFNC education and public awareness campaigns increased tribal and mainstream understanding and support for smoke-free casinos. TFNC served as a convenor and catalyst for tribal-led prevention of tobacco harm. All aspects of TFNC's work were rooted in respect of Native American cultures and traditions. This priority for cultural responsiveness and humility was primarily responsible for TFNC evolving as the North Coast's base for tobacco control advocacy, continuing beyond the CTCP funding period.

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## BACKGROUND

The North Coast Region is characterized by rugged coastal mountains and small inland valleys comprising 9,336 square miles of the most northwest portion of California. The four-county region includes (from north to south) Del Norte, Humboldt, Mendocino and Lake Counties. It is a rural and frontier geography (U.S. Census 2010), with a population density of 36 persons per square mile on average compared to 239 persons for California as a whole. The population is mostly White (84%) and Hispanic/Latino (19%). The counties include a higher proportion of American Indian peoples compared to California, with an average of 6 percent American Indian/Alaska Native. There is lower participation in the civilian workforce than statewide (63%), with a regional participation rate of 53%. One in five (20%) people are living in poverty, a rate 6% higher than statewide.

The California Department of Public Health-Tobacco Control Program's latest report (California Tobacco Facts and Figures, 2018) highlights several geographic and demographic characteristics of the North Coast Region that represent important tobacco-related disparities. For example, rural, low-income, and particularly white low-income areas have some of the highest smoking rates and contribute to a large portion of the burden of smoking overall. In addition, a relatively high proportion of American Indians in the region contributes to the overall smoking rates with the highest smoking rates of any population group. The result is that the four-county North Coast Region has some of the state's highest smoking rates by county.

TFNC received a 5-year CTCP grant to increase community capacity and involvement to reduce the burden of tobacco use in the region by increasing the number of Tribal-owned casinos and casino recreation areas that are 100% smoke-free. No similar work had occurred in the region prior to this grant. There are casinos on Tribal land in each of four counties within the North Coast Region (16 total). According to data compiled by the California Clean Air Project, these sites had varying degrees of smoke-free areas, but only two were 100% smoke-free. TFNC's team members had built strong working relationships with United Indian Health Services, Inc. during a long history of collaborative tobacco control efforts, including working toward smoke-free workplaces. TFNC was uniquely positioned to work with Tribes throughout the region along with local advocates, statewide grantees and Local Lead Agencies to promote business-friendly solutions to the casinos' secondhand smoke and tobacco-sales policies that are linked to tobacco-related disparities in American Indian and rural communities in the North Coast Region. Smoke-free casino policies are the end game for a graduated approach to improving public health while respecting Tribal sovereignty and business interests.

## EVALUATION METHODS AND DESIGN

The evaluation plan examined the process toward policy change and assessed the outcome of policy adoption. A non-experimental design without a control or comparison community was used to examine how TFNC progressed toward its Objective during the 5-year project.

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Quantitative and qualitative measures helped TFNC understand its contributions across intervention activities over time (e.g., pre-post and post-only assessments) and for specific groups of people (e.g., Tribal leaders and members, decision-makers, casino owners and staff, and casino customers). These measures are summarized in Table 1.

Casinos could achieve the policy (the target outcome) by modifying existing or creating new policies. Policy adoption was assessed with evidence of practices reflecting a 100% smoke-free environment. This included a verbal description and confirmation of the policy by a casino owner or decision-maker (e.g., Tribal leader, manager). A written description and confirmation of the policy was encouraged but not required.

Process evaluation activities measured the process of advancing toward smoke-free casino policies. The effectiveness of the policy adoption efforts was assessed through documentation of voluntary policies, surveys of Advisory Group members, and event participants, and key informant interviews with Tribal and casino leaders, and casinos staff. Qualitative analyses of survey data were completed to assess knowledge, satisfaction, and recommendations for policy advocacy. Direct observations of two casinos were conducted using particle monitoring. Results from these observations were used to document the severity of secondhand smoke for use in educational presentations and meetings with Tribal leaders and casino administrators, successes, challenges, and barriers to inform the ongoing work and future efforts. The original evaluation plan include a public opinion poll to assess casino customer interests and preferences related to smoke-free casinos. Challenges in implementing the poll during the pandemic led TFNC to change the evaluation activity from a poll to mini-key informant interviews with casino staff to understand their view and experiences with customers and as staff. Longer Key Informant Interviews were conducted before and after policy adoption with key stakeholders participating in the policy process. These interviews provided an understanding of TFNC's effectiveness and ideas for improving partnerships toward smoke-free casinos.

As appropriate, TFNC staff and their external evaluator worked with the Tobacco Control Evaluation Center (TCEC) and CTCP to implement best practices, adapt tools for culture, language, and literacy, and develop procedures that would increase the reliability and accuracy of data and results. Given its focus on serving Native American Tribes, TFNC consistently collaborated with Tribal leaders and agencies to ensure cultural tailoring. Examples of this attention to cultural inclusion and responsiveness are provided throughout the report. These types of adaptation and support from TCEC and CTCP were particularly beneficial when TFNC had to adapt to physical distancing, closure of public places, and other disruptions starting in March 2020 with the COVID-19 pandemic. For example, in-person surveys moved to online surveys, and web conferencing services (e.g., Zoom) replaced in-person interviews and focus groups.

Quantitative and qualitative analyses were conducted as appropriate to each data source. Quantitative analyses – as from observational counts and survey ratings – included descriptive statistics (e.g., frequency, central tendency) and comparisons across groups and over time. Qualitative analyses – as from key informant interviews and surveys – were examined for themes and unique patterns in ideas and other narrative content.

**Table 1. Key Outcome and Process Evaluation Activities**

<b>Evaluation Activity</b>	<b>Purpose</b>	<b>Sample</b>	<b>Instrument Source</b>	<b>Analysis Method</b>	<b>Timing/Waves</b>
<b>Process</b>					
<b>1-E-3</b>  <b>Education/ Participant Survey</b>	Assess member diversity, functioning, and satisfaction.	20-40 members of the North Coast Region's Committee	Evaluation Consultant	Descriptive Statistics	Year 4 to Year 5  1 Wave
<b>1-E-6</b>  <b>Education/ Participant Survey</b>	Capture information about training feedback such as satisfaction, quality of materials, preparation of presenter, the usefulness of information acquired, and anticipated needs for additional advocacy support after the training	50-100 training participants	Evaluation Consultant	Descriptive Statistics	Year 1 to Year 5  1 Wave
<b>1-E-7</b>  <b>Key Informant Interview</b>	Assess lessons learned, successes, and enforcement/monitoring strategies	8-10 representatives from each targeted casino	Evaluation Consultant, TCEC	Content Analysis	Year 2, Year 5  2 Waves
<b>1-E-10</b>  <b>Key Informant Interview</b>	Assess perceptions, experience, and support for various categories of smoking policies.	2-3 staff from targeted 3-5 casinos	Evaluation Consultant	Content Analysis	Year 4  1 Wave
<b>1-E-9</b>  <b>Observation Data</b>	Conduct SidePak particle monitoring and count patrons smoking in the casino during the time of the monitoring.	2-3 casinos	Evaluation Consultant, TCEC	Descriptive Statistics	Year 2 to Year 4  1 Wave

Evaluation results and findings were used by TFNC staff, shared Tribal and casino leaders, LLAs and their stakeholders (e.g., coalition members), policymakers, and the broader public to raise awareness and support for smoke-free casino policies. Dissemination of results was done during in-person presentations and TFNC newsletters.

### Some Limitations and Consideration When Interpreting the Findings

The work completed by TFNC and its community partners represents community-wide campaigns. These campaigns raise awareness, education, and mobilize people into collective action for the desired policy change. Throughout the campaigns, the emphasis was on building trusting relationships within Tribes and their casinos and a spirit of health and wellness for the community. The campaigns avoided targeting any one casino or potentially blaming casinos or Tribal leaders for lack of action. Such campaigns are complex, with many different activities occurring simultaneously. TFNC and its partners adapted to conditions over time to achieve the overall result: creating a North Coast culture that valued and promoted smoke-free gaming.

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Understanding and untangling what worked and how things worked in a campaign is difficult. Reflecting on the accuracy and credibility of the results can help us understand policy campaigns more honestly.

Two conditions may be particularly important to consider when interpreting the "non-experimental" evaluation results. The evaluation only used data from the "intervention" communities or jurisdictions (without a comparison community). Therefore, one cannot be entirely sure if the policy campaigns or other factors were responsible for policy adoption and implementation changes. Second, all measures requiring people to do or respond to something were based on volunteerism. People participating in evaluation activities were not randomly selected or assigned to certain conditions or groups, nor were they forced to participate. Therefore, the evaluation results may be biased because people who voluntarily participated differed from those who did not volunteer. For example, people who voluntarily answered a poll and said they supported the proposed policy may be more favorable to the campaign than people who did not volunteer for the poll.

Two other conditions also impacted the evaluation of this campaign. First, staff changes throughout the project interfered with implementing all evaluation activities on time or as planned. TFNC experienced changes in the evaluator and community engagement coordinators. Difficulties in maintaining a consistent staff delayed overall implementation and evaluation activities. Second, the disruptions caused by the COVID-19 pandemic starting in March 2020 immeasurably impacted staff availability to implement evaluation activities and the availability of people, casinos, and organizations to participate in evaluation activities.



## IMPLEMENTATION AND RESULTS

The 5-year project integrated intervention and evaluation activities to understand and improve its progress. Table 2 illustrates this journey with some key milestones and accomplishments.

**Table 2. Timeline of Key Intervention and Evaluation Activities**

YEAR 1 – 19/20	YEAR 2 – 20/21	YEAR 3 – 21/22	YEAR 4 – 22/23	YEAR 5 – 23/24
<p><i>COVID-19 pandemic begins; State adopts "sheltering in place" restrictions (Mar.2020). Prevention of group gatherings/ meetings, and transition to virtual meetings.</i></p> <p><i>Flavored tobacco restriction passed by Food &amp; Drug Administration (FDA), Feb.2020</i></p> <p>Held the first Casino Policy Advisory Committee Meeting.</p> <p>Conducted air quality assessments at two casinos.</p> <p>Interviewed key tribal leaders about smoke-free topics.</p>	<p>Began informal meetings with casino management.</p> <p>Coyote Valley in Mendocino pledged to keep a smoke-free environment.</p> <p>Developed and distributed a video to casino management about TFNC offerings.</p> <p>Attended I&amp;E Days to build partnerships.</p> <p>Coyote Valley initiated Tobacco Town Halls with more than 50 participants.</p> <p>Designed tribal-messaging presentation to CIMCC's tribal youth ambassador group.</p> <p><i>COVID-19 pandemic disruptions, shelter-in-place restrictions</i></p> <p><i>Continued closure of group meetings including city and county meetings and gatherings, and transition to virtual meetings.</i></p> <p><i>August and LNU Complex fires impacted project staff and further strained tribal grantees from Lake and Mendocino Counties.</i></p>	<p>Collaborated with California Indian Museum &amp; Cultural Center to host three-part Cultural Intelligence Training.</p> <p>Recruited Pomo Elder Thomas Brown to co-present on sacred tobacco value and ceremonial use.</p> <p>Co-hosted Tobacco Town Hall with more than 80 participants.</p> <p>Continued conversations with casino staff and management.</p> <p>Attended Youth Quest and Big-Time events with tribal partners.</p> <p><i>COVID-19 pandemic disruptions continue but the state has removed shelter-in-place restrictions in many communities.</i></p>	<p>Hosted informal BBQ, gathering tribal grantees, LLA staff TCCC, and ETR from Lake and Mendocino Counties.</p> <p>Onboard new LLA member, former tribal chair Redwood Valley.</p> <p>Presentations to Coyote Valley tribal council.</p> <p>Increased Casino Policy Advisory Committee meetings to twice per month.</p> <p><i>SB793 passes - statewide ban on flavored tobacco products (Dec.2022)</i></p> <p><i>Severe weather and flooding impact</i></p> <p><i>State lifts COVID-19 emergency status (Feb.2023)</i></p> <p>Coyote Valley Casino informs staff they intend to keep a voluntary smoke-free policy.</p>	<p>Held meeting with Lake County Chamber of Commerce CEO to discuss smoke-free casino progress.</p> <p>Hosted the Public Health Leadership Awards.</p> <p>Hoopa, Bear River, and Coyote Valley accept nomination for Health Leadership Award.</p> <p>Yurok Tribe adopts the Tobacco Responsibility Policy</p>

## How Well Did TFNC Reach the Target Objective?

TFNC met its Objective. Six casinos voluntarily adopted a 100% smoke-free indoor policy: Coyote Valley Casino, Garcia River Casino, Hidden Oaks Casino, Konocti Vista Casino Resort, Marina and RV Park, Running Creek Casino, and Sherwood Valley Casino (Figure 1).

**Figure 1. Smoking Status for Tribal Casinos in Lake, Mendocino, Humboldt, and Del Norte Counties** (Google Maps)

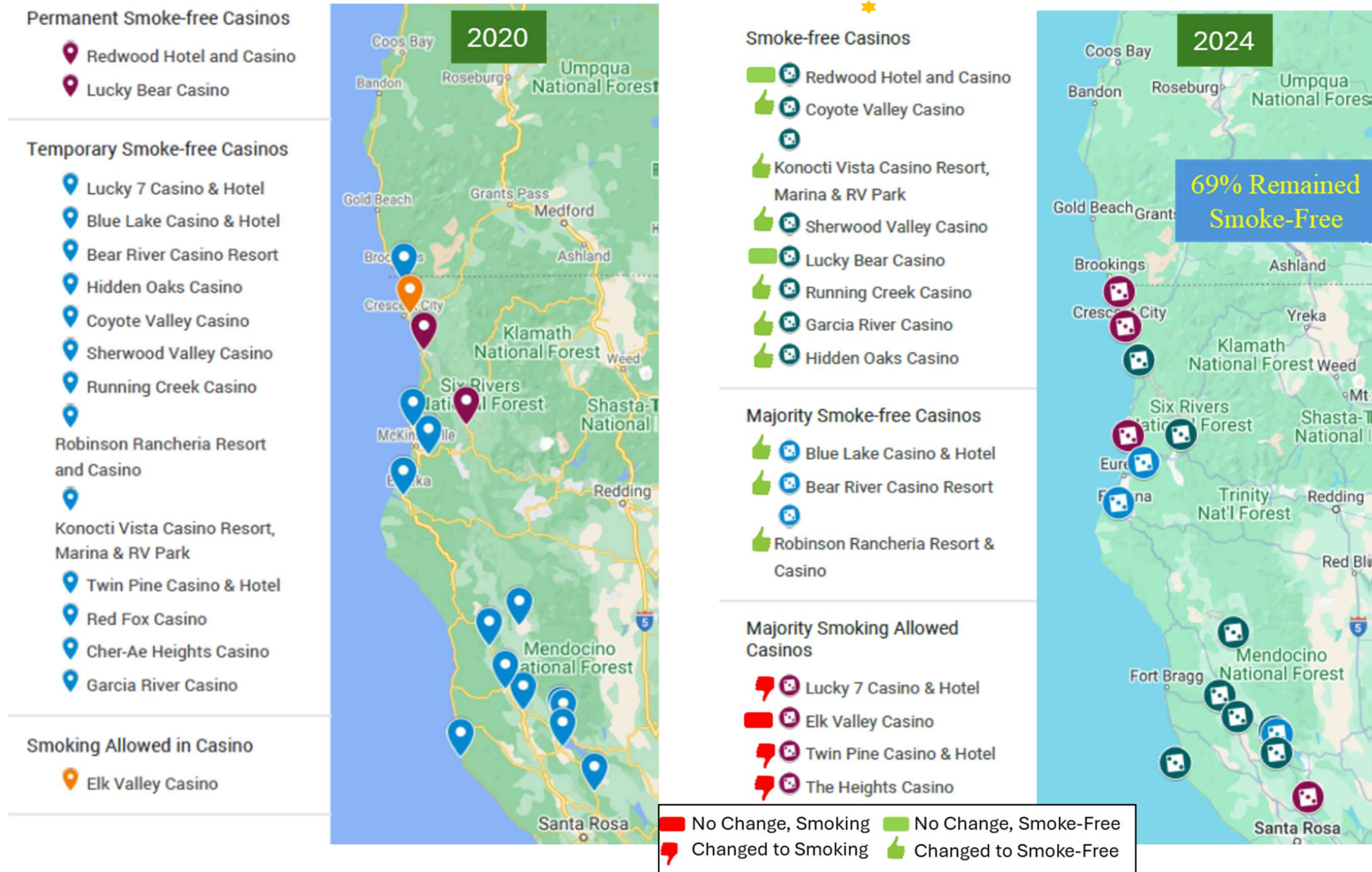


Figure 1 illustrates the degree of progress with the Objective within the context of an extremely unique facilitating event: the pandemic. No one would have anticipated at the time of proposing the Objective for smoke-free casinos, that a pandemic caused by a respiratory virus would begin causing casinos (nearly all) to try being smoke-free to operate more safely. The closure of all social settings, including casinos, in March 2020 was an immediate and severe mandate to control the pandemic. This led to economic downfall for many businesses, many closing permanently. Thirteen casinos in the Objective's target regions voluntarily went smoke-free to open for business. At that time, these casinos did not have a smoke-free policy and were not 100% smoke-free before the pandemic. Casino administrators, staff, and customers experienced a smoke-free gaming experience that they may never have experienced without the pandemic. Findings from TFNC listening sessions and key informant interviews (discussed later in the report) highlight the impact of this smoke-free experience.

TFNC capitalized on these circumstances to advance Native American wellness. COVID-19 had devastating effects on Native Americans. Native Americans disproportionately experienced more infections, more hospitalizations, and more deaths than the general population. Tribal leaders, including those with casino ownership, had firsthand experiences that motivated a sense to protect others from COVID-19 harm. By choosing to be smoke-free temporarily, the 13 casinos took the opportunity to promote health during the pandemic. TFNC worked with Tribal and casino leaders to support their choices for going smoke-free and support them to stay smoke-free. Only three of the thirteen casinos that were temporarily smoke-free returned to their smoking status during the project period. Three casinos returned to majority smoke-free. TFNC worked with Robinson Rancheria through the end of the project, but the casino still maintained one large, enclosed smoking room. Staff reported that most smokers preferred to go outside to smoke so that they could go to the smoke-free section of the casino, which had better games than the smoking section. TFNC's collaborative efforts with Tribal and casino leaders in the region supported the conditions for at least six casinos to remain 100% smoke-free through the project period.

## What Contributed to TFNC's Progress?

### *North Coast Region Casino Policy Advisory Committee*

TFNC developed and maintained a North Coast Region Casino Policy Advisory Committee (aka Advisory Committee) to develop strategies to work specifically with casinos and Tribal leaders in the North Coast Region on smoke-free casino policies. The Advisory Committee was comprised of representatives from target casinos and tribes, LLAs, and local community members. Starting early in 2019, TFNC began identifying member agencies funded by the California Tobacco Control Program to work on smoke-free casinos in the southern part of the North Coast Region (Lake and Mendocino counties). Over time, the Advisory Committee grew to include representatives throughout the region. At the start of the grant, Advisory Group meetings were to occur twice a year. As the value of networking and exchange grew, the Advisory Group began meeting twice a month by August 2023. The commitment and support from Advisory Committee members cannot

be overstated. Without these additional supports and connections with the tribal communities, TFNC's half-time staffing structure would not have been successful. The relationships that the Advisory Committee members had with tribal partners were from Tribal membership and ongoing work relationships. These existing relationships enabled the substantial hours of support provided by the members of the Advisory Committee.

The Advisory Committee was vital for networking and leveraging relationships with Tribal leaders and casino administrators to explore and support smoke-free options. In August 2020, staff shared with Advisory Committee members and partners about the large number of temporarily smoke-free casinos in the North Coast region. The group discussed strategies to reach out to the Tribes positively and constructively. Members decided on a Letter of Support thanking Tribes for reopening safely during COVID, including being smoke-free, and offering support to Tribes and casino management to become smoke-free permanently. Advisory Committee members signed the letter and submitted letters on their own based on the template.

Late in 2020, TFNC sought to expand the Advisory Committee to ensure representation of target casinos and Tribes, LLAs, and local community members. New members were from United Indian Health Services, Yurok Tribe, California Indian Museum and Cultural Center, Communities Addressing Nicotine, Humboldt County LLA, American Nonsmokers Rights Smokefree Casinos project, and two tribal community members. The expanded Advisory Committee met via Zoom through 2021. The discussions focused on keeping tribes smoke-free once COVID restrictions were lifted and vaccination rates increased. The group agreed to meet quarterly over Zoom. The group strategized which tribes to outreach to based on this updated information.

The Advisory Committee slowed in 2022 with the loss of the Community Engagement Coordinator. Early in 2023, the Advisory Committee met in person. This was a chance to reconnect about our progress with smoke-free tribal areas and casinos and strategize on building stronger relationships with Tribes and tobacco-control funded Tribal projects. From 2023 through 2024, the group continued to meet online about 2-times per month. Collaborations were established with CCAP and HASPI-Communities Addressing Nicotine to deliver the first-ever California Tribal Community Health Leadership Awards. Awards would be provided to a growing list of smoke-free casinos, including Hoopa Valley and Bear River, among others, delivered after the project's closing date. CCAP agreed to pick up and continue the leadership of the Advisory Committee after CTCP funding ends for TFNC.





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## *Listening Sessions with Tribal Leaders*

The Advisory Committee helped TFNC establish and strengthen relationships within the region. From the start of the project in April 2019 through December 2020, TFNC focused on in-person conversations with Tribal leaders to understand and gain support for smoke-free policies. Thirteen listening sessions were completed (exceeding the four to eight planned). Each included one or more tribal leaders (e.g., board members, administrators), casino staff, and key staff of agencies serving Tribes. These listening sessions established and strengthened relationships with individuals and organizations/groups in the priority tribal areas. The meetings were conducted on the casino floor in an informal manner, illustrating that TFNC was an ally and partner toward Tribal health and wellbeing. TFNC completed the listening sessions ahead of schedule despite the start of COVID-19 and the legislated closure of casinos and social distancing. Tribal relationships, voice, and guidance were fundamental to the success of this Objective.

### *Tribes Represented in the Listening Sessions*

Blue Lake Rancheria

Middletown Rancheria

Ya-Ka-Ama

Cahto Tribe

Pomo Indians

Yurok Tribe

Coyote Valley,

Sherwood Valley Tribe of

Pomo Indians

Ya-Ka-Ama Indian Education and Development, Inc. (serving Tribes in Mendocino, Lake, Sonoma, Marin, and Napa)

The ideas and recommendations from these listening sessions advanced progress with the Objective. One consistent recommendation was for TFNC to become a familiar face in the Tribal community by attending events and activities. Listening session participants recommended events, activities, and others to meet with for support. Casino managers and Tribal Government representatives of gaming entities shared their interest in smoke-free policies at their respective



casinos. COVID-related casino closures (March to June 2020) and social distancing led many casinos to become smoke-free when the state lifted social distancing requirements. Several casinos and Tribes were considering smoke-free facilities before COVID. Upon reopening, casino and Tribal leaders indicated support to continue smoke-free. Listening sessions led to the introduction of people who participated in TFNC key informant interviews for additional insights to advance the Objective.

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## Engaging Youth Advocacy

An important part of advocating for health in Tribal communities is the focus on and engagement of youth and young leaders. TFNC connected Tribal elders and youth groups to develop culturally appropriate presentations to advance the Objective. Over a dozen presentations were developed and implemented during the project. The presentations helped to build connections with tribal agencies and engage youth as current and future Tribal leaders. Presentation and educational topics included smoke/vape-free policy and COVID-19 safety in casinos and other workplaces, vaping harms, use of social media for campaigns, and best practices for tribal leader engagement with youth via Zoom meetings since educational visits are restricted during COVID. The educational packet included the presentation slides, the California Tobacco Endgame Center for Organizing and Engagement's How to Use Stories to Win Your Campaign, and the Smoke-free Tribal Casinos Education Packets.

TFNC collaborated with Tribal agencies to serve as venues for the presentation (or hosts on Zoom). Partnering agencies included the California Indian Museum and Cultural Centers Youth Ambassador Program, Yurok Tribes Youth Group, and United Indian Health Services Teen Advisory Group, and the youth of the Coyote Valley Band of Pomo Indians. Attention to Native American culture and traditions overall and specific to tobacco was vital to these educational activities. For example, in one event, tribal elder Thomas Brown presented on the role of traditional tobacco for ceremony and healing, including healing of substance abuse-related issues, followed by a training on messaging by TFNC staff. Showing respect for traditional uses of tobacco in Native American culture and the importance of advocating against tobacco harm of mainstream culture was a valuable strategy for advancing the Objective.



## Cultural Intelligence Training

TFNC believed that it was important to improve understanding of Native American cultures and traditions, both among Tribes and among mainstream partners. Greater cultural understanding would uncover Native American strengths and foster a sense of dignity that protect and counter harmful intentions of the tobacco industry. TFNC worked with Tribal leaders and agencies to develop and implement Cultural Intelligence Training. The California Indian Museum and Cultural Center served as the lead partner for a three-part training that could be completed over a two-week period. The training topics included California Indian History, 7 Essential Understandings,

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Understanding Historical Bias, Examining Microaggressions, Consulting with Tribes, Addressing Infrastructure Issues, and Building Meaningful Partnerships. The 7 Essential Understandings were developed in 1999 through a collaboration of all the tribes in Montana. These describe major issues common to all Tribes and guide how to teach Indian education.

Due to an increased reliance on remote learning (due to COVID-19), TFNC gained approval from CTCP to develop a video and webinar version of the training. TFNC partnered with the United Indian Health Services (UIHS) to plan elder interview logistics for the cultural awareness trainings. Staff researched recent peer-reviewed materials, governmental guidelines, and CTCP materials in addition to conversations with North Coast Native public health workers at United Indian Health Services and Lake County Public Health. In addition to this, staff consulted at length with Dr. David Sul from Sonoma State University, a specialist in indigenous evaluative modalities. Tribal and cultural elders recorded interviews guiding agencies on how to approach tobacco control in their Tribe. The final video educated viewers on how to conduct tobacco control activities with North Coast Tribes. The video was distributed to Coalition members, Local Lead Agencies, and other groups interested in working with Tribes in the North Coast region. Between January and November 2021, TFNC provided Cultural Intelligence Training to 22 participants, including several tribal partners. Trainers and TFNC were available post-training to answer questions and support integrating the information into tobacco control work with tribal nations. This training helped facilitate better mutual respect and partnerships between Tribes and public agencies for tobacco control advocacy.

## *Community Building*

TFNC became known as a trusted convenor and backbone for the North Coast tobacco control allies. Tribal leaders, LLAs, and other public health stakeholders grew to believe in TFNC as a catalyst for building community across silos and marginalized groups. The Advisory Council, the strong attention to culture and traditions, the outreach and engagement of Tribal youth and elders, the listening sessions in casinos (even during COVID, with precautions), and more are examples of TFNC's community-building role. A few additional strategies illustrated this role.

*Engaging North Coast in Statewide Advocacy Convenings.* Capitol Information and Education (I&E) Days and Youth Quest are annual statewide tobacco control advocacy events that draw thousands of people together toward shared goals. I&E Days are a chance to speak with legislators at the capitol about local, regional, and state tobacco control priorities. Youth Quest celebrates and promotes youth advocacy in tobacco control, preparing youth to work with legislators. Organizing dozens of participants from LLAs and Tribes in these events helped build partnerships and a culture of tobacco control in the North Coast.

*Town Halls.* TFNC collaborated with Tribal partners in hosting two regional Town Halls. Town Halls were designed to build community awareness and foster teamwork among Tribal partners, HASPI/CAN, and Norcal4Health (regional health and tobacco control initiatives). These Town Halls covered local tobacco control and Tribal issues and included state Senator McGuire and Assembly Member Jim Wood, Victor De Noble (famous tobacco industry research-turned-advocate), and



Fiona Ma (State Treasurer) as guest speakers. Over 50 people attended each Town Hall, leaving with a sense of camaraderie and partnership for tobacco control advocacy.

*Community Gatherings.* Informal community gatherings are the core of building social capital for all advocacy. Being invited to and just attending any and all Tribal events helped build familiarity and trust. These included annual Big Time events, health fairs, and other community gatherings. TFNC Community Coordinator hosted an out-of-pocket community BBQ that nurtured a sense of community among participants, including a new LLA staff in Mendocino, who was a well-known and respected Tribal member. TFNC staff and volunteers hosted and attended dozens of community gatherings yearly. These smaller, often informal steps were essential to community building to advance the Objective.

### *Invested Team*

The development of TFNC as a trusted regional convenor was tied to the small staff strongly committed to the people and cultures of the North Coast. TFNC Project Director James (Jay) McCubbrey, PhD has lived and worked

in the North Coast Region since first attending Humboldt State University in the early 1980s. Jay's service in tobacco control extends across organizations, counties, and roles, from a community

partner, coalition member, evaluator, and project director for over 30 years. With over 25 years of relationships in the North Coast, Jay was able to work across sectors and divisions to establish TFNC as a safe, welcoming, and nourishing collaborative organization. Jay Macedo served as TFNC's Community Coordinator from 2019 to 2022. Jay was a member of the Yurok Tribe and an established tobacco control practitioner and evaluator. He has more deeply engaged with many Tribal partners via his own Tribal membership and his work as an evaluation consultant to the Tribes. Jay masterfully led the TFNC collaborative planning process (i.e., the Midwest Academy Strategy Chart), ensuring it was culturally relevant and set the tone for outreach activities that fostered care and respect for building relationships in a culturally appropriate way. Jay Macedo continued to support TFNC through other tobacco prevention projects with the Health and Social Policy Institute and California Tribal Communities Coordinating Center. Greg Damron, TFNC's Community Engagement Coordinator, had over 15 years of relationships in the region and a strong history of tobacco control advocacy. In 2024, TFNC was joined by Sergio Arreguin with the Coyote Valley Tribe and staff with the California Clean Air Project. Sergio provided extensive collaborative support to TFNC outreach efforts.





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## Incorporating Evaluation Findings and Lessons

### *Casino Air Quality Measurement*

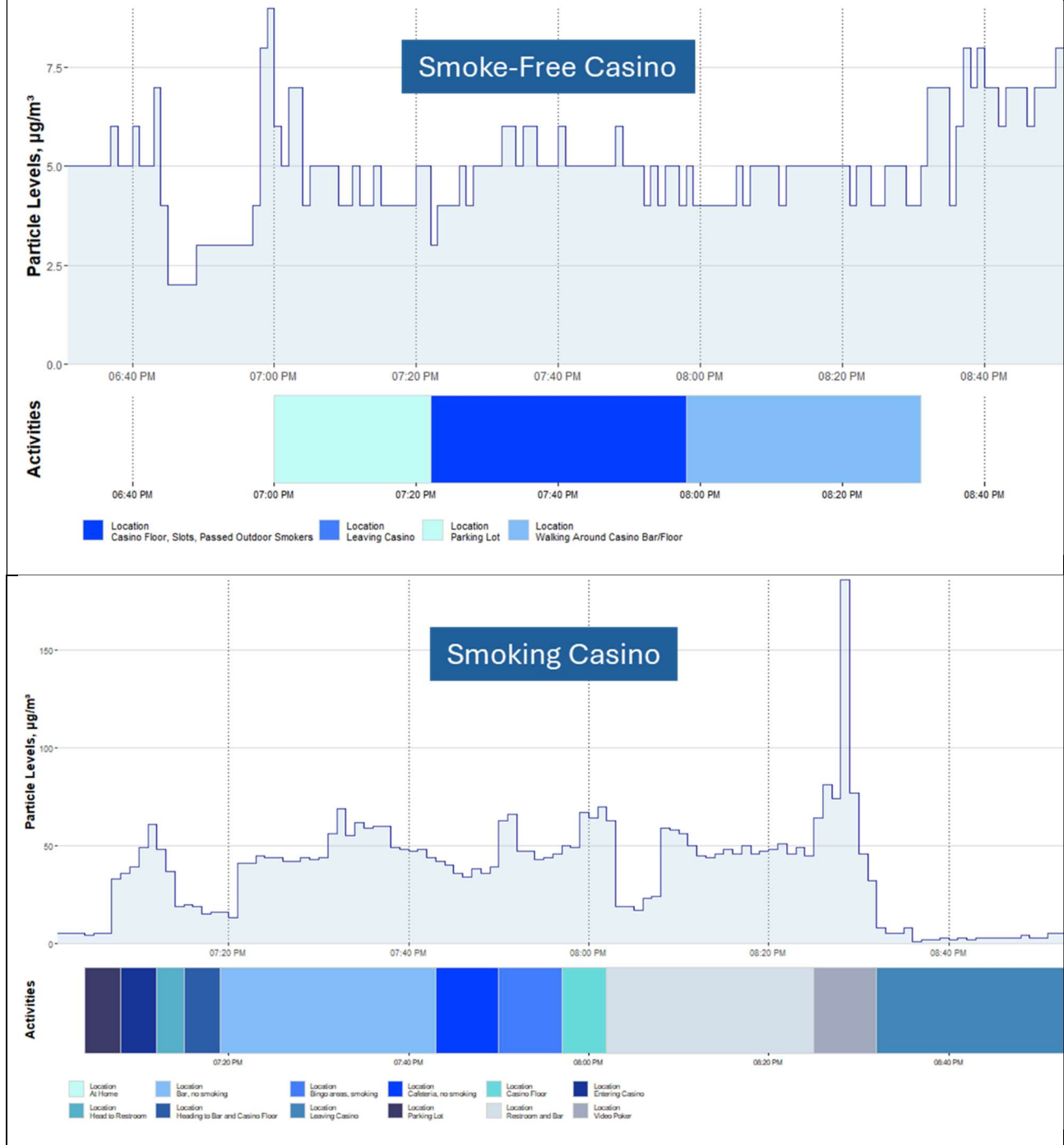
Measurement of indoor air quality is among the most objective methods of demonstrating the presence of secondhand smoke. Results from these measures can be used to help casino administrators understand the degree of the problem and inform policy development and adoption. Air quality measurement can be used to detect and celebrate improvements over time. TFNC planned on using the results of indoor quality measures to help Tribal and casino leaders consider smoke-free policies. Air quality measurement would only occur after securing permission from casino management and the Tribal Council, and their receipt of training from the California Clean Air Project on the use of monitoring devices.

In July 2022, TFNC measured indoor air quality at one smoking and one smoke-free casino (Figure 2). Measures were continuously conducted using the SidePak portable monitor for approximately 90 minutes, from 6:30 pm to 8:30 pm, while walking throughout each casino. Particulate levels in the smoking casino were over 25 times higher than the smoke-free casino. Particle levels in the smoking casino were predictably the highest at the bar and in the smoke-free casino at the entrance by the parking lot (as smokers finished smoking before entry).

The air quality measurements provided obvious indicators of secondhand smoke. However, the casino administrative staff did not seem eager to use them. After repeated offers, most casinos did not consent to their use. In addition, state agencies working with the Tribal casinos cautioned TFNC that some casino administrators may fear air quality monitoring could be used to punish or bring negative attention to casinos. TFNC prioritized the concerns of the Tribal and casino leaders by discontinuing air quality monitoring in Tribal casinos.



\ Figure 2. Indoor Quality Measurement of Smoking and Smoke-Free Casinos



## *Surveys of Advisory Members and Program Participants*

TFNC implemented an annual survey of advisory group members and participant surveys at trainings and events. Surveys provided ideas, feedback, and recommendations for how to improve efforts toward the Objective.

An annual survey of Advisory Group members was conducted online each summer. The survey was modeled after the coalition satisfaction survey of the Tobacco Control Evaluation Center (TCEC). Advisory Group members were asked questions about their satisfaction with member diversity and recruitment, group operations and leadership, and the impact of the group. Survey participants answered a series of Likert scale questions (1, low, to 5, high) to rate their usefulness and satisfaction. Consistently, the survey showed 100% "high" to "very high" ratings for most items, suggesting strong diversity, operations, and impact of the Advisory group. For example, 100% of participants rated these items "high" or "very high" across surveys:

- The coalition has effective leadership
- The organizers communicate well with members
- The coalition leaders make an effort to include and value all members' opinions
- Meeting logistics (e.g., facility, location, length, etc.) are good

High ratings continued as the meetings moved to web-based format (e.g., Zoom, Teams) due to pandemic social distancing requirements. Web-based meetings made it easier for more people to attend more often by avoiding transportation challenges.

Three areas were rated the highest across surveys as most useful:

- Coalition meetings
- Opportunity to meet other Coalition Members who work on tobacco control projects
- Tobacco-control advocacy activities

These results affirm TFNC's priority for the Advisory Group to create a supporting network to community members who collaborate toward the Objective. The community members represented in the surveys included:

Blue Zones Project Mendocino  
California Indian Museum and Cultural  
Center's Tribal Youth Ambassadors  
for Tobacco Control  
Communities Addressing Nicotine  
(CAN), a project of the Health and  
Social Policy Institute  
Del Norte County- TUPP

Health and Social Policy Institute-  
Communities Addressing Nicotine  
Lake County Tribal Health Consortium  
Mendocino County Community  
Wellness  
Mendocino County Department of  
Public Health, Community Wellness  
Mendocino County Tobacco  
Prevention Coalition

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NorCal 4 Health  
RISE (Rural Initiatives Strengthening  
Equity) – California Health  
Collaborative

Tobacco Free Humboldt  
Tobacco-Free North Coast  
Tribal Youth Ambassadors for Tobacco  
Control Project

The Advisory Group annual survey asked participants open-ended questions to get ideas and recommendations. Responses often emphasized the network's importance and the value of working together.

*"It is great to hear what other groups are working on and work collaboratively towards addressing issues across our communities."*

*"Working together is key to success."*

*"Being part of a network makes us stronger."*

*"TFNC provides a great opportunity to network and get informed on what other nearby counties are doing in tobacco control."*

TFNC and its partners worked in primarily rural areas that were under-resourced and located far from each other. The North Coast region represents over 200 miles of coast and forest with difficult routes between towns. The annual survey results demonstrated the importance of TFNC supporting an Advisory Group of partners across the region. Results from the survey were shared with group members and TFNC to improve support for the Advisory Group and its impact on the Objective. For example, survey feedback on topics of education (e.g., casino concerns, cessation programs) guided TFNC's content for newsletters and educational trainings.

TFNC surveyed participants after educational trainings to understand and improve the contents and approach of raising knowledge, awareness, and support within the region. Survey methods were similar to the Advisory Group survey, with 5-point Likert scale items for satisfaction and knowledge related to the event and open-ended items for recommendations and feedback. Social distancing requirements moved trainings and surveys to occur online. Participants were more likely to forget to complete online surveys after an event (as compared to paper surveys). For example, training that reaches ten or more people would generate four to five surveys. Training topics included the use of Story Telling by the tobacco industry to support tobacco use and how to use Story Telling in tobacco control advocacy, smoke-free gaming and smoke-free policies for casinos, and the cultural intelligence trainings developed with Tribal youth and leaders. Across training surveys, participants provided high satisfaction ratings with the content, trainers, and overall training, with open-ended items showing thankfulness for the information and support. TFNC staff used survey findings to identify new topics and outreach strategies to serve communities throughout the North Coast.

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## *Key Informant interviews*

TFNC conducted two types of key informant interviews to shape their development of relationships and collaboration with Tribal and casino leaders. One set of key informant interviews was with Tribal and casino leaders and decision-makers about lessons learned and successes regarding the adoption of a smoke-free casino policy. Another set of key informant interviews was with casino staff to understand their experiences and the experiences of customers in smoking and smoke-free casinos. Findings from both sets of interviews were used throughout the project to plan and conduct individual and group conversations with more examples and recommendations from the key informant interviews.

TFNC staff interviewed eight individuals between 2020 and 2022 representing decision-makers from casino management, Tribal council, and community groups working with casinos. Two informants were from casinos that were temporarily smoke-free following pandemic requirements for social distancing. All informants reported smoking as a health concern for Native Americans and supported smoke-free casinos. Support for the policy was linked to concern about protecting the health and wellness of tribal members by reducing SHS exposure. The severe, disproportionate impact of COVID-19 on Native Americans strengthened informants' motivation to create healthier casinos. Participants from casinos with temporary COVID-19 smoke-free policies expressed that their staff and patrons were happy with this shift. However, a potential barrier to a permanent smoke-free casino policy would be casino managers' need to satisfy some of their high-spending patrons who still like to smoke while they play high-stakes machines and games. The perception is that losing these "high roller" patrons could impact profits. TFNC followed the informants' recommendation to continue working with Tribal departments, ensuring their input and feedback toward smoke-free casinos. Informants cautioned TFNC about Tribes' resistance to banning the sale of all tobacco products, compared to more favorable views about prohibiting smoking in casinos. Informants' comments uplifted the importance of TFNC's work and provided quotes to use in educational materials and conversations with Tribal and casino leaders.

### *Some Key Quotes from Tribal and Casino Leaders*

"...ensuring [tribal members] are learning and growing traditional tobacco gardens and using it in ceremony will help to make commercial tobacco-free nations in the future."

"[Tribal elders] are trying to use culture to emphasize that this is not our way. If you want to be in your way with your ancestors, you need to stop smoking."

"Right now, the casino is smoke-free and most people are happy about that, especially staff. I hope it stays that way."

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TFNC interviewed eight casino staff, ranging from managerial staff to customer service employees, between 2022 and 2023. These interviews assessed knowledge and attitudes regarding smoke-free casino policies, opinions on the extent of tobacco use and exposure within casinos, and the best ways to gain support and address opposition to adopting and implementing smoke-free casino policies. Staff reported on their personal experiences, including their views of customer preferences. Five of the casinos represented in these key informant interviews were smoke-free due to COVID-19 and remained smoke-free at the time of the interview. One casino was smoke-free due to COVID-19 but had gone back to allowing smoking at the time of the interview.

Casino staff, including current smokers, strongly supported smoke-free policies. All offered examples of secondhand exposure in casinos. Support for smoke-free casinos was linked to concerns about protecting health and wellness by reducing secondhand smoke exposure. Participants from casinos with temporary COVID-19 smoke-free policies expressed that their staff and patrons were happy with this shift. Nonsmokers and smokers alike appreciated the new and cleaner environment when their casinos went smoke-free. Even technical staff were satisfied with the machines exhibiting fewer issues in smoke-free environments. Some informants suggested smoke-free casinos might lose some smoking customers to smoking casinos. Yet, all felt that casinos and casino patrons would support smoke-free policies. Some informants did not realize their casinos did not have a formal smoke-free policy because their casinos were already smoke-free. Informants did not seem as concerned about the lack of a written policy when their casinos were already smoke-free. One informant recommended that TFNC may be better off not forcing casinos to create a formal written policy. Since casinos went and remained smoke-free, it may be best not to make smoking an issue and continue to be smoke-free. These observations complemented what TFNC staff heard in conversations with Tribal and casino leaders. Smoke-free casinos may not need to prove they are smoke-free with a written policy.

## How TFNC Overcame Obstacles?

Progress toward so many casinos becoming smoke-free included at least two major challenges for TFNC. Among the most prominent challenges requiring creativity, grace, and partnerships was the start of the COVID-19 pandemic. The North Coast communities overall and Native American Tribes specifically were under-resourced, health professional shortage areas. Compared to the general population, Native Americans experienced higher rates of viral infections, hospitalizations, and deaths from COVID-19. Vaccination rates remained low when the vaccine became available. In this context of greater urgency for survival, tobacco control advocacy and smoke-free casinos were more difficult to prioritize. Yet, TFNC and Tribal leaders and community members did find ways to rally against tobacco. All measures to promote health became important. Closing casinos at the start of the pandemic caused mass unemployment, greater poverty, and overall economic chaos. Again, this severity of circumstances created conditions for TFNC to promote smoke-free casinos. Going smoke-free was a way to reopen during the social distancing period of the pandemic (before vaccines were available). TFNC staff spent substantial hours in one-on-one conversations and in-person listening sessions at the casinos during the pandemic. These personal interactions fostered trust and camaraderie toward smoke-free gaming. Casinos with TFNC were working to create better, safer casinos.



Another challenge was difficulty reaching casino customers for their opinions and recommendations. Several attempts were made for internal (casino-led) and externally led surveys (as with patrons from local colleges and tourism areas). Social distancing during the pandemic interfered with traditional public opinion polling. After almost two years of attempts, TFNC worked with their external evaluator and CTCP to move from public opinion polls to brief, rapid key informant interviews with casino staff (see earlier key informant results). These key informant interviews produced diverse insights about smoking and smoke-free casinos. TFNC communicated these results with Tribal and casino leaders to support their decisions to remain smoke-free.



## CONCLUSIONS AND RECOMMENDATIONS

Overall, the work toward smoke-free casinos required consistent, honest efforts to build trusting relationships with Tribal and casino leaders and the broader Tribal communities and partners. The advocacy work was less about being against smoking casinos and more about being pro-Native American health and wellness, with Tribal-owned casinos being role models. The extreme personal and community

suffering caused by the pandemic facilitated stronger conditions for working together and helping each other. TFNC fostered a community of partners – including Tribal and casino decision-makers, Native American youth and elders, and LLAs and public agencies – who shared this goal of supporting each other for the good of the Tribes.

Three conclusions emerged during this work.

1. TFNC relationships with Tribal and casino leaders, elders, and youth are critical and take time and personal involvement. Tobacco control advocacy requires getting to know the community, spending time at Tribal events, and genuinely learning about the culture.
2. TFNC co-creating and implementing the Cultural Intelligence training allowed for time to grow relationships with one another, build awareness of California Indian history and culture, and build trust between partners.
3. The voluntary approach to policy adoption without a written policy was successful. Similar to how Tribal partners are experimenting with voluntary smoke-free housing objectives, TFNC's success was based on education, support, and recognition of good health practices, and NOT advancing formal policies.

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Continuation of this work is essential. TFNC and its partners are finding ways to work beyond the CTCP funding. Following some key recommendations will advance these future efforts.

1. Tribal partners and staff are essential to the policy work. The work requires substantial time. Their time should be funded to support relationship-building in addition to tobacco control advocacy.
2. Successful tobacco control advocacy with Native America Tribes is contingent on strengthening relationships and familiarity (despite staff turnover) within and across Tribes and mainstream stakeholders. This has been TFNC's "value-added," and it must continue.
3. Casinos leadership and staff are proud to be part of Tribal communities. Public recognition matters for their progress in smoke-free policies and practices.

More smoke-free policies in Tribal casinos in the North Coast region are important and possible with ongoing community building, education, and support for the wellbeing of Native American communities.





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## APPENDICES

### MEASUREMENT TOOLS FROM THE EVALUATION

### 1-E-3 TFNC Region Coalition Interest Survey 2022

Thank you for taking a few minutes to provide your ideas and recommendation for Tobacco-Free North Coast regional coalition. Your input will improve our work and impact together. All comments are confidential and voluntary. Thanks for all you do!

Survey Analytics link: <https://surveyanalytics.com/t/AI8srZOt3D>

What is the name of your program or organization participating in TFNC?

Please describe the organization or group you are affiliated with.

What is the focus/purpose of your organization or program: (Check all that apply)

1. American Indians/tribes
2. Casinos
3. Community-based
4. Education/school district
5. Faith based
6. Law enforcement
7. Low socioeconomic status populations
8. Media
9. Military
10. Non-profit
11. Public health/Medical
12. Rural residents
13. Youth services
14. Other, please describe

Briefly, why do you feel it matters to your group/organizations to be part of TFNC?

What are the one or two most important benefits of being part of TFNC?

How long have you been a member of the Tobacco-Free North Coast Region?

1. Less than 6 months
2. 6 to 12 months
3. More than 1 year
4. More than 2 years
5. Other, please describe

What might prevent you from participating in tobacco related advocacy campaigns? (Check all that apply)

1. My position does not allow me to advocate
2. I care more about other issues
3. I do not feel comfortable representing the coalition
4. I am not knowledgeable about tobacco control issues
5. I do not have time
6. I dislike public speaking
7. I do not like to get involved with politics
8. Nothing- I want to help!
9. Other, please describe

What might help increase your engagement with the coalition and tobacco related advocacy campaigns?

Please rate the usefulness of the following Coalition activities.

	Very Useless	Useless	Neutral	Useful	Very Useful	Not Applicable
Coalition meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coalition newsletters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity to meet other Coalition Members who work on tobacco control projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving information on Smoke-Free Multi-Unit Housing topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving information on Tobacco-Retail Licensing topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving information on Smoke-Free Casino topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving information on Smoke-Free Fairground topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving information on media and social media topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tobacco-control advocacy activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cessation related activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate your level of agreement or disagreement with the following statements about Coalition functioning. You can also answer "I don't know."

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	I don't know
The coalition has effective leadership.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The organizers communicate well with members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coalition leaders make an effort to include and value all members' opinions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting logistics (e.g., meeting facility, convenience of location, meeting length, etc.) are good.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TFNC's approach to engaging and coordinating regional advocacy in tobacco control should be a model for other regional initiatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TFNC support has increased community-based advocates and advocacy groups in tobacco control efforts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TFNC is sensitive to health inequities in rural areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please recommend any health equity issues, groups, or related items that TFNC should better support.

Please add any comments you have about the Coalition's functioning.

How could the Tobacco-Free North Coast Region better meet your needs?

1. Provide more information about regional tobacco control activities
2. More opportunities to develop local or regional program goals
3. More opportunities to network with other Coalition members
4. Develop more regional activities that relate to my organization's or program's work
5. Have meeting times that fit my schedule

6. Other, please describe. \_\_\_\_\_

Are there any specific regional activities you would like to see in the next year?

What is your age group?

1. Under 21 years
2. 21-25
3. 26-34
4. 35-44
5. 45-64
6. 65 and older

In what community(ies) (e.g., cities, jurisdictions, tribes) do you work?

Which of the following best represent your race or ethnicity? (You can choose more than one.)

1. Hispanic/Latino
2. White
3. African American/Black
4. American Indian/Alaskan Native
5. Asian/Pacific Islander
6. South Asian/Indian
7. Other, please describe.

What is your gender?

1. Female
2. Male
3. Other identified
4. Prefer not to answer

# Health & Wellness Issues Related to Secondhand Smoke Exposure

## 1-E-6 Presentation Satisfaction Survey

Please tell us what you think about the presentation you attended.

1. Please rate the presenter and presentation slides:

**Presenter**

☐ Excellent

☐ Good

☐ Average

☐ Poor

**Slides**

☐ Excellent

☐ Good

☐ Average

☐ Poor

Comments on slides and presenter:

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2. Please check the box to show how useful individual topics were to you.

	Very Useful	Somewhat Useful	Not Useful
Ingredients in Secondhand Smoke			
Sources of Exposure			
Youth & Secondhand Smoke			
Older Adults & Secondhand Smoke			
Tobacco-Control Policies to Reduce Exposure			
Quit Smoking Strategies & Resources			

What did you like the most?

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What did you like least?

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3. Think about how comfortable you feel talking to your friends and family about the things listed below. Tell us how comfortable you feel both **BEFORE** and **AFTER** this presentation.

<b>Rating Scale</b>		
<b>1. Uncomfortable</b>	<b>2. Somewhat Comfortable</b>	<b>3. Very Comfortable</b>
	<b>BEFORE Training</b>	<b>AFTER Training</b>
Talking about the difference between Commercial vs. Traditional Tobacco.	1    2    3	1    2    3
Talking about non-smokers' health and exposure to secondhand smoke.	1    2    3	1    2    3
Talking about ways to reduce exposure to secondhand smoke.	1    2    3	1    2    3
Talking to someone about quitting or not smoking around young people.	1    2    3	1    2    3

4. What are TWO important things you learned from this presentation?

1

2

Thank you!

1-E-6

## TFNC and CIMCC Cultural Intelligence Training Evaluation Survey:

### Evaluation Survey

Thank you for attending last fall's Cultural Intelligence: Improving Relationships and Building Stronger Partnerships with Northern California Tribes training. Please take a few moments to share feedback with us about the training.

\* 1. Which of the following training sessions did you attend:

- ☐ November 22, 2021
- ☐ November 29, 2021 (office hours)
- ☐ November 30, 2021

\* 2. Please rate your knowledge of the topics covered in the training sessions prior to attending the trainings:

1 10

\* 3. Please rate your knowledge of the topics covered in the training session post attending the trainings:

1 10

\* 4. What training topic did your knowledge base grow the most in:

- |  |   |
|--|---|
| <input type="checkbox"/> California Indian history     | <input type="checkbox"/> Consulting with Tribes           |
| <input type="checkbox"/> 7 Essential Understandings    | <input type="checkbox"/> Addressing infrastructure issues |
| <input type="checkbox"/> Understanding historical bias | <input type="checkbox"/> Building meaningful partnerships |
| <input type="checkbox"/> Examining microaggressions    |   |



**\* 5. How will you apply the knowledge learned in this training to your project?**

**6. Additional comments:**

**7. Participant Information:**

**Name**

**Agency**

**County**

**Email Address**

**Key Informant Interview Blank Template: 1-E-7, Casino decision-makers/key stakeholders, 2-waves (pre-post policy adoption)**

Conduct a total of 8-10 Key Informant Interviews (KII) with representatives from each casino that participated in the intervention, for example, casino management, tribal council or community groups. Interview questions will be adapted from material developed by the California Clean Air Project and include questions about lessons learned, successes and enforcement/ monitoring strategies before, during adoption and/or after implementation of the smoke-free casino policy. Interviews will be conducted in 2-waves so that information gained may both support the development of the objective and final evaluation results.

**SECTION A. (Complete this Section BEFORE the Interview)**

1.	Interview date:	
2.	Interviewer name:	
3.	Interviewee name:	
4	Name of setting related to the objective (e.g., city, county, or another jurisdiction – tribe, casino, campus, MUH):	
4.	Role(s) this interviewee play in the setting (e.g., campus, organizations, jurisdiction relevant for this objective):	
5.	Location of interview: (enter phone or address)	
6.	Was the interview audio-recorded?	<input type="checkbox"/> No <input type="checkbox"/> Yes
7.	What language was the interview conducted in?	Check all that apply. <input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Other. Describe here:
8.	Was a language interpreter used for the interview?	<input type="checkbox"/> No <input type="checkbox"/> Yes → If YES, describe who here:
9.	Please describe any other information that you feel may influence the quality or results of this interview.	
10.	Interview start time (hh:mm am/pm): (If not timed, provide estimated duration of interview.)	

## **SECTION B. KII Questions**

Add your introduction to phone/zoom KII:

Thank you for taking the time to speak with me today. You have been selected for a key informant interview because of your knowledge, insights, and familiarity with [add topic and community]. I am [describe your role]. I am interviewing community leaders to get opinions and recommendations on [add name or description of policy].

The information you share with me today is confidential and will not be shared directly with anyone else. I will be summarizing my notes from several interviews, removing any information that identifies anyone, and then sharing the overall lessons and recommendations from the interviews.

The interview will take about 20-30 minutes. *Your participation is entirely voluntary. You can skip any question you do not want to answer, and you can stop the survey at any time.* May we begin?

1. Please start by telling me a little about your background in [name of casino/tribe/community].

**PROMPTS:** How long have you been a part of the casino/community?  
What is your current role in the casino/community?

2. Briefly describe your experiences and activities to prevent and control tobacco use, such as smoking or vaping. This can be in general and specifically to tobacco control and prevention in the American Indian tribes and casinos.

**PROMPTS:** How bad is this problem? How do you see the problem?

3. How do you believe tobacco use and the sale of tobacco products affect the health and well-being of Indians and tribes?
4. How important do you believe it is to Indian tribes to address harm related to using tobacco products in Indian casinos? Please give a number from 1 to 5 for your rating of importance, with 1 being very low importance and 5 being very high importance.  
Please tell me a little bit of why you provided this rating.
5. What are two concerns or priorities within the Indian tribes that need to be addressed that are more important than the harmful effects of smoking and tobacco use in casinos?

I will now read you the specific policy objective we are working and then ask you a few questions about it.

By March 31, 2024, a minimum of 3 American Indian/tribal-owned casino/leisure complexes in jurisdictions throughout the four-county region (such as but not limited to Smith River Rancheria, Yurok Reservation, Blue Lake Rancheria, Coyote Valley Band of Pomo Indians, Sherwood Valley Rancheria, Middletown Rancheria or Robinson Rancheria), will adopt a policy prohibiting smoking of commercial tobacco products, including Electronic Smoking Devices, within 100% of all indoor areas of casino/leisure complexes. Policies do not apply to ceremonial, religious or sacred use of tobacco.

6. Would you support the adoption of such a policy?
7. Why or why not?

8. **If “NO”:**

Are there any conditions under which you would support a local tobacco retail licensing policy?

9. [PROMPT IF NOT ANSWERED]

Do you think such a policy would be effective in improving health for people visiting casinos? Why or Why Not?

10. How much public support do you think there would be for this policy?

11. Who will be the strongest supporters? Who wants this most?

12. Who are the most important people or groups that must support this policy in order for it to come true? Why?

13. What might be done to increase and strengthen support for this policy?

14. What challenges or barriers might there be in passing such a policy?

15. Who will be the strongest opponents of this policy? Who will be most against this? Why?

16. What might be done to prevent and address opposition and delays to this policy?

PROMPT: What would convince people to support this policy, even those who might be against it?

17. What steps or actions should occur to make this policy more likely?

PROMPT: What do you feel are the most important steps to start with? Why?

18. What can we do to improve our relationships and work with tribal and casino leaders to move forward with such a policy?

PROMPT: What might we do, and what might we avoid or not do for better relationships and collaboration?

19. I would love to hear anything else that is on your mind regarding this topic and our campaign.

### **SECTION C. Closing Demographic Questions**

*There are four demographic questions I need to fill in before I close my notes.*

13. What best describes your current use of tobacco products?

Never used tobacco

Formerly used tobacco but quit

Use tobacco but only occasionally

Use tobacco regularly

Use tobacco and would like to quit

14. What is your gender?   ☐ Male   ☐ Female   ☐ Prefer not to say   ☐ Other: \_\_\_\_\_

15. What is your age group?

☐ Under 21   ☐ 21-25   ☐ 26-35   ☐ 36-40   ☐ 41-50   ☐ 51-64   ☐ 65 years or older

16. What best describes your race or ethnicity? (Mark all that apply)

☐ American Indian/Alaskan Native

☐ African American/Black

☐ Hispanic/Latino

☐ White

☐ Asian/Pacific Islander

☐ Other, please describe: \_\_\_\_\_

17. Thank you. That completes my questions. Before we conclude the interview, is there anything else that you would like to share with us?

**Closing:** *Thank you very much for your time. We know it is valuable! If you think of anything you would like to add to our conversation, or you'd like more information about the proposed policy, please let me know.*

18. End time of interview (hh:mm) \_\_\_\_\_ AM or PM (circle one)

Please offer your quick summary of key ideas and comment on any conditions, situations, or other factors that made this interview easier/harder and how to prepare for the next one. (PLEASE TYPE IF POSSIBLE)

- Page 5 of 5 | 1-E-7\_KII\_(Casino-pre-post)\_blank-template\_11-05-2021sr01

## **Key Informant Interview Blank Template**

### **1-E-10 (1-E-1 revised) Rapid Casino KII**

Purpose: Understand support for a smoke-free casinos policy.

Method: Staff will do a rapid, conversational interview with 2 to 3 casino staff at 3 types of casinos

- a) casinos that are currently smoke-free,
- b) casinos that were smoke-free and are now allowing smoking again,
- c) casinos that basically continued smoking throughout the COVID pandemic.

Interviews will last approximately 4 to 10 minutes. Staff will write down responses after completing the interview.

Interviews will be conducted in 2-waves so that information gained may both support the development of the objective and final evaluation results.

#### **SECTION A. KII Questions**

<b>Staff at Smoke-free Casino</b>	<b>Staff at Smoking Casino With Smoke-free History</b>	<b>Staff at Smoking Casino That Never Changed</b>
What do you like about the casino being smoke-free?	What did you like about when the casino was smoke free?	What do you like about the casino permitting smoking?
Would you like the casino to stay smoke-free? Why?	Would you prefer that the casino was smoke-free again? Why?	Would you prefer that the casino has a way to reduce smoking or become smoke free? Why?
Do you think most staff prefer the casino as smoke-free? Why?	Do you think most staff prefer the casino as smoke-free? Why?	Do you think most staffs would prefer the casino as smoke-free? Why?
Do you think most customers prefer the casino as smoke-free? Why?	Do you think most customers prefer the casino as smoke-free? Why?	Do you think most customers would prefer the casino as smoke-free? Why?

#### **SECTION B.**

1.	Interview date (mm/dd/yyyy):	
2.	Interview start time (hh:mm am/pm):	
3.	Interview end time: (hh:mm am/pm):	
4.	Interviewer name:	
5.	Interviewee name: OPTIONAL	
6.	Staff role or position of the interviewee:	
7.	Name of casino:	
8.	Casino smoking status:	<input type="checkbox"/> Smoke-free <input type="checkbox"/> Smoking/Prior Smoke-free <input type="checkbox"/> Never Smoke-free
9.	Address of casino (street, city, zip code)	
10.	Location of interview:	
11.	Assumed gender of interviewee:	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Other <input type="checkbox"/> Not sure
12.	Assumed age group of interviewee:	<input type="checkbox"/> 21-30 <input type="checkbox"/> 31-50 <input type="checkbox"/> 51-64 <input type="checkbox"/> 65 years or older

- 
13. Assumed race/ethnicity of interviewee:
- |   |   |
|---|---|
| <input type="checkbox"/> American Indian/Alaskan Native |   |
| <input type="checkbox"/> African American/Black         | <input type="checkbox"/> Hispanic/Latino        |
| <input type="checkbox"/> White                          | <input type="checkbox"/> Asian/Pacific Islander |
| <input type="checkbox"/> Other, please describe:        |   |
- 

14. Please describe any other information that you feel may influence the quality or results of this interview.
- 

**SECTION C. POST-INTERVIEW. (To be completed by the Interviewer)**

Please offer your quick summary of key ideas and comment on any conditions, situations, or other factors that made this interview easier/harder and how to prepare for the next one. (*PLEASE TYPE IF POSSIBLE*)

15. Briefly, what were the top 2 (or more if you wish) most important lessons regarding how to support the policy campaign targeted by this interview?
16. Briefly, what were the top 2 (or more if you wish) most important lessons on avoiding and dealing with opposition to the policy?
17. What did you learn that is most important to share with the current campaign and others working on related policies? Why or how are these lessons important?
18. Please briefly describe anything that happened during this interview that you think affected the interview – in a positive or negative way. For example, anything that made this interview easier or difficult.
19. Please comment on anything else that may help us to understand the results from this interview.
20. Please offer any recommendations that may help future similar interviews.



Social Media  
News      Casinos  
Feature      MUH  
Editorial      TRL  
Letter      Fair      y/n

Date	Source	Article Title	Story Type	Category	News Release?	Pro	neutral	Con	Explanation	Content Pro	Content Con
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## Paid Media Tracking Form

Funded Partner/Project Name:

Reporting Period:

### PAID MEDIA

Types of paid media activities used to educate decision-makers, stakeholders, and the public:	Indicate which paid channels were used, using drop down:	Dates of media placement:	Key performance indicators (KPIs) for paid channels:	Cost of media (includes agency commission):
TV				
Radio				
Digital Banner Ads				
Digital Video Ads				
Direct Mail				
Print				
Out-of-Home (OOH)				
Paid Social (Facebook, Instagram, etc.)				
Cinema				
Other Paid Media Channel (please specify)				
Additional Media Costs (service fees, creative development, production)				

### SOCIAL MEDIA

Types of organic (unpaid) social media activities used to complement paid media efforts:	Indicate which social media activities were used using the drop-down:	Dates of media placement:	Key performance indicators (KPIs) for social media engagement:
Facebook Posts			
Tweets/Retweets			
YouTube videos			
Instagram			
Other Social Media Channels (please specify)			

### TARGET POPULATIONS

Any media efforts used to target population(s) or area(s) disproportionately impacted by tobacco use:	Indicate which populations or areas were targeted, using drop down:	Dates of media placement:	Describe what paid media activities were done for each targeted population.
African American			
Asian American, Native Hawaiian, Pacific Islander			
Native American, Native Alaskan			
Hispanic / Latino			
Behavioral Health or Substance Abuse			
LGBT			
Rural			
Low SES			
Veteran/Military			
Other (please specify)			

## 1-E-2 Meeting Observational Form

Completed by: \_\_\_\_\_ Date: \_\_\_\_\_ Objective: \_\_\_\_\_

City, meeting date & name: \_\_\_\_\_

Relevant agenda item: \_\_\_\_\_

### 1. City Council & City staff involvement in the policy adoption process

**a. Who attended**

*(position, name)*

Councilmember:

**b. If role beyond “attended,” please describe:**

*(If no, mark with “X”)*

Staff:

### 2. Council member voting &/or other support related to the policy adoption process

**a. Any vote take place?** *(circle answer)*      Yes                      No

**b. If yes, on what**

**c. Results of vote** *(e.g., names of those who voted aye, abstained, etc.):*

**d. Next Steps:**

**e. Any other evidence of support (or lack of support) from city council people?** (circle) Yes    No

**If yes, describe below:**

**WHO**

**WHAT** *(Describe & indicate: S=supportive; US=unsupportive; UNC=support unclear)*

**3. Any key issues raised about the policy by city staff?** (*circle answer*) Yes    No

If yes, describe below:

**WHO**

**WHAT** (*Describe & indicate: S=supportive; US=unsupportive; UNC=support unclear*)

**4. Information about others who attend meeting and/or provide public testimony.**

**Attendees**

(*name, affiliations*)

**If provided testimony, describe**

(*Also indicate: S=supportive; US=unsupportive; UNC=support unclear*)

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**5. Other memorable quotes, things of note, etc.**

a. Quotes (*who, what*):

b. Other things of note:

**6. If there are any relevant documents from the meeting to attach, describe:**

### 1-E-4\_Consumer Testing Sign

Is the main message of the sign clear to you?

1. Yes
2. No

Comments about message clarity:

Are the graphic patterns appropriate for this sign?

1. Yes
2. No

Comments/Suggestions about sign graphics:

Would this sign be appropriate on your tribal land?

1. Yes
2. No
3. NA

Comments on appropriate signage:

If you saw this sign in a non-tribal area what would you think?

### 1-E-4\_Consumer Testing Sign

Do you think this sign would be useful for tribal communities in the north coast region?

1. Yes
2. No

Comments about the usefulness of the sign:

Any other comments or suggestions?

Your County

Tribe you work with (if any)