



Find Your Power.

People.  
Traditions.  
Culture.



*It is said that our spirits are free  
because we are of the land—  
that our connection to the Earth,  
and to each other, is our power.*

## Life is precious and sacred.

We have lost so many of our loved ones to early death and disease caused by commercial tobacco.

- Nearly half of the Lakota and Dakota people in South Dakota use commercial tobacco. That's more than double the rates of other populations.
- Exposure to second and thirdhand smoke is especially dangerous to our elders, our children and pregnant women.
- E-cigarettes, vape & JUUL are the tobacco industry's newest way to keep our people addicted to nicotine.

## Let's protect it by creating smoke-free environments

Second and thirdhand smoke exposes our children, our families, and our loved ones to dangerous chemicals that can damage their bodies and result in life-threatening diseases such as cancer and heart disease.

There is NO safe level of exposure to secondhand smoke.

Make sure your family is safe. Adopt a strict no smoking policy in your home and car.



*FREE support materials like door hangers and window clings are available.*

*Go to: [BeFreeSD.com](http://BeFreeSD.com) and search: door hangers*



## Secondhand Smoke

Secondhand smoke is dangerous to everyone, especially our children. When a person smokes near you, everyone breathes in secondhand smoke, and you inhale the exact same dangerous chemicals that the smoker does. *There is no risk-free level of exposure to secondhand smoke.*

- Secondhand smoke causes cancer and heart disease in both smokers and non-smokers.
- It is a known risk factor for sudden infant death syndrome (SIDS)—it can kill our babies.
- Our children are more likely to have lung problems, ear infections, and severe asthma from being around secondhand smoke.
- It's especially dangerous for pregnant women and elders to inhale the toxic chemicals in secondhand smoke because it weakens their immune systems.

## Thirdhand Smoke

Even after secondhand smoke has completely cleared, dangerous chemicals remain.

Thirdhand smoke is the invisible combination of particles and gasses that cling to a smoker's hair and clothing. This toxic chemical residue sticks to cushions on couches and chairs, carpeting, curtains, blankets, stuffed toys, walls, and every other surface in a house or car.

**Let's protect our children.  
Don't smoke around them.**



## Pregnancy & Nicotine Use

**Our children are sacred.** They represent our culture and way of life. They are our future. Pregnant women can protect our children by quitting tobacco before, during, and after pregnancy.

### **When you smoke, so does your baby.**

Dangerous chemicals in tobacco and vape pass to baby through mom's bloodstream. Both mom and her unborn baby are harmed.

**It's a fact.** A baby's brain starts growing in its mother's womb and continues growing until about age 25. Nicotine in any form can stunt growth and damage young brains.

Almost all commercial tobacco products, including cigarettes, vape, chew, and hookah, contain nicotine—which is highly addictive. Nicotine is especially dangerous for pregnant women and their babies:

- Damages baby's lungs with deadly poisons
- Causes premature birth and low birth weight
- Can cause brain damage
- Sudden Infant Death Syndrome (SIDS)

The most important time for a woman to quit smoking can also be the most difficult. About half of the women who smoke during pregnancy relapse within 6 months after having their baby.

The South Dakota QuitLine offers FREE support to pregnant women who want to quit using tobacco or vape—before, during or after pregnancy. **Go to: [FindYourPowerSD.com](https://www.findyourpowersd.com)**





# Our families are sacred.

When we find our power in our people, traditions, and culture, we send a message to the tobacco industry that we choose to honor our health and protect our future.

— CHILDREN

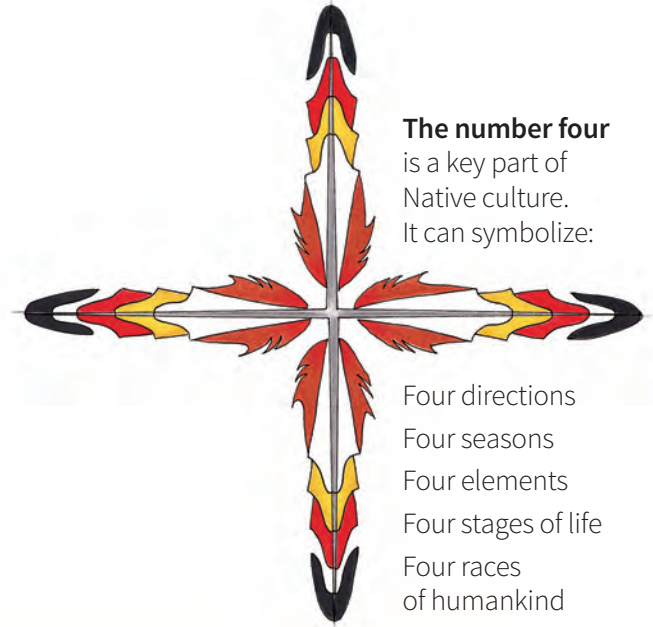
— BROTHERS

— SISTERS

— ELDERS

**The Medicine Wheel** has been used by generations of Lakota and Dakota people as a sacred symbol of hope and healing. It reminds us that we can find power and strength in our community and way of life.

Each part of its design symbolizes our relationship with Wakǵán Thánka (the Great Spirit), the Earth, and each other.





## Sacred Čanśaśa is natural, from the Earth.

### **Commercial tobacco is not sacred.**

Čanśaśa is not the same as commercial tobacco such as cigarettes, chew, or vape. It does not contain addictive nicotine and it is never inhaled into the lungs.

The poisons and nicotine in commercial tobacco have made us sick and weak, and robbed our people of the Great Spirit's sacred gift. It's time to reclaim our culture and stop using commercial tobacco.

Don't let commercial tobacco companies take advantage of our traditions—or keep us from being healthy. **Find your power. Keep tobacco sacred.**



*Each tribal community or family may have their own specific traditions related to harvesting and preparing čanśaśa, but in general our people follow this process:*

- Harvest the branches
- Soak the branches
- Shave the outer and inner bark
- Dry the shavings of the inner bark







Ćanśaśa is  
the traditional  
tobacco used by  
the Lakota and  
Dakota people.

**Keep it sacred.** Traditional tobacco is spiritual, humble, and used with awareness. Traditional tobacco is smoked using ceremonial pipes. It is NOT THE SAME as commercial tobacco like cigarettes, chew, or vape. It DOES NOT contain addictive nicotine and it is never inhaled into the lungs.



## Know the Difference

*Ćanśaśa connects us with  
the spirit world and those  
around us. It is often used  
for prayer and in ceremony.*



**Commercial tobacco is NOT our tobacco.**

It is addictive, some say Wakan̄ sića. Nearly half of our people use commercial tobacco. That's more than 2X the rate of other populations.

## Switching isn't quitting.

Vape companies like JUUL are marketing their products as a way to stop smoking. They don't want us to quit—they want us to trade one nicotine addiction for another.

## Chew and vape can be more addictive than cigarettes because they have MORE nicotine:



If you smoke, **DON'T SWITCH** to chew or vape.

**One can of chew  
= 80 CIGARETTES  
worth of nicotine!**



**Life is sacred. So is the body. It's not worth the risk.** If you need help quitting, the SD QuitLine is available to anyone 13 and older. QuitLine coaches can help you quit vape and JUUL.

## It's time to kick the habit.

Kicking nicotine can be tough. Stress, depression, or other problems make it even harder—that's why it's smart to ask for help. There are 3 ways to quit. Choose what works for you! It's all FREE! Use a coach, get the medication, or check out our do-it-yourself tips.



### QuitLine Coaching

- Phone coaching
- FREE NRT medication
- FREE Quit Guide
- Call 1-866-SD-QUITS

People who use a QuitLine Coach are more than **2X as likely** to quit and stay quit!



### Kickstart Kit



- FREE NRT medication: up to four weeks of patches, gum, or lozenges
- FREE Quit Guide



### Quit Tips

- Ways to do it yourself
- FREE Quit Guide





Find Your Power.



## Quit Commercial Tobacco And Vape

**Quitting works best when  
you get help.** Find out how  
you can quit with a coach,  
get FREE medication, and tips  
on how to quit for good.



**Call 1-866-SD-QUITS**  
*or for more visit*  
**FindYourPowerSD.com**

South Dakota QuitLine  
services are FREE to  
anyone 13 and older.