



One Plaza South #125 Tahlequah, OK 74464 918.718.1341

Press Release

FOR IMMEDIATE RELEASE

National Native Network Launches Updated Site to Keep Tobacco Use Sacred

Sault Ste. Marie, MI – The National Native Network, a national tribal commercial tobacco abuse prevention network, based at the Inter-Tribal Council of Michigan (ITCM), has recently updated their website www.KeepItSacred.org, adding new events, articles, sections and publications. Visitors to the site can now review updated material for cultural specific use for tobacco.

“We are working to make our website more interactive with the most up-to-date news and information on the dangers of commercial tobacco use and the harmful effects of second- and third-hand smoke,” said Kim Alford, National Native Network Program Manager at the ITCM.

New features to the site include: news articles in the Headline Stories section; media center materials such as billboards and advertisements; an updated Tribal Smoke-Free Policy Toolkit; view and print the Indian Health Service (IHS) Fieldbook for Implementing Tobacco Control into the Primary Healthcare Setting. In addition, there is a new section for information and articles regarding chronic diseases relating to commercial tobacco abuse as well as a tab specifically targeted to youth.

The group recently contracted with Osiyo Communications, a Native-American owned public relations, advertising and promotional firm from Oklahoma in the heart of the Cherokee Nation that works closely with tribes and rural communities across the U.S.

“We are working diligently to be a one-stop shop for all tribes to find information on the dangers of commercial tobacco use, and ways to keep traditional tobacco sacred in our Native communities,” Alford said. “This issue is important to all American Indians, Alaska Natives, and the future of all tribes for many generations to come.”

Anyone wishing to contribute a native-specific article for publication, event, media resources, or sample policies or resolutions, on the site can contact Kim Alford at 1-906-632-6896 ext. 139, or by email at admin@keepitsacred.org. For more information or to become a member of the site, visit www.keepitsacred.org.

--30--

For more information contact Shawn Arthur at 918-718-1341.