



**TRIBAL COMMUNITY**  
COORDINATING CENTER



**RED CIRCLE**

# **TCCC TOBACCO PREVENTION CAMPAIGN STORYBOARDS & LOOKBOOK**

March 24–28, 2025

**GEN Z**  
**STORYBOARDS,**  
**OUTLINE, & QUESTIONS**

# TOGETHER, LET'S BREAK THE CYCLE



## Sample Interview

**YOUNG PERSON:** Why don't I use commercial tobacco or vape? For one thing, I don't want to hand my money to that big money-sucking tobacco company. But more than that, I care about our culture, our tribe, our future. When I see my niece toddling around, I want her to see we're smart...and resilient. I want her not to even think about smoking. Like, by the time she's in high school it's like, "Why would I do that?"

**SUPER:** Together, let's break the cycle.



# TOGETHER, LET'S BREAK THE CYCLE

Currently, Native youth have the highest level of e-cigarette use across all ethnic groups in the U.S.

<https://www.cdc.gov/tobacco/e-cigarettes/youth.html>

Big Tobacco has been taking advantage of us for generations.

Let's stop it here.

**Annalisa Cortez**  
Student at Univ. of California, Riverside  
Pechanga Band Member



Together,  
let's break the cycle.



TRIBAL COMMUNITY  
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# IT'S NOT OUR TRADITION



# GEN Z OUTLINE

## I. Native young people heavily use nicotine.

### A. This usage is harmful.

1. Smoking traditional cigarettes and vaping damage your body, leading to sickness and even death.
2. Part of the harm is about how hard it is to stop once you begin.
3. Because so many in the Native community smoke, the normalcy of smoking—and the dangers that come along—is passed on to the next generation.

### B. This usage is also understandable.

1. If you're not smoking in high school, you may feel you're in the minority, and peer pressure is a real thing in your teens.
2. Generational grief/trauma contribute to this usage.
3. Traditional tobacco companies take advantage of marginalized communities.
  - A. Big tobacco's deep pockets provide deep discounts to native communities, making purchasing—and the addiction that—easy.
  - B. Vape flavors like “cotton candy” and “gummy bear” entice younger people.
  - C. Juul had a referral program among tribal members to encourage vaping.
4. Flat out, once you start, it's extremely addictive

## II. It doesn't have to be this way. Smoking or vaping is a choice.

### A. It's a choice to resist Big Tobacco.

B. It's a choice to find a community of non-smokers who support you.

C. It's a choice to break the generational cycle of the normalcy of smoking

## III. NOT smoking or vaping has many benefits.

A. You feel a sense of control over your body/ you're not dependent on a chemical in your brain pushing you to think about “when's your next smoke or vape going to be?”

B. You have more discretionary income for other stuff you like to do.

C. Clear headed, you have a wider variety of lifestyle choices now and throughout your life.

# GEN Z :30 MESSAGES

Possible :30 message we can gather from the above outline:

**Message 1:** Big Tobacco has been taking advantage of us for generations. Let's stop it here.

**Message 2:** Don't fall for Big Tobacco's money-grabbing lure.

**Message 3:** Show Big Tobacco you're stronger than their deep pockets.

**Message 4:** You're not alone. Choose a community/friend group of non-smokers.

**Message 4:** You get to be in control of you. Don't give your control over to addiction.

**Message 5:** Say "I'm good," and stay strong.

**Message 6:** Let's leave the next generation with role models who don't use commercial tobacco.

**Message 7:** Let's make NOT smoking the new normal within our tribal community.

**Message 8:** Our culture is about respect for nature. Vape cartridges have no place in this culture.

**Message 9:** Healthy life choices are much easier with healthy lungs.

**Message 10:** True peers don't pressure.

**Message 11:** Let's decide to care for the generations that come next.

**Message 12:** The only sacred smoke comes from native plants.

**Summary Line:**

It's not our tradition.

OR

Together, let's break the cycle.

# GEN Z QUESTIONS

1. Why is smoking or vaping harmful?
2. Why is smoking or vaping particularly harmful to your community?
3. Can you talk about the addictive nature of commercial tobacco?
4. How does smoking within the Native community affect future generations?
5. Why do many Native people smoke in high school?
6. What can happen if you don't smoke in high school?
7. How do big tobacco companies take advantage of Native young people?
8. How do vaping companies take advantage of Native young people?
9. Is smoking or vaping a choice? How so?
10. How do you/did you stay strong when others were smoking? Did you find a community of non-smokers?
11. When you say, "I choose not to smoke," do you feel like you're standing up to Big Tobacco?
12. How would you distinguish native tobacco from commercial tobacco?
13. Do you feel like, by example, you're helping the next generation of Native young people?
14. Can you talk about the positives of choosing not to smoke or vape, including, perhaps, the sense of control, the money you save, the lifestyle you have?
15. What are your hopes for the future of your tribe?

**TRADITIONAL**  
**STORYBOARD,**  
**OUTLINE, & QUESTIONS**

# THE SMOKE IS SACRED



# TRADITIONAL/NATIVE TOBACCO OUTLINE

- I. Native tobacco—as opposed to “Big Tobacco”/commercial tobacco—stands apart for many reasons.
  - A. Big Tobacco is the antithesis of sacred Indian tobacco.
    - 1. It’s about chemicals, carcinogens, and profits
    - 2. It tries to take advantage of young Native Americans through “cool” marketing and kid-flavored vape juices
    - 3. Disposable cartridges become trash, filling landfill and hurting the earth.
  - B. Native tobacco is ancient, natural and sacred.
    - 1. Native tobacco has been around for more than 5,000 years.
    - 2. Native tobacco grows wild and sustainably.
    - 3. The power of the native tobacco plant is healing and transformative.
- II. The native tobacco plant and the smoke it creates has long been integral to Native American culture.
  - A. Native tobacco is more than just a plant to its tribes.
    - 1. It’s a cultural link to the past.
    - 2. It provides ancient healing medicine.
    - 3. It’s a symbol of resilience.
  - B. The smoke is sacred.
    - 1. The smoke is used in traditional ceremonies & rituals.
    - 2. It’s used as an offering.
    - 3. It provides connectedness.
- III. A rebirth of the importance of the native American tobacco plant has begun.
  - A. The Cahuilla are beginning to cultivate their tobacco on their land.
  - B. Master gardener in Palm Springs is preparing space for it.
  - C. There’s been a gathering of traditional knowledge and best practices for growing the plant.
  - D. Through mentors, tribal youth are educated about the negative aspects of Big Tobacco.
- IV. The rebirth of the importance of the native tobacco plant is one of the ways Native American cultures are being revitalized.
  - A. Cultivating tobacco provides a reason to love, stay rooted, or return to tribal land.
  - B. Tribal members putting time and resources into tobacco cultivation teach by example the transformative power and sacredness of tribal land.
  - C. Respect and love for Native culture encourages the next generation of Natives to rise strong.

# TRADITIONAL/NATIVE QUESTIONS

1. How is Native tobacco different from commercial tobacco?
2. What do you think of the marketing of commercial tobacco?
3. How are vape cartridges bad for the earth?
4. How long do you think has Native tobacco been around?
5. How does Native tobacco grow, if you don't cultivate it?
6. Can you talk about the power of the plant itself?
7. How does this plant represent a tie to your culture?
8. What does the plant provide?  
What does it symbolize?
9. Can you talk about the sacredness of the smoke?  
Does the smoke represent a connection to your people and your past?
10. Why did you begin to cultivate the tobacco on your land?
11. Is the cultivation catching on? (Including Palm Springs master gardener info)
12. How are you passing best cultivation processes forward?
13. Do you ever talk to younger members of your tribe about either commercial or Native tobacco?
14. How does this renewed importance of Native tobacco revitalize your culture?
15. What are your hopes for your tribe's young people?

**CAMPAIGN**  
**MOOD BOARD &**  
**B-ROLL INSPIRATION**

# GEN Z B-ROLL IDEAS

- Vape smoke being blown into camera
- Person looking off / reflective
- Interacting with a friend(s) cafe, school steps, green spaces, etc.
- Walking and running on beach or at campus
- Biking
- Landscapes
- Timelapse of sunset/rise with clouds
- Smoke shop product shelves





















#SMOKINGEVOLVED

JUUL

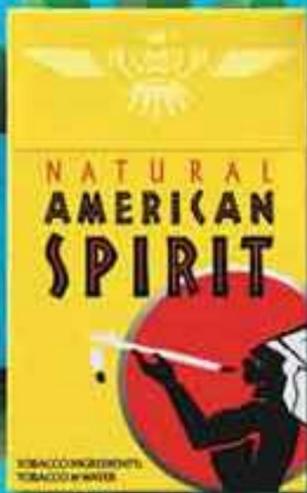


VAPORIZED



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We believe in doing things differently. That's why everything we do is different. From the way our tobacco is grown to the way we craft our blends.

Tobacco Ingredients: Tobacco & Water

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CIGARETTES

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

\*Website restricted to age 21+ smokers  
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Natural American Spirit cigarettes are not safer than other cigarettes.

# TRADITIONAL B-ROLL IDEAS

- Tobacco plants
- Prepping tobacco plots
- Cultivating process, drying plant
- Tobacco offering
- Bird singers
- Jingle dress dancers
- Drummers
- Youth, a couple of young kids looking into camera
- Landscapes
- Sunrise or sunset time lapse



