

**Tobacco Industry Promotional Strategies Targeting American Indians/Alaska Natives
and Exploiting Tribal Sovereignty
Supplemental Text**

Lauren K. Lempert, JD, MPH
Stanton A. Glantz, PhD

DETAILED METHODS FOR TOBACCO DOCUMENTS RESEARCH

As noted in the main text, this paper uses well-established methods for tobacco industry documents research that have been described in detail in methods papers (Malone RE, Balbach ED. Tobacco industry documents: Treasure trove or quagmire? *Tob Control*. 2000 Sep;9(3):334-8 and Anderson SJ, McCandless PM, Klausner K, Taketa R, Yerger VB. Tobacco documents research methodology. *Tob Control*. 2011 May;20 Suppl 2:ii8-11). This supplemental text provides more details on methods for readers who are not familiar with tobacco industry documents research (presented in the context of this paper).

If every document retrieved was not used in your analysis, what was the process for selecting the documents?

When searching for a specific phrase, for example, "((Indian OR "American Indian" OR "Native American") AND (marketing OR promotion OR advertis*)), many results were retrieved (74,558 for this phrase). Since it is impossible to review 74,558 documents, and since most of these are irrelevant, we tried to narrow down the search term to find more relevant documents and at the same time reduce the number of documents. For example, we narrowed the phrase to (Indian OR "Native American") AND "marketing youth"~4, which produced 1,940 results. Documents discussing industry marketing to American Indian youth would be considered relevant and included in the analysis if they contained unique information not contained in other documents.

Many documents mentioned “American Indians” or “Native Americans,” but described legislation, policies, or litigation not relevant to our paper. These documents were not included in our analysis. Many documents were duplicates or shortened versions of documents already included, so these were not included in our analysis.

The searches were conducted by the first author, Lauren K. Lempert who has over 5 years experience conducting analysis with the documents, and additional years of experience analyzing documents in legal settings.

How were data extracted from the documents and were there any extra steps taken to confirm the information?

Data were not “extracted” from documents in the sense that information is extracted for a meta-analysis, but rather the information in the documents was used to prepare a history of the events described in the paper. Similar methods have been used in 907 peer reviewed papers and

other publications based on the Truth Tobacco Industry Documents Library (https://www.industrydocumentslibrary.ucsf.edu/biblio/#q=%3A*&cache=true&count=1005).

The Methods section states, “Additional documents were found by reviewing adjacent documents (Bates numbers).” Was every adjacent document included in the search? If not, what method was used for determining the inclusion of adjacent documents?

Not every adjacent document was included. Related to the answer for question number 1, adjacent documents were included in the analysis if they provided any additional or relevant information that was not available in other documents. If the adjacent documents contained duplicate information or were not related to the topic of analysis, they were not included.

What methods were used to synthesize findings from disparate sources?

Following standard practices for tobacco documents research, we use *triangulation* (Maanen J, Dabbs J, Faulkner R, editors. *Varieties of Qualitative Research*. Beverly Hills, CA: SAGE Publications; 1982; Patton M. *Qualitative Research and Evaluation Methods*. 3rd, editor. Thousand Oaks, CA: SAGE Publications; 2002) among the available documents and with other sources to validate and contextualize the information we find in the documents. (Triangulation, which examines consistency from independent sources, is standard for this type of qualitative research.)

Are there any limitations of the methods that could affect the outcome of the study?

Since these findings are based on documents turned over by the tobacco companies as a result of discovery in litigation, discussions and strategies that occurred offline (such as in person meetings without notes being taken or over the phone) were not available to us, so there may be gaps in information. As noted in the Limitations section of the main paper, documents that contain privileged or confidential information can be blocked from being made available to the public. It is possible that with access to additional information we would be able to describe in even greater details some of the strategies employed by tobacco companies to target American Indians/Alaska Natives.

REFERENCES 51-167

51. Chaloupka FJ. Macro-social influences: the effects of prices and tobacco-control policies on the demand for tobacco products. *Nicotine Tob Res.* 1999; 1 Suppl 1:S105-109
52. Region 19 Indian Reservation Cigarette Stores. 1996. Lorillard. Available at: <http://legacy.library.ucsf.edu/tid/owq10e00>.
53. Finch. Indian Reservation Program. September 19. 1985. RJ Reynolds. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/ztkj0086>.
54. Hanes SG. We Have Given Considerable Thought in PMSA to the Doral "Fighting Brand" Strategy. 19 Oct. 1990. RJ Reynolds. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/-id=rkvv0082>.
55. RJR, Buckler ML. Personal Performance Report. Coeur d'Alene Marketplace Survey with DM John Foley April 23. 1999. RJ Reynolds. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/plfp0188>.
56. Field Sales Comments. March 11. 1991. RJ Reynolds. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/nmlv0082>.
57. Giacoio AJ. Special Promotions -- Indian Reservation Program. November 03. 1993. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/fmpx0045>.
58. Campaign for Tobacco Free Kids. Cigarette Tax Increases vs. Cigarette Company Price Increases. 2007. Available at: <http://www.tobaccofreekids.org/research/factsheets/pdf/0091.pdf>. Accessed 20 Nov 2016.
59. Item Description. November 28. 1995. Lorillard. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/szbp0069>.
60. Indian Reservation Promotion Program. May 24. 1996. Lorillard. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/lxjn0107>.
61. Special Promotion Plan. May. 1996. Lorillard. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/nxjn0107>.
62. Lorillard, Griffin B. Corporate Coupon Programs 1998 - Indian, Tax Differential, Military. October 13. 1997. Lorillard. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/frvv0011>.
63. Lorillard, Zolot S. Promotions - Native American Program July-December 1998. March 10. 1998. Lorillard. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/nrn0072>.
64. Lorillard, Neal R. Sales Promotion Materials - Item Code Update. February 29. 2000. Lorillard. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/yryw0152>.
65. O'Connor Media Design. Lorillard Management Conference Newport. November 11. 1998. Lorillard. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/tlff0152>.
66. Smith R. Indian Reservation Full Price Discounting. August 23. 1998. RJ Reynolds Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/gnhm0188>.
67. Callaghan SW. Indian Reservations, Full Price Discounting Proposal. August 31. 1998. RJ Reynolds Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/hnhm0188>.

68. Smith R. Oneida Nation EDLP Bonus Payments. December 10. 1998. RJ Reynolds Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/mrmg0024>.
69. Ruff J, Associated Press. Indian Tribe Banks On Cigarettes. 1998. RJ Reynolds Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/fhlj0086>.
70. Philip Morris USA Headquarter Sales. Marlboro Indian Reservation Promotion - April. 1991. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/ljvj0045>.
71. RJR, Duran M. Doral Program in Indian Stores. August 16. 1985. RJ Reynolds Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/stkj0086>.
72. Miller JH. Winston Promotions - Indian Reservations. September 12. 1988. RJ Reynolds Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/zfwy0095>.
73. ATC, Whiting LC. Phoenix, Arizona - Field Trip. April 01. 1991. American Tobacco Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/flkp0137>.
74. Lorillard, Belongia RJ. Special Promotions - Niche / Indian Stores. April 24. 1996. Lorillard Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/tqxm0107>.
75. RJR. 1997 Plans Book II. 1997. RJ Reynolds. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/tmnmf0077>.
76. Tobacco Reporter. Philip Morris Kicks Off Marlboro Unlimited Promotion. October. 1995. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/jshh0093>.
77. Marlboro Unlimited The Trip. 1996. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/qgbd0096>.
78. A Look At The Marlboro Unlimited. June. 1996. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/xxwg0076>.
79. Marlboro Unlimited Last Chance POS Drive. 1996. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/rhjp0174>.
80. Philip Morris. Marlboro Unlimited. 1996. Pollay Ads. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/qprf0026>.
81. Indian Gaming Regulatory Act, Pub.L. 100-497, 25 U.S.C. § 2701 et seq. *25 U.S.C. 2701 et seq.* Vol 1988.
82. Native American Rights Fund. Dispelling the Myths About Indian Gaming. Available at: <https://www.narf.org/indian-gaming/>. Accessed Dec 24, 2017.
83. Cultural Survival Quarterly Magazine. Sovereignty and Indian Gaming in the United States. Available at: <https://www.culturalsurvival.org/publications/cultural-survival-quarterly/sovereignty-and-indian-gaming-united-states>. Accessed Dec 24, 2017.
84. Cramer M. Indian Reservation Sales in Minnesota. August 10. 1992. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/yyjj0045>.
85. Cherokee Indian Reservation. May. 1994. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/tjhm0169>.
86. National List Gaming Casinos 34 States. March. 1999. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/tnbw0049>.

87. States with Casino Gambling. November 30. 1994. RJ Reynolds Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/ygyp0184>.
88. Casino Project. June 28. 1998. RJ Reynolds Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/smkk0185>.
89. MacDougall T. Research on Foxwoods Bingo & Casino. 1992. Lorillard records. Available at: [https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/ -id=zymf0013](https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/-id=zymf0013).
90. Lorillard, McCann P. Special Promotions - Casino Fun Book Guide. March 07. 1994. Lorillard Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/qpky0010>.
91. Haynes C. Casino Advertising Test. November 18. 1999. RJ Reynolds. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/xqlf0186>.
92. Launzel EA. Thank You for Your Letter of October 25th, Indicating That the "Doral" Brand Is Close to Moving Forward with a Test Program. 03 Nov. 1999. RJ Reynolds. Available at: <http://legacy.library.ucsf.edu/tid/civ98i00>.
93. Roth W. One of My Most Important Customers is the Oneida Indian Nation, the Owner and Operator of Turning Stone Casino. June 20. 1997. RJ Reynolds Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/kxym0000>.
94. H.R. 325 — 105th Congress: Indian Gaming Tax Reform Act. 1997. Available at: <https://www.congress.gov/bill/105th-congress/house-bill/325/all-actions>. Accessed 01 Dec 2016.
95. Aberson Narotzky & White. Bingo Sampling Events Presentation for Lorillard Tobacco Company. 14 Aug. 1991. Lorillard. Available at: <http://legacy.library.ucsf.edu/tid/hpf44a00>.
96. 1993 Bingo Promotion Folder 00. 1993. Philip Morris. Available at: <http://legacy.library.ucsf.edu/tid/llo28d00>.
97. Philip Morris Corporate Contributions. 00. 1999. Philip Morris. Available at: <http://legacy.library.ucsf.edu/tid/was65c00>.
98. Philip Morris Management Corp, Bible G. Philip Morris Corporate Contributions. 1999. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/rycy0085>.
99. 1993-1997 Organizations Supported by Philip Morris Companies November 12. 1997. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/qpgm0166>.
100. Community Networks To Reach Smoking Target Groups. 1990. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/xlcb0091>.
101. U.S. Census Bureau. The American Indian Population: 2000. 2001. Available at: <https://www.census.gov/prod/2001pubs/mso01aian.pdf>. Accessed 01 Aug 2016.
102. Corporate Contributions and Cultural Programs 1999 Plan. 1999. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/hxyl0162>.
103. Community Marketing Programs 1991 Marketing Plan Review. 1991. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/phvp0009>.
104. 1992 Original Budget Event Marketing Community Marketing Programs. 1992. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/tlnf0107>.

105. Community Marketing Programs Overview. 1992. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/rycy0130>.
106. Community Marketing Programs 1992 Marketing Plan. 1992. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/slfk0122>.
107. Festivals. 00. 1991. Philip Morris. Available at: <http://legacy.library.ucsf.edu/tid/gzb29a00>.
108. Philip Morris Community Event Marketing Plan. October 25. 1998. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/jzyv0039>.
109. PM, Moore E. PMUSA Community Event Marketing 1993 Proposed Sponsorship. September 04. 1992. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/xqkm0019>.
110. Budget. 1992. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/tlfk0122>.
111. PMUSA Community Event Marketing 1993 Proposed Sponsorships. 1993. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/phgc0017>.
112. 1994 Community Event Marketing. 1994. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/ylmf0124>.
113. 1995 Community Event Marketing. 1995. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/fgpf0124>.
114. PM. Cultural Programs Calendar Of Events. 1998. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/gqjn0014>.
115. 1999 PM USA Community Event Marketing. 24 Oct. 1999. Philip Morris. Available at: <http://legacy.library.ucsf.edu/tid/jpd29a00>.
116. Reynolds American. Enhance Responsibility, Improve Credibility, Increase Sustainability: 2008 Corporate Social Responsibility Report. January 23. 2009. RJ Reynolds. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/fpml0222>.
117. RJ Reynolds Tobacco Holdings Inc., PR Newswire. RJR Completes Acquisition of Santa Fe Natural Tobacco Co.; Sanders Named President and CEO. 2002. Available at: <http://www.prnewswire.com/news-releases/rjr-completes-acquisition-of-santa-fe-natural-tobacco-co-sanders-named-president-and-ceo-75498462.html>. Accessed 01 Nov. 2016.
118. Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents. 21 CFR Part 1140, Section 1140.34. 2010. Available at: <https://www.gpo.gov/fdsys/pkg/FR-2010-03-19/pdf/2010-6087.pdf>. Accessed 01 Aug 2016.
119. Ling PM, Haber LA, Wedl S. Branding the rodeo: a case study of tobacco sports sponsorship. *Am J Public Health*. 2010; 100(1):32-41 doi:10.2105/AJPH.2008.144097
120. Indian National Finals Rodeo Inc. 1983 Indian National Finals Rodeo. November. 1983. US Smokeless Tobacco. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/jzyy0030>.
121. 9th Annual Indian National Finals Rodeo: Skoal Bandit Performance. November. 1984. US Smokeless Tobacco. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/pjgg0028>.

122. Lorillard. Guilford Native American Association, Inc. Ad Contract. August 19. 1996. Lorillard Records. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/gsdp0010>.
123. Lorillard, Tedder D. Guilford Native American Association Ad Contract. August 09. 1995. Lorillard Records. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/hsdp0010>.
124. Guilford Native American Assn. Guilford Native American Association 1998. Lorillard. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/jsdp0010>.
125. Lorillard, Tedder D. Repeal Of Guilford County Board Of Health Smoking Restrictions. 1997. Lorillard Records. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/qyyk0060>.
126. Philip Morris USA. Philip Morris USA Youth Smoking Prevention Overview. December. 1996. Philip Morris. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/jfjn0178>.
127. G&G: Native American Communications Scope of Work: Phase I. Jun. 1999. Philip Morris. Available at: <http://legacy.library.ucsf.edu/tid/daf11h00>.
128. Philip Morris. G&G Advertising American Indian Market Overview (draft). February. 1999. Philip Morris. Available at:
<https://industrydocuments.library.ucsf.edu/tobacco/docs/pyfy0169>.
129. G&G Advertising American Indian Market Overview. 00 Jun. 1999. Philip Morris. Available at: <http://legacy.library.ucsf.edu/tid/stg69h00>.
130. Philip Morris. American Indian/Alaska Native. December 10. 1999. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/yqyh0218>.
131. Philip Morris USA. Youth Smoking Prevention G&G Scope Of Work - Modifications. February. 1999. Philip Morris. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/rkgp0169>.
132. Youth Smoking Prevention Videos. 2001. Philip Morris. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/sxyh0015>.
133. The K Group, Knight K. Summary Report: Alaska Native Youth Prevention Qualitative Advertising Exposure - Teenager, Pre-Teenager and Parents. 1999. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/hzjb0178>.
134. Philip Morris. Reaching American Indians. 1990. Philip Morris. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/gmhb0162>.
135. The K Group, Knight K. Summary Report: Alaska Native Youth Smoking Prevention Qualitative Advertising Exposure - Teenager, Pre-Teenager And Parents. 1999. Philip Morris. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/xpxb0178>.
136. The K Group, Knight K. Summary Report: Native American Youth Smoking Prevention Qualitative Advertising Exposure - Pre-Teenagers And Teenager (April 6, 2000). April 06. 2000. Philip Morris. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/jrjc0152>.
137. The K Group, Knight K. Summary Report: Native American Youth Smoking Prevention Qualitative Advertising Exposure - Pre-Teenagers And Teenager (December 5, 2000). December 05. 2000. Philip Morris. Available at:
<https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/syhy0177>.

138. Philip Morris, Hollis C. Focus Group Research. March 16. 2000. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/xlxb0178>.
139. Marketview Research Group, MBC Research Center. Native American Tween Native American Sample "I Stand Out" "Basketball" "Shawl Dancer. June. 2001. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/yglw0178>.
140. Marketview Research Group. General Market Tween Commercial Test - Ways To Say No. November. 2001. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/qljd0178>.
141. Marketview Research Group. General Market Parent Commercial Test - Reactions. November. 2001. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/rlkd0178>.
142. Marketview Research Group. Native American Tween General Market Sample "I Stand Out" "Basketball" "Shawl Dancer. June. 2001. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/fmjd0178>.
143. Starcom. Philip Morris Youth Smoking Prevention 2001 Communication Plan Review Media Review. April 25. 2001. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/hfcf0175>.
144. Gray M. AI Rotation. October 29. 2001. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/jrwx0054>.
145. Starcom Worldwide, Fisher L, Healy A. Native American Plan Allocations for Monday. October 25. 2001. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/gqwx0054>.
146. Youth Smoking Prevention Proposal Overview. May 19. 2000. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/pplh0052>.
147. Philip Morris USA, Hopkins LH. NAES College Proposal. November 06. 2001. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/tplh0052>.
148. Philip Morris USA. Philip Morris U.S.A. Voucher. November 26. 2001. Philip Morris. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/zplh0052>.
149. Native American Educational Services, Smith F. November 01. 2001. Philip Morris Records. Available at: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/yplh0052>.
150. Native American Educational Services. Native Youth Wellness Initiative. Philip Morris. Available at: <http://legacy.library.ucsf.edu/tid/epm02c00>.
151. McCandless PM, Yerger VB, Malone RE. Quid pro quo: tobacco companies and the black press. *Am J Public Health*. 2012; 102(4):739-750 doi:10.2105/AJPH.2011.300180
152. Kunitz SJ. Historical Influences on Contemporary Tobacco Use by Northern Plains and Southwestern American Indians. *Am J Public Health*. 2016; 106(2):246-255 doi:10.2105/AJPH.2015.302909
153. Northern California Indian Development Council. Sacred Use, Not Abuse: Tobacco Use Prevention Education. 2013. Available at: <http://ncidc.org/tobacco-use-prevention-education>. Accessed 27 Jul 2016.
154. National Native Network. Keep it Sacred. Available at: <http://keepitsacred.itcni.org/>. Accessed 15 Dec 2016.

155. U.S. Census Bureau. U.S. Census Bureau, American Community Survey 2007-2011, Issued February 2013. Available at: <http://www.census.gov/prod/2013pubs/acsbr11-17.pdf>. Accessed 26 Dec 2013.
156. Chaloupka FJ, Yurekli A, Fong GT. Tobacco taxes as a tobacco control strategy. *Tob Control*. 2012; 21(2):172-180 doi:10.1136/tobaccocontrol-2011-050417
157. Tobacco Control Network. 2016 Policy Recommendations Guide. 2016. Available at: <http://tobaccocontrolnetwork.org/wp-content/uploads/2016/07/TCN-2016-Policy-Recommendations-Guide.pdf>. Accessed 15 Dec 2016.
158. Community Preventive Services Task Force. Tobacco Use and Secondhand Smoke Exposure: Interventions to Increase the Unit Price for Tobacco Products. Available at: <https://www.thecommunityguide.org/findings/tobacco-use-and-secondhand-smoke-exposure-interventions-increase-unit-price-tobacco>. Accessed 15 Dec 2016.
159. DeLong H, Chriqui J, Leider J, Chaloupka FJ. Common state mechanisms regulating tribal tobacco taxation and sales, the USA, 2015. *Tob Control*. 2016; 25(Suppl 1):i32-i37 doi:10.1136/tobaccocontrol-2016-053079
160. World Health Organization. WHO Framework Convention on Tobacco Control. Available at: <http://www.who.int/fctc/cop/about/en/>. Accessed 10 Sep 2017.
161. American Nonsmokers' Rights Foundation. American Indian/Alaska Native Commercial Tobacco-free Policies. Available at: <http://www.no-smoke.org/learnmore.php?id=738>. Accessed Dec 24, 2017.
162. Apollonio DE, Malone RE. The "We Card" program: tobacco industry "youth smoking prevention" as industry self-preservation. *Am J Public Health*. 2010; 100(7):1188-1201 doi:10.2105/AJPH.2009.169573
163. Landman A, Ling P, Glantz S. Tobacco Industry Youth Smoking Prevention Programs: Protecting the Industry and Hurting Tobacco Control. *Am J Public Health*. 2002; 92(No. 6):917-930
164. Wakefield M, Terry-McElrath Y, Emery S, et al. Effect of televised, tobacco company-funded smoking prevention advertising on youth smoking-related beliefs, intentions, and behavior. *Am J Public Health*. 2006; 96(12):2154-2160 doi:10.2105/AJPH.2005.083352
165. World Health Organization. Seeing beneath the surface: the truth about the tobacco industry's youth smoking prevention programmes. 2002. Available at: <http://iris.wpro.who.int/handle/10665.1/10447>. Accessed Jul 15 2016.
166. Mandel LL, Bialous SA, Glantz SA. Avoiding "truth": tobacco industry promotion of life skills training. *J Adolesc Health*. 2006; 39(6):868-879 doi:10.1016/j.jadohealth.2006.06.010
167. World Health Organization. Guidelines for implementation of Article 12 of the WHO Framework Convention on Tobacco Control (*Education, communication, training and public awareness*) Available at: http://www.who.int/fctc/treaty_instruments/adopted/Guidelines_Article_12_English.pdf?ua=1. Accessed 10 Sep 2017.