

# VIDEO DISCUSSION GUIDE

## Commercial Tobacco Public Service Announcements (PSA)

This compilation of short educational videos was developed by the NIH/National Cancer Institute funded “Networks among Tribal Organizations for Smoke-free Policy (NATO CAP)” project. Videos can be used to stimulate conversation about secondhand smoke and smoke-free policy.



We created this set of questions to accompany these educational videos.

These questions are designed to frame discussions using the Navajo worldview, which is centered on **Sa'áh Naagháí Bik'eh Hózhóo** (SNBH). SNBH is composed of four components that contribute to holistic wellness and balance: ethics & values, economics & livelihood, family & community, and environment. This set of questions can be used to deepen viewers' understanding of key themes presented in these videos.

### PSA Video 1:

### “Elected Officials’ Perspectives on Secondhand Smoke and Smoke-Free Policy”

**Summary:** Video 1 aims to raise awareness about Navajo elected officials’ perspectives on (1) secondhand smoke, (2) smoke-free environmental policy, (3) the evidence base in support for smoke-free environmental policy, and (4) the recently passed Navajo Nation Executive Order on smoke-free environments.

1. Think about past conversations you may have had with your relatives on the topic of health. Why is it important to protect our health against illnesses? **[Ethics & Values]**
2. What are the pros and cons of having a smoke-free policy that prohibits people from smoking commercial tobacco in work places, businesses, and other public places? **[Economics & Livelihood]**
3. Think about members of your family and your community. Who should receive extra protection from the threat of secondhand smoke from commercial tobacco? **[Family & Community]**
4. What is your role in protecting your environment from secondhand smoke? Do your community and tribal leaders have the same role? What are some ways to help our leadership become more aware of this issue? **[Environment]**



The Networks Among Tribal Organizations for Clean Air Policies (NATO CAP) project is funded by the National Cancer Institute State and Community Tobacco Control initiative grant U01-CA154300. The research and this material was approved by the Navajo Nation Human Research Review Board NNR-11.152.

## PSA Video 2:

### “Navajo Citizens’ Perspectives on Secondhand Smoke”

**Summary:** Video 2 shares results of focus group interviews that were conducted in three Navajo communities in 2013, to test evidence-based messages on the economics and health effects of smoke-free policies. Navajo citizens described secondhand smoke as having negative and harmful health effects. Most participants were favorable to the creation of policy measures aimed at protecting the health of all Navajo people from secondhand smoke.

1. What does ‘respect’ mean? What have your elders taught you about what it means to have respect for others? Do you consider it to be respectful when smokers expose non-smokers to secondhand smoke from commercial tobacco? **[Ethics & Values]**
2. If someone breathes in secondhand smoke almost every day over a long span of time, how will this exposure affect their health later in life? How might it impact their job or school performance? **[Economics & Livelihood]**
3. Why is it important to model healthy behaviors for the children in your family and your community? Is smoking commercial tobacco a healthy or unhealthy behavior? Why or why not? **[Family & Community]**
4. How is our environment connected to our health? Should we protect the quality of our air from commercial tobacco smoke? Why or why not? **[Environment]**

## PSA Video 3:

### “Secondhand Smoke in a Home”

**Summary:** Video 3 is a personal story about the harmful effects of smoking in the home, and describes ways to encourage friends and loved ones to keep indoor air smoke-free.

1. Think about past conversations you have had with your relatives on the topic of health. Can you share any traditional stories they might have told you about the significance of air in your culture? **[Ethics & Values]**
2. The children in this story were often getting sick because of the toxic chemicals in secondhand smoke. How do you think this affected their lives at school and at home? **[Economics & Livelihood]**
3. The father in this story was not aware he was exposing his children and their family pet to dangerous secondhand smoke. After watching this video, how would you inform your family members about the dangers of secondhand smoke exposure in the home? Would you be able to educate them on the difference between mainstream and side-stream smoke? **[Family & Community]**
4. Think of some ways you could educate your neighbors or nearby relatives about the importance of keeping indoor air clean and healthy for everyone. What is one thing you could do today? **[Environment]**