

10/30/2013

Good morning, Chairman Lee and members of the Health Services Committee.

My name is Barbara Frydenlund and I am the Administrator/Director of Nursing for Rolette County Public Health District. I would like to take this opportunity to provide you with some insight as related to the collaborative efforts in the field of tobacco prevention within Rolette County.

I have included some background regarding the demographics of Rolette County. According to the 2010 US Census, Rolette county has an official population of 13,937. The ND Department of Indian Affairs reports that the Turtle Mountain Band of Chippewa has approximately 31,000 enrolled members and 8,656 individuals reside on the Turtle Mountain reservation. Seventy-five percent of the Rolette county population is American Indian. Statewide, it is estimated that 45.4 percent of the American Indian population reside off reservations. The use of tobacco by the American Indian population is estimated to be at least twice that of the general population. This would bring tobacco use within Rolette County adults upwards to 56.1 percent. With this data in mind, it is imperative that Tribal and County Tobacco Prevention Programs collaborate to provide the most efficient and effective programming. Within the mission of Rolette County Public Health is the concept to promote healthy lifestyles and to provide preventive health services to ALL residents of Rolette County, regardless of physical address. The Rolette County Public Health Tobacco Prevention program is based on CDC Best Practice principles for Tobacco Control. With that said, I am extremely proud of the working relationship between Rolette County Public Health District/Tobacco Prevention and the Turtle Mountain Tobacco Prevention Program. The following is a sampling of the collaborative efforts between Rolette County Public Health, Tribal Health and specifically the Tribal Tobacco Prevention Program.

- Reciprocal active participation/membership in Tribal Tobacco Prevention and County Tobacco Prevention/Wellness Coalitions
- Shared educational presentations regarding the introduction of a "tobacco user fee" to the Tribal Council
- County Tobacco Prevention Program participation in community events, health fairs, school events etc. on and off the Turtle Mountain Band of Chippewa reservation
- Rolette County Public Health participates in The Tribal Safety Clan Committee
- Collaborative involvement in efforts to introduce and implement smoke free policy within the Turtle Mountain Community College and steps are being made towards enhancing the policy to tobacco free status
- Rolette County Public Health Tobacco Prevention program works directly with the Bureau of Indian Affairs schools to implement comprehensive tobacco free school policies
- Collaborative efforts in providing ongoing education regarding the effects of secondhand smoke resulted in Horseman's Bar becoming smoke free. To our knowledge, Horseman's is the first and only bar on a reservation in ND to become smoke free. Acknowledgment of this accomplishment resulted in recognition and a presentation to the bar owners by the Americans for Nonsmokers Rights Foundation (ANRF)

- Strong promotion of the NDQuits cessation program through participation in community events, awareness campaigns, implementation of Ask, Advise and Refer policy within health entities to assist clients in connecting to tobacco cessation services

The funding for the Rolette county tobacco prevention program is from the ND Center for Tobacco Prevention and Control Policy. The tribal tobacco prevention program funding is received through the North Dakota Department of Health (NDDOH). At this time, Rolette County Public Health is not invited to participate in the NDDOH coordinated tobacco prevention meetings. The collaboration that exists within Rolette County is fostered at the local level. To be effective and efficient in the use of preventive health funding, we cannot operate in silos. The need for increased collaboration is vital to the health and welfare of our county residents. The current communication with the NDDOH tobacco prevention program is minimal. We reach out to the NDQuits portion of the NDDOH for guidance and materials related to the Quitline and Quitnet services. It is my understanding that the NDDOH Tobacco Prevention Program staff is always invited to Center's quarterly trainings. The participation from NDDOH at these meetings is limited only to providing information on NDQuits updates. No tribal information is shared from NDDOH.

Moving forward, it is my vision that the tobacco prevention efforts between the ND Center for Tobacco Prevention and Control Policy and the North Dakota Department of Health will become harmonious. There is a great need for sharing of information and formation of unified objectives following best practice for tobacco control and implementation of policy which results in changes of health habits and the social norms of the residents of North Dakota. Currently, we at the local level are not entirely privy to the goals and objectives of the tribal tobacco prevention programs and vice versa. I recently became aware of an objective set by the NDDOH/Tribal Tobacco Prevention Program related to the assessment of the smoke free status of multi unit housing within the counties containing reservations. The reality is that this assessment has already been completed within Rolette County by the Rolette County Public Health Tobacco Prevention Program. There is no need for duplication of assessment, but rather a need to foster communication regarding the goals and objectives of the individual programs. This would be seamless if the existing programs merged under the umbrella of one administration.

If there are any questions or concerns you have about my testimony, I can be reached at 701-477-5646 or through my email bfrydenlund@nd.gov.

Thank you,

Barbara Frydenlund

Rolette County Public Health District
Administrator/Director of Nursing
211 1st Ave. NE
PO Box 726
Rolla, ND 58367-0726