



FOR IMMEDIATE RELEASE

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There is a New Flag Flying in Minnesota Native Communities
“Take It Outside”, keep secondhand smoke away from loved ones

July 1st 2007 - There is a new flag flying in Minnesota Native communities. It represents freedom from the commercial tobacco use that causes many of the health problems in our people such as heart disease, cancer, emphysema and asthma. The Minnesota Native American Council on Tobacco, a project funded by ClearWay MinnesotaSM, has launched an educational campaign to free our households from secondhand smoke. The “Take It Outside” campaign urges Native families to keep secondhand tobacco smoke away from loved ones, especially children, pregnant women and elders. Look for the brightly colored flags at public events, powwows and other community gatherings. (description of the flag and the meaning of the flag).

Remember that Asemaa, our traditional tobacco, is our first medicine.

We Anishinabe people are known as Keepers of the Traditional Ways.

- ❖ Let us keep these ways by using only traditional tobacco and preserving our sacred cultural ways.
- ❖ Let us keep these ways by protecting our people from the deadly toxins in commercial tobacco.
- ❖ Let us keep these ways by teaching our children the difference between our sacred Asemaa and commercial tobacco.

“Respect our first medicine, respect our children.”

Mission Statement

To ensure the health and well-being for the next Seven Generations throughout Minnesota Native communities. MNACT supports efforts in awareness, education,

*prevention, research, policy and culturally appropriate services, by
eliminating
commercial tobacco abuse while advocating traditional tobacco use.*