This directory provides information on cancer education materials that have been developed specifically for American Indians and Alaska Natives. The goal is to develop and implement culturally appropriate cancer prevention and control programs for Native Americans. The directory includes a matrix of cancer education materials that identifies resources for a particular audience or cancer site. In this matrix, the 52 titles are arranged in alphabetical order and include information on the format, readability rating, applicable cancer sites, target audience, cultural/ethnic audience, and whether the item focuses on diet. The remainder of the directory provides additional information on each entry, including the title, producer, publication date, availability, format, target audience, content description, and readability rating. Formats include leaflets, fact sheets, pamphlets, booklets, books, posters, videotapes, and other materials. Included are instructions and a worksheet for determining readability ratings, and an index that arranges titles by producer or distributor. (LP)
Cancer Education Resources
for American Indians and
Alaska Natives

Supplement to Native American Monograph No. 1:
Documentation of the Cancer Research Needs of
American Indians and Alaska Natives

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Division of Cancer Prevention and Control
National Cancer Institute
Bethesda, Maryland

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
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January 1994
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Cancer Education Resources for American Indians and Alaska Natives is designed to assist in the development and implementation of cancer prevention and control programs among Indigenous Peoples. This directory is not all-inclusive: it provides examples of the types of materials that currently are being developed by and for Native Peoples throughout the United States. Although attempts have been made to review all this information, inclusion of materials in this directory does not necessarily imply endorsement by the National Cancer Institute (NCI).

During the summer and fall of 1991, the Network for Cancer Control Research Among American Indian and Alaska Native Populations surveyed approximately 2,800 Native American organizations. The purpose of this survey was to determine what types of culturally appropriate cancer informational materials or programs are currently available to Indigenous Peoples in the United States. Of the 1,500 (16.1 percent) organizations that responded, 264 (58.7 percent) indicated that they provide cancer education programs. Of these 264 organizations, 133 indicated that they provide general information about cancer.

The Network for Cancer Control Research Among American Indian and Alaska Native Populations shared the summary information from this survey with NCI staff. NCI followed up by obtaining cancer education materials from these organizations and others for inclusion in a directory of resources.

NCI is currently funding eight Native American cancer research projects. Each of these projects has developed and pretested cancer information resources among their respective Native American populations. Information on the availability of these materials—including posters, pamphlets, videotapes, curricula, training manuals, and other items—will be available after the summer of 1994.

As is true with most underserved populations, Native Americans need cancer education and information that is designed and available in culturally appropriate methods and materials. When Native Americans are asked to review cancer education materials that have been developed for other populations, such as whites or African Americans, the common response is “It is too bad those people get that disease.” When told that Native Peoples also have cancer, the response is “No, there is nothing in that pamphlet about us . . . we must not get it.”

Native Americans need to be apprised of the growing cancer problem among this population, as well as ways to prevent and control this chronic disease. There continues to be a dearth of information available. Additional materials are needed on the prevention and control of cancer in certain sites, which are increasing among Indigenous Peoples and or have disproportionately high incidence or mortality rates among Native Americans compared with other racial or ethnic groups, such as whites, African Americans, and Hispanics. These cancer sites include, but are not limited to, lung, colon and rectum, breast, prostate, cervix, stomach, pancreas, and gallbladder.
Cancer prevention materials are needed on each of the common cancer sites as well as those that occur at a disproportionately high rate in Native Americans. For example, materials on the prevention and control of tobacco use are needed to prevent young people from starting to smoke or chew tobacco; however, these materials also need to recognize and respect the traditional use of tobacco within Native cultures. Prevention materials also need to be realistic as well as informative. NCI’s 5-a-Day campaign, which encourages people to consume five servings of fruits and vegetables daily, needs to be adapted by Native American cultures to include means of increasing access to fruits and vegetables where availability and cost are primary barriers to participating in this valuable NCI program.

Many Native Peoples do not participate in recommended screening and early detection programs because they are unaware of the availability of these services. They are not recruited into clinical studies because the informational materials are often culturally inappropriate and, as a result, misunderstood. There are additional reasons for little to no participation in these types of programs and studies, but the lack of culturally sensitive materials is an initial barrier that needs to be eliminated.

There has been an emerging health promotion movement among Native Americans over the last few years. Cancer prevention and control efforts need to be included in these health promotion efforts. Prevention is the wisest approach to this disease, and we need accurate, feasible, culturally sensitive education and informational materials designed for Native Americans to assist Indigenous Peoples in taking control of their lives and the well-being of their communities.

Linda Burhansstipanov, Dr.P.H.
Former Program Director
Native American Cancer Research Program
National Cancer Institute
The Special Populations Studies Branch of the National Cancer Institute wishes to thank the following individuals who contributed to the development of this directory:

- Members of the Network for Cancer Control Research Among American Indian and Alaska Native Populations
- Mark B. Dignan, associate professor, and Sharon Johnson, secretary, Department of Family and Community Medicine, Bowman Gray School of Medicine
- Michael Arfsten, former director, American Indian Health Care Association
To help readers, this directory includes a matrix of the cancer education materials described herein. Titles are arranged in alphabetical order. For each title, the matrix indicates the format, readability rating, applicable cancer sites, target audience, cultural/ethnic audience, and whether the item focuses on diet. If publications are needed for a particular audience or cancer site, users can consult the matrix.

The presentation of each entry includes the title, producer, publication date, availability, format, target audience, content description, and readability rating.

Formats are defined as follows:

- Leaflet—sheet of paper containing printed matter, folded once or more;
- Fact Sheet—list or brief information summary on specific subject on single sheet of paper, unfolded;
- Pamphlet—bound publication (usually stapled) of up to 15 pages;
- Booklet—bound publication of more than 15 pages but fewer than 80 pages;
- Book—bound publication of more than 80 pages;
- Poster—large printed or written single sheet of paper to be displayed in public place;
- Videotape—magnetic tape upon which audio and video signals are recorded for playback through television receiver; and
- Other—material such as refrigerator magnets or tent cards.

Publications that have “Not applicable” under the Readability Rating do not contain a sufficient amount of text to evaluate and are generally considered very easy.

The appendix contains the instructions and worksheet used for determining readability ratings. Users may determine the readability rating of other cancer education materials using this appendix.

The index arranges titles by author, producer, and distributor.
## Key To Selecting Cancer Educational Materials

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### Key To Selecting Cancer Educational Materials (continued)

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BEST COPY AVAILABLE
Materials
Abnormal Pap Test Results: Understanding Your Diagnosis and Treatment

Producer
Krames Communications

Publication Date
1991

Availability
Krames Communications
1100 Grundy Lane
San Bruno, California 94066-3030
(800) 333-3032
Order No. 1426
51. single copies

Format
7" x 10" pamphlet. 8 pages

Target Audience
Women

Content Description
Describes the "vulnerable" cervix, the Pap test procedure, what the Pap test shows and what the test results mean, and diagnosis and treatment.

Readability Rating
Fairly Difficult (11) Atlantic Monthly

Notes
Not designed specifically for Native Americans
Better Choices: The American Cancer Society's Program To Help You Reduce Your Risk of Cancer

Producer
American Cancer Society, Washington Division, Inc.

Publication Date
1990

Availability
American Cancer Society
Washington Division, Inc.
2120 First Avenue North
Seattle, Washington 98109
(206) 283-1152
$15. videotape; $10.88, 100 leaflets

Format
30-minute VHS videotape and 3-3-4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indians and Alaska Natives

Content Description
Urges Native Americans to reduce their risk of cancer with the following advice: eat healthy foods, keep weight down, limit consumption of salted and preserved foods, limit consumption of alcohol, respect the sun, and don't smoke.

Readability Rating
Easy (8) pulp fiction (leaflet)
Not applicable (videotape)
Breast Cancer

Producer
Native American Women's Health Education Resource Center

Publication Date
1990

Availability
Native American Women's Health Education Resource Center
P.O. Box 572
Lake Andes, South Dakota 57356
(605) 487-0202
Order No. 105
Free, single copies; $0.95 each, up to 100 copies; $0.90 each, more than 100 copies

Format
3-3/4" x 8-1/2" leaflet: 4 pages

Target Audience
Native American women

Content Description
Presents facts about breast cancer, and discusses risk factors. Discusses the frequency with which women should have breast self-exam, breast exam by a physician, and mammography. Lists common indicators of breast cancer.

Readability Rating
Average (9) Reader's Digest

Producer
Indian Health Service

Publication Date
January 1992

Availability
Cancer Prevention and Control Program
Indian Health Service
2401 12th Street, N.W., Room 3N
Albuquerque, New Mexico 87102
Free

Format
8-1/2" x 11" book, 113 pages

Target Audience
Those interested in cancer and cancer prevention programs for American Indians

Content Description
Provides cancer mortality data for each cancer site and for each Indian Health Service (IHS) area in the United States. Offers background information and an overview of the IHS program and structure. Consists primarily of tables and charts illustrating regional differences in Indian health from 1984 to 1988, leading causes of cancer mortality from 1984 to 1988 by IHS area and sex, cancer mortality by area, and trends in cancer mortality from 1968 to 1987 among Native Americans in selected states compared to all races in the United States.

Readability Rating
Very difficult (1°) scientific professional magazines
Cancer Runs in Certain Circles

Producer
Alaska Crippled Children & Adults, Inc.

Publication Date
1988

Availability
Alaska Crippled Children & Adults, Inc.
1020 Barnette Street
Fairbanks, Alaska 99701
(907) 456-8884
$50. package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and
1 child's activity book

Format
11" x 17" poster (part of package described above)

Target Audience
Tobacco chewers and school-aged children

Content Description
Depicts the silhouette of a round tin of tobacco in someone's pocket. Reads
"Cancer Runs In Certain Circles" and, in much smaller print, "The fact is, over 85% of the
people who suffer from mouth cancer are tobacco chewers. Of those, nearly half die."
The telephone number for Alaska Crippled Children & Adults, Inc., is prominently
displayed.

Readability Rating
Not applicable
Chances Are... You Need a Mammogram

Producer
American Association of Retired Persons in cooperation with Office of Cancer Communications. National Cancer Institute

Publication Date
August 1991

Availability
American Association of Retired Persons Fulfillment Division
601 E Street, N.W.
Washington, D.C. 20049
(703) 550-9708
Order No. D14502
Free, single copies: $1.50. 50 copies

Format
4" x 9" pamphlet. 11 pages

Target Audience
Midlife and older women

Content Description
States that one out of nine American women will develop breast cancer; that, as women age, their chances of getting breast cancer increase every year; and that regular mammograms are one of the best weapons against breast cancer. Explains what a mammogram is, discusses risk factors such as family history and age, and addresses common barriers such as cost, fear, transportation, and discomfort. Lists resources for finding mammography facilities and questions to ask to find out whether a facility is of quality.

Readability Rating
Fairly difficult (11) Atlantic Monthly

Notes
Not designed specifically for Native Americans
Children Are the Future: Give Yours a Healthy Start

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$3.50, single copies; $3.25 each, 51 to 100 copies; $3 each, more than 100 copies

Format
16" x 20" poster

Target Audience
Pregnant American Indian women who smoke

Content Description
Pictures a silhouette of a pregnant American Indian woman smoking and a red slashed circle through the cigarette.

Readability Rating
Not applicable
Children Are Our Future: Give Yours a Healthy Start

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$0.20, single copies; $0.19 each, 101 to 500 copies; $0.17 each, more than 500 copies

Format
3-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indian and Alaska Native pregnant women

Content Description
Encourages pregnant women to eat healthy foods, to get regular exercise, and to stop smoking. Describes the health hazards to children who breathe cigarette smoke.

Readability Rating
Not applicable
Continue the Circle: Enjoy the Gift of Health

Producer
Minnesota Breast and Cervical Cancer Control Program, Minnesota Department of Health, and American Cancer Society

Publication Date
September 1992

Availability
American Cancer Society
3316 West 66th
Minneapolis, Minnesota 55435
(612) 925-2772 (ask for librarian)
Free

Format
11" x 17" poster

Target Audience
Native American women

Content Description
Depicts three Native American women of three generations. States that as a woman gains in years and wisdom, her risk of breast cancer increases. Urges women to get a mammogram. Includes a toll-free telephone number for the American Cancer Society that can provide information about low-cost or free mammograms.

Readability Rating
Not applicable
Does Your Child Smoke?

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
50.20, single copies; $0.19 each; 101 to 500 copies: $0.17 each, more than 500 copies

Format
3-3 4" x 8-1 2" leaflet, 6 pages

Target Audience
American Indians and Alaska Natives

Content Description
Defines "passive" smoking as "when children or adults breathe in smoke from a nearby cigarette." Explains that children who breathe in smoke from cigarettes have an increased risk of lung cancer when they are older, more respiratory infections, more ear infections, and more colds. Encourages smokers to quit.

Readability Rating
Not applicable
Eat More Fruits and Vegetables: 5 a Day for Better Health

Producer
California Department of Health and
California Public Health Foundation

Publication Date
October 1991

Availability Information
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 92-3248
Free, up to 25 copies

Format
3-1/2" x 8-1/2" leaflet, 8 pages

Target Audience
General public

Content Description
Suggests eating lots of fruits and vegetables to lower chances of getting cancer. Presents table listing vitamin A, vitamin C, and fiber content of numerous fruits and vegetables.

Readability Rating
Average (9) Reader's Digest

Notes
Not designed specifically for Native Americans
Eat More Salads for Better Health

Producer
California Department of Health Services and California Public Health Foundation

Publication Date
March 1992

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 92-3250
Free, up to 50 copies

Format
3-1/2" x 8-1/2" leaflet, 8 pages

Target Audience
General public

Content Description
Emphasizes eating salads to reduce chances of getting some cancers. Presents table of salad ingredients with average grams of fat and average number of calories.

Readability Rating
Easy (8) pulp fiction

Notes
Not designed specifically for Native Americans
Eat To Live

Producer
National Cancer Institute and
Office of Minority Health

Publication Date
Spring 1994 (anticipated)

Availability
To be determined

Format
8-1/2" x 11" fact sheet, 2 pages

Target Audience
Alaska Natives

Content Description
Answers questions about why a diet that is low in fat and high in fiber may be
important to cutting risks for some kinds of cancer and other health problems.
Mentions the fat and fiber content of some foods commonly eaten in parts of Alaska.

Readability Rating
Not applicable
Eating Healthy the Alaska Way

Producer
National Cancer Institute and
Office of Minority Health

Publication Date
Spring 1994 (anticipated)

Availability
To be determined

Format
20" x 30" poster

Target Audience
Alaska Natives

Content Description
Stresses the importance of eating five or more fruits and vegetables every day, which may help to reduce chances of getting some kinds of cancer.

Readability Rating
Not applicable
Eating Healthy the Alaska Way

**Producer**
National Cancer Institute and
Office of Minority Health

**Publication Date**
Spring 1994 (anticipated)

**Availability**
To be determined

**Format**
Two 2-sided 4" x 5-1/2" tent cards for meal trays

**Target Audience**
Alaska Natives

**Content Description**
Stresses the importance of eating five or more servings of fruits and vegetables every day, eating less greasy foods, and getting plenty of exercise to stay healthy.

**Readability Rating**
Not applicable
Eating Healthy the American Indian Way: Why All the Talk About Fat?

**Producer**
National Cancer Institute and
Office of Minority Health

**Publication Date**
Spring 1994 (anticipated)

**Availability**
To be determined

**Format**
5-1 2" x 8-1 2" booklet, 21 pages

**Target Audience**
American Indians

**Content Description**
Discusses the healthful benefits of eating a low-fat diet. Covers information on how to shop for low-fat foods, cook and eat the low-fat way, and choose low-fat foods when eating out.

**Readability Rating**
Not applicable
Eating Healthy the American Indian Way: Why All the Talk About Fiber?

Producer
National Cancer Institute and Office of Minority Health

Publication Date
Spring 1994 (anticipated)

Availability
To be determined

Format
5-1/2" x 8-1/2" booklet, 14 pages

Target Audience
American Indians

Content Description
Discusses the healthful benefits of eating a high-fiber (and low-fat) diet. Covers information on how to shop for high-fiber foods, increase the fiber content of one's family's meals, and choose high-fiber foods when eating out.

Readability Rating
Not applicable
Having a Pelvic Exam and Pap Test

Producer
National Cancer Institute

Publication Date
March 1993

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 93-3410
Free

Format
5-1 2" x 8-1 2" leaflet, 4 pages

Target Audience
Women

Content Description
Describes the pelvic exam and Pap test procedure.

Readability Rating
Not applicable

Notes
Not designed specifically for Native Americans
Health Risks and Preventive Care Among Older American Indians and Alaska Natives

Producer
American Association of Retired Persons

Publication Date
1990

Availability
American Association of Retired Persons
601 E Street, N.W.
Washington, D.C. 20004
(202) 434-2271
Order No. D135-43
Free, up to 50 copies

Format
3-1/2" x 8-1/2" leaflet, 10 pages

Target Audience
Older American Indians and Alaska Natives

Content Description
Presents demographic statistics about American Indians and Alaska Natives. Addresses specific health risks among older American Indians and Alaska Natives. Lists leading causes of death among American Indians and Alaska Natives and modifiable risk factors. Offers many tips for a healthy diet that will not only prevent obesity but also help prevent and control the development of heart disease, diabetes, and cancer. Also stresses the importance of exercise and avoiding alcohol and tobacco. Lists several Indian Health Service offices for more information about hospitals and health centers or service units.

Readability Rating
Fairly difficult (11) Atlantic Monthly

BEST COPY AVAILABLE
How To Examine Your Breasts

Producer
Native American Women’s Health Education Resource Center

Publication Date
1990

Availability
Native American Women’s Health Education Resource Center
P.O. Box 572
Lake Andes, South Dakota 57356
(605) 487-7072
Order No. 208
Free, single copies: $1, 2-50 copies: $0.95, 51-250 copies: $0.90, 250-500 copies

Format
17-1/4" x 11-1/4" poster

Target Audience
Native American women

Content Description
Illustrates and discusses how to examine one’s own breasts.

Readability Rating
Not applicable
It's Never Too Late To Quit!

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
S3.50, single copies; S3.25 each. 51 to 100 copies: S3 each. more than 100 copies

Format
20" x 16" poster

Target Audience
Elderly American Indian smokers

Content Description
Presents a photograph of American Indian elders who have quit smoking.

Readability Rating
Not applicable
**It's Never Too Late To Quit Smoking**

**Producer**
American Indian Health Care Association

**Publication Date**
1990

**Availability**
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$0.20, single copies; $0.19 each. 101 to 500 copies: $0.17 each. more than 500 copies

**Format**
3-3 1/2" x 8-1/2" leaflet, 6 pages

**Target Audience**
American Indian and Alaska Native smokers

**Content Description**
States that it's never too late to quit smoking—one's lungs will improve whether person is young or old at age of quitting. Describes some benefits of quitting smoking, such as breathing more easily, having more energy, reducing the risk of some cancers and heart disease, setting a good example, and helping to clean the air so Mother Earth can breathe.

**Readability Rating**
Not applicable

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Producer
American Indian Cancer Control Project

Publication Date
November 1991

Availability
American Indian Cancer Control Project
1918 University Avenue, Suite 2A
Berkeley, California 94704
(510) 843-8661
Call for price information

Format
VHS color videotape, 15 minutes; and 6-1/2" x 9-1/4" booklet, 28 pages

Target Audience
American Indian smokers

Content Description
Provides facts about cigarette smoking, tips for preparing to quit smoking and actually quitting, hints for coping with withdrawal symptoms, pressure from family and friends, and stress; advice for controlling weight; and ways to handle relapse. Includes a few quotes and a poem by American Indians.

Readability Rating
Very easy (6) comics (booklet)
Not applicable (videotape)
**Keep Our Health Traditional:**

**Keep Tobacco Use Traditional**

**Producer**
Tobacco Control Education Program, Southern California Indian Center, Inc.

**Publication Date**
No date

**Availability**
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite "50"
Los Angeles, California 90057
(213) 387-5782
Order No. SCIC-TCEP-1
$1.00, package of up to 25 copies; $1.50, package of 26 to 50 copies

**Format**
8-1/2" x 11" poster

**Target Audience**
American Indians

**Content Description**
Depicts an American Indian in full headdress with a sacred pipe.

**Readability Rating**
Not applicable
Let's Eat Healthy! 5 Simple Tips To Lower Dietary Risk of Cancer

Producer
Wake Forest University

Publication Date
March 1993

Availability
Department of Family and Community Medicine
Bowman Gray School of Medicine
Wake Forest University
Winston-Salem, North Carolina 27157
(919) 716-1565
Free, single copies, while supplies last (may be reproduced)

Format
4-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indians

Content Description
States that Indian people were healthy in earlier times because they were active and ate foods low in fat and high in fiber. Explains that many of the health problems seen in the Indian community today are linked to a change in eating habits and less active daily routines. Presents five ways to help reduce cancer risk: (1) eat less fat; (2) eat more high-fiber foods; (3) eat more foods high in vitamin A and vitamin C; (4) limit the amount of salt-cured and smoked foods; and (5) maintain a healthy body weight.

Readability Rating
Not applicable

Notes
Funding for this brochure provided by the National Cancer Institute
**Little Sister Mouse**

**Producer**
Roberta Cady, R.N.

**Publication Date**
1992

**Availability**
Roberta Cady, R.N.
Northern Cheyenne Public Health Nurse
Birney, Montana 59012
$0.50, single copies

**Format**
8½ x 5½ pamphlet. 10 pages

**Target Audience**
Native Americans

**Content Description**
Tells the story of the little sister mouse, who lives in the here and now, and the noble eagle, who teaches us to listen and look. Emphasizes that it is good to be like the mouse, doing things with all our might, as well as the noble eagle, watchful to keep the enemy of cancer away. Presents the seven possible warning signs of cancer.

**Readability Rating**
Not applicable
Malam Nau Yahiwapo:
Women's Gathering Place

Producer
Pascua Yaqui Health Department in collaboration with
Arizona Disease Prevention Center, University of Arizona Health Sciences Center

Publication Date
1992

Availability
Arizona Disease Prevention Center
University of Arizona Health Sciences Center
2501 East Lee
Tucson, Arizona 85716
(602) 321-744
$5, packet; may be reproduced as needed

Format
9-1/2" x 11-3-4" folder with 8 fact sheets

Target Audience
American Indian women

Content Description
Contains fact sheets on where to go for health care, patient's bill of rights, Pap smear, breast health, physical breast exam, mammogram, and breast self-exam.

Readability Rating
Average (9) Reader's Digest
A Mammogram Could Save Your Life

Producer
National Cancer Institute

Publication Date
March 1993

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 93-3418
Free

Format
5-1/2" x 8-1/2" leaflet. 4 pages

Target Audience
Women over age 40

Content Description
Answers questions about having a mammogram. Explains the importance of the procedure.

Readability Rating
Not applicable

Notes
Not designed specifically for Native Americans
Mouth Cancer Runs in Certain Circles

Producer
Alaska Crippled Children & Adults, Inc.

Publication Date
1988

Availability
Alaska Crippled Children & Adults, Inc.
1020 Barnette Street
Fairbanks, Alaska 99701
(907) 456-4884
$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and 1 child's activity book

Format
3-1/2" x 8" leaflet, 4 pages (part of package described above)

Target Audience
Alaskans

Content Description
Discusses the prevalence of chewing tobacco among young people in Alaska. Presents the dangers of smokeless tobacco, including the risk of addiction, contracting gum disease, high blood pressure, oral cancer, or even death. Encourages tobacco chewers to seek assistance in quitting from health providers in their village or community.

Readability Rating
Average (10) Reader's Digest
A New Beginning, Return to Traditional Tobacco Use, Renew Our Tribal Values, Rededicate Ourselves to Healthy Traditions

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 50
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-2
$1. package of up to 25 copies; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
American Indians

Content Description
Colorfully depicts a peace pipe, and encourages American Indians to return to traditional tobacco use, renew tribal values, and rededicate themselves to healthy traditions. Encourages people to stop tobacco abuse to avoid respiratory disease (shortness of breath), heart attacks, chronic halitosis, throat cancer, lung cancer, stroke, tuberculosis, and emphysema.

Readability Rating
Not applicable
Our American Indian Children Are Our Future: Bring Them Into Health and Tradition

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 50
Los Angeles, California 90057
(213) 385-7772
Order No. SCIC-TCEP-3
$1. package of up to 25 copies; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
American Indians

Content Description
Depicts an American Indian woman and baby, and encourages health.

Readability Rating
Not applicable
Our American Indian children deserve a healthy future and healthy traditions: Don't Smoke for Your Children's Sake

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-1
$1, package of up to 25; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
Pregnant American Indian women

Content Description
Depicts a silhouette of a pregnant American Indian woman smoking, and encourages pregnant women not to smoke.

Readability Rating
Not applicable
The Pap Test: It Can Save Your Life!

Producer
National Cancer Institute

Publication Date
October 1991

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 91-3213
Free

Format
5-1/2" x 8-1/2" leaflet, 4 pages

Target Audience
Women

Content Description
Answers questions about cancer of the cervix, such as how and where the test is performed, how often women should get a Pap test, who needs to have one, and why a Pap test is important.

Readability Rating
Not applicable

Notes
Not designed specifically for Native Americans
**The Pathway to Health**

Producer
United Indian Health Services.
American Cancer Society, Humboldt-Del Norte Unit, and
Pacific Gas & Electric

Publication Date
1991

Availability
United Indian Health Services, Inc.
P.O. Box 420
Trinidad, California 95570
(707) 675-3693
$3 plus $1 shipping, first 10 sets of magnets: $2 plus $0.50 shipping,
each additional 10 sets

Format
Set of refrigerator magnets

Target Audience
American Indians

Content Description
Encourages American Indians, through colorful pictures, to eat fruits
and vegetables, whole grains, fish, and lean meat or poultry.

Readability Rating
Not applicable
Pull Together: Quit Smoking

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$3.50, single copies; $3.25 each, 51 to 100 copies; $3 each, more than 100 copies

Format
20" x 16" poster

Target Audience
American Indian smokers

Content Description
Depicts a watercolor painting of American Indian canoe paddlers at the 1990 Lummi Stommish Celebration in Washington State. Urges American Indians to pull together and quit smoking.

Readability Rating
Not applicable
Smoke-Free... and Healthy

Producer
American Indian Health Care Association in cooperation with
Indian Health Board of Minneapolis

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
51. single copies: $0.90 each; 100 to 500 copies: $0.80 each; more than 500 copies

Format
5-1/2" x 8-1/2" leaflet. 15 pages

Target Audience
American Indians

Content Description
Contains a very brief survey to determine reasons why the reader smokes. Encourages
the reader to set a target date to quit smoking. Offers suggestions for what to do on
quit day and how to stay smoke-free.

Readability Rating
Very easy (7) comics
Smokeless Tobacco: Activity Book; Grades K-6

Producer
Alaska Crippled Children & Adults, Inc.

Publication Date
1988

Availability
Alaska Crippled Children & Adults, Inc.
1020 Barnette Street
Fairbanks, Alaska 99701
(907) 456-4844

550. package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and
1 child's activity book

Format
8-1/2" x 11" pamphlet, 9 pages (part of package described above)

Target Audience
Children in kindergarten through sixth grade

Content Description
Contains eight puzzles, including connect the dots, maze, word search, picture to color,
and crossword.

Readability Rating
Not applicable
Smokeless Tobacco: Teacher's Guide

Producer
Alaska Crippled Children & Adults, Inc.

Publication Date
1988

Availability
Alaska Crippled Children & Adults, Inc.
1020 Barnette Street
Fairbanks, Alaska 99701
(907) 456-4884
$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and 1 child's activity book

Format
8-1/2" x 11" pamphlet. 32 pages (part of package described above)

Target Audience
Teachers of kindergarten through high school

Content Description
Includes brief background information on smokeless tobacco, history, danger signals and statistics, classroom activities, video scripts, a quiz for junior and senior high school students, and potential followup questions. Pamphlet designed for use with a videotape and an activity book for elementary school children.

Readability Rating
Average (10) Reader's Digest
Take Care of Your Breasts

Producer
National Cancer Institute

Publication Date
March 1993

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 93-347
Free

Format
5-1/2" x 8-1/2" leaflet. 4 pages

Target Audience
Women

Content Description
Explains what a mammogram is and how often women need to have one, depending on age. Describes the pelvic exam and Pap test procedure.

Readability Rating
Not applicable

Notes
Not designed specifically for Native Americans
Take Care of Yourself

Producer
Kentucky Cabinet for Human Resources

Publication Date
April 1992

Availability
Kentucky Cabinet for Human Resources
Chronic Disease Branch
275 East Main Street
Frankfort, Kentucky 40621
(502) 564-7996
Order No. PAM-DHS-110 (4-92)
$4. 100 copies, $20. 500 copies (make check payable to Kentucky State Treasurer)

Format
4-1/4" x 5-1/2" leaflet, 4 pages

Target Audience
Women

Content Description
Encourages every woman to have a Pap test and every woman 40 years or older to have a mammogram.

Readability Rating
Not applicable
Take Control: 16 Steps to a Healthier Life

Producer
American Cancer Society, Humboldt-Del Norte Unit, and
United Indian Health Services, Inc.

Publication Date
1991

Availability
American Cancer Society
Humboldt-Del Norte Unit
2942 F Street
Eureka, California 95501
(707) 442-1436
$0.08, single copies

Format
3-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
Native Americans

Content Description
States that scientists think most cancers may be related to lifestyle and environment—
what people eat and drink, whether they smoke, and where they work and play. Lists
10 diet and behavior changes to help reduce the risk of getting cancer.

Readability Rating
Average (10) Reader's Digest
Taking Care of Your Health: The Pap Test and Cervical Cancer

Producer
National Cancer Institute

Publication Date
Winter 1993

Availability
Cancer Information Service
(800) 4-CANCER
Free, single copies

Format
9-minute VHS videotape and 8" x 11" booklet, 16 pages

Target Audience
American Indian women

Content Description
Urges American Indian women to have an annual Pap test for the early detection of cervical cancer. Includes overview of the cervical cancer problem among American Indian women, an explanation of the Pap test, recommendations for cervical cancer screening, and ways that women may be able to protect themselves from the disease. Booklet provides information on how to use and promote the video.

Readability Rating
Not applicable (videotape)
Easy (8) pulp fiction (booklet)

Notes
Not designed specifically for Native Americans
Tobacco Control Education Program

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772

Order No. SCIC-TCEP-5

$1, package of up to 25 copies; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
American Indians

Content Description
Depicts smaller versions of six posters of the Tobacco Control Education Program: (1) Our American Indian Children Are Our Future—Bring Them Into Health and Tradition; (2) Tobacco Control Education Program; (3) Keep Our Health Traditional—Keep Tobacco Use Traditional; (4) Our American Indian Children Deserve a Healthy Future and Healthy Traditions—Don't Smoke for Your Children's Sake; (5) Tobacco Was a Gift From Our Great Spirit—Don't Let It Become Our Death; and (6) Tobacco Is Traditional to American Indian People—Cancer Is Not Traditional.

Readability Rating
Not applicable
Tobacco is traditional to American Indian People: Cancer is Not Traditional

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 50
Los Angeles, California 90057
(213) 387-5-2
Order No. SCIC-TCEP-6
51. package of up to 25 copies: $1.50, package of 26 to 50 copies

Format
8 1/2" x 11" poster

Target Audience
American Indians

Content Description
Depicts a skull wearing traditional American Indian headdress and smoking a cigarette, and states that although tobacco is traditional to American Indians, tobacco abuse causes cancer of the mouth, lung, bladder, pancreas, larynx, pharynx, and esophagus.

Readability Rating
Not applicable
Tobacco: It Was Never Meant To Be Abused

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 199
St. Paul, Minnesota 55101
(612) 290-0235
$5.50, single copies; $3.25 each, 51 to 100 copies; $2 each, more than 100 copies

Format
16" x 20" poster

Target Audience
American Indians

Content Description
Features a pen and watercolor painting of an American Indian elder teaching traditional use of tobacco.

Readability Rating
Not applicable
Tobacco Was a Gift From Our Great Spirit:
Don't Let It Become Our Death

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-7
$1.00 package of up to 25 copies; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
American Indians

Content Description
Depicts an American Indian burial ground constructed of four burning cigarettes. States that tobacco abuse causes low birthweight, slow prenatal growth, respiratory diseases, stroke, children's respiratory problems, coronary heart disease, emphysema, bronchitis, bad breath, stomach ulcers, and mouth, throat, and lung cancers.

Readability Rating
Not applicable
Traditional Foods Can Be Healthy

Producer
Special Populations Studies Branch, National Cancer Institute

Publication Date
May 1993

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 93-3548
Free

Format
8½" x 7½" pamphlet, 15 pages

Target Audience
American Indians

Content Description
Explains that during "traditional times," American Indians rarely had cancer, heart disease, diabetes, or obesity because traditional foods (e.g., fish, deer) were low in fat, people didn't eat as much, less fat was used to cook foods, no fat was added to foods that were boiled or dried, people ate a variety of foods, and people got more exercise. Encourages readers to eat more traditional foods today.

Readability Rating
Average (9) Reader's Digest
Traditional Use of Tobacco

Producer
American Indian Health Care Association

Publication Date
1991

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$0.20, single copies; $0.19 each, 101 to 500 copies; $0.17 each, more than 500 copies

Format
3-3/4" x 8-1/2" leaflet; 6 pages

Target Audience
American Indians

Content Description
Explains that tobacco is used by many Native Americans in spiritual ceremonies. Describes appropriate uses of tobacco: "to help our thoughts and prayers reach the Creator; to give thanks to the Creator; to honor four-legged, flying, swimming, or crawling beings we have hunted; to seek advice from an elder or respected person; to show respect for Mother Earth; and to seek protection on our daily journeys." States that each Native American must choose how to use tobacco—to honor life or to harm life.

Readability Rating
Not applicable
We Are the Circle of Life; Pass on the Gift of Health

Producer
Native American Women and Wellness Project

Publication Date
Revised 1993

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
Call for cost information

Format
16" x 20" poster

Target Audience
American Indian women

Content Description
Pictures four American Indian women. Urges women to get yearly breast and Pap screenings.

Readability Rating
Not applicable
Content Description
Describes some reasons why some men put off going to a doctor. Discusses the early signs of some cancers that men can get: colon and rectal cancer (most common in men over age 40), testicular cancer (most common in men ages 15 to 35), prostate cancer (most common in men ages 60 to 90), bladder cancer (most common in men ages 60 to 90), lung and mouth cancers, and breast cancer (rare in men). Lists the seven warning signals of cancer.

Readability Rating
Very easy (7) comics
What Women Should Know About Cancer

Producer
American Cancer Society, Humboldt-Del Norte Unit, and United Indian Health Services, Inc.

Publication Date
1990

Availability Information
American Cancer Society
Humboldt-Del Norte Unit
2912 F Street
Eureka, California 95501
(707) 442-1436
$0.08, single copies

Format
3-1/4" x 8-1/2" leaflet, 6 pages

Target Audience
Native American women

Content Description
Describes some reasons why some women put off going to a doctor. Discusses the early signs of some cancers that women can get: breast cancer, cervical and uterine cancer, colon and rectal cancer, and lung cancer. Lists the seven warning signals of cancer.

Readability Rating
Very easy (7) comics
Withdrawal From Smoking: Dealing With the Effects

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$0.20, single copies; $0.19 each; 101 to 500 copies; $0.17 each, more than 500 copies

Format
3-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indians and Alaska Natives who want to quit smoking

Content Description
Offers suggestions for dealing with the effects of withdrawal from smoking, including dry mouth, cough, and sore throat; hunger; changes in sleeping habits; grouchiness; or constipation or diarrhea.

Readability Rating
Not applicable
Appendix
Readability ratings are performed to ensure that materials can be read and understood by the people who will be using them. Sentence and word length and complexity are important factors in assessing readability.

The SMOG readability formula is quick to perform, ensures 90-percent comprehension (i.e., a person with a 10th-grade reading level will comprehend 90 percent of the material rated at that level), and is relatively reliable and respectable.

Directions for SMOG grading are taken directly from “SMOG Grading—A New Readability Formula,” by Harry McLaughlin.

1. Count 10 consecutive sentences near the beginning of the text to be assessed, 10 in the middle, and 10 near the end. Count as a sentence any string of words ending with a period, question mark, or exclamation point.

2. In the 30 selected sentences, count every word of three or more syllables. Any string of letters or numerals beginning and ending with a space or punctuation mark should be counted if you can distinguish at least three syllables when you read it aloud in context.

3. Estimate the square root of the number of polysyllabic words counted. This is done by taking the square root of the nearest perfect square. For example, if the count is 95, the nearest perfect square is 100, which yields a square root of 10. If the count lies roughly between two perfect squares, choose the lower number. For example, if the count is 110, take the square root of 100 rather than that of 121.

**SMOG Score and Interpretation**

<table>
<thead>
<tr>
<th>Score (Grade Level)</th>
<th>Level of Style</th>
<th>Typical Magazine Example</th>
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<tbody>
<tr>
<td>6-7</td>
<td>Very easy</td>
<td>Comics</td>
</tr>
<tr>
<td>8</td>
<td>Easy</td>
<td>Pulp fiction</td>
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<tr>
<td>9-10</td>
<td>Average</td>
<td>Reader’s Digest</td>
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<tr>
<td>11-13</td>
<td>Fairly difficult</td>
<td>Atlantic Monthly</td>
</tr>
<tr>
<td>14-16</td>
<td>Difficult</td>
<td>Academic magazines (e.g., Psychoanalytic Review, Child Welfare)</td>
</tr>
<tr>
<td>17+</td>
<td>Very difficult</td>
<td>Scientific professional magazines (e.g., Music Educator Journal)</td>
</tr>
</tbody>
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Appendix

SMOG Readability Formula (continued)

References


### Readability Worksheet

Name of Publication: ________________________________
Publisher: ________________________________
Number of Pages: ______________ Date Readability Completed: ______________

A. SMOG Readability Formula

<table>
<thead>
<tr>
<th>Sample</th>
<th>Page No.</th>
<th>Number of Words With Three or More Syllables</th>
<th>Syllable Counting Wordspace</th>
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<td></td>
<td>3</td>
<td></td>
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<td>b.</td>
<td>4</td>
<td></td>
<td></td>
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<td></td>
<td>5</td>
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<td></td>
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<tr>
<td></td>
<td>6</td>
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Set a. Multisyllabic Words nearest Perfect Square

Perfect Square, Square Root + 3 = ________________ (SMOG grade)

Set b. Multisyllabic Words nearest Perfect Square

Perfect Square, Square Root + 3 = ________________ (SMOG grade)

B. Interpretation of SMOG Score

<table>
<thead>
<tr>
<th>Grade Level</th>
<th>Level of Style</th>
<th>Example of Magazine Level</th>
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C. Additional Factors Affecting Readability

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<th>Factors</th>
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<th>Detract From Readability</th>
<th>Comments</th>
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<tr>
<td>1. Illustrations</td>
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<tr>
<td>2. Design Print</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Organization</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4. Definition of Technical Vocabulary</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Variability of Difficulty</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Author's Style</td>
<td></td>
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