**Supplemental Table 1.** Document search terms and results from the Truth Tobacco Documents Library.

|  |  |  |
| --- | --- | --- |
| **Search Terms** | **Total number of results** | **Number of results used in final sample** |
| “American Indian” “sacred tobacco” | 1,567 | 13 |
| “American Indian” “traditional” | 3,824 | 2 |
| “American Indian” “traditional tobacco”  | 255 | 4 |
| “American Indian” “Tribe” | 2,464 | 0 |
| “asema” | 75 | 0 |
| “asemaa” | 8 | 0 |
| “can sa sa” | 2 | 0 |
| “cansasa” | 0 | 0 |
| “headdress”  | 308 | 8 |
| “Indian chief” | 422 | 11 |
| “Indian country” | 1,013 | 4 |
| “Indian” “sacred tobacco” | 22 | 0 |
| “Indian squaw” | 29 | 4 |
| “Indian traditional” | 48 | 6 |
| “Indian traditional tobacco” | 5 | 0 |
| “Indian tribe” | 82 | 2 |
| “Kinnickkinnick” | 0 | 0 |
| “Native American” “sacred” | 608 | 2 |
| “Native American” “sacred tobacco” | 9 | 0 |
| “Native American” “traditional” | 4,808 | 2 |
| “Native American” “traditional tobacco” | 221 | 0 |
| “Native people” | 598 | 1 |
| “peace pipe” | 1,747 | 13 |
| “red willow” | 282 | 4 |
| **Total** | 18,397 | 76 |