

## **2009 Alaska Tobacco Control Alliance Paving the Way Awards:**

### **Sharing Your Story**

#### **Ted Harwood posthumous to Georgianna Lincoln and her family**

*Mr. Harwood teamed up with his sister, former Alaska State Senator Georgianna Lincoln, to share his story about tobacco addiction and passed the message on to all of us through a television tobacco prevention ad. His family reports that “many people came forward to tell our family the difference that small ad made in their lives and their efforts to quit smoking.” Telling his story was not a natural act for him. He lived his life staying out of the limelight. His teary-eyed plea to “please don’t smoke” was a side of him that surprised his family, but remains a legacy for future generations.*

Presented by: Emily Nenon American Cancer Society Cancer Action Network

### **Care Hero**

#### **Dodie Delaney, ANP, Fairbanks Regional Public Health Center**

*Ms. Delaney specializes in family planning and women’s health. For many years, Ms. Delaney has been a strong advocate for tobacco prevention and cessation. She is outstanding for her prevention work with youth and counseling women to remain smokefree during pregnancy. She never misses an education opportunity and her dedication to her clients’ tobacco-free well being is exceptional.*

Presented by: Sylvia Cowen, Fairbanks Regional Public Health Center

### **Youth Advocacy Leadership**

#### **Peninsula Smokefree Partnership, Teens against Tobacco Use (Susan Pfaffe Peninsula Smokefree Partnership Education Coordinator will receive the award for the teens)**

*The Kenai Peninsula Smokefree Partnership Youth are dedicated supporters of clean indoor air on the Kenai Peninsula. These youth created media, testified at public hearings and helped to spread the word about the dangers of secondhand smoke. The Peninsula TATU group is one of the longest established Teens Against Tobacco Use groups in the state and a great example of how teens can be effective messengers for healthy communities. We know we will hear more from these youth in years to come as we continue the quest for a tobacco-free Alaska.*

Presented by Lauren Kelsey State of Alaska Tobacco Prevention and Control Program

### **Community Backbone**

#### **Emily Nenon and Jennifer Adzima American Cancer Society Cancer Action Network**

*It has been a year of transition for ATCA’s core agencies. Circumstances have left both the Lung and Heart Associations short-staffed. Emily and Jen continue to maintain the core agency support for local and statewide efforts, with involvement in ordinance work stretching from Nome to Wrangell, and championing our priorities in the Alaska Legislature. It is a true example of partnership that when one (or two) core members are down, another steps up to*

*take the load. They always keep their cool and their incredible sense of kindness and humor through it all.*

Presented by Kay Ashton, Alaska Tobacco Control Alliance, Steering Committee Co-Chair

### **Trail Breaker**

**Captain Kurt Ludwig Alaska State Trooper** (received by Captain Burke Barraick)

*Captain Ludwig is the detachment commander covering all of Southeast Alaska. He has provided all of his troopers with “Quit Line” cards to distribute to the public, when appropriate, in order to promote a smokefree lifestyle. His actions demonstrate a new partnership between tobacco prevention and the troopers, resulting in a big step forward in changing the norm in Southeast Alaska.*

Presented by Joe Darnell, State of Alaska Tobacco Prevention and Control

### **Outstanding CIA Operative**

**Jenny Olendorff, Bridges Community Resources Network Incorporated**

*Over the past three years, Ms. Olendorff took being a CIA (Clean Indoor Air) operative to new levels. She is now fully skilled at responding to the most nuanced arguments, and takes the usual opposition arguments head on. She has volunteered countless hours in her work on the Kenai Peninsula. She is dedicated to the coalition’s campaign plan, but flexible enough to adapt to the shifting political environment. Her grace, sincerity, and genuine kind spirit always shine through her work and her words.*

Presented by: Jen Adzima American Cancer Society, Cancer Action Network

### **Health System Partners in Change**

**Tanana Chiefs Conference/Chief Andrew Isaac Health Center**

(Jerry Isaac and Victor Joseph)

**To: Fairbanks Memorial Hospital**

(Mike Powers)

*Fairbanks Memorial Hospital and Tanana Chiefs Conference/Chief Andrew Isaac Health Center have demonstrated a commitment to promote tobacco prevention policy system-wide. Healthcare facilities are perceived as leaders in healthy choices and lifestyles in our communities. Fairbanks Memorial Hospital and Tanana Chiefs Conference have provided that example for the residents of Fairbanks as well as those who travel in from the surrounding areas for health care needs. These facilities provide an environment that is safe from secondhand smoke as well as an example of how to be tobacco-free.*

Presented by Karleen Huhn, Tanana Chiefs Conference

## **Community Connectors**

### **Allakaket Wellness Team: Elizabeth Strassburg, Evelyn Esmailka, and Nancy Mason**

*Linking school to community, these women have put in many extra hours to ensure the entire community of Allakaket receives the tobacco prevention message. As part of Yukon-Koyukuk School District's wellness team, they recognize that school-based tobacco prevention is more successful when the community reinforces healthy behaviors outside of school. They show great creativity in linking health messages with academics and other community events and have even brought in regional experts to talk to the community about tobacco prevention and cessation.*

Presented by: Moses Tulim ATCA Steering committee Co-chair

## **Policy Pioneer**

### **Bert Sharp**

*In 1997, Senator Sharp sponsored legislation that raised Alaska's cigarette tax to \$1.00 per pack, the highest in the nation. His legislation also tripled the tax on other tobacco products. Tobacco taxes have proven to be one of the most effective ways to keep kids from ever starting to use tobacco and help adults quit.*

*Over the past decade great progress has been made in reducing the needless addiction, disease and premature death caused by tobacco. In Alaska, youth smoking has been cut by half and adult smoking has been reduced by more than twenty percent, saving both lives and money. These successes are directly attributable to increased taxes, building and sustaining a comprehensive tobacco prevention program, and supporting clean indoor air.*

*Success in the effort to pass the tobacco tax in 1997 was both bold and courageous, providing an example of strong leadership for policy makers throughout the nation. Since that time, many states and local governments have followed that example by increasing tobacco taxes to substantially reduce tobacco use while also significantly increasing state and local revenue.*

*As stated by former US Surgeon General C. Everett Koop:*

*"Cigarette taxes ... are the most effective way to discourage tobacco use among young people. ... Increasing the cigarette tax could be one of the most important public health measures this country has ever taken."*

*Senator Sharp's leadership paved the way for the successes we continue to enjoy.*

Presented by Eric Myers Alaska Tobacco Control Alliance long standing member