



Tobacco-Free News

NEWS FROM THE ALASKA TOBACCO CONTROL ALLIANCE

VISION

A tobacco-free Alaska

MISSION

To create conditions for Alaskans to live free from the harmful effects of tobacco

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NOTES FROM THE CO-CHAIRS

Greetings ATCA Members!

As your co-chairs, we are passionate about providing support to individual ATCA members, ATCA work groups and the ATCA steering committee for continued growth and success. Let us tell you a little about ourselves:

Jenny draws her passion for a tobacco-free Alaska from losing close family members to smoke-related illnesses. She is interested in highlighting the youth voice in our tobacco prevention, education and advocacy efforts as we work toward an Alaska free from tobacco-related illnesses and death, not to mention an end to cigarette butts littering our sidewalks.

Throughout more than 40 years of nursing experience, Pat has seen the devastating effects of tobacco products through the entire lifespan. With her background in addictions nursing, Pat understands the cessation process. She has been involved in this issue at a statewide level for approximately a decade.

As always there are many ways for you to be involved. Talk to people about the importance of the health issues around tobacco use. Tell others of ATCA resources like Smokefree Housing packets or suggest candidates to honor at the annual awards reception prior to the ATCA Tobacco Summit in Palmer on April 27-29, 2010. Sign up for ATCA informational emails which are typically sent weekly unless they are time sensitive. Email atca@iialaska.com if you would like any of these work group chairs to contact you:

- ▶ Smokefree Housing ▶ Tobacco Summit ▶ Youth
- ▶ Smokeless Tobacco ▶ Membership ▶ Scholarship
- ▶ Communications ▶ Medicaid/Third Party Payer

ATCA continues to work towards our common vision of a tobacco-free Alaska through active and energized work groups, concentrated planning for the 2011 Tobacco Summit, and strengthening our collaborative efforts as we gather momentum towards a statewide comprehensive clean indoor air law. Watch for changes to the ATCA website and newsletter to better highlight our strategic plan.



STEERING COMMITTEE

Jenny Olendorff, Co-Chair
SouthCentral Region

Pat Reynaga, Co-Chair
Anchorage Region

Carrie Nyssen
American Lung Assoc.

Lincoln Bean Sr.
Alaska Native Health Board

Melanie Brenner
Interior Region

Wilbur Brown
At Large

Gary Ferguson
Native Appointee

Alex Hicks
State of Alaska TPC

Brian James
Native Appointee

Pat Luby
AARP

Diana Mack
Native Appointee

Betty MacTavish
Southwest Region

Laura Muller
Native Appointee

Emily Nenon
ACS Cancer Action Network

Andrea Thomas
Southeast Region

Moses Tulim
Western Region

Becky Stoppa
At Large

Michelle Woods
Northern Region

Jenny Olendorff & Pat Reynaga, Co-Chairs



Around the State

GREAT AMERICAN SMOKEOUT— NATIVE STYLE

The American Cancer Society marked the 35th Great American Smokeout on Thursday, November 18. The idea is to encourage tobacco users to use that day to make a quit plan, then quit for the day and then for a whole life. Smokers were encouraged to take an important step towards a healthier life—one that can lead to reducing cancer risk.

The Anchorage Native Hospital held two celebrations. Gary Ferguson and his ANTHC office had a great public information booth with smoked salmon and quit smoking materials. Meanwhile, across the street at the Primary Care Center, South Central Foundation's Health Education staff held a similar event. A Yupik group provided traditional dances as a backdrop for the cessation program. The drumming was very moving and energizing.

In Bethel, the smell of formaldehyde filled the air at the Yukon Kuskokwim Health Corporation hospital as Nicotine Control Research Coordinator Marcelo Hanza demonstrated the effects of smoking on lungs. People gathered to view the sight of a healthy set of pig lungs being blown up and then compared to a set of lungs that



have been treated to represent the lungs of someone who has been smoking for ten years. The sight of black lungs, damaged lobes that wouldn't inflate, and tumors covering the lungs were enough to gross out many who were able to view the demonstration and had people thinking about the effects of tobacco use.

Several demonstrations were held in the hospital lobby and at the AC store lobby after a small crowd of people completed a short Walkout on Tobacco to increase awareness for the annual Great American Smokeout.



*Educational booth
in Bethel*

Youth: Part of the Solution

Mat-Su T.A.T.U. (Teens Against Tobacco Use) youth were invited to speak at the recent American Lung Association's "Breathe Easy" fundraising breakfast at the Hilton Hotel in Anchorage.

Lily Cooks and Anthony Phillips engaged and entertained the audience as they talked about tobacco prevention and advocacy projects they have worked on to help make the Mat-Su Valley a healthier community.

Two of our coalition members have been blanketing the

We love to highlight coalitions around the state. Send information on your coalition to atca@iialaska.com.

Valley with Breathe Free Mat-Su brochures and membership forms, in an effort to boost our membership and build support for smokefree policies."

The response, they said, has been surprising: "You wouldn't believe how supportive people have been. A lot of them thought we were smokefree already."



Coalition Name: Breathe Free Mat-Su
General Membership: Approximately 110
Core Group: 10-15
Supporting Organizations: 17
Current Project: Gearing up to launch a Smokefree Palmer Campaign

Local coalition members in a parade

SAVE THE DATE:**APRIL 27-29, 2011—PALMER, ALASKA****Keynote Speakers**

- **Dr. Gregory N. Connolly**, Harvard School of Public Health, teaches and conducts research on tobacco & health
- **Cynthia Hallett**, Executive Director of Americans for Nonsmokers' Rights
- **Dr. Steven A. Schroeder**, Director of the Smoking Cessation Leadership Center at the University of California San Francisco
- **Luke Witkowski**, manager of the FACT Movement, a program that empowers youth to use facts in the fight against corporate tobacco

Lodging

Hotels and Bed & Breakfasts are available. Contact the Palmer or Wasilla Chambers of Commerce and ask for smokefree lodging options.

Registration

The registration fee is \$25. More info will be available at www.alaskatca.org after January 15, 2011.

National News**US SURGEON GENERAL'S REPORT**

US Surgeon General, Dr. Regina M. Benjamin, has released a new report on the harmful effects of tobacco smoke, describing how direct and second-hand smoke damage cells in every single organ of the body and subsequently lead to cancer, AIDS, birth defects, other diseases and death. The report also details the biology of addiction on a molecular level, to overwhelmingly convey, as Dr. Benjamin put it, "There is no such thing as a safe cigarette." Read more at: www.surgeongeneral.gov/library/tobaccosmoke/

CALL FOR AWARD NOMINATIONS

Send your ideas of people or organizations deserving of ATCA Awards to atca@iialaska.com. Awards will be presented at the reception on April 27th in Palmer, Alaska.

Got Air?

Clearing the Way for a Smokefree Alaska.

Save the date: April 27-29
Palmer, Alaska

2011 ATCA Summit
Alaska Tobacco Control Alliance

ATCA Work Group News**ATCA SMOKEFREE HOUSING INFORMATION PACKETS AVAILABLE**

Now you can call 1-888-474-4635 or send an email to atca@iialaska.com if you would like information packets on smokefree housing. The ATCA Smokefree Housing Work Group has created useful packets that include sample policies and information for multiple housing units, tenants and landlords. This work group is chaired by Betty MacTavish.

Get Involved: Join a Work Group

ATCA accomplishes much of its work through small groups that focus their efforts on different aspects of our mission and strategic plan. Go to visit www.alaskatca.org to find out when the next meeting is for any of our 8 work groups. Or email atca@iialaska.com if you would like any of these work group chairs to contact you:

- ▶ Smokefree Housing
- ▶ Tobacco Summit
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Ask the Doc

A new year brings new opportunities and resolutions to achieve a greater degree of wellness. Choosing to be tobacco free is a HUGE step towards healthy living. Quitting tobacco can be a daunting challenge, but there are many wonderful resources to assist you in this important step towards wellness. The Alaska Tobacco Quitline is a good first step, at www.alaskaquitline.com or at 1-800-QUIT-NOW. You can even choose to be an Alaska Tobacco Quitline Facebook Friend and receive motivational information. Many people find quitting “cold turkey” ideal, while others find that Nicotine Replacement Therapy (NRT) is crucial to help them with their withdrawal cravings. Other medications, such as Zyban and Chantix, are yet another tool to help in one’s recovery from tobacco - as the mind gets “re-wired” by tobacco addiction and may need help in re-establishing normal brain neurotransmitter levels. Your Healthcare Provider can assist you with determining whether these medications are right for you. Letting friends and family know that you are quitting tobacco is a great way to get support when times get rough. Celebrate a tobacco-free 2011!

ALASKA'S TOBACCO
QUITLINE
1-800-QUIT-NOW

**Bristol Bay
Alaska**

1-800-QUIT-NOW
No one can make me quit but me.
IT'S FREE. IT'S CONFIDENTIAL. AND IT WORKS.



Alaska Tobacco Control Alliance

c/o Information Insights
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Fairbanks, Alaska 99701

ATCA is a statewide network of health advocates who develop, support and sustain comprehensive tobacco control programs.

JOIN TODAY!

www.alaskatca.org