



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 YOUR CO-CHAIRS

Greetings and Happy New Year ATCA Members!



It was a busy year for ATCA, and 2012 promises even more activity as we work towards our vision of a tobacco-free Alaska. We are excited to announce the election of three new Steering Committee members, as well as the reelection of three existing Steering Committee members. A warm welcome to new members Karlene Huhn (Interior), Danielle Sylvester (Northern) and Henry George (Western) and a warm welcome back to Pat Reynaga (Anchorage), Andrea Thomas (Southeast) and Betty MacTavish (Southwest).

As we enter the second year of the two year legislative session, we will continue our collaboration with our partners to address with our legislators the benefits of protecting all workers from the dangers of secondhand smoke. On the federal level, the fight against Big Tobacco continues with the FDA's new regulations on marketing techniques and the requirement for graphic warning labels on tobacco products.

The Summit Workgroup is hard at work planning for the annual ATCA Summit to be held in Nome from May 2-4. You can expect to hear national, state and local experts sharing information on policy, cessation, smokeless tobacco, and disparities, as well as an entire track dedicated to our youth.

Please continue to check out our website at www.alaskatca.org for current information and updates. And, as always, consider attending the quarterly Steering Committee meetings in Anchorage.

Jenny Olendorff & Pat Reynaga, Co-Chairs

STEERING COMMITTEE

Jenny Olendorff, Co-Chair
SouthCentral Region

Pat Reynaga, Co-Chair
Anchorage Region

Lincoln Bean Sr.
Alaska Native Health Board

Gary Ferguson
Native Appointee

Henry George
Western Region

Karlene Huhn
Interior Region

Alex Hicks
SOA TPC Program

Brian James
Native Appointee

Pat Luby
AARP

Caroline Nevak
Native Appointee

Betty MacTavish
Southwest Region

Jamie Morgan
American Heart Association

Laura Muller
American Lung Association

Emily Nenon
ACS Cancer Action Network

Becky Stoppa
At Large

Danielle Sylvester
Northern Region

Andrea Thomas
Southeast Region



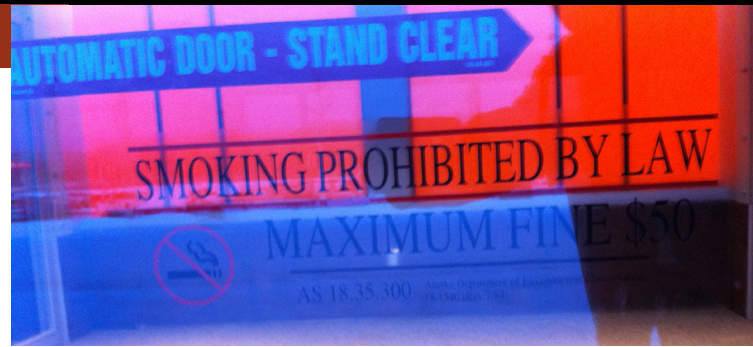
Around the State

NEW “NO SMOKING” SIGNS AT FAIRBANKS INTL. AIRPORT

New Terminal Prompts Better Signage, More Effective Enforcement

The Fairbanks International Airport is sporting attractive new “No Smoking” signs on all entrance doors to the terminal. The airport responded to requests for better signage from airport employees and the travelling public.

Chief of Maintenance Clark Klimaschesky initially contacted JoAnne Zito-Brause, Alaska’s Tobacco Prevention and Control Media Program Coordinator,



to see what was available, and with the official language from the Department of Environmental Conservation signage in hand, decided to go for a classy look befitting the new terminal. He worked with Powerhouse Signs in Fairbanks to have large transparent “clings” created for all 10 glass entrance doors.

But that’s not all. Klimaschesky went one step further. On every exit door is another sign: “No smoking except in designated smoking areas.” There are two such areas, one at each end of the terminal. “We want to make it easy for all employees and patrons to help protect non-smokers from exposure to secondhand smoke, while providing a designated and convenient location for smokers as well.” said Klimaschesky, “The signs assist by making the airport policy clear.”

This signage allows airport police the necessary backup in their enforcement efforts - clearly displaying the state’s secondhand smoke prohibition law, ensuring visitors and employees get the message in several ways before they have to intervene.

AKEELA

The Tobacco Prevention Program at AKEELA, Inc., with assistance from Northwest Strategies, is creating a DVD addressing organization tobacco policy. It is the story of how AKEELA developed their tobacco free policy and will be distributed with a workbook that answers any ‘how to’ questions and “what kind of policy is right for my organization.” In the workbook, AKEELA CEO, Rosalie Nadeau, and her staff outline important pieces of policy to consider including a Human Resources perspective.

The DVD will be available early in 2012 and was presented at the Alaska Public Health Summit in January. Copies of the DVD will be distributed to all behavioral health organizations in Alaska. While it is aimed at behavioral health organizations, the DVD concept of tobacco free policy is easily adaptable to any organization/agency that seeks it.

For more information, contact: Nick Gonzales, AKEELA Tobacco Prevention Manager: (907) 565-1228 or ngonzales@akeela.org.



AROUND THE STATE: GREAT AMERICAN SMOKEOUT (GASO)

SEARHC in Sitka put up orange people (left) and set up at a local small grocery store for free cold turkey sandwiches, information and a “guess the number of butts” contest.

PENINSULA SMOKEFREE PARTNERSHIP

Dena'ina Health Clinic Tobacco Cessation Intervention grantees have been working to include comprehensive tobacco cessation and prevention into every program within Kenaitze Indian Tribe (KIT) and working to collaborate with community organizations outside of the Tribe.

Kenaitze Indian Tribe administration passed a comprehensive smokefree policy, effective July 1, 2011, which covers all KIT locations and all company vehicles. Signage is posted at all sites to assist with increasing awareness, and window clings help to remind clients and employees using KIT vehicles.

As the Tribe integrates dental, medical, behavioral health and substance abuse services in our future facility, an Improvement Team with management representation from each program is working toward integration and a common registration and electronic health record. The medical program at the Dena'ina Health Clinic is already transparently posting each Care Team's tobacco screening and referral rates. As part of the Improvement Team, the tobacco program is helping to make the right thing to do for our clients the easy thing to do for our employees. Tobacco intervention is included in this effort. Currently, the burden of a 43% adult smoking rate is overwhelming. Designing screening templates in advance will help to improve our patient care. The KIT Employee Wellness Committee has been distributing Alaska Tobacco Quit Line information.

Community collaboration has also been prioritized as an important link and the Tobacco Intervention Network (TIN) has proven to be a functional working group. TIN is beginning to offer tobacco intervention for youth with two pilot schools in the Kenai Peninsula Borough School District; this program was embraced by the school board and within a month of approval youth referrals were coming in.

Momentum is also occurring on the Kenai Peninsula. The support of leadership and collaborators who are willing to step out of their comfort zone are key. We will be looking to the ATCA membership for expertise on how we can improve in the future and we thank everyone for what we have learned from each of you in the past.

For more information, contact: Deborah Nyquist, Wellness Manager and Tobacco Treatment Specialist for the Dena'ina Health Clinic at (907) 335-7320 or dnyquist@kenaitze.org.

TRIBAL RESOLUTIONS

Dedicated people all over the state have been working for years on building awareness of the dangers of tobacco use and secondhand smoke among tribal citizens and leaders. The results of this work lead to the passage of a resolution for statewide smokefree workplaces by the Alaska Federation of Natives in the fall of 2011.

The SouthEast Alaska Regional Health Consortium (SEARHC) Tobacco program developed an educational flyer for tribal leaders on tobacco use and secondhand smoke along with a draft resolution. This resolution was designed to build awareness and support for statewide smoke free workplace policies to protect people from the known dangers of secondhand smoke. These documents were distributed statewide.

SEARHC teamed up with the Alaska Native Tobacco Advisory Group (ANTAG) to present to the Association of Tribal Health Directors and the Alaska Native Health Board. They passed a revised resolution in support of tobacco-free workplaces within the Alaska tribal health system.

Grand Camp, the oldest native organization in the United States, held their annual convention during first full week of October 2011. SEARHC Juneau tobacco cessation counselor Rowena Reeves, a life-long member of the Alaska Native Sisterhood, made a presentation, emphasizing that one of the largest impacts to improve health of Alaska Native people is the passage of smoke free laws. "Smoke-free workplace laws", she said, "protect Alaska Natives from secondhand smoke, reduce tobacco use overall, support healthy lifestyles, model healthy behavior, and support quit attempts". The resolution passed unanimously.

The next step was bringing the resolution to Alaska Federation of Natives (AFN). Lincoln Bean Sr., delegate from the Organized Village of Kake, who is also Chairman of the Alaska Native Health Board (ANHB), SEARHC Board member, and a representative for the Alaska Tobacco Control Alliance (ATCA) agreed to bring this forward. The resolution was passed with applause and hooting (the only resolution, out of 48, to receive this reaction). The title of the resolution is "Statewide Smokefree Workplaces to Protect Tribal Citizens from the Dangers of Secondhand Smoke." The resolution sends a clear message that it is essential to protect the health and well being of Alaska Native people and others from the dangers of secondhand smoke statewide.



Ask the Doc

As we begin a brand new year filled with potential, we hope for positive changes that will lead to health benefits for both us, and our families. Need another reason to add “Quit Smoking” to your New Year’s positive change list?

Tobacco smoke contamination lingers even after a cigarette is extinguished a phenomenon they define as third-hand smoke. Small children are especially susceptible to third-hand smoke exposure because they can inhale near, crawl and play on, or touch and mouth contaminated surfaces. Third-hand smoke can remain indoors even long after the smoking has stopped. Similar to low-level lead exposure, low levels of tobacco particulates have been associated with cognitive deficits among children, and the higher the exposure level, the lower the reading score. We want the young people in our lives to have the best potential for success and to grow up healthy and strong. Being conscious about not exposing them to second and third-hand smoke is an easy way to remove a barrier to their healthy development and wellness.

“ Going smokefree has helped us gain business. We now get more families, visitors, and traveling sports teams. It has also created a better environment for our staff and patrons. We save money on ashtrays, matches, and cleaning costs. Overall it has been extremely positive for the Food Factory.”

— Sheryl Brendel
Food Factory,
Fairbanks



Good for health. Great for business.

Smokefree policies have been shown to not only improve the health and productivity of employees, but also decrease business costs for insurance, cleaning and maintenance. Research shows that smokefree laws are routinely positive or neutral in their economic impact.*



*Alaska Department of Health and Social Services,
Tobacco Prevention and Control in Alaska FY08 Report



Alaska Tobacco Control Alliance

c/o Information Insights
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ATCA is a statewide network of health advocates who develop, support and sustain comprehensive tobacco control programs.

JOIN TODAY!

www.alaskatca.org